**Squash BC Planning Session**

**June 1, 2019, 10:00 am – 1:40 pm**

**Arbutus Club**

Location: Arbutus Club

2001 Nanton Ave

Vancouver, BC

V6J4A1

**Attendance:**

**Voting:** Benjamin Uliana, Andrew Lynn, Donalda Meyers, Bruce Matthews, Thomas brinkman, Richard Yendell, Liana Schou, Shelley Neil, Steve Hawyes, Andrew Mount, Nancy Thompson

**Non-Voting:** Gerry Poulton, Alice Gin, John Hungerford, Allan Brown, Eddie Gudewill, Dorota Budziszewska, Eike Schroeder, Christina Yap

**Squash BC Board:** Natasha Doucas (SQBC President), Leonard Bruno (Finance), Bruce Matthews, Rachel Au, Rory Johnston, Liz Macey

**Squash BC Staff Team**: Nancy Thompson, Liana Schou, Joanne Veltri

**Introductions and Overview**

Overview of the purpose of the Planning Meeting

It has been a long standing tradition at the AGM that a meeting of the members is held in conjunction to share information about squash in the province as well as ideas on how to grow and strengthen our sport. The meeting is open to all members and non-members and is not a voting type meeting.

**STRATEGIC DIRECTION – NEXT 2 YEARS**

**Strategic Plan Update**

* Nancy reviewed the strategic direction that was created last year as part of the analysis of our former Strategic Plan 2015-2018.
* Squash BC has now concluded that plan and a new strategic direction was approved by the Board in February 2019.
* The next 2 years will focus on supporting squash facilities and greater participation supported governance, Marketing & Communications and Revenue Generation.
  + Core Programs and services will continued to be enhanced. Core programs and service include: general member services, communications, rankings, sanctioned tournaments and events, provincial championships, officiating, coaching, volunteer recognition, sport community engagement, board and committee support, government reporting etc.

Squash BC will be delivering a number of critical new growth programs to grow and better support squash in BC over the next 5 years. Achieving real change requires new funding and those new funds will be utilized to support those critical programs . Programs will include:

* A roving coach/ambassador program that focuses on grassroots coaching that support clubs and facilities without coaching
* A champions program built around volunteers at local squash facilities
* Support and implement programs at post-secondary institutions and in schools
* Online tools and resources to support facilities and individual members
* Pro-actively advocating for more public squash facilities
* Increasing public awareness about the game of squash and its positive health attributes
* Assisting high performance adult and junior athletes to excel in national and international competition
* Expanding on the record of success for women’s programs

*See the 2019 -2024 Strategic Direction document for further details.*

**Committee Reports**

The Committee Reports were included in the AGM package. It was noted that the quality of those reports was very good. There were no questions about the committee reports.

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| **Committees** | **Committee Chair(s)** |
| Canada Winter Games | Rahim Jessa |
| Code of Conduct | Jimmy Valliere |
| Competitions | Rachel Au |
| Doubles | Gordon Pybus |
| Junior Development | Simon Bicknell; Soraya Kurji |
| Officiating | Jimmy Valliere |
| Post-Secondary | Rory Johnston |
| Volunteer & Recognition | Liz Macey |
| Women and Girls Committee | Donalda Meyers |
| 2020 Fund | Andrew Lynn |

**SQBC Update and Highlights**

This year, the following awards were presented:

The Jack Larson Cup – Ruth Castellino

The Ernie Rogers Bowl – Steve Jacobs

The Presidents Plate – Gerry Takeuchi

Kevin Kydd Junior Service Award – Marco Toriz

Massy Goolden Award – Mattheus Bicknell

Squash Canada Certificate of Achievement – Phil Croteau

Sport BC Presidents Award – Bev Lawton

See the attached AGM presentation in a pdf file.

