

*Squash Australia
AGM 2018*

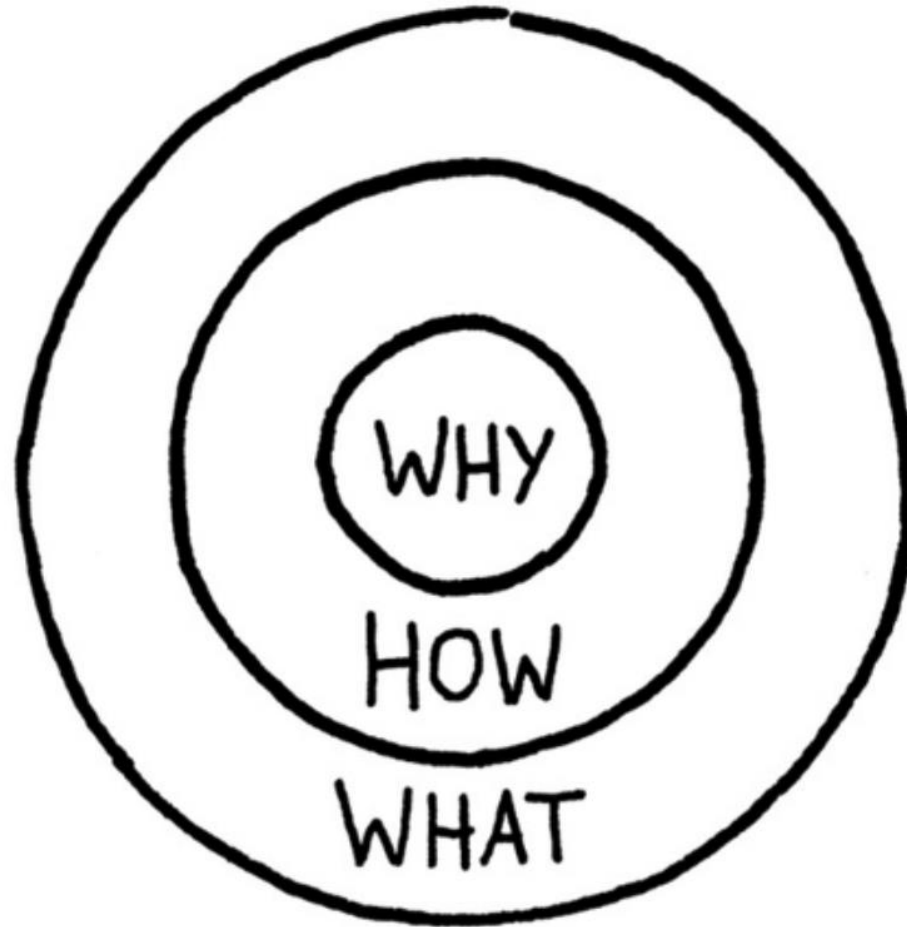
Whole of Sport

Being Relevant



“If we were starting the model from scratch you would never propose to implement what we currently have.”

Golf Australia



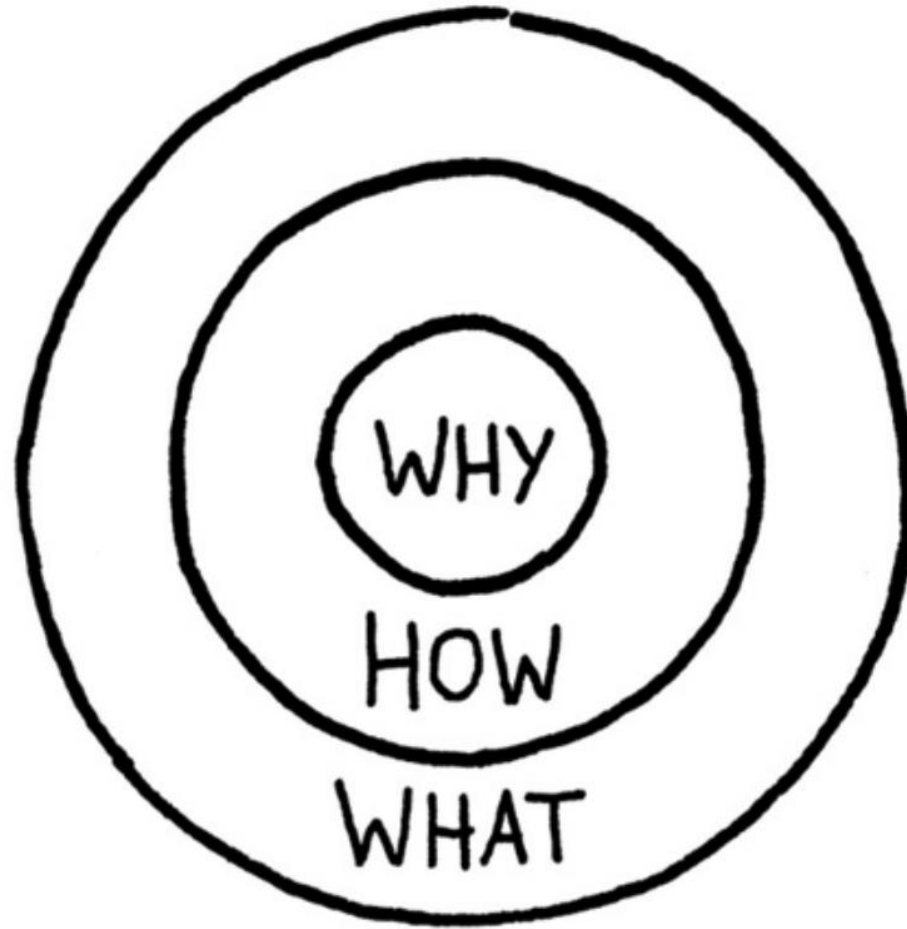
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We are starting in the wrong place

