

# Instant Update



**To: ALL WSF MEMBER NATIONAL FEDERATIONS**

cc: WSF Regional Vice-Presidents, WSF Committee Members, WISPA, PSA, Accredited Companies

**Dear WSF Member,**

In this issue of the WSF Instant Update you will find information on some of the work WSF has been up to since the AGM. I hope you find it informative and please send any questions or feedback.

**October 2006**

Ø Think Sponsorship Conference (London)

This one-day Conference provided an excellent learning and networking opportunity. With so many sponsors, rights owners and experts present, I was keen to confirm whether WSF's approach to sponsorship is correct. I was pleased to learn that having a deep understanding of what our brand stands for is considered critical prior to sitting down with potential sponsors. More details on this understanding (branding) work in the next edition of Instant Update.

Another interesting point is that sponsors are constantly dismayed at the lack of knowledge shown in the vast majority of the proposals they receive in relation to their Companies' objectives and needs. This is the biggest turn-off for potential partners.

Based on this learning, I'd like to offer a simplified process to securing partnership agreements:

- 1) Know what Squash stands for and what it can deliver (your assets)
- 2) Identify which Companies have similar branding objectives and needs
- 3) Use your marketing assets and creative thought to develop a meaningful proposal for the client

If you are at the proposal writing stage, I encourage you to look at the presentation titled "Effective Proposal Writing" on: <http://www.thinksponsorship.com/pages/content/index.asp?PageID=126>.

Ø Sportel (Monaco)

This four-day event titled "17<sup>th</sup> International Sports Program Market for Television and New Media" is the most important yearly gathering of the sports media industry. With our recently aligned Strategic Plan and its focus on profile and the re-launching of our World Championships, this was an ideal opportunity to learn, network and discuss proposals with potential suppliers.

I was able to get a feel for the interest towards Squash among broadcasters and rights/distribution Companies and after multiple meetings, we have now identified a lead candidate to engage in the selling of TV rights and distribution of key World Championships (a critical element of Phase 1 of the re-launch project).

Other meetings in the areas of TV production, TV distribution and event branding were also very productive and I shall share more information as agreements are put in place.

**November 2006**

Ø ManCom Meeting (London)

The new board met for the first time on 23-24 and the following key decisions were made:

- The Project Establishment for the "World Championships Re-launch" was approved
- The WSF website will be revamped and resources are being considered

- WSF will act as a “conduit” for sharing development resources via its website. To do this, WSF will set up a page within its website for MNFs to load resources (e.g. development plans) for the benefit of all WSF members
- Each Committee or core area of WSF activity will have a ManCom Liaison as shown below:

| Committee                         | Director             | ManCom Liaison |
|-----------------------------------|----------------------|----------------|
| Competitions                      | George Mieras        | HD             |
| Development & Coaching            | Heather Deayton      | HD             |
| Finance                           |                      | FVL            |
| Management (Office Matters)       |                      | FVL            |
| Marketing & Media                 | Christian Leighton   | FVL            |
| Medical & Sports Science          | Connie Lebrun        | GD             |
| <i>Anti-Doping Sub-Committee</i>  | Geraldine Barniville | GD             |
| Olympics & Major Games            | Susie Simcock        | HD             |
| Referees, Rules & Disciplinary    | Graham Waters        | GD             |
| <i>Disciplinary Sub-Committee</i> | Gerard DeCourcy      | GD             |
| <i>Rules Sub-Committee</i>        | Don Ball             | GD             |
| Technical                         | Chris Herridge       | GD             |

- Hosts of World Championships are advised to include provisions for currency fluctuations in their budgets. This is based on experience from previous events
- Regional Federations will be asked to review their appointees and will be advised if current assignees are active members of the Committee
- Committee Directors will be requested to present a report to ManCom in advance of each future ManCom meeting
- The Instant Update will be published at least quarterly
- WSF will study the feasibility of a Chief Executive Conference in 2007. This will depend on ability to find a host and MNF interest
- It will not be feasible, unfortunately, for ExCo to have a second meeting in 2007 as this is beyond WSF’s budget

Ø Women’s World Open (Belfast)

Immediately after ManCom meetings, we headed to Belfast for the Semis and Final of the 2006 Women’s World Open. Not to be outdone by the fantastic Final of the Men’s World Open, Nicol David and Natalie Grinham put on a marvellous display of Squash during a dramatic match lasting 95 minutes.

ManCom also met the WISPA board to discuss the World Championships Re-launch initiative.



Ø Squash becomes a “Core Sport” of the Commonwealth Games

The Commonwealth Games Federation announced on 27<sup>th</sup> November that Squash was named a “Core Sport” for future editions of the Commonwealth Games.

Squash was included on the programme of the 1998, 2002 and 2006 Games as an “Optional Sport”. The only “Obligatory Sports” up to this decision were: Athletics, Aquatics (Swimming), Lawn Bowls, Netball and Rugby Sevens. With the announcement, Squash no longer has to lobby for inclusion in future editions – it has become an “Obligatory Sport” for the Host. Other sports to join the list are Badminton, Boxing, Hockey and Weightlifting (all Olympic).

This is a significant development for the sport and we must all take pride in the recognition and work hard to deliver another high calibre competition in Delhi 2010.

### **December 2006**

#### **Ø Asian Games (Doha, Qatar)**

The Doha Asian Games Organising Committee (DAGOC) invited JK and myself to attend the Games at their expense. Naturally, we accepted in order to support the Squash competition and continue the task to connect with the Olympic Family.

N. Ramachandran represented ASF while David Mui and Heather Deayton attended on behalf of Hong Kong Squash.

It was fantastic to witness the transformation of the Khalifa International Tennis and Squash Complex, now with a state-of-the-art All-Glass court/stadium and eight competition courts with moveable walls (four with sizeable seating capacity for spectators).

And it was inspiring to see the dynamism of Squash in Asia as shown by the sheer talent of athletes from **16 nations**. Thank you to all MNFs that participated and congratulations to Malaysia, Hong Kong, Pakistan and India for picking up the medals.



#### **Ø Thank You Lorraine**

It is with great sadness that we see Lorraine leave WSF.

In what has been an emotional month and a half since her announcement, my main feeling has been one of gratitude. Lorraine has given so much to WSF it is difficult to know where to start thanking her. But I would like to acknowledge her commitment, initiative and attention to detail in all aspects of her work. Her work capacity is something to behold and her willingness to take on any task (new, boring, challenging, etc.) must be applauded.

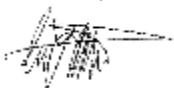
Some people tend to slow down during the last days of a job but not Lorraine. She has produced written procedures for all the activities she led and worked intensely to leave us with as much knowledge as possible. Thank you for a successful transition.

Lorraine, you have been a pillar to WSF for the last 10 years, we wish you all the best in your new career path and please stay in touch.

#### **Ø Year-End Message**

On behalf of the Management Committee of the WSF, thank you for all your work during 2006 to take Squash forward. Seasons greetings. WSF looks forward to working with you all in 2007.

Sincerely,



Christian Leighton  
Chief Executive & Secretary General