



STRATEGIC PLAN 2017-2022



01 ABOUT

SQUASH - a fun, healthy, convenient & challenging activity that offers significant potential for both personal & community development.

WHO DO WE ASSIST?



KEY PARTNERS

Squash Australia

responsible for policies and programmes with an aim of developing the sport of squash in Australia. Financial resources primarily directed to the high performance area.

Squash centres

provide participants with access to the sport in a safe environment.

Squash clubs

provide the necessary opportunities and assistance for participants to compete competitively.

Volunteers

assist at all levels of delivery of the sport.

Players

help provide an enjoyable & lasting experience.

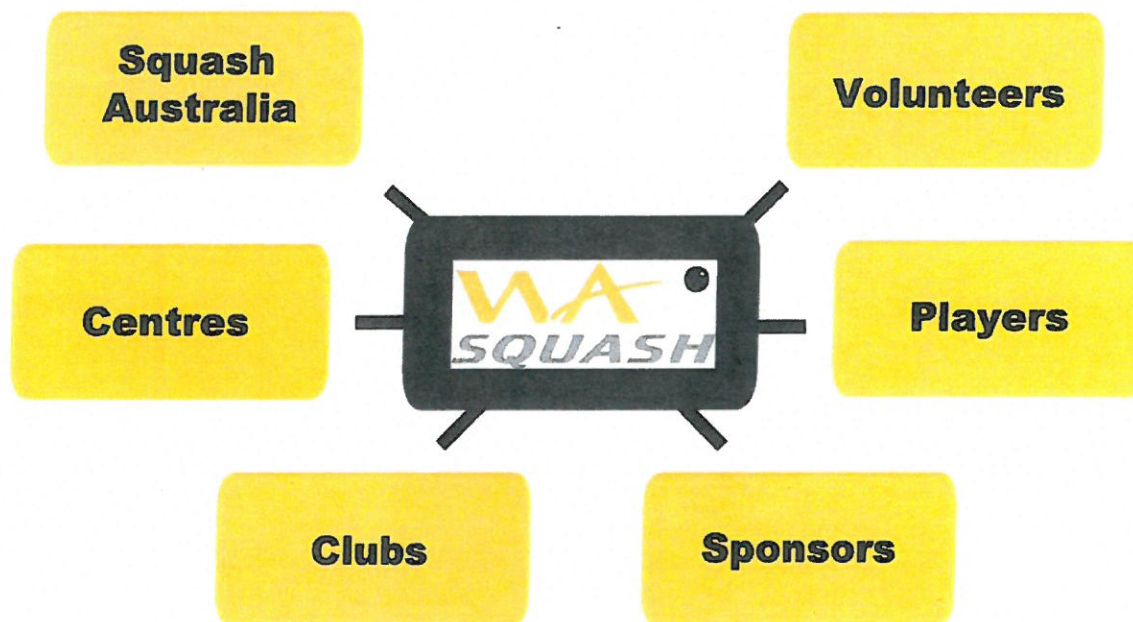
Sponsors

provide financial and material support in return for promotion of their services / brands.

WA Squash

provides leadership and direction to our member clubs with a focus on working with our key partners towards achieving our strategic objectives.

Financial resources primarily directed to the development area.



CHALLENGES

FACILITIES

PROMOTION

VOLUNTEERS

**FUNDING
(SPONSORSHIP)**

PARTICIPATION

MEMBERSHIP

WORK FORCE



02
2022

6 YEAR STRATEGY FY17-FY22



WA SQUASH 2022 - VISION

- **SCHOOL PROGRAMMES**

We will strive to give as many children throughout all of Western Australia the opportunity to experience squash. This to be achieved in a controlled and safe environment.

- **RECREATIONAL**

We will promote squash as an easy accessible activity which promotes interaction with other participants in a competitive environment.

- **FITNESS**

We will promote squash as a fitness activity that is a key part of a healthy lifestyle contributing to a positive work/life balance.

