



Strategic Plan 2015-2017

Vision: Squash is a high-profile, modern sport of choice for Northlanders

Purpose: To promote and foster squash in Northland and to support and inspire clubs and players

TRY IT.

PLAY IT.

LOVE IT.



Values:

Fun
Relationships
Encouragement
Support
Healthy
Achievement

Leadership

Well governed and managed at all levels

- *Develop policies and processes to effectively manage squash*
- *Work collaboratively to achieve the best outcomes for squash*
- *Ensuring the long term sustainability of Squash Northland*

Connections

Effective communication and relationships

- *Ensure healthy stakeholder relationships are developed and maintained by effective communication*
- *Promote squash to gain a higher profile and inspire new members*
- *Embrace changing technology to enhance squash*

Players

Opportunities for players at all levels

- *Events and competitions are accessible to all players*
- *Provide high performance programmes and opportunities*
- *Deliver coach development opportunities to support player development*

Clubs

Clubs are welcoming, vibrant and successful

- *Encourage and support membership growth*
- *Provide support to club volunteers*
- *Facilitate opportunities for club development*

Leadership

Strategic Goal: Well governed and managed at all levels

ACTIONS:

A. Develop policies and processes to effectively manage squash

1. Identify policies which are required
2. Develop the required policies as they are identified
3. Develop any supporting process
4. Ensure policies are reviewed in a timely manner (annually by designated review date)

B. Work collaboratively to achieve the best outcomes for squash

1. Identify collaborative opportunities e.g. Squash NZ, clubs, other squash districts, Sport Northland, Regional Sports Organisations (RSO), sponsors etc.
2. Maximize opportunities and reduce duplication
3. Ensure Squash Northland has representation at all relevant meetings

C. Ensuring the long term sustainability of Squash Northland

1. Investigate all possible income streams to reduce reliance on charitable funding
2. Review committee structure to meet the changing needs of the organization
3. Develop guidelines for committee succession (by April 2015)

How will we measure performance?
Feedback from annual survey to affiliated clubs

Connections

Strategic Goal: Effective communication and relationships

ACTIONS:

A. Ensure healthy stakeholder relationships are developed and maintained by effective communication

1. Carry out annual stakeholder/club survey (August annually)
2. Send out monthly update from management meeting to clubs keeping them up-to-date
3. Send monthly newsletter to whole database – tournament results

B. Promote squash to gain a higher profile and inspire new members

1. Create a system to connect squash activities/achievements with print media (March 2015)
2. Engage with radio media to get squash on the local airwaves e.g. sport shows

C. Embrace changing technology to enhance squash

1. Upgrade website to incorporate new branding and better interaction with members and the public (March 2015)
2. Optimise use of Facebook and/or other social media to connect with players and supporters
3. Investigate and implement suitable web-based tools to assist with squash development

How will we measure performance?

Increased website traffic, Facebook page likes and media coverage

Players

Strategic Goal: Opportunities for players at all levels

ACTIONS:

A. Events and competitions are accessible to all players

1. Facilitate and promote regional competitions including interclub, junior and senior player series
2. Plan and set annual tournaments calendar (October annually)
3. Support clubs to promote tournaments
4. Promote and grow numbers participating in Superchamps elimination (July annually)

B. Provide high performance programmes and player development opportunities

1. Ensure representation at national events
2. Maintain and deliver a valuable junior squad programme
3. Encourage clubs to identify and nurture talented players towards high performance pathways

C. Deliver coach development opportunities to support player development

1. Seek to engage suitably qualified high performance coaches to enhance delivery of player development programmes (November annually)
2. Facilitate and promote coach mentoring opportunities

How will we measure performance?

Increased participation in local events and continued attendance at all national inter-district events

Clubs

Strategic Goal: Clubs are welcoming, vibrant and successful

ACTIONS:

A. Encourage and support membership growth

1. Assist clubs to identify ways to grow their memberships
2. Facilitate regular forums for club drivers to share knowledge (bi-annual)
3. Re-engage disaffiliated clubs with a view to re-affiliation within 12 months (March 2015)
4. Formulate a regional promotional strategy/campaign (March 2015 and November thereafter)
5. Support national growth strategies

B. Provide support to club volunteers

1. Facilitate training and/or workshops as needs are identified
2. Ensure accessibility to up-skilling for club office holders
3. Continue delivery of, and improve participation in the SNZ Coaching Framework

C. Facilitate opportunities for club development

1. Assisting clubs with sourcing funding
2. Provide access to resources to assist with club development
3. Encourage and support clubs with facility maintenance and improvements
4. Encourage and support new facility developments

How will we measure performance?

Increase club membership 10% annually