

Squash Ontario Project 10k – New Membership Model for 2016-17

Currently Squash Ontario has approximately 1300 individual members that are only the most active players in the province. This is a vast underrepresentation of the actual squash activity in Ontario which has recently been estimated as high as 75,000. A more accurate number might be that 25,000 players in the province play more than 2 times per month during the season and list squash as one of their primary winter sports. In order to see squash grow and reach its full potential, we need to rise up and be counted! By dramatically increasing Ontario's membership numbers, we can arm ourselves with the analytics and a cohesive army of passionate squash players that will enable us to access more government funding, specialized grants, corporate partnership, media attention and a far more engaged and wide spread squash community in Ontario. Reaching the goal of 10,000 individual members in the province will be a game changer for our sport and allow us to take the game we love to new heights.

Project 10k specifically is an initiative that will become an option for member clubs beyond their current "per-court" annual fee that will allow their squash playing membership to access a reduced bulk Squash Ontario individual membership rate.

Those clubs participating in the program will pay \$10 per player on behalf of their members INSTEAD of the "per court" annual fee for the clubs and INSTEAD of the \$35 competitive member fee players pay to become a squash Ontario member.

Participating member clubs will submit a list of basic information (name, gender, e-mail, DOB and approximate playing level) basis between September 1st and November 1st directly to Squash Ontario which will activate all members from November 1st 2016 – November 1st, 2017 and auto renew every season unless otherwise noted. Once a club is set-up as a bulk member club, the work needed is minimal as they will receive an annual list sent to them by September 1st each year at which point they will simply update their membership rosters – removing inactive players and adding new members.

Participating clubs must submit a minimum of 20 members per court with no maximum and will forgo the per-court fees they currently pay. They will then pass that amount on to their membership who in exchange will no longer have to pay the \$35 competitive individual fee which gives them access to Squash Ontario Provincial championships, the Squash Ontario ranking system as well as various other discounts and programs.

Squash Ontario's key commitment to this process will be to build and maintain a functional and accurate "player rating system" which will give all participating individual members a "rating" that will correspond to traditional A, B, C divisions as well as the popular US 2.0, 2.5 system. Most tournament and league results will feed into this system to render it accurate and meaningful for members.

The new club bulk membership model is entirely optional for club owners and any interested facilities will receive a personal visit from the Squash Ontario staff during the summer months to go over all details of the program including a tailored export process from your existing club management system. Our targets are to double membership each year for the next 3 years to 2500, 5000 and ultimately 10000. If you are unsure if this model will work for your club, we encourage you to observe the process during 2016-17 as we work out any kinks and re-evaluate the following year.

Squash Ontario welcomes all feedback on the club bulk membership program and look forward to passing on the benefits it will bring in the form increased club and individual member value and growing our sport across the province.

If you have any immediate questions or concerns please contact Jamie Nicholls at any time at jnicholls@squashontario.com. In addition, Board Member Bruce Marrison will be presenting the bulk membership model at the Squash Ontario AGM June 17th, 2016.

We look forward to working with all of our club and individual members in the coming years to continue to grow our sport and spread the gospel of squash, resulting in profitable clubs and happy members!

Sincerely,

Jamie Nicholls