



## PASSION, PRIDE, PERFORMANCE ... INSPIRING GROWTH

### Squash Canada Strategic Plan 2021-2024

#### VISION

Be a world leading squash nation while inspiring all Canadians to participate.

#### MISSION

To provide a safe and inclusive environment for all Canadians to enjoy, develop and excel at the sport of squash through collaborative leadership, services and programs.

#### VALUES

**P**articipant Focused  
**R**espectful  
**I**nclusive  
**D**edicated  
**E**xcellence

#### PARTICIPATION

- Increase squash membership
- Increase safe sport measures for all squash participants
- Increase participation at national and provincial sanctioned events
- Increase participation in under-represented groups
- Increase awareness of squash

#### PERFORMANCE

- Define World Class and integrated athlete pathway
- Maintain Top 8 international standing with rebuilt infrastructure to foster enhanced standing
- Implement domestic and international hosting strategy
- Universally adopt Club Locker rankings and ratings, and standardized fitness and skills tests as key performance level indicators

#### DEVELOPMENT

- Retain and increase number of public and private squash facilities with enhanced community access
- Increase squash presence in all levels of educational institutions
- Increase number and gender diversity of qualified, trained and certified coaches and officials
- Develop suite of new national, standardized programs through the athlete pathway
- Increase training for club professionals on the management of sustainable, inclusive squash programs

#### GOVERNANCE

- Increase and diversify revenues
- Continually improve safe sport policies and practices
- Increase diversity and gender equity across the organization and all roles
- Improve engagement and collaboration amongst Squash Canada and its Provincial/Territorial Members
- Define and agree upon roles and responsibilities for Squash Canada and Provincial/Territorial Squash Organizations

