

ACTIVATING OUR SQUASH FACILITIES



Pictured: New York Public Squash Facility, proposed for development.

FACILITIES WORKING GROUP

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The FWG is well attended by all members and meets 4 times a year. The Members on the FWG each bring a great skill set to the role. The major piece of work over the past few months has been the development and implementation of the Facilities Framework – to be discussed in this presentation.

Why do we currently measure and why?

Key Measures	2016		2017		2018	
	Target	Actual	Target	Actual	Target	Actual
Individual centre courts	1100	1127	1136	1127	1136	
Private lifestyle courts	186	186	187	186	188	
Education courts	96	97	97	95	98	
Publicly owned courts	206	207	207	207	208	

The capture of facility data (including number of courts, facility type etc). Allows both the National Body and States to identify any deficiencies the sport may have in terms of the type of facility / location.

We have the ability to map 'facility type' and 'location' against the playing population (postcode data), this creates a powerful tool when discussing facility development with all levels of government – this is currently being developed.

We can also cross reference this data against the AusPlay data.

What will the 2018 data look like and why?

Key Measures	2017		2018	
	Target	Actual	Target	Actual
Individual centre courts	1136	1127	1136	↓ 1050 - 1100
Private lifestyle courts	187	186	188	↓ 160 - 170
Education courts	97	95	98	↓ 70 - 80
Publicly owned courts	207	207	208	↓ 180-190

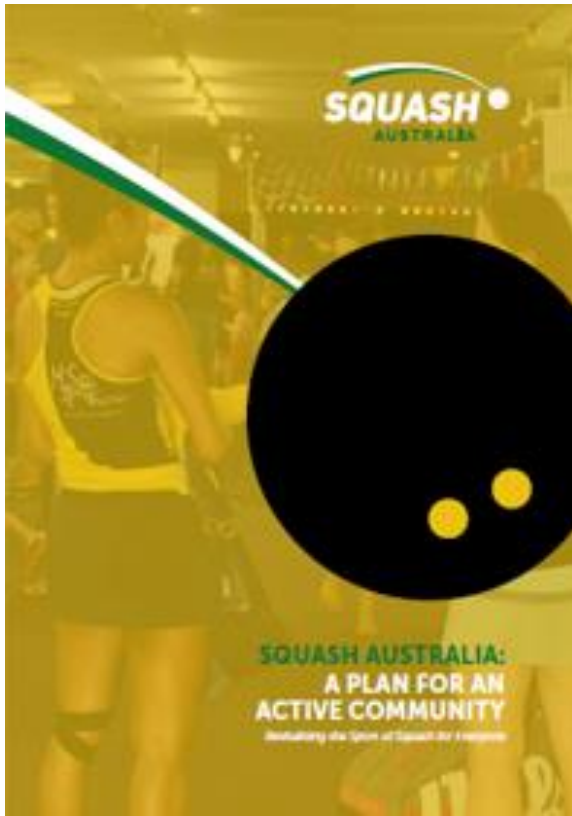
The key reason for the drop in facilities relates largely to the quality of the data. The data import has created a number of duplicate facilities. This data needs to be 'cleaned' to make sure that the information in the system is accurate.

The current data also includes a number of facilities that have either been sold or are no longer utilised for squash, as the data is reviewed we will be updating the system. We are investigating a peer review system to speed up the process.

In terms of actual operational facilities across Australia, we expect to have see very little change i.e. some will close but there are also a number of new facilities being built.

A PLAN FOR A ACTIVE COMMUNITY

Evidence suggests that the provision of appropriate and sufficient sports facilities has considerable influence on participation in sport. The availability of suitable sports facilities, access to those facilities, and the conditions under which a facility operates can either encourage or act as a barrier to participation.



This is why Squash Australia has developed a strategy dedicated to supporting squash facilities. The strategy, which runs until 2020, is driven by the following:

Vision: A network of accessible, high quality squash venues and spaces operating sustainably throughout Australia.

Mission: To grow the number of squash courts through the promotion of quality, sustainability and innovation, in venues and in their management.