The Outcome of our What



- To get more people playing the game
- To make sure our facilities are vibrant, sustainable and financially secure
- To have athletes competitive on the world stage



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We are starting in the wrong place

Confusion of How



~~Structure before Strategy~~

Strategy before Structure

Point of Disruption



29 June 2007



SQUASH
AUSTRALIA

An approach where we recognise that at every level of the game, the interaction with our customers and their experience with the sport needs to be seamless, coordinated, predictable, self driven and enjoyable.

One Customer



So Who Are Our Customers?

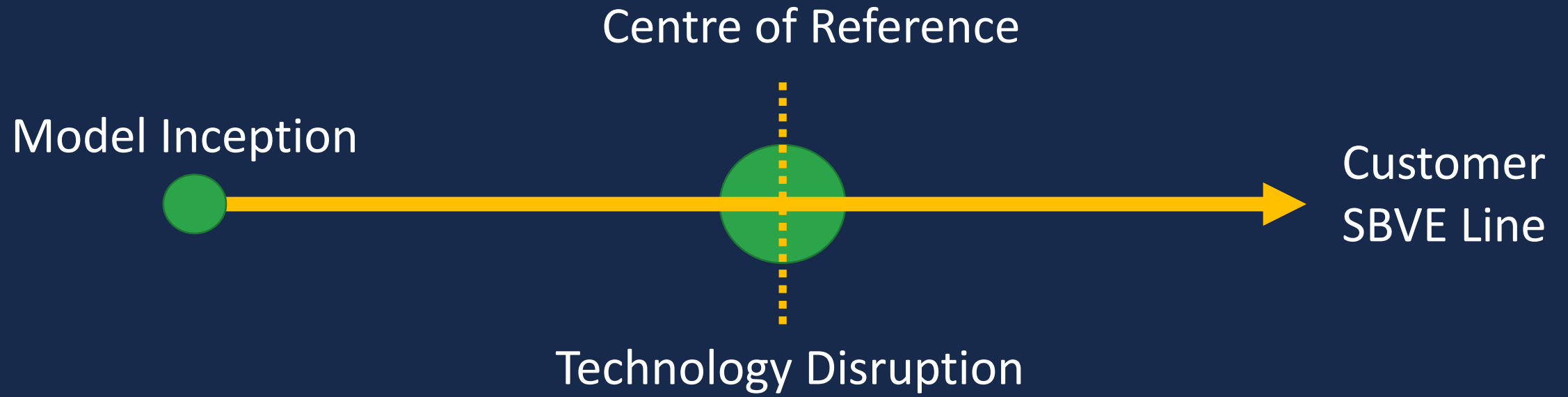
Technology has influenced customer behaviour and expectations.



