



Minutes from 2013 District President’s Meeting.

**Jet Park Hotel and Conference Centre
Saturday 5 July 2013, 9.00am**

Present

SNZ Board: Wayne Werder (Chair), Linda Kenny, Leah Goodhew, Tony Johnston, Tony Alexander, Toni-Maree Carnie.

Presidents/Proxy: Linda Matson (Northland), Tim Marshall (Auckland), Fran Hopkins (Waikato), Ash Brownrigg (Bay of Plenty), Mike Willis (Eastern), Grant Smith (Central), Jane Maginness (Wellington), Stuart Camp (Canterbury), Doug Smart (Midlands), Neil McDonald (Otago), Russell Brocks (Southland).

SNZ Staff: Jim O’Grady, Pennie O’Connor and Alex Matthews.

Observers: Philip Vodanovich (Auckland)

Apologies: Andrew Eade (SNZ Board)

Minutes

The minutes of the previous meeting held 14 July 2012 were taken as a true and correct record.

Moved: Ash Brownrigg Seconded: Doug Smart Carried
There were no matters arising.

Introduction

Wayne Werder, Chair SNZ, welcomed everyone to the meeting and provided an overview of SNZ and a dashboard of activity in the last six months.

Regional Collaboration

- **Waikato / Bay of Plenty Shared Services Role**

Fran Hopkins (Waikato) and Ash Brownrigg (BOP) talked about the recently created Regional Managers role for WaiBoP. Both districts had identified an opportunity to work together to streamline their administrative functions.

- The Regional Managers role was a full time position offering a career focus.
- The principle functions were communication, development, iSquash, competitions and being a visible face for squash in the Bay of Plenty and Waikato.

- Key attributes required included excellent communication and IT skills, considered essential to build a solid network of club contacts.
- A separate company was established to manage the role with two directors.
- Equal budget contributions from both districts.
- All financial matters were dealt with by the respective boards.
- Grant funding had been secured to help fund the role.
- A direct benefit derived from the new position was the ability to share previous experiences and different ideas.
- Travel costs identified as a significant expense.
- Another challenge was dealing with the criteria / expectations of the Waikato and Bay of Plenty RSTs who had different models.

- **South Island - Options for the Future**

Stu Camp spoke on behalf of those who had attended a meeting between Southland, Otago, Midlands, Canterbury and Wellington (Nelson / Marlborough). Two delegates from the Mid-Canterbury squash area had also attended the meeting.

Squash Canterbury was exploring alternative options for the future delivery of squash in Canterbury and the South Island and a meeting of the South Island districts was convened to discuss this and other possible options for collaboration or co-operation.

- There was general agreement that promoting Coachforce and getting more trained coaches operating in the South Island was the priority for the region.
- A business case was being prepared to test the viability of this proposal which would also include Mid-Canterbury.
- Future consideration would be given to establishing other shared roles such as administration or development.
- The 11 Mid-Canterbury clubs are now largely self-sufficient and it was recognised that trying to reaffiliate them to SNZ was a challenge requiring a different approach. It was a significant opportunity and SNZ would continue to work with Squash Midlands to progress.

- **Central, Eastern, Wellington – Hurricanes Franchise**

Grant Smith explained that the initial driver for a discussion between Central, Wellington and Eastern had arisen from competition clashes on the calendar. This progressed to how they might work together on other matters including supporting each other at major regional events, sharing best practise, joint funding approaches, RST connections and schools programmes.

- Future meetings are planned to consider the possibility of joint Coachforce roles, joint club development days, a combined marketing strategy, co-ordinated Kiwisport funding applications, building much stronger relationships with RSTs and empowering club administrators.
- A collaborative approach representing 7000 members had the potential to generate additional commercial returns and it was important to identify what this combined approach had to offer a potential sponsor or funder.
- The three districts would maintain independent financial hubs but could align their budgets so they were able to work more closely together.
- Jane Maginness (Wellington) emphasised the need to have more trained coaches. This highlighted the problem of having only one national facilitator, whose time is very limited and is unable to satisfy the demand.
- Jane also commented on a successful squash in schools programme in the Wellington region and also the huge demand for junior coaching.

Affiliation and Affiliation Levies

- **Bay of Plenty License Fee**

Ash Brownrigg (Bay of Plenty) summarised the Bay of Plenty “License Fee” affiliation method. It had been operating for 18 months and was fully accepted by all the clubs in the region. The main benefits of the fee were transparency and simplicity.

