

Squash Ontario's Return to Play Outreach Plans





2021-2024 STRATEGY

VISION SQUASH WILL BE A LEADING LIFELONG RECREATIONAL AND COMPETITIVE SPORT IN ONTARIO.

MISSION TO GROW THE GAME OF SQUASH IN ONTARIO.

VALUES INTEGRITY - RESPECT - EXCELLENCE - LEADERSHIP - SAFETY

THE SPORT	THE ATHLETE	THE COACH	THE REFEREE	THE ORGANIZATION
SCHOOL SQUASH	PROVINCIAL CHAMPIONSHIPS	COMMUNITY STREAM	CLUB OFFICIALS (SINGLES)	MEMBERSHIP PROGRAM
OPEN HOUSE CAMPAIGNS	JUNIOR COMPETITION PATHWAY	INTRODUCTION TO COMPETITION STREAM	LOCAL REFEREE (SINGLES)	CORPORATE PARTNERSHIP & SPONSORSHIP
ADULT SPORT & SOCIAL CLUBS	COMMUNITY TOURNAMENTS	COMPETITION-DEVELOPMENT STREAM	PROVINCIAL REFEREE (SINGLES)	FUNDRAISING & GRANTS
WOMEN IN SQUASH	RATINGS/RANKINGS	COACH DEVELOPERS	PROVINCIAL REFEREE (DOUBLES)	COMMUNICATIONS
CANADIAN INCLUSIVITY PROGRAM	JUNIOR TRAINING & NATIONAL TESTING	AWARDS	AWARDS	GOVERNANCE AND BEST PRACTICES
UNDERREPRESENTED POPULATIONS	UNIVERSITY & ALUMNI	BENEFITS PROGRAM	BENEFITS PROGRAM	SAFE SPORT
MULTI-SPORT SUMMER CAMPS	DOUBLES			ONTARIO SQUASH HALL OF FAME
	TEAM ONTARIO			
	AWARDS & SCHOLARSHIPS			

OPEN HOUSE CAMPAIGN

*Introducing Squash Ontario's Sport Development
Coordinator, Zoraiz Zakir*

- Coordinating Open House Campaigns for participating clubs this Fall (must be an upgraded Project 10K member - connect with Lynsey to learn more)
- Ex. - World Squash Day
- Working one-on-one with clubs to set up their events.
- Investing in social media advertising & outreach to fill registration for these events
- Squash Ontario will do the majority of the promotion work, with club coaches and volunteers to facilitate the day-of operations
- Developing on-boarding member best practices
- Final reports will be compiled with participant surveys to determine best practices, share results and repeat annually

SCHOOL SQUASH

- Equipment loans to schools for physical education classes
- Email distribution lists of schools and teachers to promote this program
- Accompanying [curriculum and resources](#) to teach the sport
- Squash Ontario will hire a local coach as requested by the school to start a squash unit
- Opportunity for coaches/volunteers to go into the schools and recruit new junior members for their club
- See [Squash Canada's School Squash Presentation](#)

Let us know if you are interested in reaching out to schools in your community!

ADULT SPORT & SOCIAL CLUBS

- Work with pre-existing adult sport & social clubs (ex. Toronto Sport & Social Club) to launch squash leagues if they don't have this yet.
- At present, the Toronto Sport & Social Club runs squash leagues at Mayfair Lakeshore, which often fill up!

CANADIAN INCLUSIVITY SQUASH PROGRAM

- Thanks to Canadian Tire Sport Relief Fund, we've received funds to support the launch of squash programs for children and youth with a disability, following the [successful example](#) from NFLD.
- At least two locations to be launched by January.

MULTI-SPORT SUMMER CAMPS

- Work with pre-existing multi-sport summer camps to adopt squash.
- Equipment available on loan
- Coach instruction
- Bursaries for new program coach certification

UNDER-REPRESENTED POPULATIONS

- Working with Squash Ontario's new Gender Equity & Inclusion Committee, Squash Ontario will be developing plans to increase participation rates of underrepresented populations in all areas of our sport: players, referees, coaches, etc.

ADDITIONAL CLUB RESOURCES FOR OUTREACH

- ▶ [Inflatable squash court](#) - for member club use
- ▶ Squash Canada's [Promo Tool Kit](#)
- ▶ Squash 57 - [See Squash Canada's Presentation](#)
- ▶ Squash Ontario's [Member Resource](#) webpage (password is "Squ@sh2021")
- ▶ [2021 Oxford Properties Canadian Squash Championships](#) presented by Slaight Music, October 20-24, Yorkdale Shopping Centre (all-glass court)
 - ▶ Canadian Men's and Women's Open Championships and Canadian Junior Championships (Boys and Girls U13, U15, U17 and U19) run simultaneously in a celebration of our national squash community.