



PARTICIPATION WORKING GROUP MEMORANDUM

(Following the 8th of April 2019 Participation Working Group Meeting)

Memorandum prepared by Meredith Hodson (Sporting Schools Coordinator)

Date of meeting: 8/04/2019

Attendees: Richard Vaughan, Meredith Hodson, Russell Weatherburn, Scott Rollinson, Leanna Davey, Jordan Till, Edward Selman, Marc Wolpers, Douglas Minchin, Nathan Turnbull

1. Move It Aus Grant - University Program

Squash Australia has been successful in attaining this participation grant from Sport Australia – a total of \$215, 000 in an upfront payment. The Squash Australia team is now working to create a strategic plan and is consulting with the University Advisory Group we have initiated. Their feedback into the project will be a valuable asset moving forward along with our contacts at Uni Sport. The project is a re-branding of a female orientated program developed in 2012 by Squash and Racquetball Victoria – Hits & Giggles. The program will be re-named Squash Girl Can and have an emphasis on participation in squash and building an inclusive and positive atmosphere in universities for females to play sport. The target is to pilot at least 5 different locations before end of 2019 and have a full roll-out in 2020. Meredith will be attending the 2019 Uni Sport Conference to market this to universities in the lead up to 2020. This program in the long-term will be utilised outside of universities.

2. Update on Play Move Learn and Cardio Squash

Pilot for these programs taking place at Carrara Centre as these pilots are not funded so Squash Australia staff testing the minimum viable product (MVP). The materials, target audience, program materials and marketing are all being tested for the MVP to then be evaluated and reviewed. These programs are expected to be ready for roll-out in 2020. The grant application process is a lot smoother if we have products ready to go and then expected funds are directed towards national expansion.

3. Groupon 2019

The deal for 2019 now live – 1hr court hire for customers is available through the Groupon portal. The deal was renegotiated after valuable feedback from clubs and centres. We have a total of 12 centres signed up to the deal. Each centre will be capturing data on how many customers come through their centre and we will evaluate the partnership at end of Q2.

Next Participation Working Group meeting is set for Monday 12th August.