



2021-24 STRATEGIC DIRECTION

We are Squash New Zealand – Poipātū Aotearoa

KOTAHITANGA - UNITY

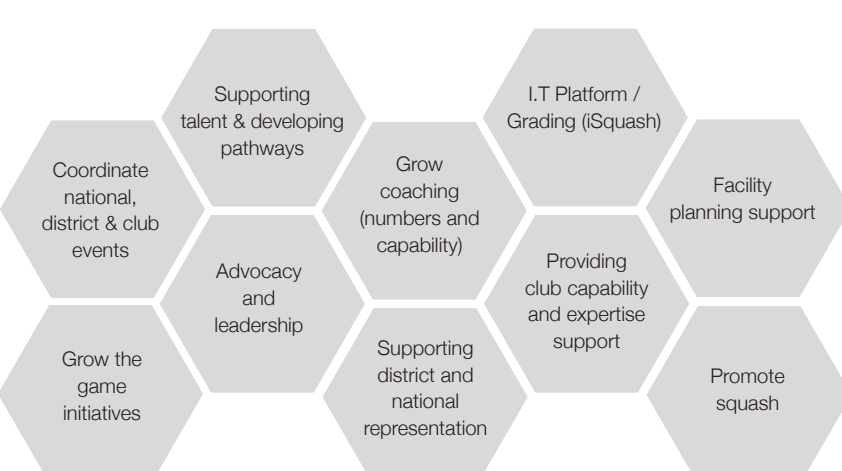
The most important shift for whole squash community is cultural, becoming unified and working together best described in te reo Māori as Kotahitanga. This can apply to members in a club, between clubs in towns and cities, across Districts and with Squash New Zealand. We can feel part of something bigger than just playing or organising squash, linking to our common vision and purpose. We will re-establish connection within our communities that would be something we could all be proud to be part of, a team of people that unite for a shared purpose.

OUR STRATEGIC PRIORITIES

- Coaching development
- Enhanced promotion of squash
- End to end player and referee pathways
- Programmes to introduce new people to squash

OUR VALUE PROPOSITION

Tens of thousands of people every week, in more than 190 clubs throughout New Zealand will put aside whatever else is happening in their lives and will lose themselves on court in the pure exhilaration of playing squash. This is whom we add value and serve.



2021-24 OUTCOMES

- National promotion event
- New levy model
- National 'grow the game' initiatives launched
- Coaching pathway and leadership increases number and capability of coaches
- New player pathway is fully implemented
- WSO Referee pathway is implemented nationally
- New pathway developed for tournament controllers
- National facility priorities identified and planning begun
- All clubs receive new support for facility management
- Shared central resource that is effective and highly valued by clubs
- Increased commercial partnerships - greater revenue generation into Squash
- An upgraded iSquash system fully implemented that enhances participants experience and value
- Stronger insight and measures data
- A refreshed competition framework is implemented in 2023.

OUR VISION

New Zealanders enjoying squash from grassroots to excelling on the world stage

OUR PURPOSE

Continue to enhance the health and happiness of our communities via playing squash and a sense of belonging to our clubs
Support our clubs to be vibrant and sustainable,
To inspire New Zealanders through telling our amazing squash stories

OUR PHILOSOPHY

We are community focused
We cater for the needs of all squash players
We are driven to add value

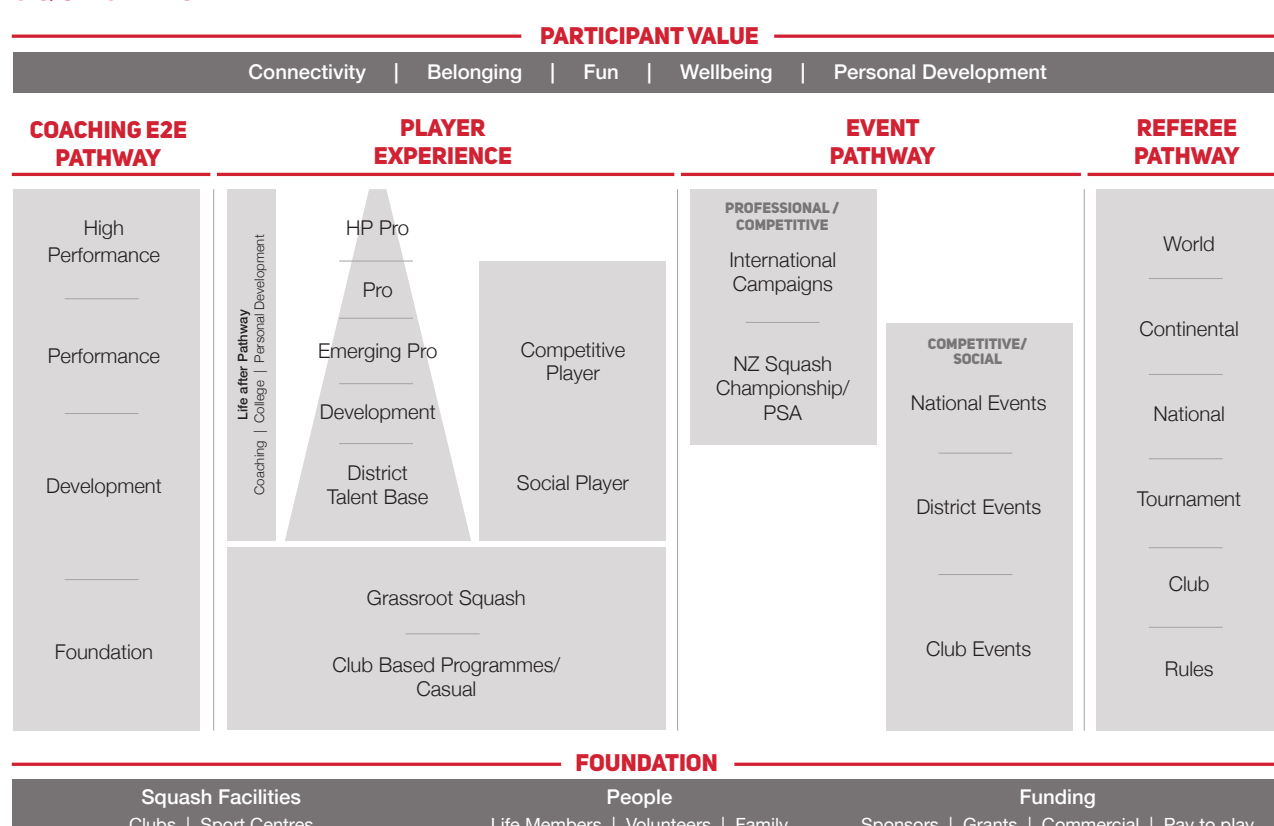
OUR VALUES

- Collaborative and transparent**
We constantly engage, share ideas, are consultative and seek feedback prior to action
- Accountable**
We hold ourselves to account to our aligned roles, priorities and objectives
- Respectful**
We are a functional family that is formed on strong relationships, honesty and operating in a safe environment.
- Encompassing and inclusive**
We are welcoming and everyone has a voice that is heard and we are collectively optimising our capability
- Solutions Focused**
We are future focused, open minded and constructive

OUR GOALS

- Developing people / talent
- Enhance the experience of the participants
- Support and add value to clubs
- Grow the game of squash
- Provide strong advocacy and leadership

SQUASH DOMAIN



WE ARE SQUASH NEW ZEALAND – POIPĀTŪ AOTEAROA



www.squashnz.co.nz



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