**President’s Report 2018-19**

The 2018-19 season was a pretty busy one. We lost the two squash courts at CFB Halifax in October and will not see their replacement for at least three years, if not longer. The Zatsman (Dartmouth) Sportsplex re-opened in February with its one court.

We transitioned from SportyHQ to Club Locker between the 2017-18 and 2018-19 seasons and although we have been experiencing some growing pains, the support offered by the Club Locker staff has been second to none. Furthermore, receiving payments and accounting for them has been easy and is a godsend. Club Locker is costing us less and assistance and error correction is way more responsive on the new platform. When NB and BC join the other provinces on Club Locker this summer, we will have a single platform for management of the sport in North America. The WSF has signed on as well so the ratings pool includes Canadian, American and Mexican matches and all WSF sanctioned matches that a player might play in. This will eventually reduce the regional discrepancy between player ratings as players play in regional, national and international matches that have a ratings impact. As part of this move we launched a Squash NS website.

I also participated on the Steering Committee that developed recommendations for Squash Canada to standardize how officials are selected, chosen, remunerated and compensated for carrying our their role as officials at events and for conducting clinics across the country. These will be presented to the SC AGM in June.

We also embarked on the first year of implementing our strategic plan developed in the 2017-18 season and approved at our last AGM. The following describes our objectives and the results achieved during the period 1 Apr 2018 to 31 Mar 2019.

| **Program Area** | **Objectives** | **Results** |
| --- | --- | --- |
| Governance & Policy | 1. Approval of Strategic Plan, Board Structure and Revised Bylaws and Constitution. 2. Approval of pan Canadian Policies for Squash developed by Squash Canada and the provinces. | 1. Approved at Jun 2018 AGM. 2. Approved by Board in Sept 2018. |
| Finance & Planning | 1. Approval of budget, begin to draw down cash reserves to eventually have no more than 20% of annual budget in the bank at year end. 2. Receive benchmark results from sport Nova Scotia and define aim for points for 2021. 3. Align budgeting, planning and reporting with program areas defined by the strategic plan and benchmarks. | 1. Approved at Dec 2018 Board meeting. Ran a $6K deficit in 2018-19 largely to support referee certification and support HP athletes. 2. Received Sport Development Tool Benchmark in Sept and verified against self-assessment and goals briefed at 2018 AGM. 3. Aligned budgeting, planning and reporting with program areas defined by the strategic plan and benchmarks. |
| Competitive Program | 1. Support the conduct of six sanctioned tournaments and two leagues. 2. Codify support for HP Athletes attending national and international competition. 3. Send a team to the Canada Winter Games 4. Increase the number of athletes in the top 10 nationally across all age brackets to five by 2021-22 | 1. No Frills, Greenwood, NS Junior Open, Dal, RSM Classic and NS Open, HSL and Premier League. 2. Athlete support codified and applied to World Master’s, Master’s Team, Men’s Team and University Championship athletes. 3. CWG Douglas Kosciukiewicz finished third in the boys individual event and the boys (7/12) and girls (6/11) teams were the top Atlantic teams. 4. Currently have seven.    1. Douglas K #9 – U19    2. Douglas K #10 Jr Open    3. Leah B #2 – W35+    4. Josh R #5 – M35+    5. Matt B #1 – M40+    6. Pat Kelly #10 – M45+    7. Janet MacLeod #4 – W55+ |
| Developmental Program | 1. Player development 2. Coach Development 3. Referee Development 4. Support to Clubs | 1. NSPPI supported and trained CWG team and developed players interested in being on the provincial squad in the future. 2. Shared coaching PD information via email and the web. 3. Worked with Squash Canada to certify a Provincial Assessor and ran referee certification assessments at the Dal and NS Opens. 4. Ran an Intro to Squash Clinic at the re-opening of the Zatsman Sportsplex. |
| Communications & Advocacy | Build a sport management platform agnostic Squash NS website to be able to abandon the Sporty HQ site. | Website Launched 11 Feb 2019. Links on SportyHQ and Squash Atlantic point to appropriate pages on Club Locker and Squash NS Website. |
| Membership & Volunteer Development | 1. Define a clear value proposition for Squash NS Benefits. 2. Establish regular communication with members using the website and Social media. | 1. Benefits defined and communicated at 2018 AGM. 2. Actively sharing Activity on website blog and sharing on social media platforms. |
| Technical & Other Supports for Squash | 1. Transition from SportyHQ to Club Locker (CL) by the beginning of the Squash Season including the transfer of facility, player and match data, setup of leagues and tournaments, training of local tournament directors and the operation of leagues and tournaments. 2. Seek opportunities to provide technical supports for clubs operating sanctioned events. | 1. Transitioned player, facility and match data to CL in August, public launch 5 Sep 2019. First Tournament in Sep, Leagues started in October.  2. Purchased sufficient tablets to undertake live scoring of two tournaments at once or ten simultaneous league matches for HSL with spares. Successfully applied for provincial funding for this expenditure. |

Looking forward to next year we are continuing to implement our strategic plan and build on last year’s momentum. We look forward to building board capacity in the next year and continuing to develop programs for coaches and referees.

At the same time we are facing reductions in grant revenue that we will need to offset. As a result we are asking to raise membership prices as outlined in the Membership and Benefits proposal. We will also be seeking additional ways of financing our operations including donations, sponsorships and sanctioning fees, so that we can keep membership fees more stable and provide resources to grow the sport.