Included in the AGM presentation are:

* The Agenda (Slide 2)
* 2018/19 Org Chart (Slide 3)
* Zone Representatives (Slide 4)
* 2018/19 Standing Committees Slide 5)
* 2018/19 Task Forces (Slide 6)
* 2018/19 Highlights (Slides 7-9)
* Squash BC Programs & Services (Slide 10)
* Membership (Slides 11-13)
* Grassroots & Junior Pathway (Slide 14)
* Women & Girls in Squash (Slide 15)
* Tournaments & Leagues (Slides 16-18)
* Officiating Program (Slide 19)
* Coaching Development (Slides 20-21)
* Marketing and Communications (Slides 22-36)
* Squash BC Key Thrusts (Slide 37)
* Core Programs and Services (Slide 38)
* Strategic Direction (Slides 39-41)
* Around the Province (Slides 42-43)
* Squash Canada (Slides 45-58)
* Ken Cross, Squash Alberta (Slide 59) – Refer to Appendix A
* Jamie Nicholls, Squash Ontario (Slide 60) – Refer to Appendix B
* Squash Ontario’s Ambassador Program (Slides 61-66)
* Voting (Slide 67)
* Motions (Slide 68)

The Planning meeting was stopped while the 2019 SQBC AGM was held between 1:00 pm – 1:45 pm.

*See the 2019 AGM Minutes for details.*

**Zone Reps – 2018/19 Updates: Around the Province**

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| Zone # | Zone | Representative |
| 1 | Kootenays | Rebecca Vassilakakis |
| 2 | Thompson-Okanagan | Cam Martyna |
| 3 | Fraser Valley | Shawn Zwierzchowski |
| 4 | Fraser River | Jef Young |
| 5 | Vancouver Coastal | Mark Ingram |
| 6a | Vancouver Island – Central Coast | Lee Clackson |
| 6b | Vancouver Island – North Island | Sean Baker |
| 7 | North West | Jill Pimlott |
| 8 | Cariboo – North East | Leon Terblanche |

Zone 1 – Kootenays – Rebecca Vassilakakis

Squash is healthy in the West Kootenays.   
  
Trail is running a league that has 36 players + a waitlist currently. There are couple players who volunteer to run the league and basically have spearheaded squash in Trail. The restrictions are the lack of courts in Trail and the flexibility from the Recreation Centre to run extra programs etc.   
  
Castlegar has one court currently that is actively used. This season they talked about getting a student ambassador to help organize drop in events. If there is a student involved (instead of me) then they would be able to access money through Selkirk College to join Squash BC and buy equipment etc.   
  
Nelson is thriving. The membership is roughly 100 members and there is daily programming from league nights, ladies nights, newbie nights etc. This year they focused on doing one squash related event each month during the season. This helped to engage more players who didn’t play in traditional tournaments. Events held were challenges against Trail, Calcuttas, Newbie Tournament, traditional tournament, Cups events with targets. At this point there is a very little junior program but the club is trying to identify how to grow this program.   
  
Cranbrook there is a court and people playing but I haven’t heard much from them this season.

Areas of need for Zone 1:   
-better knowledge of what Squash BC does at a club level? ie. Why would someone join if they only play in Nelson and don’t care about rankings?  
-Referee clinics either live or online.

Zone 2 – Thompson Okanagan – Cam Martyna

The squash community in Zone 2 is doing better every year!

Two Summerland tournaments, a Vernon tournament, Penticton tournament and a Kelowna tournament!

John Power showed us how he still is an incredible player and beat some young talent at the Vernon open.

Adam Terheege has helped out so many junior players and the Vernon squash crowd is going strong.

The Summerland squash club also got an upgrade since court 2 needed some repair!

Kelowna’s $10K tournament brought in some incredible talent and was a huge success!

Overall squash is doing well and growing and a nice rate.

Zone 3 – Fraser Valley – Shawn Zwierzchowski

It has been a good year for squash in Zone 3. There are no major lowlights to report.

Mission has seen a growth in numbers for both Junior and Adult Players. There is currently the start of an organized group of adults creating more of a sense of community and growth. The youth program has 11 committed players in it at this time.

Maple Ridge has been experimenting with great success with 1 day tournaments on their single court. The first event sold out and a large number of the players that particiapted have been asking to make it a monthly event.

Langley and Abbotsford have started to play some inter club matches on an informal basis. There are currently discussions ongoing to resurrect the Fraser Valley League for the 2019-2020 season.

Chilliwack is continuing to grow and have formed a not for profit society with the goal of establishing a presence with the City of Chilliwack and working towards having more courts built in the city to satisfy the demand seen here.

