



# 2017-18 ANNUAL REPORT

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## RAPPORT ANNUEL





## BOARD OF DIRECTORS

Lolly Gillen – President  
Shaun Thorson – Vice President, Finance  
Andrew McDougall – Athlete Director  
Steve Wren – Director at Large  
Sandra Thompson – Director at Large  
Gene Turk – Director at Large  
Carol Stewart – Director at Large

## STAFF

Dan Wolfenden – Executive Director  
Martin Heath – High Performance Director  
Graeme Williams – Athlete Pathway Manager  
Britany Gordon – Programs Manager  
Kyle Ogilvy – Program Coordinator  
Paige Johnston – Programs & Events Officer







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# PRESIDENT'S MESSAGE



# EXECUTIVE DIRECTOR'S MESSAGE

2017-18 represented a year of growth, change, transition, challenges and opportunities.

I have highlighted key governance and operational achievements in a later section of this annual report.

The collaborative work that led to the selection of Club Locker as the unified and integrated software platform for squash in Canada was a major milestone; as was a re-configured and re-staffed performance management team that includes Martin Heath, Graeme Williams and Kyle Ogilvy.

Financially, Squash Canada yielded a small surplus for the year, and maintains a healthy financial position. One fundraising success is worthy of special mention. Squash Moncton not only took on the role as host for the World Doubles Team Trials in June 2017, it also pledged a fundraising

goal to support the Canadian Teams that would go on to represent at the WSF World Doubles (softball) Championships in Manchester, England. Led by Marc Lalonde they raised and donated \$10,000! Un grand merci. While not recognized as revenue in 2017-18, Squash Canada already secured over \$70,000 in government and sponsorship support for its hosting of the 2019 Pan Am Junior Squash Championships, and \$20,000 from the Canadian Olympic Committee for a project designed to review and enhance Squash Canada's most marketable assets.

Events are a core business of Squash Canada. With thanks to an incredible cross section of host committees from across the country, eight annual Canadian Championships were delivered in 2017-18, as well as the annual WSF World Junior Circuit event, the 2017 Canadian Junior Open. Over 1,500 players enjoyed a national and/or international experience through these events.

National Team athletes continue to make incredible commitment to their game, and amaze us with their skill, personability and willingness to give back to the game. Their performances and list of accomplishments in the last year are impressive and continues an international rise. The 'NextGen' witnesses a wealth of talent in the pipeline, and with tremendous support of families, coaches and provincial/territorial associations.

Squash's first-ever addition to an International Olympic Committee event, a squash showcase event at the 2018 Youth Olympic Games in Buenos Aires, Argentina, bodes well for the sport's endeavours towards its rightful place amongst the most athletic, tactical and entertaining sports on the Olympic program.

We said and will say goodbye to some wonderful friends and leaders this year. Jamie Hickox left his post as Performance Director in 2017. His knowledge, network and body of work in support of the national team and junior development have left indelible paths from which we may build moving forward. As the first-ever Athlete Director on the Board, Andrew McDougall, set the bar for the quintessential mix of an 'athlete' focused', Squash Canada 'big pictured' and 'heavy lifting' figure. Gene Turk's insights, perspectives (and storytelling!) always commanded attentive ears and provided well-rounded experience to considered Board planning and decision making.

Lastly, I MUST recognize the incredible impact and tireless contributions of Lolly Gillen, outgoing Squash Canada President. She has been an indomitable force for squash and the organization for many years. She has led, organized, hosted, fundraised, donated, promoted, interacted, represented, ranked, ... and most any other action-oriented verb imaginable. She pushed herself, and all of us around her, to be better for the sport she is so passionate about. Heartfelt admiration and thanks!

Thank you national office staff, the 'team behind the team', Board of Directors, to all volunteers, host committees and provincial/territorial squash associations. Let's carry on our "Integration for Growth"!

Respectfully submitted,







# GOVERNANCE & OPERATIONS

At the leadership level, **Carol Stewart** was added to the Board of Directors in the Fall of 2017. Currently the President of Kellogg Canada, her extensive leadership, marketing and communication skills are great assets to the Board and organization.