- **HIGH PERFORMANCE**

We will ensure that everyone has the opportunity to reach their full potential in the sport by providing the appropriate pathways and any necessary assistance to enable them to compete locally, nationally & internationally.

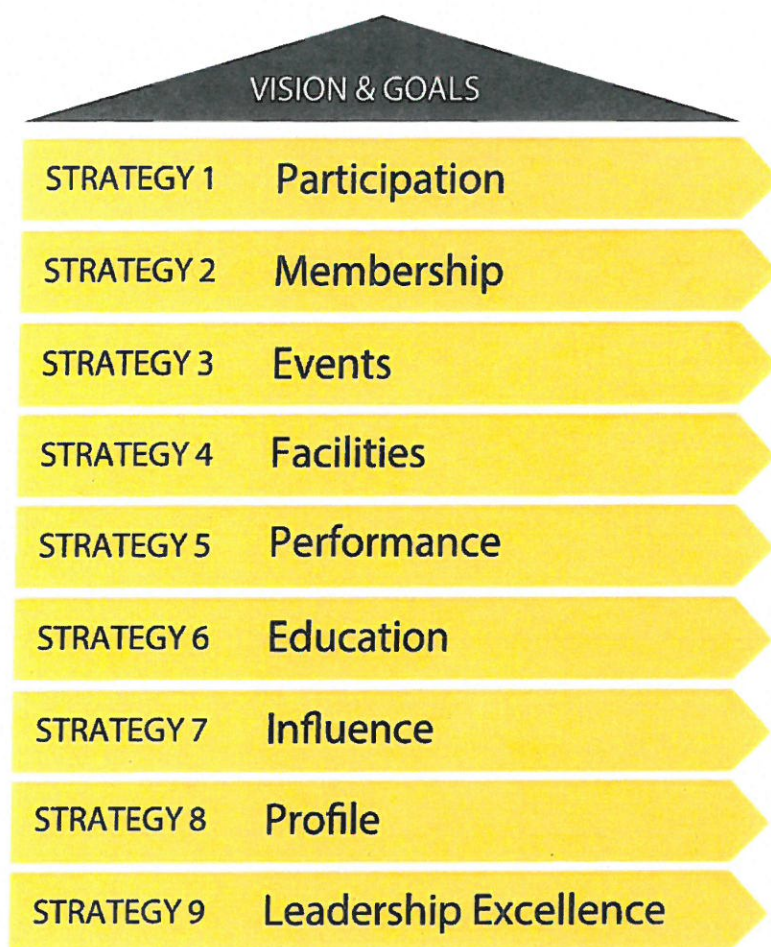




WA SQUASH MISSION

To ensure a growth in squash participation & club membership and that the development of all aspects of the sport are managed in a professional and supportive manner.

KEY STRATEGIES



KEY STRATEGIES

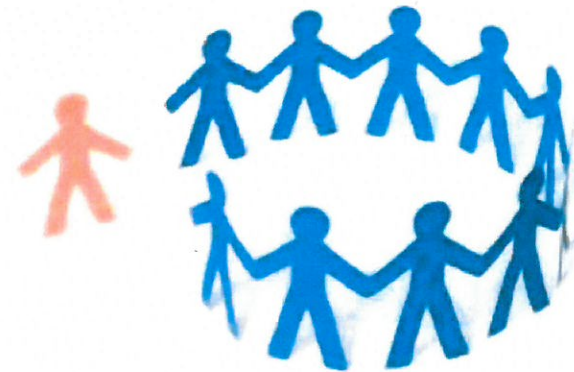
STRATEGY 1 Participation

GOAL: Strive to create a supportive environment that will grow participation in the sport.

