

Strategic Document 2022

VISION: *Inspiring and enabling people in the Bay to play squash the way they want to*
MISSION: *To engage with and enable clubs, commercial, and community facilities to deliver a great squash experience to the Bay of Plenty*

STRATEGIC PRIORITIES	KEY GOALS	SNZ VALUE PROP	Y1 MEASURE	OWNER
Developing People & Talent	Lead and innovate coach development in Squash	1	Establish satisfaction and accurate numbers of coach interactions	Coaching Director
	Deliver quality player pathway opportunities for the Bay of Plenty	4, 9	Establish survey process to measure satisfaction of participants (complete process)	Coaching Director/ General Manager
	Provide opportunities for ongoing education; including players, referees, staff, volunteers and board	1, 4	Create board member mentor programme Create Staff performance review process	Board
Enhance the Experience of the Participants	Clear and effective communication with wider Bay of Plenty Squash community	3, 7	SBOP communications plan created	General Manager
	Manage and co-ordinate quality, professional district events and representative teams	9, 10	Establish satisfaction of participants (complete process)	Coaching Director/ General Manager
Support & Add Value to Clubs in the Bay of Plenty	All BOP clubs are managing their facilities well	4, 5	All clubs in the Bay of Plenty have a facilities plan	Board/ General Manager/ Coaching Director
	Squash BOP clubs are engaging with Squash NZ resources	3, 6	Baseline collected from Squash NZ data	General Manager
	Offer opportunities to play Squash in BOP	4, 5, 6, 7	Demonstrate exploration of novel initiatives	General Manager/ Coaching Director/ Board
Grow the Game of Squash	Tailor and implement national initiatives	3	Membership and casual data increases by 5%	General Manager
	Increase engagement with stakeholders	2, 3	Implement communications plan	General Manager
Provide Strong Advocacy and Leadership	Accurately represent Bay of Plenty Clubs at SNZ level	7	Club satisfaction at a minimum of 80% in SNZ survey	Board/Chair Person/ General Manager
	Financial Goal TBC	7	TBC	Board
	Actively participate in SNZ resource development	7, 5	Increase in the number of resources developed that can be used nationally	General Manager