The association's Nominating Committee continued its work on succession planning by identifying skill sets required of the Board to address strategic goals, identifying possible candidates, and calling for nominations towards having qualified candidates emerging for Board positions up for election in June of 2018.

With the goal of aligning governance of squash in Canada and creating efficiencies across organizations, the Board commissioned the **Sport Law & Strategy Group** to review a number of Squash Canada governance policies for updating or possible gaps, as well as to draft appropriate 'Pan-Canadian' versions that provincial/territorial associations could be encouraged to adopt as robust and aligned governance policies in Canada, and in cases where reciprocity is beneficial. The fruition of that work and drafting will come in 2018-19.



## CLUBLOCKER<sup>SM</sup>

Considerable efforts were made in 2017-18 towards adoption of a unified software platform that would enable Squash Canada, provincial/territorial associations, clubs, leagues and tournament organizers to manage squash activities and grow the sport on an efficient and integrated basis. Considerable consultation was done to determine what squash groups needed a system to be able to do, and then to participate in demos and evaluation of the four proposals received in response to an open Request for Proposals. In February 2018, the Board selected **Club Locker**, US Squash's backbone technology, within the context of a newly established Club Locker Collaborative that includes US Squash, England Squash and Squash Canada, and which has already begun to market the software for global squash use. This next year already sees transition to Club Locker by Squash Canada and most provincial/territorial associations for use the beginning with the 2018-19 squash season.



At the management level, with two prominent staff members announcing their departures in the summer of 2017, **Executive Director Dan Wolfenden** undertook a review of the management structure best suited to deliver on strategic priorities. The outcome was a re-structuring that saw three great hires to complement Wolfenden and **Britany Gordon**, Program Manager. After a global search, renowned elite squash leader, **Martin Heath**, took on a reconfigured role as High Performance Director to drive Canada's heightened pursuit of international excellence. The exciting hire was firmed up in January 2018, with the understanding that Heath's existing commitments needed to run its course through to April. National Women's Coach, **Graeme Williams**, was brought on to also lead junior and athlete development activities as part-time Athlete Pathway Manager. **Kyle Ogilvy**, a US College Squash graduate and certified coach, joined the team as Program Coordinator to provide high performance and athlete development, and membership and rankings services.





The organization also modernized its financial operation, changing accounting contractor services to A-Accounting. Principal, **Tatiana Avdeeva**, implemented impressive efficiencies with online accounting software, electronic payment and payroll services.

Annual operating plans and corresponding budgets, overseen by the Board, detail the tactics towards delivering on the Strategic Plan. This strategic foundation work benefits operational decision making, allocation of resources, and the inevitable prioritization necessary in an environment where there are so many needs and wants for squash's ongoing development.

Leadership, influence and representation activities continue at various levels of the international squash community. Squash Canada is proud and grateful for the contributions our Canadian community is making on the world squash stage. Lolly Gillen represented Squash Canada at the World Squash Federation (WSF) and the FPS (Pan American Squash Federation) levels. Six other Canadians also served on several WSF and FPS committees and commissions.