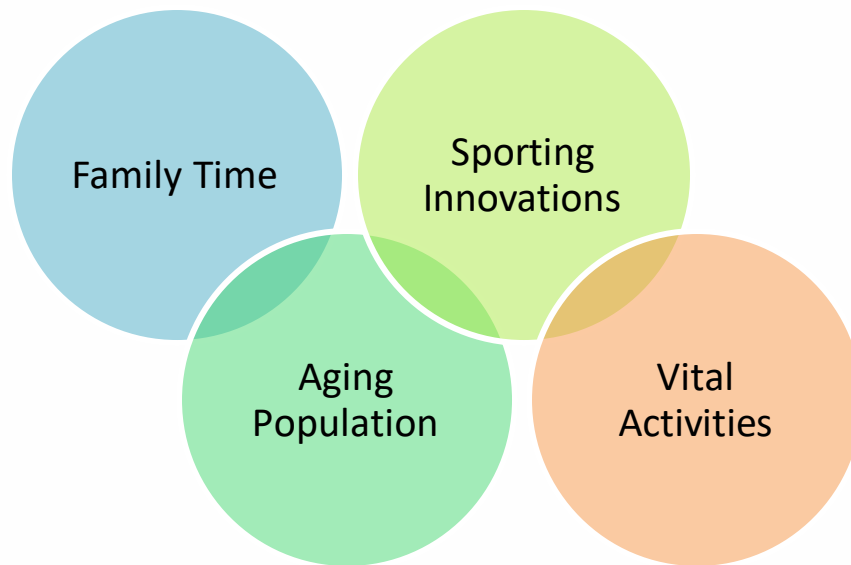
Goals:

- Enhance the attractiveness of facilities through an emphasis on quality playing spaces and venues;
- Support the professionalisation and continuous improvement of facility management and services; and
- Promote innovation in playing spaces to keep pace with contemporary Australian participation trends.

FACILITIES HAVE TO BE ACCESSABLE

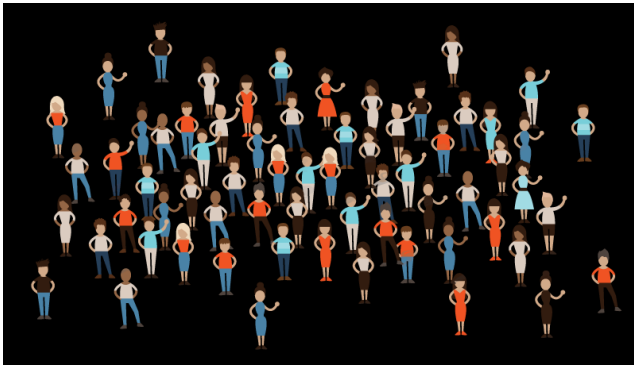
Squash and its facilities present a number of solutions and opportunities for communities seeking relevant, innovative playing spaces.

New squash systems present affordable and creative ways of getting Australian's active in the place we love being the most – on the court!



24/7 Squash @ Tonsley. Australia's first smart court which offers fully automated booking access and lighting. This offers greater convenience to the participant whilst reducing costs for the operator.

OUR FACILITIES NEED



To attract **MORE PEOPLE!!!** Our facility users should be reflective of our diverse communities. We are open to all people regardless of age, ability/ disability, race and gender.



To provide **MORE ACTIVITY!!!** Don't just stick to the traditional offering (competitions, training, casual hire). Look at short format sport, modified junior offerings different activity/ sports.



To be used **MORE OFTEN!!!** Peoples lifestyles are changes we need to make sure facilities are accessible to 24/7 and that there is a offering attracting, engaging and retaining participants

