



**Minutes of the Squash New Zealand Forum 2017  
Jet Park Hotel & Conference Centre, Auckland  
9.30a.m. Saturday 25 November 2017**

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**Attendance:**

Greg McKeown (GM) – Chair, Linda Kenny (LK), Gareth Fleming (GF), Steve Dunbar (SD), Vaughan Utteridge (VU), Michelle Rogers (MR), Don Cotter (DC), Susie Simcock (SS), Jim O’Grady (JO), Karen Dykzeul (KD), Gaye Trimble (GT), Tim Marshall (TM), John Fletcher (JF), Glenda Knox (GK), Zoe Toombs (ZT), Stephen O’Toole (ST), Vicki Beker (VB), Marcus Niles (MN), Jacquie Sutherland (JS), Cathy White (CW), Sally Stantiall (SS), John Launson (JL), Barry Ryan (BR), Willie Bicknell (WB), David Hawes (DH), Scott Gardiner (SC), Vicki Rae (VR), Leanne Spite (LS), Aynsley Munro (AM), Chris Heaslip (CH), Kevin Muir (KM), Bruce Thirkell (BT), Shelley Kitchen (SK), Glen Wilson (GW), Steve O’Toole (SO), Michel Galloway (MG), Fran Hopkins (FH), Wayne Seebeck (WS), Rob Walker (RW), Tony Johnston (TJ), Glenn Carson (GC).

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- **SNZ – Achievements and Financial Performance 2016 / 2017**

JO provided a summary of achievements and highlights for the 2016 / 2017 year which included the World Masters Games in Auckland, the World Junior Championships in Tauranga and the performance of the NZ team at the World Doubles Championships in Manchester. Also noted were several staff changes during the year with Sam Crawford and Like Morriss departing and the appointment of Shelley Kitchen and Glen Wilson to roles in High Performance and Coaching management.

The summary of financial performance for the 2016 / 2017 year showed a surplus of \$25,952 against a budgeted deficit of \$47,070. This was due to additional income from major events and a HPSNZ investment schedule. It was noted affiliation income was down 3% from 2016 and public-sector income was down 12% with the removal of the transitional community sport funding. Club Kelburn income was down 30% on the previous year.

There were several requests for a more detailed breakdown of income and expenditure including player funding, campaign (events) investment and high-performance recoveries. The request was noted and further information would be provided in future.

- **SNZ Annual Plan and Budget 2017 / 2018**

GF and JO gave a presentation on the SNZ operational plan for 2017 / 2018 outlining the major initiatives for the year ahead including the Club 20 trial, the promotional opportunities around the 2018 Commonwealth Games, marketing / promotion and technology.

**Promotion:**

The CWG was seen as a major promotional opportunity for squash especially with the potential for several medal performances SNZ and it was importance to make the most of the opportunity. Numerous ideas were put forward by the meeting to promote squash before and after the games and with the short timeframe urgency was required to develop a promotional campaign plan.

TM offered his assistance with the development and implementation of the plan.

### **Suggestions for profile building:**

The forum broke into groups and each group was asked to provide ideas on techniques and initiatives that could be used for building the profile of squash. Suggestions included:

“Have a go” option on SNZ website, gather leads then forward to the clubs and districts

Show recorded matches and offer a “hit” afterwards

Not much time so need for urgency

Link on SNZ website that directs users to nearest club and sends email to that club

TXT to find closest club

Run open day just after CWG – create 0800 number, flyers, signs, social media

Clubs need to be organised, open, have programmes

Districts deploy micro courts

Incentivise clubs for new members – rebate off levies

Run a competition with a prize for the club that gets the most members

Templates for club signage

Remove friction – make it easy and immediate

Different days for different districts

Clubs need to think commercial rather than membership

Measure and track results

Measure capability of clubs to participate – are they ready, willing and capable?

Does SNZ have the capacity to undertake marketing – who will do it?

Clubs stream live matches

5000 new leads, 2000 new participants, 1000 new members

Schools support players through Kiwisquash programmes – use JK and PC

Roadshow with JK and PC

Use glass court in a public venue as a promotional tool

In summary JO said this was a useful list and while not all things could be implemented, the list could be used for the CWG campaign.

### **Technology:**

JO provided an update on the development of an IT roadmap for SNZ. A consultant had been engaged and work had commenced on a review and stakeholder survey. Once the survey was complete and the results had been collated, the strengths and weaknesses of the current IT platform would be assessed and recommendations then put forward to the Board for future development.

### **Squash Foundation:**

The establishment of a Squash Foundation was seen as a vehicle to attract new funding to the sport which could be used to support various squash programmes. Members of the Hall of Fame Board were investigating options for the foundation including investment entities, charitable status and purpose. It was also noted that the purpose would be broader than just high performance.

It was suggested that a co-ordinated approach with districts was required to avoid any possible conflicts of interest. It was agreed SNZ would contact every district to identify any possible conflicts.

There was question from the floor as to whether setting up the foundation was worth the effort given the other priorities. In response, it was noted there was a need to expand the funding base and provide more opportunities for people to contribute to squash.