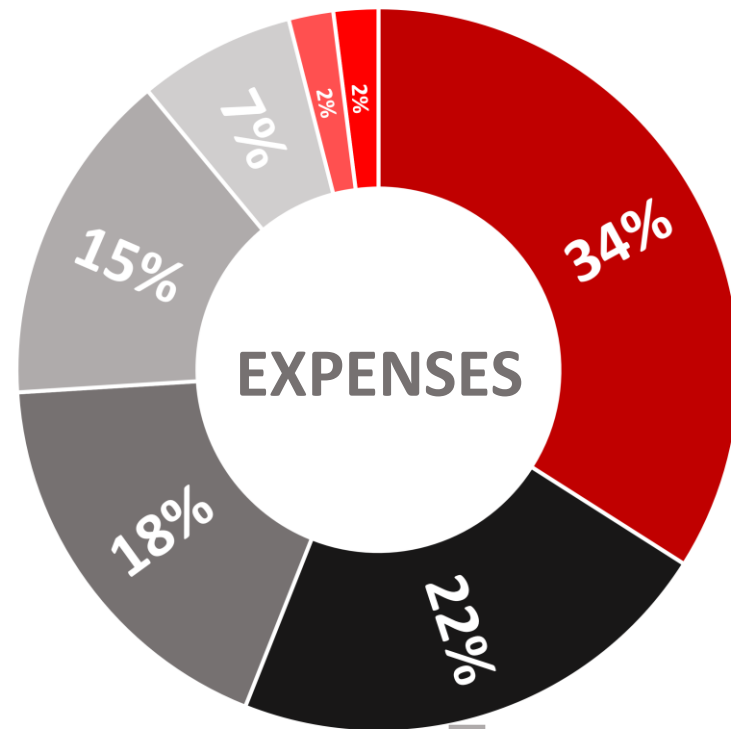
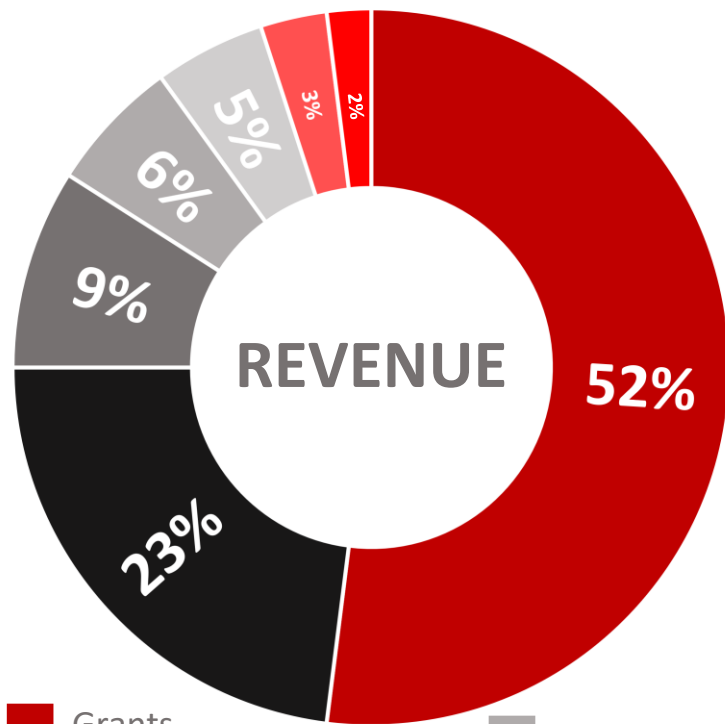


Canada has been a staunch supporter of the WSF's Olympic advocacy efforts for Paris 2024 and Los Angeles 2028. While cautious, given the International Olympic Committee's record of overlooking squash, there is a growing optimism that squash's time may be closer than ever. The long journey to have squash included in the Olympic Games took a positive step forward when it was announced that squash would debut as a showcase sport at the Youth Olympic Games in Buenos Aires, Argentina in October 2018. The World Squash Federation (WSF) and Squash Canada are extremely excited about this opportunity to show off the dexterity, strength, and athleticism required to be a top-level squash player. **James Flynn** of Toronto (ON) has been selected as Canada's ambassador athlete.

Squash Canada also took another first step onto the international hosting stage in 2017. In November Squash Canada won the bid to host the 2019 Pan Am Junior Squash Championships that will see upwards of 100 athletes from 18 Pan American nations descend on Mayfair Club Lakeshore in Toronto on June 15-22, 2019. This is a great opportunity to showcase Canada's best young talent on home soil while achieving a myriad of hosting legacies.

# FINANCIALS

Squash Canada strives to be a leading squash nation guided by the six key pillars of our 2016-2021 Strategic Plan – A Collaborative leader committed to fostering opportunity for passion, pride and performance: *Increasing awareness of squash in Canada; Developing and implementing a unified Canadian ranking and customer relations management system; Increasing and diversifying revenues for reinvestment into the sport; Enhancing relations and alignment with Provincial and Territorial Partners; Further define and enhance pathways for player, coach and officials' development; and Enhancing international high performance success.* The organization's fiscal planning is guided by those pillars. By creating more financial sustainability, the strength of our fiscal position will allow Squash Canada to continue to pursue our six strategic priorities as we focus on continued growth and success both on and off the court.







