



Squash in New Zealand Operational Plan 2010

1. Squash NZ is CONNECTED with every person & facility associated with the game

Strategic Initiatives	KPIs 2010	Priority	Who	Progress
1.1 SNZ develops and implements an integrated, user friendly IT tool that delivers a player database, a live online grading list, and public access to squash facilities to serve all squash players and generate new income to grow the game	Membership database completed and live. 15,000 users registered	Critical	CE, VU, BC	4908 registrations 1142 logins per day
	Grading system completed and live. Training and manuals completed	Critical	CE, VU, BC SNZ office	Manual complete Training 80%
	Results entry completed and live. Used by all districts	Critical	CE, VU, BC	Online. Used by 6 districts
	Tournament entry completed and live	Critical	CE, VU, BC	In test. Due April
	Interclub completed and live. Used by 50% of districts	Critical	CE, VU, BC	In test. Due April
	Access and security completed, tested and available	Critical	CE, VU, BC	In test. Due April
	One site developed, tested and operational	Critical	CE, VU, Squash Canty.	Developed. Needs connection & test
	Competition Management, tested and online	End of May	CE, VU, BC	WIP Due May
1.2 Squash New Zealand restructures affiliation system to more directly link with services provided, reward growth and improve club viability	Affiliation advisory group established with TOR	Critical	AAG	Completed
	Draft proposals developed	May	CE, AAG	Due May
	Consultation with districts	June / July	CE, AAG	June / July
	Presentation to district presidents	Critical	CE, AAG	July presidents mtg
	Further consultation with districts	Aug / Oct	CE, AAG	August / October
Adoption at AGM	Critical	Districts	December	
1.3 SNZ aligns the 126 unaffiliated courts within the squash structure in New Zealand to the benefit of all parties	Benefits of affiliation communicated to all unaffiliated squash clubs	Aug / Oct	CE	Not started
	5 unaffiliated clubs visited and invited to join SNZ	Aug / Oct	CE	1 club re affiliated Ti Street

2. Squash facilities are HEALTHY, WELCOMING and RELEVANT

Strategic Initiatives	KPIs 2010	Priority	Who	Progress
<p>2.1 Squash NZ develops and implements an integrated, user friendly IT tool that delivers membership support, web booking, and promotes easy and affordable access to clubs for all participants</p>	IT tool project completed and live online.	Critical	CE, VU, BC	WIP. Due end of May
	40 clubs/ facilities use online booking and allow for casual court usage	Important	CE, VU	Not available yet. Will rely on uptake of clubs for A&S systems
<p>2.2 An aggressive programme to upgrade identified facilities to reflect the needs of participants is planned for and implemented</p>	Best practice facility model determined	Important	CE, CDM	Not started
	6 significant upgrade projects identified for assistance	Important	CE	Contact made with all districts. 5 identified
	Facility selection and deselection criteria determined	Important	CE, CDM	Not started
	SNZ club best practice implementation plan determined	Important	CE, CDM	Not started
	8 clubs selected for facility best practice programme	Important	CE, CDM	Not started
<p>2.3 A national squash facility club directory is established to provide collective buying strength and individual benefits</p>	A national shared services directory is established, online and resourced	Secondary	CE, CDM	Not started but some resource exists from Club 2000 model
<p>2.4 Squash NZ re-positions itself as a service provider for clubs. In conjunction with districts / regions, it provides resources and support for club development, facility maintenance, and facility management.</p>	Services identified, best practice facility management determined and district method delivery determined	Important	CE, CDM	WIP. Ad hoc currently
	Dedicated club development roles established	Important	CE, CDM	Not started

3. The LEADERSHIP & SUPPORT provided by a capable & aligned national office and regions is valued by all

Strategic Initiatives	KPIs 2010	Priority	Who	Progress
<p>3.1 SNZ and Regions / Districts restructure to efficiently support the delivery of the game through SNZ programmes, services and products</p>	Regional restructure review complete and formally approved	Critical	Board	Complete
	SNZ office restructure complete	Critical	CE, Board	WIP. Final structure to be confirmed and approved by board
	Regional restructure proposal adopted by board	Critical	Board	Draft proposal presented March 26
	Regional restructure proposal presented at mid year presidents meeting and approved in principle	Critical	CE, Board	To be presented at July presidents meeting
	Formal adoption of proposal at AGM in December	Critical	CE, Board, Presidents	To be presented at AGM in December
<p>3.2 Squash NZ develops and operates an integrated IT Platform that connects, communicates, supports and delivers value to the districts / regions and the squash community through tools including new relevant competitions for all players, e-communication, and e-forms that are efficient and user friendly</p>	IT Tool project completed and live online	Critical	CE, VU, BC	WIP. Scheduled for completion in May
	SNZ systems and procedure review completed and implemented for 2010	Secondary	CE, VB	WIP. Just started
	Events advisory group develops new competitions that will be adopted in 2011	Draft July	Included in 2011 calendar	EAG