A key element of this will be identifying and reaching out to squash players who are not currently members and converting associate members to one of the paid membership options. Ideally we will be able to work with clubs to offer bulk memberships to their members. Membership targets for the next several years are outlined below.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Member Class** | **Competitive** | **Recreational** | **Associate (unpaid)** | **Totals** |
| **2018-19 Actuals** | 164 | 7 | 290 | 461 |
| **2018-19 Target** | 202 | 0 | 209 | 411 |
| **2019-20 Target** | 256 | 90 | 150 | 446 |
| **2020-21 Target** | 294 | 104 | 115 | 513 |
| **2021-22 Target** | 339 | 119 | 132 | 590 |

The following table outlines our objectives and targets for the period 1 Apr 2019 to 31 Mar 2020.

| **Program** | **Objectives** | **Targets** |
| --- | --- | --- |
| Governance & Policy | 1. Recruit and orient six board members by Sept 2019. 2. Expand range of published policies and practices to support SNS programs and initiatives. | 1. Board Member Search report to AGM in June 2019 to identify six Board Members. Orientation package developed by Aug 2019 and Board members oriented to roles by Sept 2019 prior to first board meeting. 2. Continue to work with Squash Canada and provinces and territories to expand Pan Canadian Policies for the sport. Develop policies required to support implementation of programs as required by those programs. Continue to codify and make public, the operating practices for the sport. |
| Finance & Planning | Monitor progress and execution of existing Strategic Plan. | Set annual priorities at AGM and review progress at in Dec and March. Plans, Outcomes and Programs are directly related to Strategic Plan goals. |
| Competitive Program | 1. Support high performance Junior, and Senior male and female athletes attending National and International competition. 2. Provide opportunities to compete. 3. Establish a one-day Junior Tournament Series to introduce juniors to competitive play | 1. Provide financial support to high performance Junior, and Senior male and female athletes attending National and International competition. 2. Sanction at least six tournaments and two leagues. Host the Atlantics in April 2020. 3. Run up to six one day tournaments where players accumulate points until the season’s end. Aimed at Bronze and below players. |
| Developmental Program | 1. Develop a Coaching program to develop certified coaches working towards having a certified and screened coach at all clubs in the province by 2022.  2. Re-establish an officiating program to develop certified officials working towards having certified officials available throughout the province by 2022. | 1. Coaching Program Implementation goals   * 1. Jointly hosted an intro to squash coaching certification course 24-26 May 2019 with Squash NB. Host another in the fall ’19 depending on interest.   2. Implement responsible coaching practices by 31 Mar '20. Rule of 2 starting Sep '19, Screening by 31 Dec '19 and Making Ethical Decisions training by 31 Mar '20.   3. Publicize professional development certification activities.   2. Officiating Program Implementation goals   * 1. Develop sanctioning policies, including officiating requirements for leagues and tournaments by Sep 19.   2. Adopt National Officiating guidelines once approved by SC AGM in Jun 19   3. Budget for officiating in SNS run tournaments.   4. Budget for opportunities to support officiating progression and education including the certification of one or more Provincial Referees in 19-20 budget   5. Conduct officiating clinics for leagues Sep 19   6. Publicise National squash official support resource <https://www.squashcanadaofficial.com/> |
| Communications & Advocacy | Support the Implementation of the Membership Growth, Retention, & Conversion (MGRC) Strategy developed. | * Develop Brochure/Posters for facilities promoting benefits of SNS membership by Oct '19 * Hold information sessions at clubs in fall '19 to promote club organizational development * Schedule discussions with facility management to support club management ongoing. * Maintain website, and media feeds with current content and activities (ongoing). * Develop Newsletter (monthly)? * Feature programming for women and juniors on web/newsletter/social media * Advertise and conduct at least one intro to squash event at every club ideally in conjunction with World Squash Day/Squash Day in Canada Fall '19 |
| Membership & Volunteer Development | Develop a Membership Growth, Retention, & Conversion (MGRC) Strategy focussed on   * Recruitment of non-member players * Building a coherent and organized squash club at each facility to support membership and sport development * Programming for women and juniors, and * Introduction of the sport to a wider audience. | 1. Develop the MGRC Strategy by Sep '19 and approve by Oct ‘19  2. Develop Brochure/Posters for facilities promoting benefits of SNS membership by Oct '19 and approve by Oct ‘19  3. Hold information sessions at clubs in fall '19 to promote club organizational development  4. Schedule discussions with facility management to support club management ongoing.  4. Maintain website, and media feeds with current content and activities (ongoing).  5. Develop Newsletter (monthly)?  6. Feature programming for women and juniors on web/newsletter/social media  7. Advertise and conduct at least one intro to squash event at every club ideally in conjunction with World Squash Day/Squash Day in Canada Fall '19 |
| Technical & Other Supports for Squash | Implementation of membership management, find a partner and court bookings using Club Locker at one club. | Identify a club and establish the capability there. Showcase membership and facility management benefits the capability. |

I would like to thank everyone who worked with us to deliver programs, events and activities to the squash community, advance the sport of squash and to play this wonderful game. I would also like to thank our partners at squash clubs across the province.

I have enjoyed my first year as your President and have had the opportunity to meet a number of you, talk about squash and listen to what you would like to see happen with the sport in the province.

I entreat you to get involved at your club, work with your fellow players to present a united front to your facility’s management so that we can work together to grow the sport, secure funds to provide programming and have more fun playing squash in NS.

Happy squashing,

Phil Jourdeuil