- The fee was based on \$40 + GST for seniors and \$20 + GST for juniors on the grading list as at 1 October each year and was paid to SNZ by the clubs in April.
- Clubs were invoiced for additions which were calculated every quarter. The district collected its income from a court levy of \$800 + GST per court.
- There was support from other districts to adopt or try this affiliation method and SNZ would contact each district to see if they would adopt the method in the 2013 – 2014 year.

It was agreed SNZ offer every district the option of adopting the License Fee model for the 2013 – 2014 financial year. Districts would need to confirm their intention to adopt the model by the end of August 2013.

- **Secondary Schools**

In a joint initiative Squash Auckland, SNZ and College Sport Auckland had entered teams competing in the Auckland Secondary Schools competition in iSquash and created the “Auckland Secondary Schools” club. With almost 3000 secondary students playing competitive squash this initiative was seen as an ideal way to capture these players and build up an awareness and level of communication that would maintain their interest in the game.

- Teams were charged a nominal fee of \$25 or around \$5 per player to join the grading list where they could then view their results and grading points as well as receive communications from College Sport, SNZ or Squash Auckland.
- Interest had been received from Central and Canterbury with “clubs” being formed in both regions. Further information is available from SNZ.

It was agreed SNZ offer every district the opportunity to create a similar structure for Secondary Schools in their district for 2014 (or sooner if required) and provide support for the implementation of this initiative.

- **Grading List Levy**

Squash Wellington proposed that the Grading Levy fee charged seven times a year by SNZ should be incorporated into the SEM. It was explained that the fee had been in place for many years and was a recovery for costs incurred to maintain the iSquash grading system. While the nature of those costs has changed they still existed.

A motion was unanimously passed to include the Grading Levy charge in either SEMs or the License fee and that SNZ would seek to recover approximately \$466,000 in affiliation income for the 2013 – 2014 financial year and districts would reduce their levies to clubs by a corresponding Grading Levy amount.

Moved: Stu Camp

Seconded: Ash Brownrigg

Carried

National Event Allocation, Equalisation, Single Grading List, Senior Nationals

- **National Events Allocation**

Prior to the meeting SNZ had proposed six options for the allocation of national events in 2014. The options were aimed at increasing participation and ensuring the allocation process was fair and transparent.

- The preference was a structured rotation process and standardised criteria.
- It was further agreed that a fee be instituted to host “popular” events.
- The income from hosting fees would support the less “popular” events.
- Linda Matson (Northland) felt the signature national events should be allocated to main centres only because they offered better travel access.

- **Equalisation**

Squash Auckland was recommending the abolition of equalisation because it was very difficult to budget for and even harder to obtain funding. Circumstances had changed significantly since it was introduced and the formula used no longer relevant.

- Equalisation had been used for more than 25 years and was designed to encourage participation by every district at all national team’s events.
- There was a risk that districts might not attend if the travel costs were too expensive or events too distant and there was no equalisation.
- A fine for non-attendance was discussed but dismissed on the understanding that every district pledged support to attend national team’s events.

- **Single Grading List**

SNZ proposed the introduction of a single grading list or common points scale following the recommendations of the Grading List Advisory Group.

- The introduction of a single grading list would make it easier for mixed competition to occur and offered greater equality and gender equity.
- It was also seen as a marketing opportunity for squash.
- Wayne Werder noted the work done by Michael Pittams on this project and thanked him and the advisory group for their contribution.

- **Splitting Senior Nationals**

Squash Wellington proposed that the Senior Nationals be split into two separate events. It was felt that five consecutive days of competition were too demanding and effectively excluded some players who might otherwise compete. Separating the events might also generate more profile for the team’s event.

- After discussion there was no support for splitting the events.
- There was strong support for moving the team’s event to Saturday and Sunday with the individuals on Wednesday, Thursday and Friday.
- The traditional event dinner could be held on the Friday evening.
- The eligibility rule for the team’s event should be relaxed to allow one player to compete who did not compete in the individual event.
- SNZ would discuss a similar change with the Masters Director, Wayne Seebeck.

