



WSF CONFERENCE 2022

28 – 29 October

Grand Chola Hotel Chennai, India



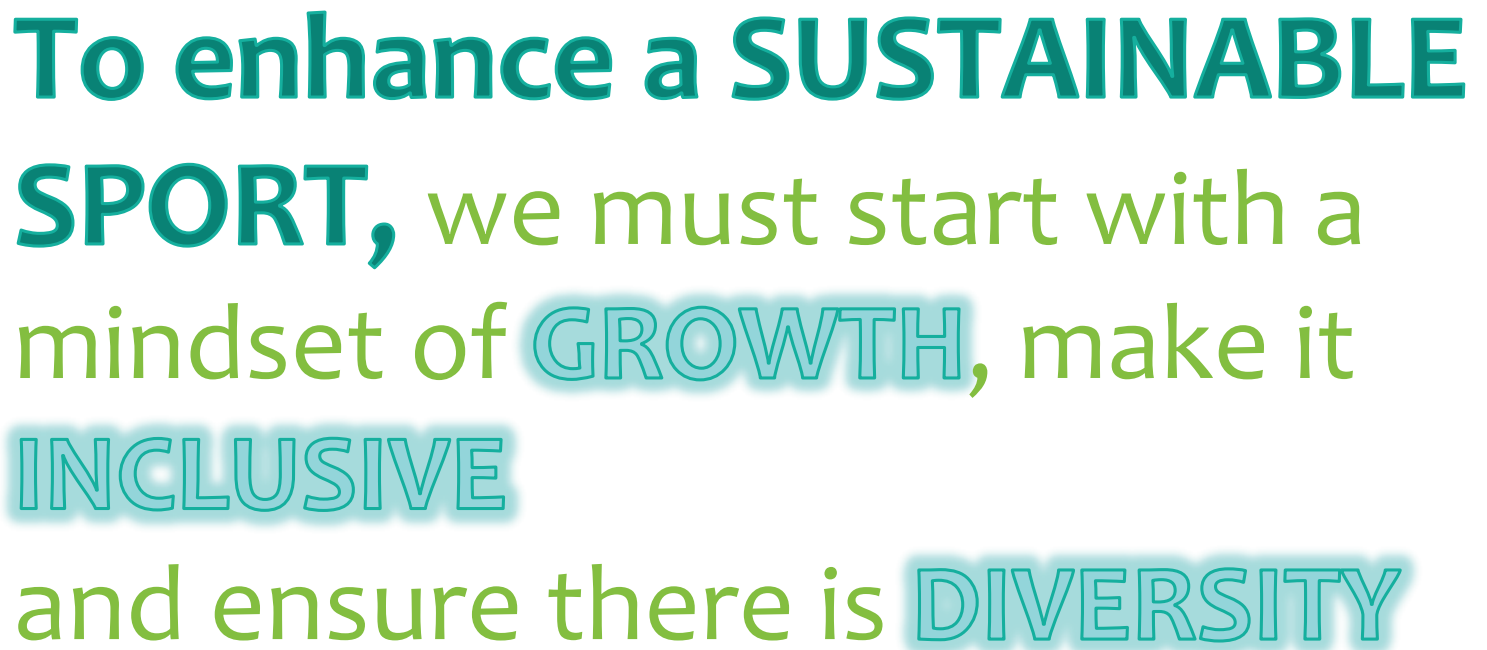
Subject: Squash57's role in the sport's growth strategy

- ◆ Summary: Squash57 is a parallel strategy to 'the right ball' aimed at player retention and market growth. This session explores with delegates how we might accelerate the growth of Squash57.




WORLD
SQUASH

WSF




To enhance a **SUSTAINABLE SPORT**, we must start with a mindset of **GROWTH**, make it **INCLUSIVE** and ensure there is **DIVERSITY**

HOW CAN WE INCREASE INCLUSIVITY?

- ◆ By pro-active behaviours, options and actions to make people from all backgrounds, ages and abilities feel welcome, respected and that they belong on the squash court.
- 

HOW CAN WE INCREASE DIVERSITY?