Zone 5 - Vancouver Island South – Lee Clackson

Starting up island Squash in the Cowichan Valley which includes Brentwood College and Shawnigan Lake private school boasts eight squash courts total has many students playing along with night leagues for the public.

In the greater Victoria area St.Mikes (St Michael’s University School) squash program is strong with many students playing squash. I did hear that Chris Hanebury is leaving the school so hopefully they will find a replacement soon for Chris he will be missed. UVic is holding its own with their squash program lots of student playing mostly recreational the squash courts are also open to drop in for the public. Victoria Squash club hosted the PacRim tournament it went well. Saltspring Squash club is slowly growing; drop ins are always welcomed when staying or visiting the island. Overall squash in Zone#6 South is holding its own. I would like to thank all the Squash executives, coaches, and players who over the years have dedicated their time and given their kindness to the sport of Squash. Our family will always remember and cherish all the great people we got to know through the great game of Squash.

Zone 5 - Vancouver Island North – Sean Baker

Duncan-I asked around with family locals and they don't even think that there's a court anymore. There were 2 and one was converted into fitness storage.

Nanaimo: During the Nanaimo Open I got to chat with the members. It's Good. Richard Birks is running juniors and giving privates.  Numbers for the tournament were down a bit but still strong...except for the women's draw.

Port Alberni: Status of the club is still pending. No new information

Parksville Bayside: Need to follow up. They did participate in Women’s Squash Week . Seem to have a fairly active club.

Campbell River: Down to 3 courts from 4. The 4th court is used for gym gear fitness area.  No junior programs and a very loose social drop in. No junior programs. No adult programs.

Comox: 4 courts...very small social, low-mid range players. No junior programs. No adult programs.

CRA Lewis Centre Courtenay: Fairly strong league #'s.  Didn't host a sanctioned tournament because of a lack of a tournament coordinator.  It's getting old up here. No junior programs or adult programs are being run though the rec-centre. The club does some intro programs for ladies, but haven't quite kicked in high gear.  Loose volunteer stuff.

Things to consider:

Need to instruction e.g. roving coach to provide instruction and programming .

Need to have a coaching clinic in the area to help develop coaches for the facilities. Thinking Mid-late September in Courtenay. Anyone from Port Alberni , Qualicum/Parksville, Courtenay/Comox/Campbell River and Nanaimo will be invited.

Zone 6 – Northwest – Steve Hawyes

In Person Report.

The **Zone reps for 2019/20** are:

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| Zone # | Zone | Representative |
| 1 | Kootenays | Rebecca Vassilakakis |
| 2 | Thompson-Okanagan | Cam Martyna |
| 3 & 4 | Fraser Valley and Fraser River | Shawn Zwierzchowski and Quentin Lemmer |
| 5 | Vancouver Coastal | Mark Ingram |
| 6a | Vancouver Island – Central Coast | Neil Henderson |
| 6b | Vancouver Island – North Island | Sean Baker |
| 7 | North West | Steve Hawyes |
| 8 | Cariboo – North East |  |

**2019 Squash BC Annual General Meeting**

See attached 2019 Annual General Meeting minutes.

2019 Squash BC AGM adjourned at 1:25pm.

**Squash BC Planning Meeting adjourned at 1:51 pm.**

**APPENDIX A – Squash Alberta Presentation**

Squash Alberta Officiating Initiative

Overview:

SA has identified some areas of concern that we think we can address by increasing the knowledge of the culture and rules of Squash in our membership.

1. Many players do not know the rules and avoid interclub and tournaments as they do not want to score and/or referee.
2. Some players come to squash from other sports where aggression and intimidation are accepted as part of the sport.   They bring this approach onto the squash courts and erode our sport by making others feel uncomfortable and unwelcome – causing people to leave the sport- not acceptable.
3. Many players have learned rules from others that do not fully know and understand the rules and the cycle spins, creating issues when these players play or ref in interclub/tourneys – leads to erosion of our sport.
4. No new Officials coming into system to build next generation
5. Need to improve mentoring processes and identify areas we can augment/improve upon in existing system for instructors, examiners, assessors down to club level officials.