More information
Feel more empowered
Are impatient
Demanding
Unpredictable

Their Demands





Relevancy Score of Business

Standards

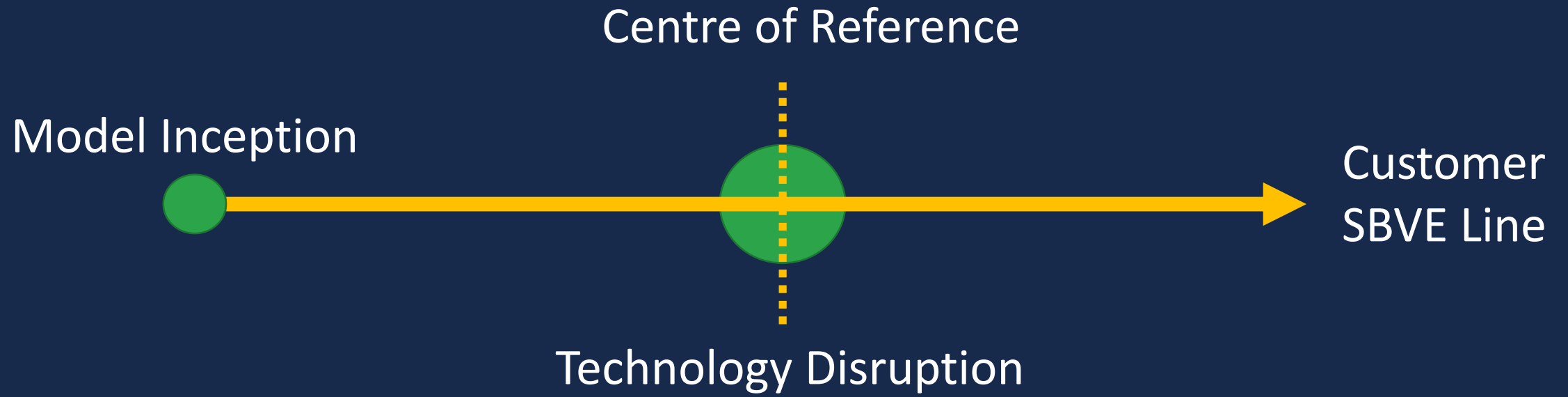
Beliefs

Values

Expectations

Customer SBVE Line

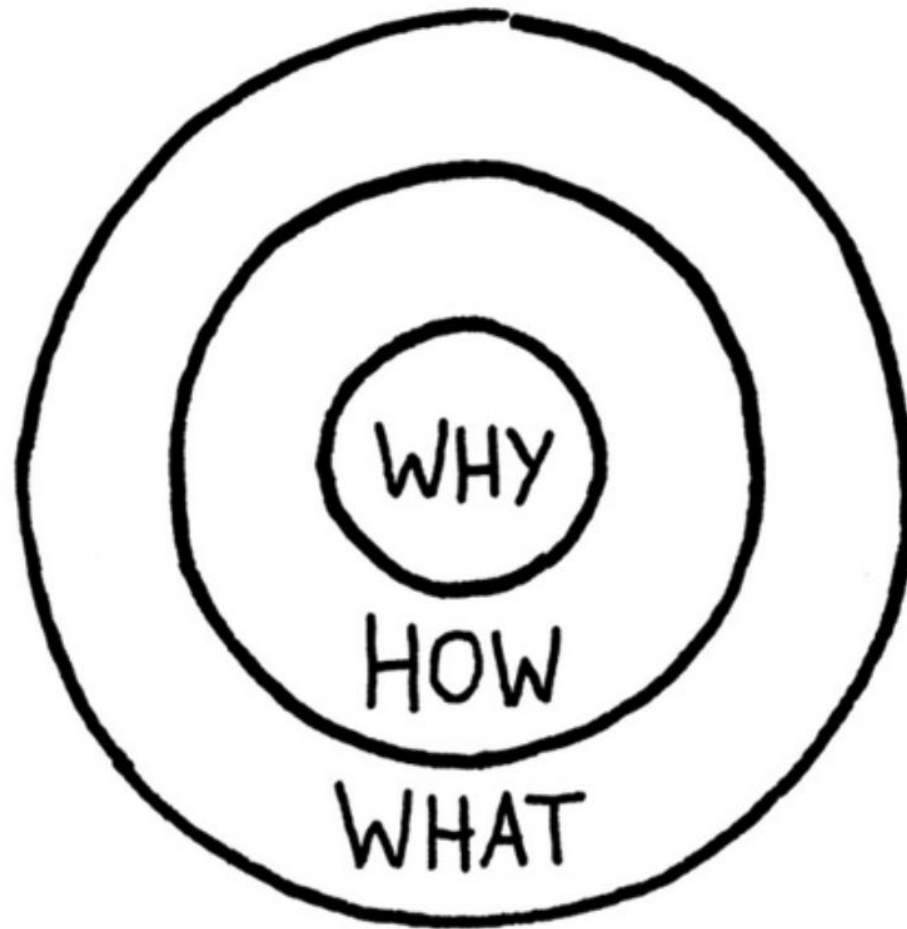




Relevancy Score of Business

Yet everyday we are demanding greater performance from a model that was designed before the internet





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Let's Start at the Centre

SQUASH

A SPORT FOR LIFE

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