- ◆ empowering people by respecting and appreciating what makes them different, in terms of age, gender, ethnicity, religion, disability, sexual orientation, education, and national origin.
- 



squash 57

A Lifetime Sport

easy to start, hard to stop



Welcome to the WSF
Squash57 Seminar from
Sarah Jane Perry
Current World #6
& 2021 British Open National
Squash57 Champion



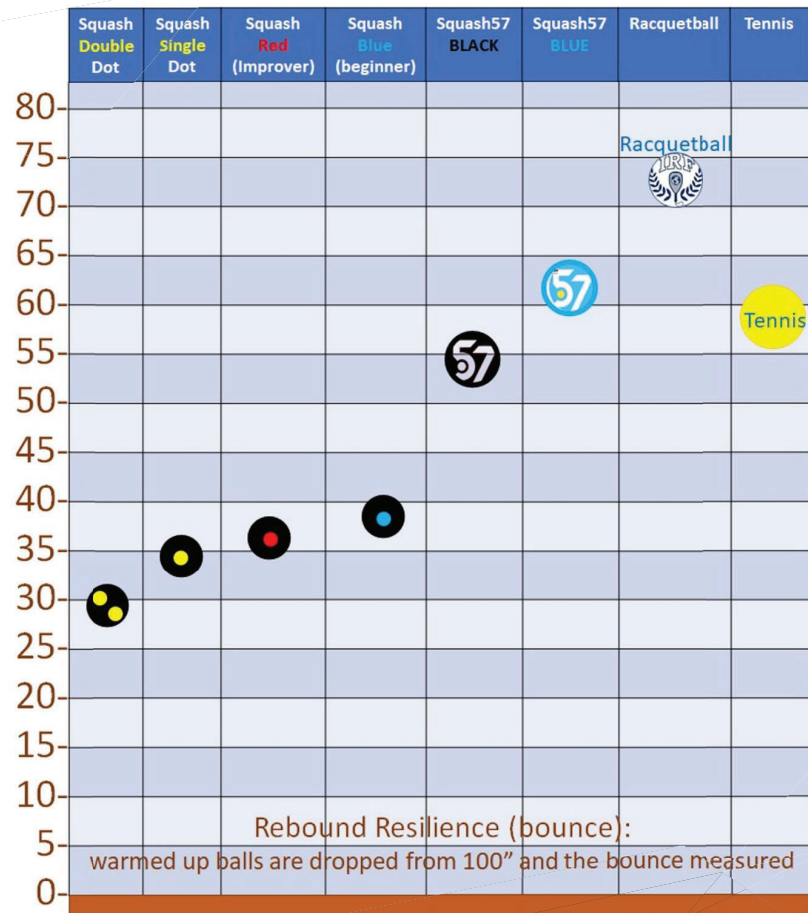
History of SQUASH57

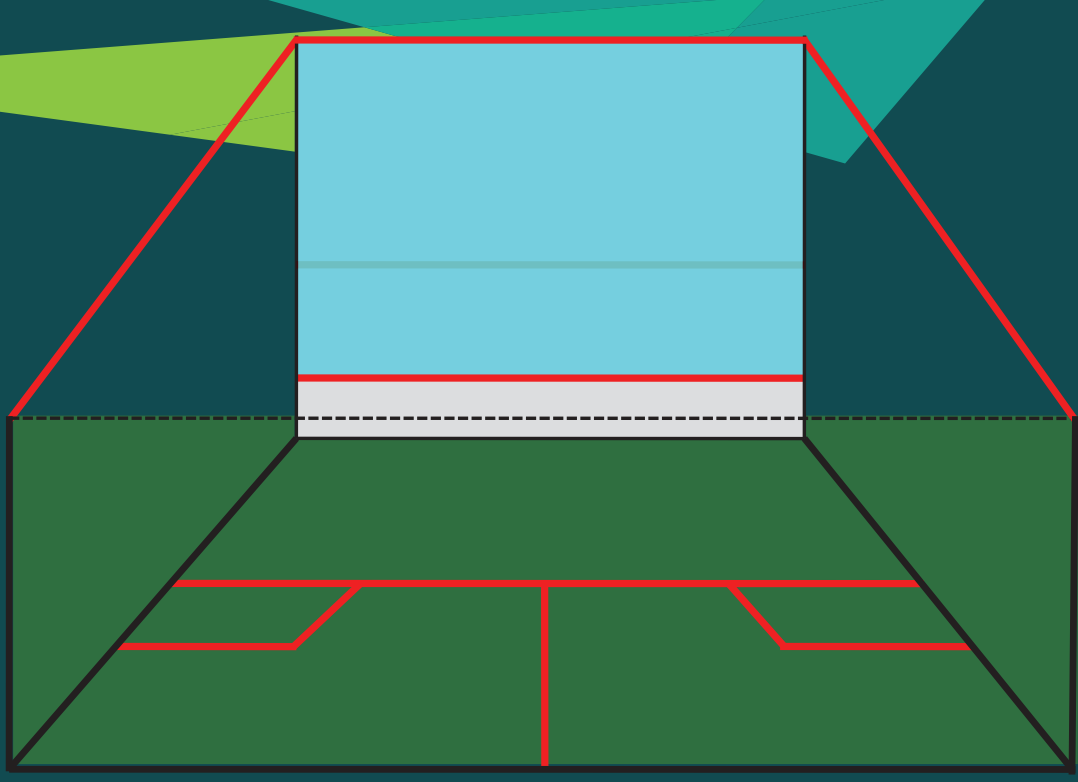
Discipline	1800	1850	1900	1950	1970	1990	2010	2015	2020	2025
International Softball	★ Started 1830									
NA Hardball		★ Started 1880								
US Racquetball			★ Started 1950							
UK Racketball				★ Started 1976 Recognised by ES 1984						
SQUASH 57							★ Rebranded 2016			



RACQUET
22" long racquetball racquet
Softball racquet is 27" long

Bounce of a Squash57 BALL is similar to a tennis ball





GROWTH

Increased value proposition to the facility owner & the player

Both **SQUASH 57 SINGLES & SQUASH 57 DOUBLES** are played on the exact same court...the regulation **International Singles Court**

RULES

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VERY SIMILAR TO International singles with 2 significant differences:

1. **THE SERVE:** To serve, the ball must be bounced off the floor. Player get 2 serves. The receiver can elect to return a 1st fault-serve but not if the serve is out as it is an automatic loss of serve.

NOTE: The service line on the front wall is not in play, only the tin.

