

To provide quality squash opportunities for everyone in the Wellington community.

We will realise this through 3 strategic areas of focus:

- Participation & Promotion
- Capability Development
- Sustainability

Ultimately, success will be achieved through a collaborative effort between Squash Wellington, Wellington Clubs and Squash New Zealand.

### Participation & Promotion



Raise squash's profile; make it accessible to all Wellingtonians through a social and competitive lens

### Capability Development



Lift coaching, refereeing, and player capability and capacity.

### Sustainability



Future proof squash through appropriate infrastructure and club capability .





# Enablers

## Participation & Promotion



Squash Wellington offerings attract kids & adults, leisure & competitive players, newcomers & old hands.

Advocate for squash within regional communities - in clubs, schools, universities and recreation centres.

Current and prospective players are well informed of all development and playing opportunities.

Identify, manage and promote events which attract top players and commercial partners.

## Capability Development



All clubs and players have access to a coach suited to their playing ability.

Guide, promote and deliver initiatives and competitions to support all playing abilities from beginner to performance levels.

Support coach and referee development by leveraging national development programmes.

Develop and maintain the District Performance programmes that feed into the National End to End Player Pathway.

## Sustainability



Enable clubs through knowledge sharing, create and promote fit-for-purpose resources and toolkits.

Actively seek new income streams.

Assist and support clubs to adopt new technology tools that will enhance member experience and club management.

Maintain pipeline of empowered and engaged volunteers at governance and club operational level.

This plan will be executed through the operational plan, which will be measured, tracked and reported on at quarterly intervals.

There is enough flexibility built in to be able to pivot in response to environmental changes or great new ideas.







# Measures

## Participation & Promotion



At least two social-focused participation initiatives are delivered, aimed at promoting and attracting new players to the game of squash.

Relationships established within schools and colleges to promote Squash as a sport through our local clubs.

Key Wellington schools identified to participate in Secondary Schools National event.

Registration for SW initiatives increased by 10% from previous year.

10 District newsletters distributed over the year.

## Capability Development



At least 30% of existing coaches achieve Foundation Level Coaching. Of that, at least 2 are female coaches.

Players have access to coaches from beginner to performance levels.

All representative teams place at their seeding or better.

At least 5 local players/referees are actively participating in the National referee pathway.

## Sustainability



Two Club Huis are delivered and represented by at least 3/4 clubs.

Secure at least two financial sponsors (Platinum or Gold tier) for SW led initiatives for 2022/2023 season.

At least 2 people from each club committee registered and used SquashSmart online portal.

Each club has a 5 year facilities plan in place by the end of the 2022 season.