LETS EMBRACE TECHNOLOGY



COURT BUILD

40 GLASS PANELS

5,210KG GLASS

2,550KG WOOD AND STEEL

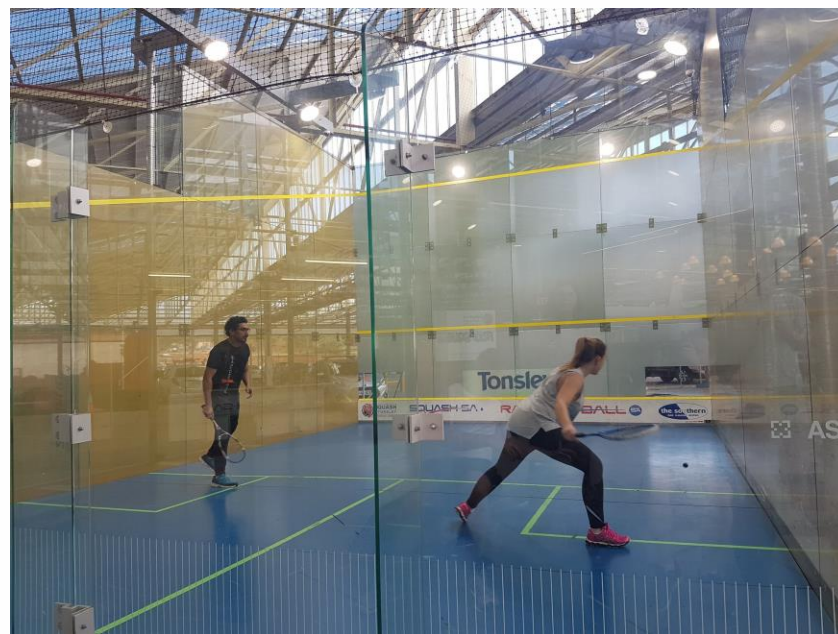
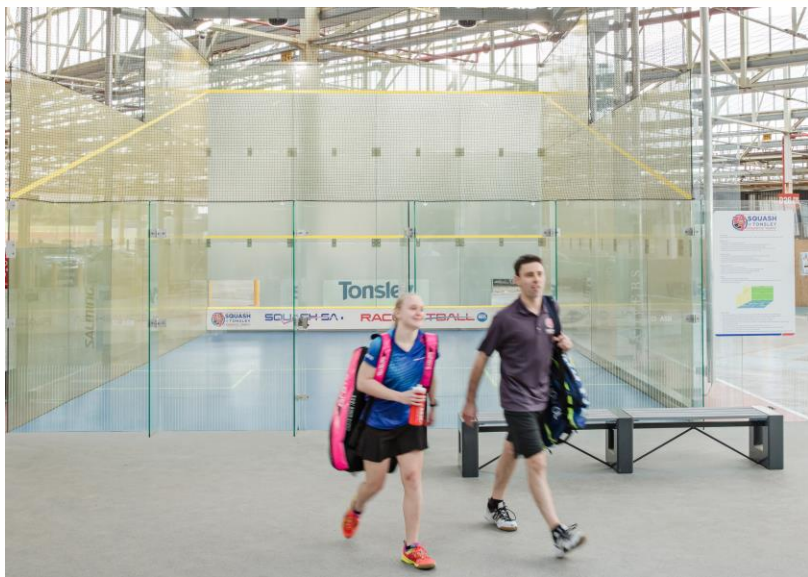
1,200 FIXTURES

6 VOLUNTEER COURT TECHNICIANS

400 LABOUR HOURS

<https://www.youtube.com/watch?v=Vl25Ra2ygc4>

<https://www.youtube.com/watch?v=dseE8axR7RU>



MOVEABLE WALLS CREATING MORE SPACE FOR OTHER ACTIVITIES



ASC Insights – Adults



The Market Segmentation Study provides key insights regarding how participation in sport among the Australian **adult** population (aged 14-65) is affected by:

- sport delivery that focuses on competition rather than fun and enjoyment;
- a lack of flexibility around the scheduling of sport in traditional sporting clubs;
- organising individuals and teams according to talent rather than retaining friendship groups;
- limited opportunities for people with limited sports competency to join sporting clubs; and
- self-consciousness amongst adolescents and embarrassment because of their lack of sporting ability.

ASC Insights – Children



The Market Segmentation Study provides key insights outlining how the sport sector can influence motivations and behaviours **children** have towards sport and physical activity. These include:

- providing sport delivery that focuses on fun and enjoyment rather than competition;
- providing products and services that are inclusive; promote equal treatment; and focus on fun and participation regardless of skill level and ability;
- providing a variety of pricing packages and different types of membership that allow for flexibility of attendance and time commitment; and
- identifying the potential for growth opportunities with regards to sport club membership by understanding the needs of different segments and the products they may be attracted to

INCREASE THE PROGRAMMING OF THE SPACE AT ANY GIVEN TIME

The logo for OzSquash, featuring the word "OzSquash" in a stylized green font with a yellow outline, set against a white background within a dashed rectangular border.

OZSQUASH

The logo for Social Squash, featuring the word "SOCIAL" in yellow above "SQUASH" in green, with a yellow and green swoosh underneath, all within a dashed rectangular border.

SOCIAL SQUASH

The logo for Hits & Giggles Squash, featuring the words "HITS & GIGGLES" in yellow above "SQUASH" in green, with a yellow and green swoosh underneath, all within a dashed rectangular border.

HITS & GIGGLES

The logo for 20Twenty Squash & Racquetball, featuring the number "20" in white and "TWENTY" in blue, with "SQUASH & RACQUETBALL" in smaller text below, all within a dashed rectangular border.

20TWENTY

The logo for Cardio Squash, featuring the word "CARDIO" in yellow above "SQUASH" in green, with a yellow and green swoosh underneath, all within a dashed rectangular border.

CARDIO SQUASH

The logo for In-House Fixtures, featuring the words "IN-HOUSE" in yellow above "FIXTURES" in green, all within a dashed rectangular border.