Decisions

1. *SNZ develop a structured rotation policy for hosting national events. The policy would be circulated to clubs and districts and introduced in the 2014 for Expressions of Interest to host 2015 national events.*
2. *SNZ introduce hosting fees for “popular” national events including Superchamps, Champion of Champions, Cousins Shield/Mitchell Cup and Masters National Championships with the allocation of funds prioritised as follows -*
 - a. *The Senior Nationals.*
 - b. *The NI and SI Island Championships.*
 - c. *The NZ Junior Open, NI and SI Island Age Group Championships and Junior Nationals.*
 - d. *Any further revenue to be split evenly among any PSA/WSA event hosts.*
3. *Equalisation would be abolished for all national team’s events taking effect in 2014 with a commitment from every district to attend all national team’s events. There would be no penalty for non-attendance.*
4. *SNZ introduce a single grading list at a cost of \$13,200 + GST.*
5. *The 2014 Senior National Team’s Event be moved to Saturday and Sunday and one (1) player, who had not competed in the individual event, would be eligible to compete in the team’s event. The decision to be reviewed after the 2014 event.*

Moved (5 motions): Grant Smith

Seconded: Stu Camp

Carried

Rebranding / Marketing

- **SNZ Rebranding**

Grant Smith gave a presentation on branding comparing the current SNZ brand with other products in the market. The SNZ brand was 10-12 years old and featured players who were no longer in the game. It was perceived as irrelevant and boring and did little to promote the sport.

- Tim Marshal (Auckland) noted that signage was the domain of clubs but a unified logo could be developed and made available to every club in the country.
- There was also a strong feeling that the logo should incorporate the silver fern in some way.
- There was full support for the development of a new brand that would include SNZ and the districts and at a later stage the engagement of the clubs.

Stage 1 – SNZ and the districts rebrand with districts contributing toward the cost of the project (Amount to be agreed). SNZ would consult with districts over the scope and detail of the project.

Stage 2 – SNZ would investigate the potential of brand adoption for all clubs.

Moved: Tony Johnston

Seconded: Grant Smith

Carried

General Business

• Year of Youth Squash

Pennie O'Connor provided an update on the 2013 Year of Youth Squash campaign designed to encourage Districts and clubs to focus on promoting squash to under-19s and encourage them to participate more in our sport. The goals of the initiative are:

- Inspiring New Zealand youth to choose squash
- Supporting clubs to increase youth participation
- Engaging with school squash players
- Case studies and resources are available on the SNZ website
- It was acknowledged there had been a delay with the delivery of resources which was not ideal but would be rectified next year.
- Districts asked that the 2014 campaign be announced at the agm detailing resource content and timelines.

• Kiwi Squash Update

Development of Kiwi Squash was well underway and funding had been secured for the production of the resource manuals and DVD.

- A key point of difference was that it was a curriculum based programme
- The pilot programme would be run in term 4 of 2013
- Roll out is planned for 2014
- It was suggested the DVD could be filmed on a microcourt or inflatable court
- Consideration should be given to including a sub heading "Squash in Schools Programme" under the name Kiwi Squash.

• 2013 SNZ Roadshow

It was generally agreed that the Roadshow was a worthwhile exercise and good value for the \$4000 expenditure. There was discussion about frequency with suggestions that it might be every two years or possibly alternate years in the North Island and South Island. Themes for the 2014 Roadshow could include -

- Online booking and Pay2Paly
- Promotion of Kiwi Squash to districts, clubs and RSTs
- Also suggested was national branding campaign

• Bounceback Insurance Scheme

Tony Johnston provided an update on the Bounceback insurance scheme. 32 clubs had signed to date with 12 more pending. Once the target of 50 had been achieved Stage 2 could be activated.

- District presidents were encouraged to promote the scheme to their clubs
- Additional promotional material would be distributed after the presidents meeting
- Tony to follow up with Crombie Lockwood regarding the Canterbury clubs

- **SNZ AGM 2013**

The 2013 annual general meeting of Squash New Zealand would be held in Auckland.

- Venue –Jet Park Inn – Auckland
- Conference - Friday November 29
- AGM - Saturday November 30

- **Hall of Fame**

The 2013 Hall of Fame induction dinner would be held in Christchurch with six new inductees. The function would be held in conjunction with the World Squash AGM being held at Chateau on The Park in Christchurch.

- Venue – Christchurch Casino
- Date – October 21
- Tickets - \$75 each

- **Other**

Linda Matson asked if the cut-off date for team playing orders in the district Superchamp eliminations could be set closer to the event. It was felt that the April 26 date was too far in advance of the district eliminations.

- SNZ would look at setting a cut-off date for 2014 closer to the event date, possibly two weeks prior.
- Clubs and districts would be advised in due course and the Superchamp Rules updated for 2014.

Tim Marshall (Auckland) acknowledged the co-operative contribution from all present and the very positive outcomes from the meeting. On behalf of the attendees he thanked the Board and staff of SNZ for one of the most constructive meetings he had attended.

Wayne Werder thanked everyone for their attendance and closed the meeting at 4.00pm.