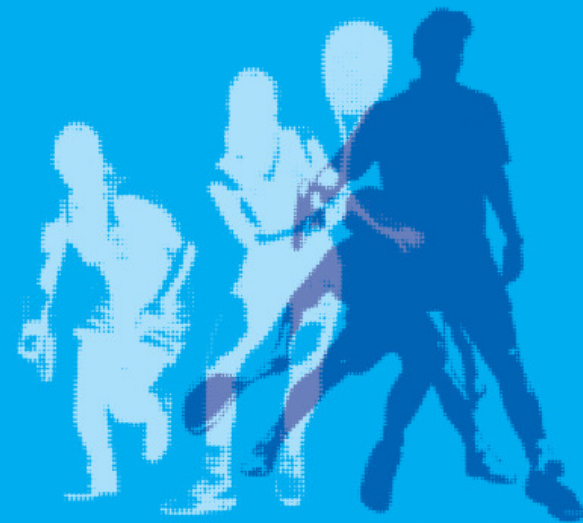


Squash New Zealand Strategic Plan **09-12**



Introduction

In 2008 the Squash New Zealand Board initiated a sport-wide review of squash in New Zealand.

The purpose of the review was to, through collaboration, approve a community-owned plan that provided concrete, measurable steps to a brighter future for our sport.

The process involved over 250 respondents at national, regional and local level:

- Stakeholder Survey
- Workshops
- Focus Groups
- Regional Tours

SPARC fully supported and funded the review, facilitated by Dr Lesley Ferkins.

Dr Ferkins, Paul Heron (SPARC) and Chief Executive Mike Thompson, met weekly as the steering group, to manage the review known as *Vision for Action*.

The *Ferkins Report* was released in October 2008, outlining the history of the development of squash in New Zealand and the result of the consultations including key messages for the Squash New Zealand Board to consider.

This document is the outcome from the review, collaborative process and consideration of the findings of the *Ferkins Report*.



Plan for strategic change for squash in New Zealand 2009 - 2012: A transformed, viable and growing sport in New Zealand



Strategic Outcomes



Player Centric, Club Focussed

Squash New Zealand Strategic Plan 2009 - 2012

1. Squash NZ is **connected** with every person and facility associated with the game

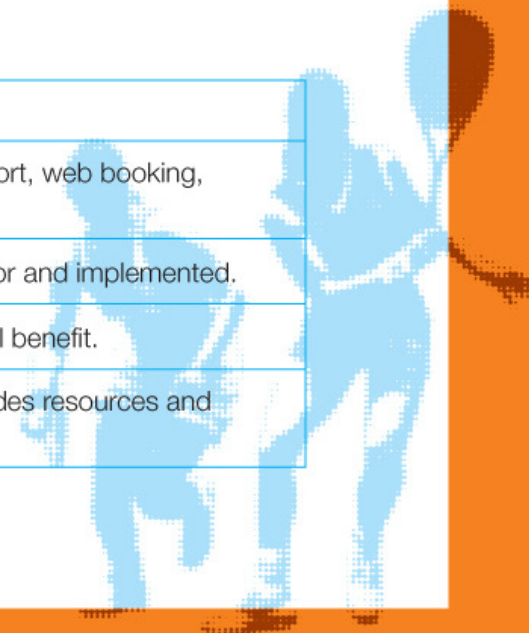
Strategic Initiatives

- 1.1** Squash NZ develops and implements an integrated, user friendly IT tool that delivers a player database, a live online grading list, and public access to squash facilities, to serve all squash players and generate new income to grow the game.
- 1.2** Squash NZ restructures affiliation system to more directly link with services provided, reward growth and improve club viability.
- 1.3** Squash NZ aligns the 126 unaffiliated courts within the squash structure in New Zealand to the benefit of all parties.

2. Squash facilities are **healthy, welcoming and relevant**

Strategic Initiatives

- 2.1** Squash NZ develops and implements an integrated, user friendly IT tool that delivers membership support, web booking, and promotes easy and affordable access to clubs for all participants.
- 2.2** An aggressive programme to upgrade identified facilities to reflect the needs of participants is planned for and implemented.
- 2.3** A national squash facility club directory is established to provide collective buying strength and individual benefit.
- 2.4** Squash NZ repositions itself as a service provider for clubs. In conjunction with districts/regions, it provides resources and support for club development, facility maintenance, and facility management.



3. The **leadership** and **support** provided by a capable and aligned national office and regions is valued by all

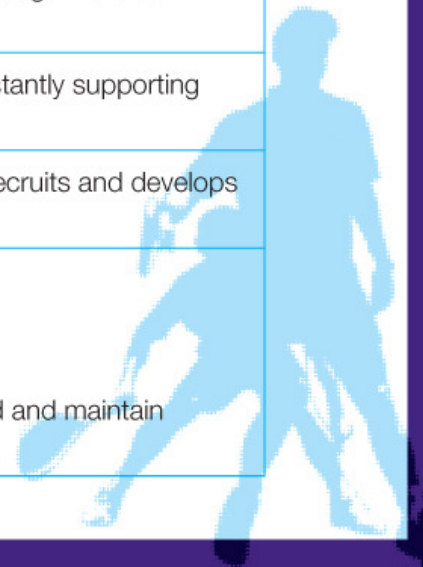
Strategic Initiatives

- 3.1** Squash NZ and regions/districts restructure to efficiently support the delivery of the game through Squash NZ programmes, services and products.
- 3.2** Squash NZ develops and operates an integrated IT platform that connects, communicates, supports and delivers value to the districts and the squash community, through tools including new relevant competitions for all players, e-communication, and e-forms that are efficient and user friendly.

4. Everyone is supported by a clear **pathway**. Their **success** profiles the game and inspires participation

Strategic Initiatives

- 4.1** Squash NZ's high performance programme targets the consistent winning of medals on the world stage through the clear alignment between regional and national squads.
- 4.2** Squash NZ develops a national coaching strategy, delivered by regionally based Coach Force officers, constantly supporting coaches at all levels and enabling a clear coach pathway to coaching high performance.
- 4.3** Squash NZ develops a national referee strategy, delivered through regionally based staff, that consistently recruits and develops club, district, national and international referees.
- 4.4** Squash NZ develops a competition strategy that delivers:
- a comprehensive competition calendar;
 - relevant competitions for all squash participants at national, district and club level; and
 - the hosting of international level squash events to maintain a consistent profile for squash in New Zealand and maintain New Zealand's place in the international squash community.



5. One **strong** brand

Strategic Initiatives

5.1 Squash develops one cohesive, coherent image for the support that is appropriate and relevant.

5.2 Squash develops one online portal (incorporating regional and club sites).

5.3 Squash is promoted to specific markets through memorable, measurable campaigns.

5.4 Squash establishes a Hall of Fame and alumni to record the history of the sport in New Zealand and to recognise the contribution of its people.

5.5 Major events are leveraged to profile the game against media and community engagement targets.



Success Supported
Connected
Pathway Healthy
Welcoming
Relevant
Leadership
Strong



www.squashnz.co.nz