# HIGH PERFORMANCE

Canadian athletes continued to shine on the international scene – from the Professional Squash Association (PSA) World Tour events to World Championships, Canadians

made their mark ‘Canada-style’! The 2017-18 PSA season saw 8 squad members reach career-highs in world rankings, securing their spots on the world tour scene as contenders and serious competitors.



The season also saw some incredible highlights for our Squad like **Nikki Todd** receiving ‘Player of the Month’ accolade and our dynamic doubles duo of **Sam & Nikki** capture 5<sup>th</sup> place at the World Squash Federation (WSF) World Doubles Championships, ultimately earning them

a place on **Team Canada** for the upcoming XXI Commonwealth Games in Australia’s Gold Coast. A total of 3 PSA titles were won this season by Canadians (and all were first-ever PSA title wins!), 5 finals appearances, 18 semi-finals appearances, and 9 qualifying wins in World Series events summarizes a very notable season for Canadians on the PSA World Tour.

The Canadian squad of **Nick Sachvie, Andrew Schnell, Shawn De Lierre** and **Mike McCue** crossed the Atlantic and landed in Marseille (France) for the 2017 WSF Men’s World Team Championship. Facing tough competition, the Canadian squad finished 13<sup>th</sup>.

After earning their chance to represent Canada at the Commonwealth Games, **Sam & Nikki** took on the Gold Coast and their commonwealth comrades to exciting results. After very solid performances in the Women’s Singles draw where Sam finished 9<sup>th</sup> and Nikki finished 10<sup>th</sup>, the duo went on to repeat their World Championships result, capturing a 5/8 finish in the Women’s Doubles. They represented Canada with pride and passion outdone by no others, doing the Canadian Squash community proud.

## 2017-18 SQUADS & PSA Rankings

### HP Squad

- Nicole Bunyan (BC), #61
- Samantha Cornett (ON), #35
- Danielle Letourneau (AB), #42
- Hollie Naughton (ON), # 36
- Nikki Todd (SK), #49
- David Baillargeon (QC), #98
- Shawn De Lierre (QC), #71
- Mike McCue (ON), #89
- Nick Sachvie (ON), #100
- Andrew Schnell (AB), #108

### Transition - Pro

- Cameron Seth (ON), #180

### Transition - Amateur

- Hanna Blatt (MB)
- Chloe Chemtob (QC)
- Emma Jinks (PE)
- Nicole Kendall (ON)
- Alyssa Mehta (ON)
- Charlotte Orcutt (ON)
- Micaala Seth (ON)
- Andrea Toth (BC)
- Michael Mehl (BC)
- Graeme Schnell (AB)

On home soil, the squad members gave Canadian fans plenty of excitement. **Nick Sachvie** capped the end of the 2016-17 competitive season with his first-ever national title at the 2017 Canadian Squash Championships in a thrilling match against long-time friend and teammate, **Mike McCue**. Alongside Nick, **Hollie Naughton** captured her second consecutive national title, once again facing a fierce **Danielle Letourneau** in the Women's final. Another highlight of the season was the 2018 Ciena Men's & Women's Team Championships – an event that featured every member of the 2017-18 HP & Transition - Pro Squads battling it out for national supremacy and unprecedented purse awarded to the top finishers.

## ELITE JUNIORS – AROUND THE WORLD & AT HOME

There were some stand out moments for Canadian Juniors this past season. At 2 premiere international junior events 3 Canadians podiumed. At the US Junior Open two Canadian juniors finished 3rd in their respective divisions: **Abdelrahman Dweek** (AB) finished 3rd in the Boys U17 division & **Iman Shaheen** (ON) finished 3rd in the Girls U13 division.



**Dominic Wren** (pictured) put on a show in the finals of the Scottish Junior Open. Dominic defeated defending champion Michael Andrews in a very exciting, and very intense, BU19 Final match. (11-8,11-9,7-11,10-12,12-10)

Amongst a strong competitive international field, at the Canadian Junior Open, 10 Canadians podiumed with one Canadian claiming a championship title. Canadian juniors took the top three spots in the GU19 division, with Brooke Herring (BC) placing third, Andrea Toth (BC) coming

in second, and Emma Jinks (PEI) taking the championship title. The remaining Canadian juniors who podiumed are as follows: second place Iman Shaheen (ON) in GU13; Molly Chadwick (ON) placed second and Sarah Cao (BC) placed third in GU15; Lucia Bicknell (BC) came third in GU17; Jacob Zihao Lin (BC) placed second in BU13; in BU17 George Crowne (ON) placed second; and James Flynn (ON) took third place in BU19.

