

# Strategic Document 2023-2024

**Vision:** Northlanders enjoying squash from grassroots to delivering on the national stage

**Mission:** To lead, develop and promote squash in Northland and to work with clubs and Squash NZ to deliver and grow the game at all levels

STRATEGIC PRIORITIES	KEY GOALS	MEASURES/OUTCOMES
<p><b>Grow the Game of Squash</b></p>	<p>Tailor and implement national initiatives to grow squash in Northland            Clear and effective communication with wider Northland Squash Community            Increase engagement with stakeholders            Promote events/activities based in Northland            Manage and co-ordinate quality district events</p>	<ul style="list-style-type: none"> <li>• Increase membership across all clubs, membership &amp; casual data by 5% minimum</li> <li>• National initiatives taken up by at least 4 clubs</li> <li>• Increase in social media followers by 10%</li> <li>• Squash NZ survey minimum of 80% satisfaction</li> <li>• 4/5 player satisfaction of all district events</li> </ul>
<p><b>Develop Our People</b></p>	<p>Support SNZ coaching development programmes            Identify and support Referees in club and tournament phases            Manage Northland’s talent base and deliver quality player pathway opportunities            Manage and co-ordinate representative teams</p>	<ul style="list-style-type: none"> <li>• Minimum of 2 workshops each year with 10 new coaches taking part</li> <li>• Increase in number of recognised coaches on the pathway</li> <li>• Aiming to have 2 district referees at WSO Level 2</li> <li>• 20% of active graded players with a current club referee qualification</li> <li>• Increase in Junior Development squad numbers by 10%</li> <li>• 30% of Junior Rep quad players increase by half a grade e.g C1 to B2</li> <li>• Send teams to all national events</li> <li>• High satisfaction of participants on co-ordination and planning</li> </ul>
<p><b>Support Our Clubs</b></p>	<p>Support clubs with the ‘future of squash’ initiatives/projects: MySquash, new affiliation model, change in grading points system, uplift in club facilities            Co-ordinate regional calendar and regional based events            Support clubs with SquashSmart club management            Support clubs to improve the quality of their facilities to enhance the participant experience</p>	<ul style="list-style-type: none"> <li>• Club satisfaction at a minimum of 80% in SNZ survey</li> <li>• Club satisfaction at a minimum of 80% in SNZ survey</li> <li>• 50% of clubs complete SquashSmart club management lessons</li> <li>• 50% of eligible clubs to have asset management plans</li> </ul>
<p><b>Provide Strong Advocacy and Leadership</b></p>	<p>Support Northland Clubs hosting national major events            Accurately represent Northland clubs at SNZ level</p>	<ul style="list-style-type: none"> <li>• Minimum of 4/5 player satisfaction</li> <li>• Squash NZ Survey minimum of 80% satisfaction</li> </ul>