

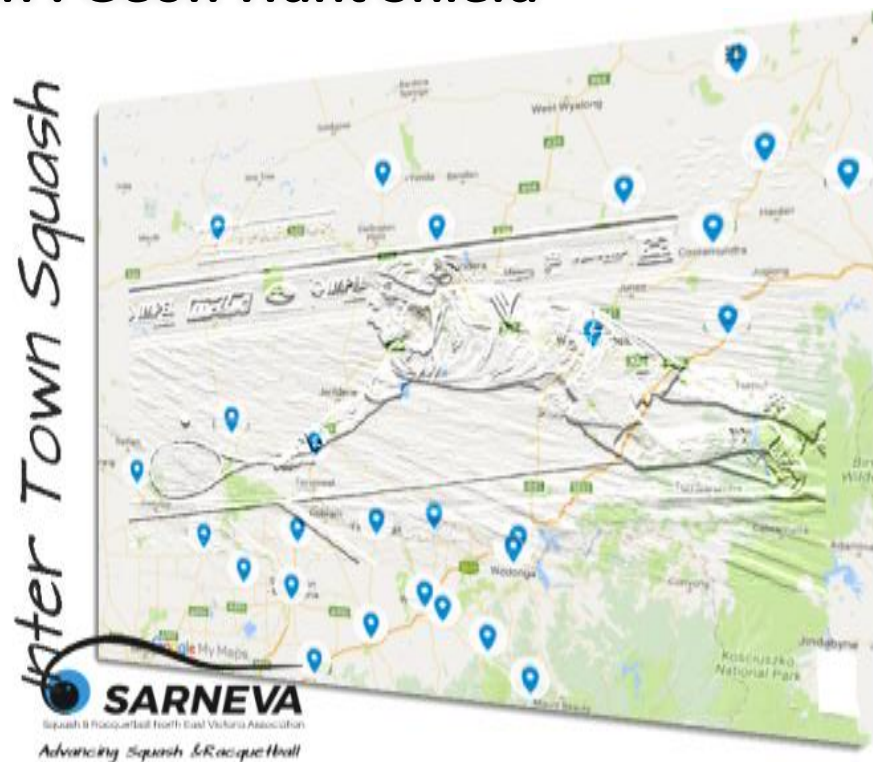
REVIVAL OF RURAL PENNANT

Or “The Case For Country”



AGENDA

1. Introductions
2. squash.com.au Inter-Town Squash : Geoff Hunt Shield
3. Origins
4. The Experience
5. What we learned
6. Other Country Successes
7. Country Advantages
8. Implications
9. Questions



INTRODUCTIONS

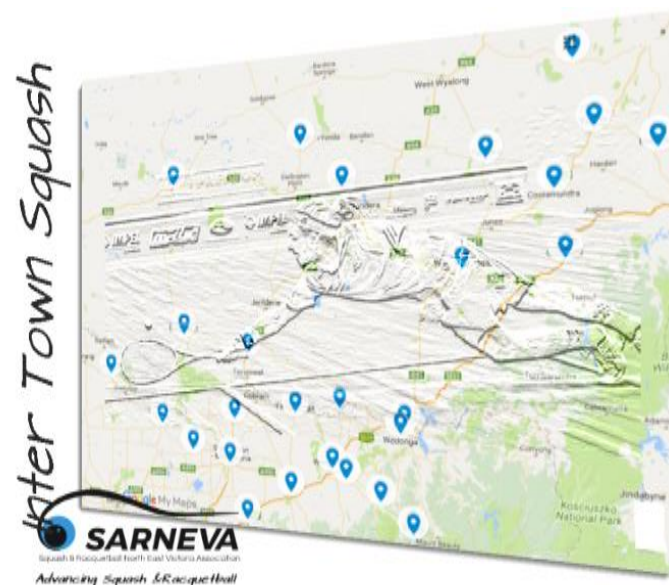
1. The Author
2. SARNEVA Inc.
3. Sean Ryan, Leeton Squash Club
4. squash.com.au Inter-Town Squash : Geoff Hunt Shield



squash.com.au INTER-TOWN SQUASH

4. squash.com.au Inter-Town Squash : Geoff Hunt Shield

- 20 Teams from 23 Towns in North East Victoria and Riverina NSW
- Representing population of 412,000
- Round Robin over a Year