At the 2017 WSF World Junior Squash Championships, the Canadian Squad of **Andrea Toth** (BC), **Emma Jinks** (PEI), **Nicole Kendall** (ON), & **Charlotte Orcutt** (ON) faced some very tough competition battling hard to earn a 9<sup>th</sup> place



## MASTERS – EXCELLING INTERNATIONALLY

Squash is known for being a 'lifelong' sport – played well into the golden years, squash athletes not only remain active, they stay fiercely competitive. That competitiveness motivates many masters-aged players to continue to compete internationally. Over the years Canadians have made their mark at international events from World Masters Squash Championships to the Americas Masters' Games and everything in between, and in 2017 Canada's masters took on the world stage with some impressive results. At the 2017 World Masters' Games 3 Canadians podiumed earning a total of 2 Gold and 1 Silver – **Laura Ramsay** won the Women's 65+ division, **Gerald Poulton** (BC) won the Men's 70+ division, and **Steve Wren** (QC) was finalist in the Men's 50+ division.



# NATIONAL EVENTS

## NATIONAL CHAMPIONSHIPS

From a history-making prize money to a history-making junior champion to the announcement of exciting upcoming changes, the 2017-18 national championship season was an exciting one at all levels.

### Highlights of the 2017-18 Championship Season:

- The announcement of two additions to the national championship calendar. Aligning itself with international development and in response to the burgeoning call from the community, Squash Canada announced in the fall that an Under-11 age category would be added, on a one-year pilot basis, to the 2018 Canadian Junior Squash Championships. Following that, after reviewing the Canadian athlete pathway, a gap was identified and as a result the Canadian U23 Championship was created.
- This year was the first-time prize money was on offer at the Canadian Team Championships. Windsor Squash and Fitness raised over \$20k, doled out to the top 3 finishing teams in the Men's and Women's divisions. This substantial prize pool attracted every top player in the country. The championship finals in both divisions featured Canada's elite and a thrilling finish, with veteran **Shawn De Lierre** leading his Quebec squad to back-to-back men's titles (and appearing in his 9<sup>th</sup> Men's Team Championships finals appearance).
- At the 2017 Canadian Doubles Squash Championships, the duo of **Scott Arnold** and **Robin Clarke** captured their fourth consecutive Men's Open division title with a victory over **Thomas Brinkman & Will Miriani** [15-9, 15-7, 13-15, 15-10]. In the Women's Open a new duo was crowned national champ, when **Suzie Pierrepont & Stephanie Hewitt** defeated **Nikki Todd** and **Seanna Keating** [15-8, 15-11, 13-15, 15-9].
- First entering and winning the division at age 16 in 2015, **Michael Mehl** (BC) completed an unthinkable trifecta of titles as he captured his third consecutive U19 national junior title (his 5<sup>th</sup> overall) at the 2017 event, a feat never done on the Junior Men's side. On the Junior Women's side, **Emma Jinks** (PE) captured the U19 women's 2017 title completing the Junior women's national title sweep – she now boasts holding national titles in all 4 age divisions and doing so in a mere 5 years.
- Held on the 2015 Pan Am Games Legacy Courts at the Moncton Squash Club, **Team Quebec** reclaimed their title as Canadian Masters' Team Champions early in the new year. Facing long-time rivals, **Team Ontario**, the teams were even in match wins through 6 and it all coming down to the final match up to determine the 2018 Champions. After some incredible squash, Team Quebec came out victorious, reclaiming the title they held in 2016.





