



Chief Executive Newsletter

Issue 3

April 2010

What's new—

Look out for the new web based CLUB DEVELOPMENT tools on the SNZ web-site homepage starting Friday 9 April.

Each week for nine weeks a YouTube video will feature items on activities like club presentation, prospecting, club programmes and open days.

Made with the assistance of Rob Walker from Club K the videos are useful tools to improve club facilities and grow membership.

There will be a forum for questions and discussion and additional resources for club activity programmes will be available from the national office, thanks to Squash Auckland.

A Club is like a Family

Good clubs are like a good family. They succeed because everyone contributes, they have fun..... and when something needs doing, it's not always about money. The Whangamata Squash Club epitomizes that spirit of contribution and belonging. A small number of loyal members make it happen through thick and thin.... and without them the club would not be there.

At their November Open one of the players being a staunch sports fan wanted to know if he was going to be able to watch the All Whites match in a couple of hours. It turns out the Sky aerial had been knocked askew so one of the club members rang a mate in Thames, who rang another mate working in Auckland, who got some old retired aerial specialist he knew in Whangamata..... who hobbled up onto the roof and realigned the aerial.... for the princely sum of two beers.

Well having the tele fixed turned out to be a big deal for everyone involved...the All Whites won a nail biter to qualify for the World Cup in Africa, the club bar was packed with everyone on the edge of their seats and there was much celebration afterward.....sometimes we are so focused on what we are doing we can lose sight of where we are going.

Greetings

The health of our sport is measured by the health of our clubs and one of the best indicators of this is the annual SEM return.

The SEM (senior equivalent member) return is the method used to collect affiliation income for the national body. Every squash club is required to furnish a declaration which is then used to assess how much they will contribute to the running of our sport.

The returns provide a good indication of growth or decline in our squash numbers. Unfortunately the returns are sometimes perceived as a tax and there can be a reluctance to provide the correct information in a timely manner. This is unfair on those that do and it is therefore difficult to accu-

rately measure and assess the levy to be paid.

The returns for October 2009 show a decrease in the total SEM numbers from 2008. It is a trend that has been occurring over the last nine years as can be seen in the attached figures.

For the sport to be strong we need to have strong and healthy clubs. They need to be financially viable, have good systems in place and most importantly people willing to make the club a success.

There should be a perception at club level that there is value in belonging to a national body that delivers products and services that they want.

The initiatives of the Towards 2020 project are about shaping squash for the next generation. The coaching and club development programmes, the affiliation review and the implementation of a new IT platform are strategies designed to provide products and services that our squash communities want and need.

The challenge is how well we deliver these programmes and how well they are adopted. It will take time and effort plus the goodwill and co-operation of all the clubs in our squash community if we are to succeed.

Jim O'Grady

Chief Executive

Squash New Zealand

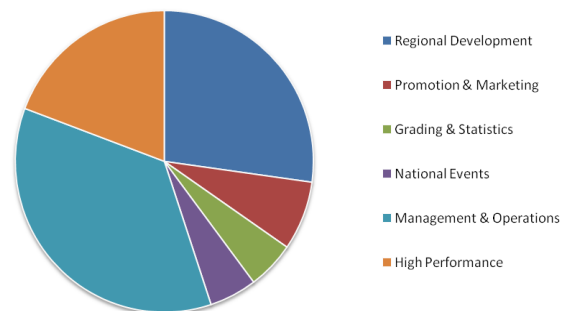
SEM Returns

| | | |
|------|-------|------|
| 2009 | 14922 | -236 |
| 2008 | 15158 | -725 |
| 2007 | 15883 | 193 |
| 2006 | 15690 | 570 |
| 2005 | 15120 | -560 |
| 2004 | 15680 | -515 |
| 2003 | 16195 | 70 |
| 2002 | 16125 | 29 |
| 2001 | 16096 | 203 |
| 2000 | 15893 | |

Variation

2000 — 2009 1.58% decrease in SEM numbers.

2010 SEM Expenditure



| | | |
|-------------------------|--------|----------------|
| Regional Development | 35.31% | \$10.50 |
| Promotion & Marketing | 7.42% | \$2.21 |
| Grading & Statistics | 5.15% | \$1.53 |
| National Events | 5.16% | \$1.54 |
| Management & Operations | 29.64% | \$8.82 |
| High Performance | 17.32% | \$5.15 |
| SEM for 2010 | | \$29.75 |