- **Club 20:**

VU provided a summary of progress to date with the Club 20 trial. Several districts had identified clubs that might be considered for the trial and those clubs were currently being evaluated to

determine their capability and the level of resource available. VU stressed the need to create a sustainable model and the importance of continuity to ensure the trial would be successful.

JF from Squash Auckland provided an overview of their capable clubs programme. After an initial assessment process two clubs had been identified and work was now underway to introduce programmes targeted at increasing participation and improving operational procedures within the clubs.

VB asked about the roles of district staff in the trial, given that resources were already used for administration and development in the district. JO explained that the role of districts is fundamental to the success of Club 20. SNZ will be working with districts to help them work with clubs.

- **Squash Wellington Remit – Removal of Rule 14.3.3. “Elected Board members shall not be a member of a District Committee of District Board”.**

WB spoke to the proposed remit suggesting that the removal of the rule would potentially create a larger pool of talent available for the Board and the current rule restricted this opportunity. SD noted that the remit went against the Sport NZ recommendations for Board composition. GM suggested that the matter be deferred subject to impending constitutional changes because of the Governance Mark process.

It was noted that there was potential for conflicts of interest if the rule was removed and a SNZ Board member was also a District Board member. The consensus of the meeting was to adopt the remit.

- **Scoring Policy – PAR 11 for all events**

Following the adoption of PAR 11 for all national events in 2016 it was agreed to review the decision at the 2017 agm with a view to adopting PAR 11 for all events except Masters 55+ who would play PAR 15.

*(2016 Recommendation was: All junior events would be played to PAR11 for 2017 as a trial with a review at the end of 2017 which would look to include seniors and masters for following years.)*

JF indicated that there had been resistance to PAR 11 in Auckland while Northland used PAR 11 for all events and it was well accepted. Wellington was 50/50 on PAR 11 and in Southland most events were PAR 11. Canterbury suggested that there needed to be flexibility to allow for different skill levels. There was concern from the meeting that under the new proposal only PAR 11 games would be entered into iSquash.

It was agreed that SNZ conduct a nationwide survey to gauge opinion before the possible introduction of any policy changes.

- **Governance Mark**

GM presented an overview of the Governance Mark process undertaken by the SNZ Board. With assistance from Sport NZ the Board had begun a review process with the goal of achieving the Sport NZ quality mark which would lead to improvements in the governance of our sport.

VB asked if districts could see a more information about the governance programme and the review outcome to date. GM undertook to provide that information.

GM indicated that several constitutional changes would be required to achieve the Governance Mark including a revised Board appointment procedure and possible organisational structural changes and these would be scheduled at a SGM to be held mid-2018.

- **Competition Review**

GF and WB spoke to the final recommendations from the Competition Advisory Group (CAG) which had been circulated prior to the meeting. In summary, the recommendations proposed the following:

Tiering of Events:

Premier – SNZ national events and world championships. Ownership rests with SNZ, but delivery will still be in partnership with another venue or host.

Major - district level. Ownership rests with the districts, SNZ provides guidelines.

Local – club events. Ownership rest with the clubs.

Event Allocation:

The recommendation also included that major events such as SNZ national championships be alternated every 2 years between Auckland and Christchurch with the possibility that events could be allocated to a host venue on a multi-year contract. The benefits of the proposal were ease of access, reduced travel and accommodation costs and better offerings to possible sponsorship partners. Other events would be allocated on a managed rotation basis.

The recommendations were discussed at the forum. The SNZ Board will consider the recommendations, along with input from the forum, with a view to implementing a new competition structure in 2019.

- **High Performance**

SK (HP Manager) and GW (Coaching Manager) gave a presentation of the achievements and plans of the SNZ high performance programme. Highlights of the year included the medal performances of the SNZ Doubles team in Manchester, the World Junior Championships in Tauranga and two players ranked in the world top 10.

SK outlined the structure of the current programme from the elite contracted HP athletes through to the introduction of the newly formed emerging squads. Both SK and GW described the pathways for athletes and coaches within the programme and the support provided by SNZ to assist them.

The international event calendar for 2018 included the Senior Men's Team Championship, the Commonwealth Games, the Junior World Junior Championships and the Senior Women's Team Championship. This was two more than a normal year and would have a significant effect on the budget for 2018.

GW provided an update on the development of the modules within the SNZ coaching framework and plans to upskill and accredit the high-performance coaches. Along with a coaching conference and the delivery of the HP specific modules the plan was to achieve accreditation for all the SNZ HP coaches in the next 18 months.

Several questions were asked about the level of expenditure on high performance as opposed to other activities such as participation growth and if in fact the balance was appropriate or correct. DH suggested that the amount spent on high performance, after HPSNZ and player contributions were deducted, was a disproportionate percentage of levy income and more should be allocated toward participation growth and development (DH suggested that \$200k of affiliation income was being spent on HP and only \$20k on participation growth).

GM responded that the figures suggested were incorrect and that much more was spent on community sport and participation growth. SNZ office would provide more information to clarify this point, including information about income from commercial partnerships, grants and investment income.

**The forum closed at 2:50pm.**