



# The Benefits of Affiliating







# THE GAME OF SQUASH IN NEW ZEALAND

Tens of thousands of people every week, in 200 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. They'll lunge, they'll sweat and they'll leave feeling incredible. And next week they'll come back for more.

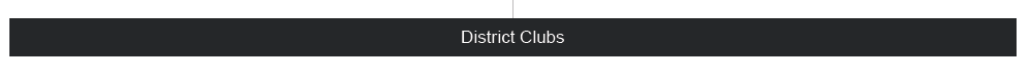
Squash New Zealand (Inc.)  
1 National Organisation



District Associations  
11 Regional Organisations



Affiliated Squash Clubs  
200 Local Organisations



Squash Club Members  
18,146 registered members

Casual / Social Squash Participants  
(Estimated 60,000+ squash players)

# SQUASH NEW ZEALAND

Established in 1932, Squash New Zealand is the recognised national governing body for squash in New Zealand and is responsible for promoting and developing the game throughout the country.

## Vision of Squash

Squash - Growing at Grassroots and Going for Gold.

By this we mean New Zealanders are choosing squash in their communities – in clubs, schools, universities and recreation centres. Kids and adults, leisure and competitive players, newcomers and old hands. Trying it, playing it, loving it. Kiwis are also competing with high sporting achievement across all age groups in national and international events, PSA events and in the Commonwealth Games, World Open, World Team Squash Championships and other iconic squash events.

## Strategic Outcomes

- Participation Growth – underpinned by quality experiences
- International Success

## Goals

- Participation Growth – 3-5% compound growth over 4 years
- International Success – A world champion, 10 players in the PSA top 100, 6<sup>th</sup> or better in world team events

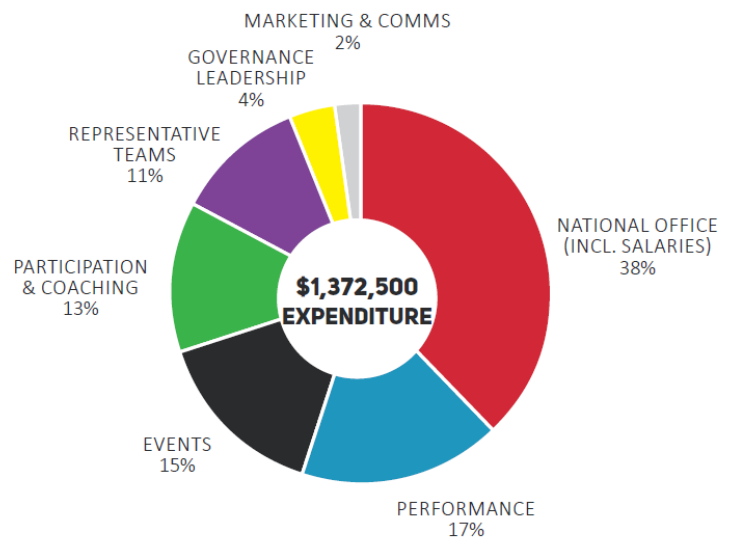
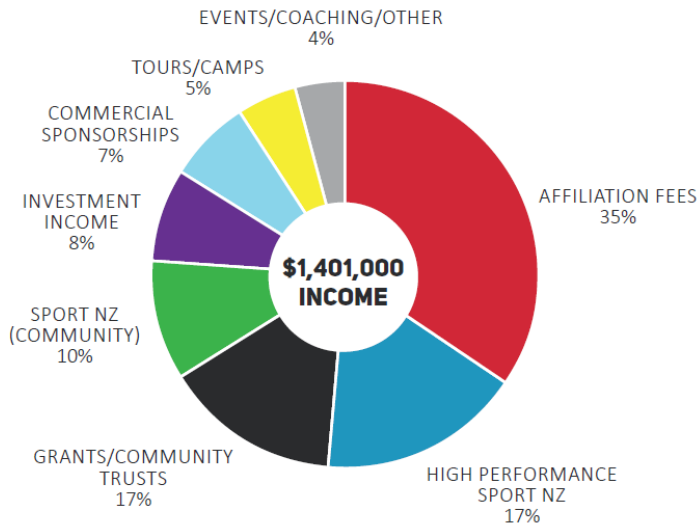
## Enablers

- Our sport is well organised
- Our funding is broadened and increased
- Squash is well promoted
- Squash uses great digital applications
- The key people running clubs/centres and programmes are supported
- Coaching is strong throughout the country
- Refereeing is strong throughout the country
- We have a strong base of performance athletes
- Squash has an attractive event and competition framework

# ANNUAL INCOME & EXPENDITURE

Annual income for Squash New Zealand is approximately \$1.1 million – of which 40% comes from member affiliation levies. Squash New Zealand allocates its resources on a non-profit basis that is aligned to our strategic priorities.