### 2017 Canadian Doubles Championships

Men's Open: Scott Arnold & Robin Clarke  
Women's Open: Stephanie Hewitt & Suzie Pierrepont

March 31-April 2,  
2017

Toronto Cricket,  
Skating & Curling Club  
Toronto, ON

284 Competitors/  
142 Pairs

### 2017 Canadian Junior Championships

Boys U19 Champion: Michael Mehl (BC)  
Girls U19 Champion: Emma Jinks (PEI)  
Boys U17 Champion: George Crowne (ON)  
Girls U17 Champion: Charlotte Orcutt (ON)  
Boys U15 Champion: Nikhil Ismail (ON)  
Girls U15 Champion: Lucia Bicknell (BC)  
Boys U13 Champion: Jacob Zihao Lin (BC)  
Girls U13 Champion: Salma Mounir (ON)

April 20-23, 2017

Hollyburn County Club  
West Vancouver, BC

200 Competitors

### 2017 Canadian Mixed Doubles Championships

Mixed Open: James Hewitt & Stephanie Hewitt  
Mixed 40+: Scott Dulmage & Margo Dewsnap  
Mixed 50+: Paul Zander & Heather Maclean  
Mixed 55+: Alan Hunt & Jann Taylor  
Mixed 60+: Pat Richardson & Lolly Gillen  
Mixed B: George Crowne & Rhea Dhar

April 28-30, 2017

Mayfair Club Parkway  
Markham, ON

76 Competitors/  
38 Pairs

### 2017 Canadian Squash Championships

Men's Champion: Nicholas Sachvie (ON)  
Finalist: Michael McCue (ON)  
Women's Champion: Holly Naughton (ON)  
Finalist: Danielle Letourneau (AB)

May 3-6, 2017

Mayfair Club  
Lakeshore  
Toronto, ON

292 Competitors



### 2018 Canadian Masters Team Championship

Champion: Quebec  
(R. Pilon, S. Wren, B. Daigle, E. Canonne, T. Newman, S. Dufresne, G. Quesnel)

January 12-14,  
2018

Squash Moncton  
Moncton, NB

121 Competitors

### 2018 Canadian Men's & Women Team Championship

Men's Champion Team: Quebec  
(S. De Lierre, D. Baillargeon, J. De Lierre)  
Women's Champion Team: Ontario  
(S. Cornett, H. Naughton, M. Seth)

February 16-18,  
2018

Windsor Squash &  
Fitness Club  
Windsor, ON

90 Competitors

### 2018 Canadian University & College Championships

Men's Champion: Andrew Schnell (University of Calgary)  
Women's Champion: Runa Reta (McGill University)

March 2-4, 2018

The Club at White  
Oaks  
Niagara-on-the-Lake,  
ON

63 Competitors

### 2018 Canadian Mixed Doubles Championships

Mixed Open: Stephanie Edmison & Arjun Gupta  
Mixed 40+: Mary Mckee & Scott Dulmage  
Mixed 50+: Caro Sambrook & Bart Sambrook  
Mixed 55+: Cathy Tuckwell & Robert Ferguson  
Mixed 60+: Leslie Freeman & Steven Hisey  
Mixed B: Natalie Morrison & Mark Warren

March 23-25, 2018

Mayfair Club Parkway  
Markham, ON

108 Competitors





# SPORT DEVELOPMENT

## DOUBLES

The Canadian Doubles community continues to grow in Canada – known for its comradery and social environment off the court, the action on court remains competitive and exciting. The Squash Canada Doubles Committee works diligently to ensure Canada is the leading nation in hardball doubles squash. For the past 12 years, the Doubles Committee has been led by the tireless and fierce Pat Richardson. At the beginning of the 2017-18 season Pat passed the leadership role as Chair to Mike Letourneau.

Internationally, Canadians continued to make waves. It was an incredible showing for the Canadians at the 2017 Stifel World Hardball Doubles Squash Championships (St Louis, Missouri). Canadian duos competed in two of the three finals – in the Men’s and Mixed events – and although neither captured the world title they played incredibly doing the Canadian doubles squash community proud. Congrats to the duos: **Thomas Brinkman & Robin Clarke** and **Stephanie Hewitt & Viktor Berg**

## COACH DEVELOPMENT

Squash Canada’s Coach Certification Program aligns the NCCP with our Long-Term Player Development model. The program is designed to ensure that coaches are properly trained and certified to develop our athletes in the best way possible. The focus for 2017-18 was to increase our capacity to move squash coaches through their certification pathway from, identifying key members within the community and certify them as Coach Developers and to begin the review of our coach education processes.