ADVERTISING / MEDIA

SCHOOLS PROGRAMMES

CLUB INCENTIVES



KEY STRATEGIES

STRATEGY 2 Membership

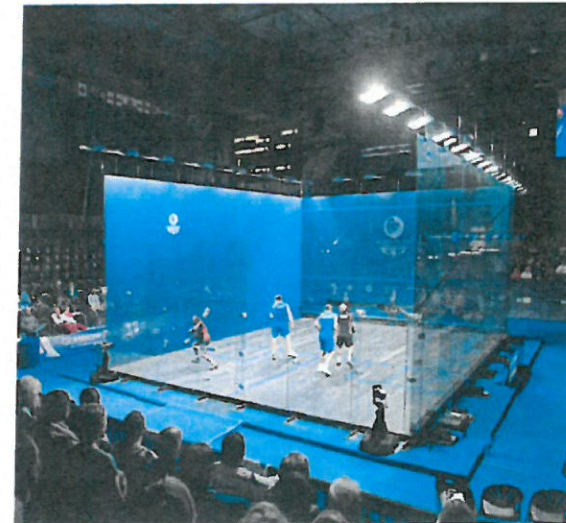
GOAL: Encourage casual / social players to become members of their respective squash clubs.



KEY STRATEGIES

STRATEGY 3 Events

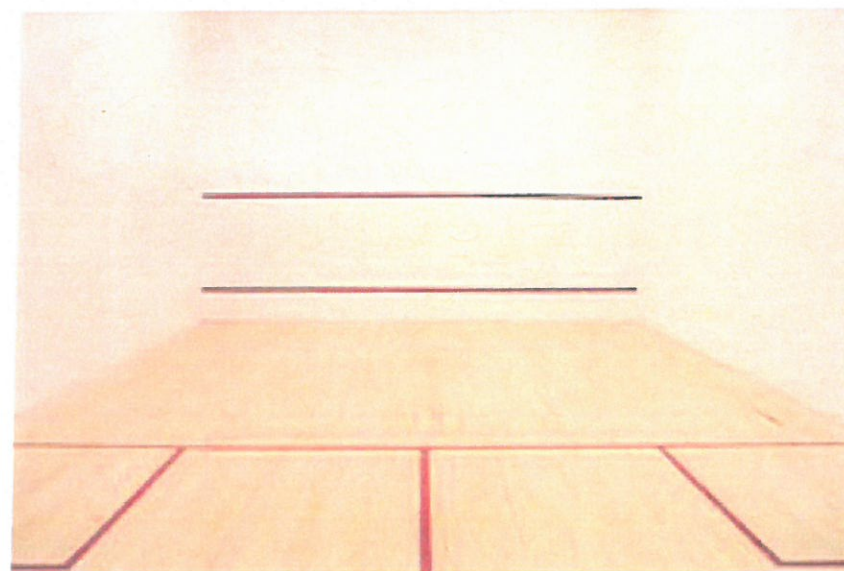
GOAL: Ensure that sufficient events are conducted for all ability levels and ages.



KEY STRATEGIES

STRATEGY 4 Facilities

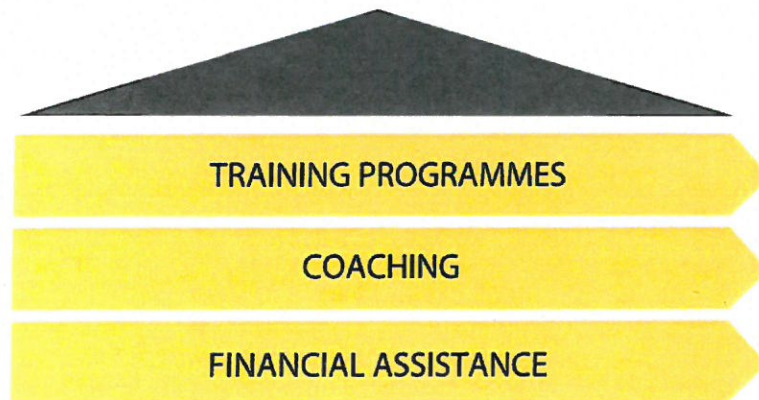
GOAL: Assist in the preservation & development and seek to develop new facilities.