## 2018/19 BUDGET - SOURCE AND APPLICATION OF FUNDS



The current SEM (Senior Equivalent Member) affiliation levy charge of \$26.70 + GST per squash club member plus the GLL (Grading List Levy) affiliation charge of \$12.75 + GST for seniors and \$5.40 + GST for juniors is collected by each affiliated squash club on behalf of Squash New Zealand. This fee is often absorbed within the membership fees charged. It is based on the SEM declaration clubs submit on 31 July each year and calculated by taking the amount received in subscription income and divided by the amount charged to a senior member. The GLL component takes the number of players a club had on their grading list as at the same date. For the national member levy, a wide range of services and benefits are delivered to the squash community.

# CHALLENGES FACED BY CLUBS

## Competition for new members

World-leading squash programmes that are a powerful weapon for attracting new members. We can provide the insights that will maximise participation by having the right programmes and group activities that inspire member loyalty and a sense of belonging.

## Finding and keeping great coaches to ensure squash programmes are dynamic and engaging

Training, ongoing education and support that will transform your volunteers into superstar coaches. We can provide the strategies, tools and guides to attract the people you need and the training that will inspire, up skill and retain coaches.

## Lack of resources to help grow your club

Targeted workshops, best practice recommendations and practical tools to optimise your club performance. We can offer all the knowledge, resources and best practice recommendations to run your club and can provide our custom-built online iSquash system that makes it simple to manage everything.

## Creating excitement in your club and community

Access to marketing materials as well as step-by-step guides that will draw in new members and inspire your existing ones. We can provide ways to market and promote your club with access to posters, videos, logos, brochures and much more... all online.

## Designing a highly motivating environment

Information about facility development and funding advice. We can help you design your facility to suit your programmes and budget.

# SOLUTIONS OFFERED BY SQUASH NZ

- Squash Programmes: Management and support of national squash programmes and resources including Kiwi Squash and SquashStart.
- Coaching: Access to coach education and resources from our National Coach Development Framework.
- Club Support: Online knowledge management and creation of squash club resources and templates to maximise your club.
- iSquash & the Grading List: Our web-based software lets you record activity numbers, control members details and track player grades.
- Promotion & Marketing: An online library of valuable marketing resources – for campaigns, programmes and more.
- Tournaments: Opportunities to take part in an annual calendar of events throughout the country.
- High Performance: The ability to play, compete and succeed on the international stage.

We also have a number of deals with organisations (Dunlop – sponsorship product, Aon – discounted insurance scheme, Project Litefoot – LiteClub) to support squash clubs.

Take advantage of our National Group Buying Power Programme: n3 - helping squash clubs to make savings by activating their free account to access national group buying discounts from suppliers.

# SQUASH PROGRAMMES

Give your members what they want with our world-class group squash programmes – which offer something for everyone.

- ✓ Increased participation
- ✓ Better member retention
- ✓ Creating healthier and happier communities



Equipment - We have also joined forces with Sports Distributors to offer beginner programme equipment at reduced rates.

# COACHING

The Squash New Zealand coaching system provides you with all you need to recruit, train and retain the very best coaches.

## Finding coaches

1,100+. That's the number of individuals who have been trained to deliver the best experiences to their members. This means that there is a huge network of talented and inspired coaches.

## Training coaches

Our Coach Development Framework makes it easy to master squash technique, how to coach and the art of connecting. Also, annual conferences and world-class resources ensure coaches are always up to date on the latest information.

## Keeping coaches

Ongoing training, regular communication and constant support – these are some of the reasons why people have joined the movement and become a coach.

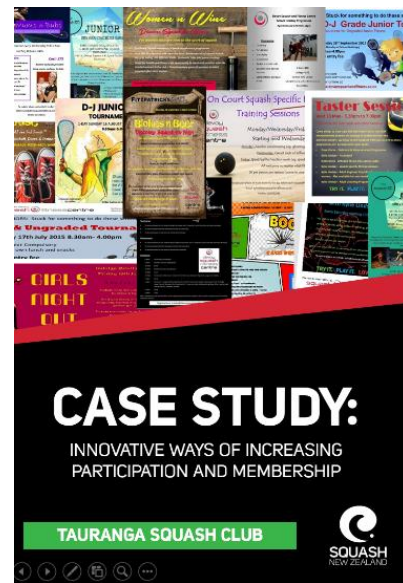




# CLUB SUPPORT

We can provide advice on your programme offerings, ideas for designing your facility and ways to better plan and budget.