4. Everyone is supported by a clear PATHWAY. Their SUCCESS profiles the game and inspires participation

Strategic Initiatives	KPIs 2010	Priority	Who	Progress
4.1 SNZ's high performance programme targets the consistent winning of medals on the world stage through the clear alignment between regional and national squads	World Teams Junior Men – Top 8 Senior Women - Top 2 CWG – 3 medals	Critical Critical Critical	AR, HPPL AR, HPPL AR, DC, HPPL	On track On track On track
	Regional High Performance Structure determined	Secondary	CE, HPPL	Not started
	HP strategic plan developed for 2010 – 2014	Critical	CE, HPPL	Framework and process being developed Consultation to follow Draft in June
4.2 Squash NZ develops a national coaching strategy, delivered by regionally based Coach Force officers, constantly supporting coaches at all levels and enabling a clear coach pathway to coaching high performance	Coaching Strategy implemented including link to National Coach Force model	Critical	DC, CE	Completed
	5 full time coach force officers operating in regions	Critical	DC, CE	WIP. One position agreed in principle
	Success of coach force officers reviewed and amended as necessary	Ongoing annual review	DC, CE	Ongoing
4.3 SNZ develops a national referee strategy, delivered through regionally based staff, that consistently recruits and develops club, district, national and international referees	67 District 23 National 1 International	Important Important Important	CE, Districts Refs convenor	No strategy currently exists - needs to be developed for 2011 However targets are being met
4.4 SNZ develops a competition strategy that delivers: <ul style="list-style-type: none"> - a comprehensive competition calendar - relevant competitions for all squash participants at National, District and Club level - the hosting of international level squash events to maintain a consistent profile for squash in NZ and maintain NZ's place in the international squash community 	Review the competition calendar process to improve the planning, coordination and delivery of the SNZ competition calendar	Critical	CE, EAG	Underway with draft due mid year
	NZ Open held	Important	CE, Board	WIP - no sponsor, no one to run, no venue
	Competition review completed and a new competition strategy completed for National, District and Club level for both club and casual players	Critical	CE, EAG, Board	WIP. Review by Sq Akld complete. Draft due by September
	International level events to 2014 identified, prioritised, planned for, and bid for.	Important	CE, Board	WIP
	Host a successful World Women's Teams Championship	Critical	P/N, SNZ	No naming sponsor as yet otherwise on track. Budget to be revised

5. One STRONG Brand

Strategic Initiatives	KPIs 2010	Priority	Who	Progress
5.1 Squash develops one cohesive, coherent image for the sport that is appropriate and relevant	Squash brand established at National Level	Secondary	CE, Board	Preliminary talks with 3 providers – very low key at this stage
5.2 Squash develops one online portal (incorporating regional and club sites)	New website launched	Secondary	CE, Board	WIP - Options being investigated and costed
5.3 Squash is promoted to specific markets through memorable, measurable campaigns	Research markets to target campaigns towards increasing participation	Important	CE, CDM Contractors	WIP – info from Sq Akld reviews sent to districts
	Plan and deliver relevant campaigns through regions and clubs	Important	CE, CDM	Liaising with Sq Akld to share programs they run. Job for CDM
5.4 Squash establishes a Hall of Fame and alumni to record the history of the sport in New Zealand and to recognise the contribution of its people	HOF launched – first inductions held	Critical	CE, HoF committee	Completed
	Alumni function calendar established	Secondary	HoF committee	Not started
5.5 Major events and player results are leveraged to profile the game against media and community engagement targets	PR plan established to leverage NZ squash events, competitions, and squash results are reported in the newspapers, television, and radio	Important	CE, Gary Denver, Ian Hepenstall Other media ie. Planetstream	Ongoing. PR plan still to be developed. Contact made with GD, IH and PS Ongoing