KEY STRATEGIES

STRATEGY 5 Performance

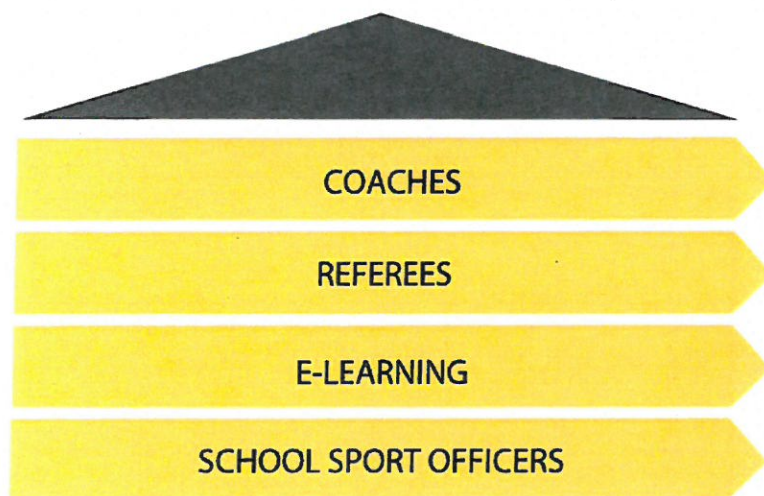
GOAL: Develop pathways that allow our better performing players to achieve their maximum potential.



KEY STRATEGIES

STRATEGY 6 Education

GOAL: Squash personnel & key partners will be valued, trained and equipped to enhance the sport at all levels.



KEY STRATEGIES

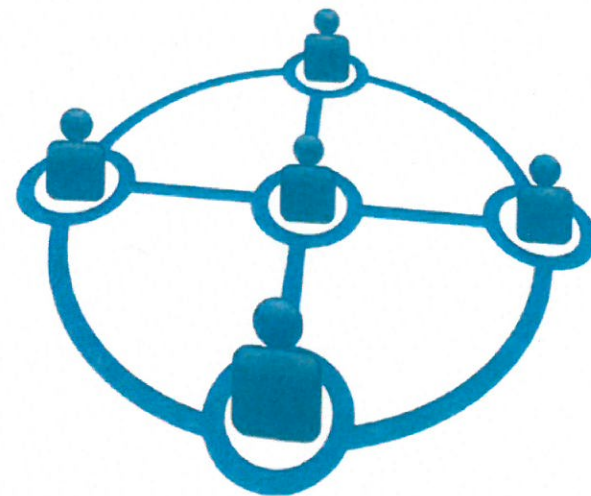
STRATEGY 7 Influence

GOAL: To establish the necessary network to positively impact on key decision making processes.



HIGH PROFILE / SUCCESSFUL PLAYERS PAST & PRESENT

PROMINENT BUSINESS PEOPLE



KEY STRATEGIES

STRATEGY 8 Profile

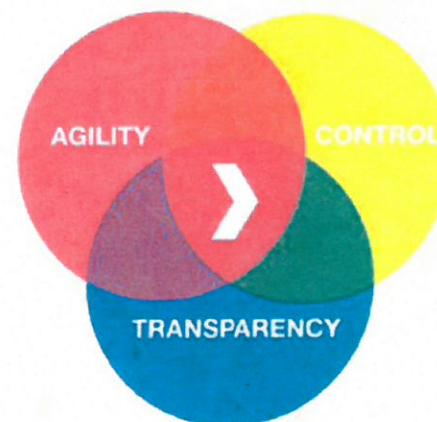
GOAL: To work with Squash Australia in the promotion of the sport with an aim of enhancing the profile of squash.



KEY STRATEGIES

STRATEGY 9 Leadership Excellence

GOAL: To work with our key partners to administer, lead and guide the sport in a professional and supportive manner.



WA SQUASH

**WORKING TO DEVELOP AND PROMOTE
THE SPORT OF SQUASH**