- ✓ Roadshow presentations and workshops.
- ✓ Online assessment tools.
- ✓ Performance building resources.



# iSQUASH & THE GRADING LIST

Squash New Zealand has an online information technology tool (iSquash) that manages all membership information and is combined with a live online grading system that is regarded as one of the best in the country.

The screenshot shows the 'iSquash Grading' interface. At the top, there are logos for Squash New Zealand, Clubk Proshop, and iSquash. The main content area is divided into a search criteria panel on the left and a list of selected players on the right.

**Search Criteria:**

- Name:
- Gender: **Both**
- District: **All**
- Club: **All**
- Age: **Any**
- Grade: **Any**

**Selected Players:**

Name	Grade	Club	Points
Paul Col	4640	A1 CBSVPDC	4640
Martin Knight	4585	A1 AKNSMK	4585
Cambell Crutson	4575	A1 AKHBCG	4575
Mr Evan S. Williams	4490	A1 WNTHSW	4490
Lance Beddoes	4390	A1 AKHDLB	4390
Glen Wilson	4370	A1 AKHBGW	4370
Kishf Shuk	4310	A1 CDPNKS	4310
Chris van der Salm	4305	A1 CBSWCV	4305
Oliver Johnston	4230	A1 CBSWOAJ	4230
Ben Gindrod	4195	A1 BPTABUG	4195
Christopher Lloyd	4180	A1 AKHBCL	4180
George Crossby	4140	A1 AKHBGJC	4140
Danny McQueen	4105	A1 BPGDJM	4105
Michael Sunderland	4065	A1 AKRMJS	4065
Zac Milne	4045	A1 WNKAZM	4045
Scott Gardner	4035	A1 CBSGSS	4035
Andre Waenaar	4025	A1 AKRMAJW	4025
Mr Jonny Barnett	4025	A1 CBSWJBB	4025
Benny (Eodi) Bannister	4010	A1 CDPNRSB	4010
Ebenezer Swan	4000	A2 MDTIES	4000
Cameron Jamieson	4000	A2 ESHBCJ	4000
Mrs Shari M. Madden	3975	A2 OTCRSM	3975
Luke Jones	3975	A2 CDPNLU	3975
Matu (son of) Te Kani McQueen	3960	A2 AKHMRT	3960
Corey Leue	3955	A2 WNMPCJ	3955
Joelle King	3920	A1 WNKCMK	3920
Paul Bedford	3910	A2 BPOCFMB	3910
James Connors	3900	A2 AKHBJZC	3900
William (Rickers) Rickard	3900	A2 WNTHWB	3900
James Dalke	3900	A2 BPTAJJ	3900
Mike (Michael) McSherry	3900	A2 CDPNMSM	3900
Darryl Russell	3895	A2 BPTADZR	3895
Alan Crane	3880	A2 WKTPARC	3880
James Cooper	3880	A2 AKRMLJC	3880

Affiliated clubs are eligible to install the online booking system, and access and security system which are both linked to iSquash. This enables clubs to manage court bookings and facility access more efficiently.



**Activity Reporting**

District/Club:

Reporting Period:

Start Date	End Date	Coordinator	Programme / Activity
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<b>No. of Participants</b>	<b>No. of Sessions Delivered</b>	<b>Venue</b>	<input type="text"/>
Male: <input type="text"/>	Female: <input type="text"/>	Sessions: <input type="text"/>	<input type="text"/>
Notes: <input type="text"/>			

Squash New Zealand also offers the following:

- The ability to send bulk email newsletters to entire memberships, or sections.
- Online competition management of entries, draws, results and ladders.
- The provision of resources and training to support administrators in using the national iSquash system.

# PROMOTION & MARKETING

Squash New Zealand plays an important part in the national promotion and marketing of squash through various mediums.

Most recently, Squash New Zealand launched the ‘Try it. Play it. Love it.’ brand, which aims to increase the awareness of squash to increase membership and participation.



