



**SQUASH
AUS**

**MARKETING
AND
COMMUNICATIONS
PLAN**





OVERVIEW

The marketing and communications strategy is designed to build the sports profile and Squash Australia brand awareness among strategic stakeholders and the wider squash, sporting and non-sporting communities. The strategies align with Squash Australia's current Strategic Plan.

OBJECTIVES

Whole of sport strategy - Provide a unified, cohesive strategy for the whole of the organisation to operate under, a 'one source of truth' model

Create increased participation – Position Squash as a leading recreational sport

Raise the profile of Squash in Australia - Make Squash 'visible' and reposition the perception of Squash

Modernising Squash Communications Channels - Engage and communicate effectively with all internal and external stakeholders and better connect with target markets to grow the Squash Australia audiences

Create role models – Increase the strategic use of elite players as brand ambassadors for the sport.



MARKETING CAMPAIGNS



Campaign 1: 'Squash For ALL'

Campaign will demonstrate the benefits of Squash from a toddler to 90.

Campaign 2: 'Junior participation program'

A Racquetball style program will be implemented that is easier for children to play. It will be rolled out as both a program that can be implemented in the school and club environment.

Campaign 3: 'Get Active' Squash program

Squash is widely recognised as one of the best forms of aerobic exercise where you don't only get to participate in a sport, but you also get a workout every time you hit the court. The 'Get Active' Squash program will be targeted at people that are novice players that are looking to 'Get Active' again through returning to sport.

Campaign 4: Development of flagship event

Create an annual event combining competition for all age groups – a 'festival of squash' each year where the entire squash community comes together for one event. This will develop networking, togetherness, promotion of the sport as well as creating an asset for the sport in a cost effective event running environment

Campaign 5: Marketing toolkit

The marketing toolkit will provide centre operators and State/Territory associations with a suite of materials ensuring continuity across the business, brand awareness, consistent messaging while creating unity within the sport.



COMMUNICATIONS PLAN OVERVIEW

OBJECTIVES

Unite squash stakeholders behind a purposeful communications/marketing strategy

Support participation campaigns

Build sport profile

STRATEGIC APPROACH

Engage stakeholders, coordinate marketing delivery, share information across all levels of the system

Targeted campaigns towards strategic audiences

Public awareness campaign

COMMUNICATION ACTIVITIES

- Stakeholder engagement campaign
- Develop owned communication channels
- 'Return to Squash' & membership campaign
- School & Junior programs campaign
- Participation campaign – adult audience
- 'Squash is for everyone' campaign
- Deliver content around marquee events
- Develop owned communication channels
- Mainstream media



COMMUNICATIONS ACTIVITIES

The Communication activities will provide tactical support to the roll-out of the marketing campaigns, with particular focus on:

- Adopting a phased approach to ensure consistency of delivery and conversion of leads
- Addressing Squash Australia segmented public by delivering relevant key messages to each audience
- Changing the narrative around squash
- Increasing Squash Australia digital footprint and social media presence by creating dynamic and engaging content
- Strategically increasing Squash Australia earned media presence (turnkey packages, heroes & community stories, leverage international events)

Phased approach to delivery of the Communications strategy

Build the foundation

Sept – Dec 2021

Finalise long-term strategy & short term priorities, gain support and adopt branding across the system, develop marketing toolkits, confirm key messages

Develop the strategy

Jan – Apr 2022

Activate targeted campaigns to support participation and membership objectives, develop Squash Australia channels

Grow the profile

May – Aug 2022

Launch major profile campaigns, leverage international events exposure



BRAND REDESIGN

National Brand redesign objective

Adopting a national, consistent 'look & feel' and unite stakeholders behind a single brand identity.

The new brand is clean, memorable and modern, allowing for a consistent application across both Squash Australia and the state/territory bodies' communication. It identifies and communicates the organisation and the sport in a distinctive way, characterising the unity of intent of all organisations and representing the sport through its distinctive equipment.

Representing the values of the organisation and the key attributes of the sport, in particular:

- Dynamic and fast-paced
- Fun, with a modern outlook
- Inclusive and cohesive, with all stakeholders represented in unity.



BRAND REDESIGN



**SQUASH
AUS**



**SQUASH
ACT**



**SQUASH
NSW**



**SQUASH
NT**



**SQUASH
QLD**



**SQUASH
SA**



**SQUASH
TAS**



**SQUASH
VIC**



**SQUASH
WA**