**Format:
Sunday
every 5
weeks,
min 4
players,
mixed,**

**Lunch provided,
PAR, timed,
2 singles,
1 doubles**

**PARTICIPATE IN THE BIGGEST, FRIENDLIEST AND
SMARTEST INTER-TOWN COMPETITION**

- Zone based to minimise travel
- Social - Lunches provided
- Flexible Team Numbers (min 4)
- Affordable
- Mixed Competition
- Rewarding - meaningful prizes for winners
- Juniors Encouraged
- Launch and Final Events
- Racquetballers Welcome

**SUNDAY PLAY
ROUND ROBIN FORMAT
TIMED - 5+12+1+12 MIN FORMAT
SCORING - PAR**

**ENTRY FEE \$50 PER TEAM
FREQUENCY 4 - 6 WEEKS
KICK OFF FEB 2018
SINGLE AND DOUBLES**

squash.com.au Australia's #1 Squash Store **Hume Bank STELLAR**



ORIGINS

1. Country vs City Pennant

2. Previous Inter-Towns

3. SARNEVA Inc.

4. Riverina Initiative

5. Combined



INTER-TOWN SQUASH
*IT'S FRIENDLY FUN -
FOR EVERYONE!!*

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- Social - Lunches provided
- Affordable
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- Launch and Final Events

- Sunday Play
- Format:
 - Round Robin
 - Timed Matches 5 x 25
- Scoring - PAR
- Singles and Doubles
- Entry Fee \$50 per Team
- Frequency 4-6 weeks
- Balls by Stellar
- Kickoff Feb 25, 2018
- Media Coverage
- Facebook Page

STELLAR BROWN BROTHERS Sporty HQ SQUASH AUSTRALIA

EXPERIENCE - BEFORE

1. SARNEVA Sub-Committee

2. Pilot Days during 2017

3. Garnering Support

4. Gaining Sponsors

5. Launch Event Feb 2018

6. Two Conferences



squash.com.au



COROWA
RSL CLUB

STELLAR

Hume Bank



INTER-TOWN SQUASH CONFERENCES 2018

Fitz-Gerald

Cohuna
Coleambally
Deniliquin
Echuca
Finley
Hay
Kyabram
Leeton
Shepparton
Yarrawonga

Martin

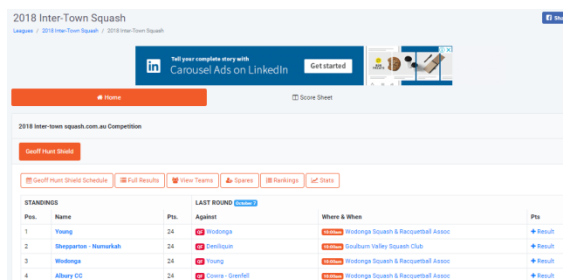
Albury CC
Benalla
Cootamundra
Corowa
Cowra - Grenfell
Milawa - Beechworth
Temora
Wagga Wagga
Wodonga
Young