Other areas Squash New Zealand supports to promote the game include:

- Live streaming of the PSA events series to showcase the sport in New Zealand to national and global audiences.
- Offering a free online club directory for all affiliated clubs to promote themselves to the community.
- Publishing an annual events calendar to highlight the many available opportunities to play squash throughout the year.
- Providing a point of reference for sponsors and supporters. Helping squash clubs to gain funding by providing letters of support and advice.



Put your main heading in here.  
Use Arial fonts.

Put the main part of your message in here. It should be fun, your club members message. Can you include the squash club and what other fitness activities you offer? You should also mention the benefits of playing squash and how it can help you stay fit and healthy. You should also mention the benefits of playing squash and how it can help you stay fit and healthy. You should also mention the benefits of playing squash and how it can help you stay fit and healthy.



Place your Squash club logo here.



TRY SQUASH FOR FREE AT  
(INSERT CLUB NAME) SQUASH

Give us a chance to show you how fun and exciting squash can be. We'll have a free trial session for you at our club. You can try out the game and see how it can help you stay fit and healthy. You can also meet some of our members and see how they enjoy the game. You can also see how we can help you stay fit and healthy. You can also see how we can help you stay fit and healthy.



CLUB/ORG  
GO HERE



Your club name  
Your club address - Line 1  
Line 2  
Line 3

Programme information  
By: [Name]  
Phone: [Number]  
Date:

TRY IT.
PLAY IT.
LOVE IT.

## HELP PEOPLE FALL IN LOVE WITH SQUASH SO THEY CHOOSE TO PLAY IT

DURATION	EXERCISE TYPE	BURN RATE	EQUIPMENT	RESULTS
30 <small>MINUTES</small>	NEEDS TO PICK <small>UP RACKET</small>	517 <small>CALORIES</small>	RACKET & BALL	DEVELOPS AGILITY IMPROVES HAND-EYE COORDINATION IMPROVES STRENGTH & FITNESS BOOSTS ENERGY LEVELS IMPROVES SOCIAL SKILLS IMPROVES COMMUNICATION IMPROVES MENTAL WELL-BEING ALWAYS AVAILABLE

# TOURNAMENTS

Events are an important function of Squash New Zealand. They play a key role in the playing pathway, make up an important part of our history and are a key part of our system. Each year Squash New Zealand supports a wide range of squash events throughout the country with more than 5,000 players competing in over a total of 95,000 matches.

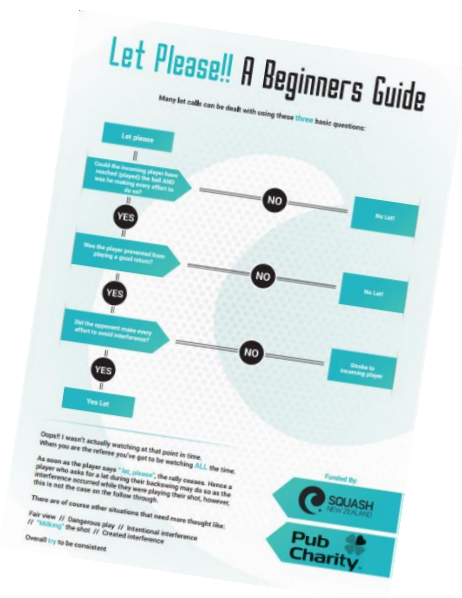
The tournaments Squash New Zealand supports each year include:

- NZ Junior Open
- Age Group Championships
- NZ National Championships
- NZ Secondary Schools Championships
- NZ Doubles Championships
- Cousins Shield / Mitchell Cup
- SuperChamps
- Champion of Champions
- Masters Championships



Squash New Zealand also delivers the following:

- Rules of squash: Managing the rules of squash in New Zealand including the training and development of officials and support of volunteers.





## HIGH PERFORMANCE

The Squash New Zealand National Development and High Performance programme provides the pathway that helps lead New Zealand squash players to success on the international stage across all age groups.

It encompasses specific age and stage appropriate programmes, performance hubs, talent development centres and other competitive opportunities that are geared towards the common objective of developing more New Zealand squash players to achieve success at the highest levels on the international stage.



# SUMMARY

Squash New Zealand is committed to delivering growth and support services that have a positive and valued impact on the game in the squash community.

The affiliated (SEM / GLL) levy income we receive is an important part of helping us to deliver our strategic outcomes.

The support from the 200 affiliated local Squash Clubs and 11 regional District Associations throughout the country enables Squash New Zealand to grow squash. We thank the New Zealand squash community for their ongoing support.





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