## BATTLE OF THE BORDER

In its 14<sup>th</sup> year, the annual junior cross-border competition took place at The Club at White Oaks (Niagara-on-the-lake, ON). 24 of Canada’s rising junior talent took on their neighbours to the south with hopes of claiming the battle & bragging rights. An important part of Canada’s junior athlete development pathway, the Battle of the Border provides the athletes exposure to national team coaches and high-level training. The 2017 Battle of the Border was claimed by Team USA, narrowly edging out Team Canada 14-10.





## OFFICIATING (SINGLES)

The Squash Canada Officiating Committee has worked tirelessly towards revising the officiating program. After 3 years of review and development, 4 months of consultation and an informative and collaborative review and information session at the 2017 AGM, the SCOC rolled out a revised, competency-based Canadian officiating program to improve education/training consistency across Canada and to align with World Squash Federation direction. Highlights of key program changes/updates include:

- Moves system from a strictly match-based system to a combination of match, competency and experience-based system.
- Electronic tracking of assessments.
- Electronic training modules, resources and officiating hub created at [www.squashcanadaofficial.com](http://www.squashcanadaofficial.com)
- Creation of an Assessor Training program.

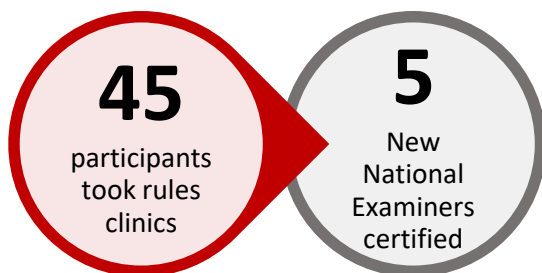
Rolling out a national program required the support of provincial/territorial associations and we are happy to report full adoption from every P/T.

### Officiating Highlights:

- In addition to the work done on the Canadian program, officials across the country were busy developing their skills, knowledge and experience resulting in a number of newly certified officials. In total 3 new Provincial Assessors, 1 new National Assessor, and 3 new National Referees were certified in the 2017-18 season.
- 99 new officials earned Club Referee certification status by taking Squash Canada's online referee certification course and passing the exam. These 99 officials are now active within their clubs, ensuring participants have knowledgeable referees, making the game better for all.
- 2 Canadian officials were named to the officiating teams at two major international events – the 2017 WSF Men's World Team Championships and the XXI Commonwealth Games Gold Coast 2018. Congratulations to **Wayne Smith** (WSF Certified) and **Dave Howard** (FPS Certified) on their appointments and representing Canadian officiating to the highest standard.



## OFFICIATING (DOUBLES)



In the 2017-18 season, the Doubles Squash Officiating Committee was hard at work to ensure that Canada retains their leadership role in Doubles Officiating (Hardball). Highlights of their work this season, include:

- A Doubles Officiating page was added to [squash.ca](http://squash.ca) – designed to be the 'go-to' location for doubles players and referees to access resources, tips and tools.
- The referee assessment sheets were updated to include details on what is be considered an "A" match. A useful addition for National Examiners and National Referees when assessing referees, creating increased consistency in assessments.
- Updates to the Doubles Officiating Program Administration Manual and the Doubles Officiating Quality Control Program, ensuring the program grows and develops with the game.
- Committee members have begun work on the creation of several information pieces to be used by tournament directors across Canada to assist players in learning the rules or giving them a refresher!



# MARKETING & PROMOTIONS

## SQUASH CANADA ON DIGITAL MEDIA

Squash Canada has continued to see a rise in their digital media presence. Hitting an annual growth in followers of over 10% on all three active social media platforms, Squash Canada's social presence is continuing to reach further and broader. The re-engagement of the email subscriber database saw an increase in the Canadian squash community. A developed social media plan and calendar created an increase in frequency of posting which lead to improved brand recognition, community loyalty and engagement rates.

