

# STRATEGIC PLAN 2020 – 2025



**OUR VISION:**  
To grow the game of Squash within the Central District.

**OUR MISSION:**  
Supporting clubs to increase club, coaching, capacity and capability. Increasing participation and membership.

## OUR FOCUS AREAS TO HELP US GET THERE:

**Encouraging and grow participation**  
Fun, safe and quality programme offerings in engage juniors, engagement of current members into events, coaching and volunteering. Increased membership. Supporting clubs to host quality events and grow participation in competitive squash events.

**Development of members - Coaches, players and referees**  
Increased coaching capability, more coaches that are supported and trained to deliver quality experiences. All level of players offered quality development pathways.

**Capability**  
A capable district organisation and network of clubs, coaches and volunteers all supporting each other to be the best we can be.

**Communication and Marketing**  
Grow awareness of Squash within the region. Offer engaging, informative and honest information to members, clubs and third parties.

## OUR TACTICS TO HELP US ACHIEVE THESE:

- Support clubs to run junior programmes, providing links with schools.
- Access to juniors training camps for all levels of juniors
- Support clubs to run open days and other membership type initiatives.
- Encourage participation at competitive level.
- Grow women's numbers
- Build up Central Juniors Event
- Encourage and support competitive squash
- Host an annual internal awards night to recognise and reward those who have excelled over the past year

- Establish zone hubs for players wishing to improve
- Develop coaches, through support on course, mentoring opportunities.
- Implement the coaching facilitator role.
- Coaching clinics targeted to specific groups.
- Have a clear representative plan and booklet detailing plan.
- Support our referee development.

- Develop better relationships with RST
- Work closer with clubs through buddy system & club visits.
- Develop and work through a live strategic 5 year plan
- Fill sponsorship position.
- Investigate move to a management model as opposed to administration model?
- Develop and support clubs to increase their individual capability
- Supporting district events to run successfully
- Assist clubs wanting to use digital tournament control.

- Produce regular digital newsletters
- Grow Instagram following to over 200
- Use Zoom for meetings.
- Livestream district and National events.
- Grow social media, audience.
- Create and distribute annual calendar

## WHAT SUCCESS WILL LOOK LIKE BY THE END OF 2025:

- 2022 Benchmark**
- Survey clubs relationships with schools and offer assistance to link with at least one school.
  - Offer at least 2 training camps per year to all juniors.
  - Grow WSD as annual membership drive.
  - Investigate running women's series.

- 2025 Target**
- All clubs have a relationship with at least 1 local school
  - District wide open Day and promotion of Squash
  - Grow SEM by 5%
  - Grow women's numbers

- 2022 Benchmark**
- 3 Hub areas set up for training and coaching
  - 6 lead coaches trained or in development
  - Coach facilitator role in place
  - Funding for referees to develop

- 2025 Target**
- 10 coaches trained up or under development
  - District wide open Day and promotion of Squash
  - Grow SEM by 5%
  - Grow women's numbers

- 2022 Benchmark**
- Buddy System full review with commitment of committee or replaced with alternative communication/relationships.
  - More than one sponsor within district
  - Complete a plan to move to Management model
  - Have a capability plan in place for clubs keen to grow.

- 2025 Target**
- Good working relationship and communication with clubs.
  - Sponsorship of at least \$5,000 per year.
  - District Manager in place
  - Have at least 5 clubs complete a capability programme.

- 2022 Benchmark**
- Complete membership survey around communication
  - Have at least every second meeting via Zoom
  - Run 2 Zoom meetings a year with clubs

- 2025 Target**
- Continue to grow digital followers.

**OUR VALUES:**

**COMMITMENT**

**ENJOYMENT**

**TEAMWORK**

**EXCELLENCE**

**INTEGRITY**