Missions:

We must be stewards of the culture and rules of our sport by getting a clear message out to our members with respect to the culture of our game. Sportsmanship and fairness are at the core of our sport.

We must educate our players on the rules of our sport to ensure fairness and fun for everyone.

Look at getting Juniors and new players involved early to develop next generation of players and officials at the get go!

We also want our SA Officials to be highly respected and perceived as the Gold Standard of officiating in Canada.

Actions:

1. Create an Officiating  Committee: Joe Ellis, Grant Currie, Rod McDougall, Arthur Hough, Jorge Rabacal (doubles), Ken Cross
2. SA to offer free Rules Clinics and Officiating Course to SA members in Alberta
3. CISA/ESL to incent players to take officiating course – will earn points for their team
4. Professionals to strongly encourage 11+ yr old juniors to take officiating course to be able to play Tournaments and Interclub.
5. SA to provide officials to more tournaments on our schedule and Interclub nights to increase opportunities for mentoring/education/break down walls by getting in front of players in a supporting/resource position.  Also allows for assessments and advancement opportunities for officials.
6. Officials to run “Situational Sessions’ at Junior Events for parents and players to have open discussion on typical situations and calls.  Emphasis on education and breaking down barriers.
7. Might try “Situational Sessions” at an adult tourney or two as well!

Goals:

1. Improved understanding of the culture and rules of Squash
2. Increase # of certified officials in our pool and hopefully recruit some active officials that are keen to progress and grow on the official side.

Spin offs:

1. Decreased incidents of poor conduct on court
2. Increased participation and enjoyment by players
3. Improved quality and consistency of officiating
4. Break down barriers between officials, players, parents and increase respect for and support of our officials

**APPENDIX B – Squash Ontario Presentation**

Squash Ontario’s Ambassador Program

Why?

* Squash Ontario’s clubs with full-time professionals were thriving but those without were disengaging from the community and not renewing their memberships.
* Less activity reported and courts were being removed.
* 130 clubs were down to 100 clubs between 2005-2015.
* Of 100 clubs, approximately 33% percent had full time professionals, 33% had part-time paid professionals/strong volunteers, 33% had limited infrastructure.
* Regional centers (outside GTA and Ottawa) feeling the largest impact.

What?

* Outreach program where provinces’ top club professionals lend expertise and time to facilities in need to educate, mentor and support.
* 2 part-time “ambassadors” hired by Squash Ontario and several more contractors engaged.
* 16 facilities in Year 1 (2015-16) and 16 facilities in Year 2 (2016-17) applied for the “Ambassador” program. Squash Ontario actively recruited former club members and geographically important facilities. Universities were key targets.
* Year 3 and 4 launched in 2018-19 and 2019-20 focuses on coaching certification and direct funding for start-up programs.

How?

* Provincial Grant secured by Richard Yendell in 2015 to launch program and follow up grant secured in 2018 to continue.
* Once facilities were accepted, SO staff and Ambassadors scheduled a needs assessment meeting to discuss programming
* Ambassadors then worked with facilities to set-up sustainable programming best suited to their demographic. Ambassadors were present on opening day of the program and then once per month on an ongoing basis. Telephone and e-mail support as needed.
* Key was not trying to apply a cookie cutter to each program but to work to empower local community to create and champion their own ideas.
* Phase two (2018-20) focuses on education and training but have facilities implement programming on their own.
* Target foundations and intermediate coaching courses with subsidized fees for Ambassador program clubs.
* Clubs then apply for program subsidy to launch any new approved programs.
* Subsidies are released once coaches are certified and initial program is complete.

Outcomes

* Club membership up 10% in Year’s 1 and 2 and expected to increase another 10% in Year’s 3 and 4 to get to 120 facilities from 100.
* Activity, Engagement and Relationship dramatically improved in most instances – more league teams, more tournaments, more junior programs.
* Facilities recognize the correlation between paid programming/ professional staff and revenue generation/member retention. Many clubs have since hired pros and/or continued to retain ambassadors on a part time basis.
* University programs and small key/member run clubs had largest success rates.
* YMCA’s/Community Centers had lowest success rate with lots of barriers (minimum wage, lack of leadership).