IN-HOUSE FIXTURES

The logo for Play Move Learn, featuring the words "PLAY • MOVE • LEARN" in a colorful, playful font, all within a dashed rectangular border.

PLAY MOVE LEARN

The logo for Pop-Up Squash, featuring the words "POP-UP" in yellow above "SQUASH" in green, with a yellow and green swoosh underneath, all within a dashed rectangular border.

POP-UP SQUASH

DIVERSIFY ACTIVITY – INCREASE ACTIVITY AT TIMES OF LOW UTILISATION



Yoga / Palates / stretch and release – requires a hard flat floor and generally a small medium room. 10 people per squash court, Casual Class \$15.00 pp. \$150.00 per hour (less instructor fee payable).



Martial Arts Classes – Requires a medium sized room, hard floors. 10 people per court, Casual Class \$12.00 pp. \$120.00 per hour (less instructor fee payable)



Spin Class – Requires a medium size room, hard floors. Does require specialised equipment. 15 people per court, Casual Class \$16.00 pp \$240.00 per hour (less Instructor fee payable)

WHAT A TYPICAL WEEKDAY SHOULD LOOK LIKE

Three focus areas of the facility

- Have a range of squash offerings competitive play, national programs and causal usage.
- Maximising activity throughout that day.
- Engage multiple sports / users at a range of different times.

	Court 1	Court 2	Court 3	Court 4	Court 5	Court 6
6-9am	Lifestyle Classes			Casual Court Hire*		
9am-12pm	Squash Programs					
12-3pm	Casual Court Hire* (automated access)					
3-6pm	Squash Programs			Other Junior Sports		
6-close	Squash Programs					

It is important to note;

- That all users will generally have some type of secondary spend be it bottled water, food, alcoholic beverage, restringing, apparel, equipment. A range of activities allows for increased offering for the secondary spend.
- The facility may decide not to actively deliver all these programmes they may engage external parties to essentially sub let space i.e. coaching business to run coaching, yoga studio to run lifestyle classes, Kelly sports delivering a range of other sport activity

WHAT A TYPICAL WEEKDAY SHOULD LOOK LIKE

Monday	Court 1	Court 2	Court 3	Court 4	Court 5	Court 6
6-9am	Yoga			Casual Court Hire		
9am-12pm	Squash – Men's Mornings					
12-3pm	Casual Court Hire (automated access)					
3-6pm	Squash – Oz Squash			Gym Sport		
6-close	Squash Programs – Pennant Training					
Tuesday	Court 1	Court 2	Court 3	Court 4	Court 5	Court 6
6-9am	Boxing / Bump			Casual Court Hire		
9am-12pm	Squash – Hit and Giggles					
12-3pm	Casual Court Hire (automated access)					
3-6pm	Squash - Coaching			Martial Arts		
6-close	Squash Programs – inhouse short format					
Wednesday	Court 1	Court 2	Court 3	Court 4	Court 5	Court 6
6-9am	Spin Class			Casual Court Hire		
9am-12pm	Squash - Cardio			Casual Court Hire		
12-3pm	Casual Court Hire (automated access)					
3-6pm	Squash - Oz Squash			Goalball (Disability)		
6-close	Squash Programs - Pennant					

BUT IT'S A SQUASH COURT!!!

Generally change is met with resistance, especially when a change of access to sporting facilities is being proposed.



Q. *Won't squash lose out?*

- A. The most desirable timeslots are retained for squash, squash remains the priority.
- A. Other users are essentially funding the squash activity. This potentially means lower cost to the squash player, and that revenues generated can be reinvested into facilities and or programming.
- A. Squash will always be the priority

Q. *What if there is no space for squash activity/ programs to expand?*

- A. Unless the facility is at 100% utilisation there is always ways to move activity to accommodate all. Only once all available space is utilised would you restrict, reduce, replace activity.

SQUASH

A SPORT FOR LIFE

Links:

https://www.clearinghouseforsport.gov.au/research/smi/market_seg/market_segmentation_-_children

https://www.clearinghouseforsport.gov.au/research/smi/market_seg/market_segmentation_-_adults

https://www.clearinghouseforsport.gov.au/research/smi/the_future_of_australian_sport

https://www.clearinghouseforsport.gov.au/knowledge_base/organised_sport/sports_administration_and_management/sports_facility_planning_and_use

https://www.clearinghouseforsport.gov.au/__data/assets/pdf_file/0005/751649/National_Sport_and_Active_Recreation_Policy_Framework.pdf