EXPERIENCE - BEFORE

7. Documentation

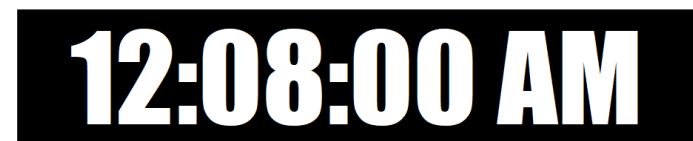
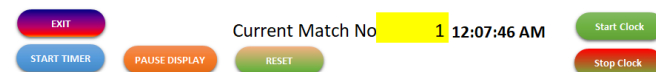
INTER-TOWN SQUASH FIXTURE 2018					
Round 1 Feb 25th Venue			Round 2 Mar 25th Venue		
Young	v	Codsmunda	Milawa - Beechworth	v	Corowa
Colombially	v	Wagga Wagga	Albury CC	v	Yarramunga
Corowa - Greenfall	v	Temora	Kyalram	v	Echuca
Finley	v	Leeton	Costamunda	v	Wagga Wagga
Echuca	v	Shepparton	Young	v	Woodings
Deniliquin	v	Culnura	Shepparton	v	Finley
Kyalram	v	Hay	Deniliquin (neutral venue)	v	Benalla
Yarramunga	v	Milawa - Beechworth	Temora	v	Leeton
Woodings	v	Albury CC	Corowa - Greenfall	v	Colombially
Benalla	v	Corowa	Hay	v	Deniliquin
Round 3 April 20th Venue			Round 4 June 3rd Venue		
Leeton	v	Young	Woodings	v	Benalla
Temora	v	Codsmunda	Shepparton	v	Deniliquin
Yarramunga	v	Woodings	Kyalram	v	Shepparton (neutral venue)
Colombially	v	Hay	Corowa	v	Culnura
Culnura	v	Echuca	Corowa	v	Yarramunga
Deniliquin	v	Finley	Echuca	v	Hay
Corowa	v	Albury CC	Young	v	Temora
Benalla	v	Milawa - Beechworth	Wagga Wagga	v	Leeton
Kyalram	v	Shepparton	Costamunda	v	Colombially

8. FaceBook Page



9. SportyHQ

10. Timer



EXPERIENCE - DURING

1. Seven Rounds

2. Enthusiastic reception

3. Doubles extremely popular

4. 378 Players, over 900 matches



EXPERIENCE - DURING

5. Family oriented

2. Inclusive



3. Sociable & Friendly



4. Good female representation



5. Recognition with useful prizes

6. Status

- Quarter Finals
- Semi Finals Nov 11
- Grand Final Dec 2 at Corowa RSL



FUTURE PLANS

1. Incorporating Racquetball
2. Managing difference in standards
3. Processing all results via SportyHQ
4. Shirts for all!
5. Recruiting more clubs
6. Establishing additional competitions
7. With Inter-Competition finals



WHAT WE LEARNED

1. Squash has not lost its intrinsic appeal
 2. Squash “CPR” works!
 3. Personal contact is key (emails unreliable)
 4. The catalytic effect
 5. You don’t need fancy courts – but it acts as an incentive to enhance!
- Keys: Motivation+Collaboration+Organisation**



OTHER COUNTRY SUCCESSES

1. Bendigo

2. Ballarat

3. Warrnambool

4. Wodonga/Albury

5. Lakes Entrance

6. Tallangatta

THE COMMON FACTOR?



OTHER COUNTRY SUCCESSES

PEOPLE – A DRIVER



COUNTRY ADVANTAGES

1. Courts still there!
2. Travel time
3. Sport more popular
4. Media coverage much easier
5. Media advertising more affordable
6. More of a sense of a local community
7. Easier to attract sponsors



IMPLICATIONS

1. 98% of sport action is at the grass-roots
2. Without a personal 'driver' nothing happens
3. In addition, personal contact is key: **CONCLUSION** – deploy people at the grassroots level
4. It helps to have media coverage (free and fee)



IMPLICATIONS

5. The lead time to success is quite short

6. There are 40 unaffiliated Clubs in Country Victoria alone

7. All this makes Country the “low hanging fruit” of squash revival

*Pick the Low Hanging Fruit...
Before You Climb The Tree*



Compliments of:
Mike Sherry
Marketing Guy
the.marketingguy.wordpress.com
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FOOTNOTE: To thwart the biggest long term threat of profit taking of inflating real estate values, we need to move ownership of centres into a Not For Profit sport entity

QUESTIONS



THANK YOU