**f** **255.6** THOUSAND IMPRESSIONS  
REACHED 2,394 FOLLOWERS

**@** **5,321** LIKES FROM 1,253 FOLLOWERS  
SINCEREACTIVATING INSTAGRAM

**31,900**   
AVERAGE MONTHLY IMPRESSIONS

**300.1** THOUSAND   
SQUASH.CA PAGEVIEWS IN 2017

## PROMOTIONS

In partnership with ParticipACTION & Canada 150, Squash Canada launched a nationwide promotional activation campaign – Squash Day in Canada – a day celebrated Canada-wide with the goal of engaging new participants to the sport and reminding those who already play why they love it. A truly 'All-Canadian' event, SDIC had at least one club in every Provincial/Territorial Squash Association with a total of 65 clubs participating across Canada. Throughout the day clubs promoted squash in various ways – from hosting open houses to 'try-it' clinics to mini tournaments – allowing Canadians, whether new to the sport or frequent participants, to pick up a racquet and get their 'Squash On!' Squash Canada is thrilled to report that over 2,000 Canadians were introduced to the sport that day.





While successful in promoting the sport on September 30, 2017, Squash Day in Canada was more than just the singular day. Several resources and tools were created that will be used in years to come as we continue to promote and grow the game of squash across the country.

Throughout the year Squash Canada took part in a number of online social campaigns to raise awareness for Squash and sport in general – from the International Women’s Day campaign of #GirlsBelongHere to the Canadian celebrated “Coaches Week”. The overall objective to celebrate all aspects of the game and those who play it was the primary focus of promotional and digital outreach in 2017-18.



## AWARDS & RECOGNITION

The Squash Canada awards program celebrates and recognizes the volunteers, contributors, supporters and players who have made/continue to make a positive impact on the game of squash in Canada, both nationwide and at the provincial level. Like years passed, there was no shortage of incredible people to recognize in 2017. Congratulations to all award recipients!

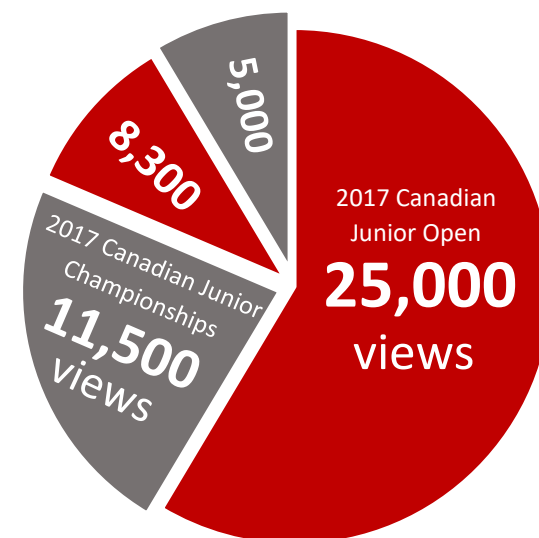
**2017 Certificate of Achievement Award:** Lynne Grass (BC), Scott Mundle (MB), Tom & Barb Hurlbut (NB), Maxym Leclair (QC), Bob Grose (AB), Jeff Hipfner (NT), Eric Hart (NF)

## MEDIA & BROADCASTING

Averaging 2 releases per week, in total 112 press releases and news stories were distributed this past year, covering numerous topics such as the WFS World Doubles Championships, national championship results, HP Squad and PSA results, junior performances, as well as provincial news and updates.



The 2017-18 Canadian Championship season saw many exciting moments that had the squash community, near and far, on the edge of their seats. In total 4 championships offered webcasting services that provided 49,000 squash lovers an opportunity to watch these matches live online: 2017 Canadian Junior Open, 2017 Canadian Junior Championships, 2017 Canadian Squash Championships, and the 2018 Canadian Men’s & Women’s Team Championships.





## SPONSORSHIP & PARTNERS

Squash Canada is proud to work with several sport partners in our pursuit of exuding the Passion, Pride and Performance of Canadian squash, from local clubs to national events.

Support from our key funding partners – the Government of Canada, Canadian Olympic Committee and the Coaching Association of Canada – gives us the opportunity to develop and grow programs in all areas of our sport from national teams to coaching to athlete development.

We've secured our partnership with valued national sponsor, Dunlop, who continues to support Squash Canada and its programs for another 2-year partnership. Key partners in sport, Canada Games Council, Commonwealth Games and Sport Matters, continue to play a vital role in the growth and exposure of the sport.

