CONTEXT

Longer-term, strategic and collective thinking is essential to recruit new players, fans, media and brands to the sport and uplift the sport in terms of image, popularity, commerciality and influence with key stakeholders such as fans, sponsors, media and the IOC.

Input collated at the WSF Conference will be used to define a unified worldwide strategy for the sport as a whole in consultation with external experts.
OVERALL AIM

To ensure squash is a vibrant, thriving and relevant sport around the world that offers exceptional health benefits and engages large communities around the world both on and off the court.
APPROACH

To further develop and promote squash globally through inclusivity and convenient access to participate, the staging of captivating events and a unified digital-first approach that embraces innovation, technology, digital video content and social media.
Dynamic
Squash is an exciting HIT (High Intensity Training) workout which challenges every part of the body, has you sweating from head-to-toe and makes you feel great afterwards.

Efficient
A few 45-minute squash matches per week can keep you fit which fits perfectly into today’s busy lifestyles.

Enjoyment
Squash is easy-to-learn, fun and very social.

Exceptional
Squash is exceptional in many ways such as the glass court venues where events are played, the (physical) skills of the world’s best players, the health benefits associated with playing the game and the ability to turn a squash court into an interactive experience.

Gladiatorial
Squash is the only racket sport where competitors are placed side by side in the same space.
Global
Squash is played in over 185 countries with World Champions hailing from all continents.

Healthy
Squash offers extraordinary and proven health benefits.

Inclusive
Squash is a lifetime sport for all generations, committed to gender-equality, youth in general and urban programmes in particular, and played in both established and emerging territories.

Innovative
Squash is breaking boundaries in a way no other sports are through interactive and ‘gamified’ front walls, broadcasting heart rates in professional tournaments and taking the sport into incredible locations.

Social
Squash is a social sport that brings communities together, builds lifelong friendships and fosters sportsmanship.
STRATEGIC GOALS

Each stakeholder clearly has its own important role to play within the squash community. In order to develop the sport more efficiently, it is important to work together and aggregate the available assets.

The ‘focus points’ on the next slides are initially identified as common goals for the sport’s key stakeholders.
PROMOTE SQUASH GLOBALLY

- Develop a clear brand positioning for squash with core brand values
- Aggregate the existing media channels within the squash community
- Leverage major squash events to profile and promote the sport
- Produce and distribute relevant, meaningful and engaging content
- Execute unified global introductory programs and marketing campaigns
ENRICH EXPERIENCE, PLAYERS AND FANS

- Stage memorable global squash activities for different stakeholders
- Boost the utilisation of existing (and new) squash courts
- Roll-out (new) digital offerings to connect and engage with the player base
- Utilize technology and social media to engage with fans and spectators
- Develop introductory programmes for underrepresented target audiences
GROW COACHING BASE AND KNOWLEDGE

- Provide a clear pathway for (prospective) coaches within the sport
- Introduce an online introductory level zero course for players and parents
- Utilize technology to expand coaching courses and increase the level of coaching
- Establish ongoing relationships with qualified coaches
- Make coaching a more appealing career choice across the world
INCREASE REFEREEING BASE AND STANDARD

- Provide a clear pathway for (prospective) referees within the sport
- Create an online bank of officiating videos to visualize rules and regulations
- Utilize technology to grow the number of refs and increase the level of refereeing
- Establish ongoing relationships with qualified referees
- Turn refereeing into a career choice
GENERATE REPEATABLE REVENUES

- Aggregate assets to increase commercial value
- Monetize the output of video content and data
- Build a powerful database of players and followers
- Develop partnerships with major brands
- Sell (new) products and services to the squash community
SECURE A PLACE IN THE OLYMPICS

- Unite key stakeholders around the Olympic Bid
- Deliver and communicate value to the IOC and local organizing committees
- Use squash’s Olympic Bid as catalyst to develop the sport at multiple levels
NEXT STEPS

- Collate input from attendees WSF Conference with regards to overall aim, approach, image and goals
- WSF and PSA to work with external consultants to define strategy to develop the sport collectively
- Next draft to be sent around to regional federations and member nations for further feedback before Xmas