2. **DOUBLES:** Each player must alternate striking the ball during the rally. One team member serves an entire game, then the partner serves the entire next game; except in the deciding game (3rd or 5th) where the server on both teams must change for the balance of the game once one team has scored 5 points.

SCORING: Point a rally to 11 (Par 11)



INCLUSIVITY & DIVERSITY

Easier to start for
children, novices,
adults & individuals
with a mental,
emotional or
physical disability





INCLUSIVITY

“I first want to say that I admire your relentless passion to bring additional resources to those who are limited in some way, especially to children. By bringing Squash57 to their lives, they will benefit greatly from physical exercise, which leads to friendship and overall well-being.

It makes so much sense to promote this type of game, and I hope you are successful bringing it to Canada.”

*Peter Nicol M.B.E.,
Director Of Squash, Nicol Squash
Former World #1 (1998)*

WHEELCHAIR SQUASH57

- ◆ Squash57 requires half the swing arc to achieve the same result
- ◆ Squash57 is significantly more forgiving in terms of timing and player decision making to strike the ball
- ◆ Squash57 requires significantly less waist rotation to strike the ball to achieve the same result
- ◆ Squash57 allows for more use of the forearm and wrist

Feedback from Netherlands' Robin Ammerlaan -Former World #1 Paralympic singles & doubles tennis player, former World #1 para badminton player & current competitive para paddle player



VALUE PROPOSITION

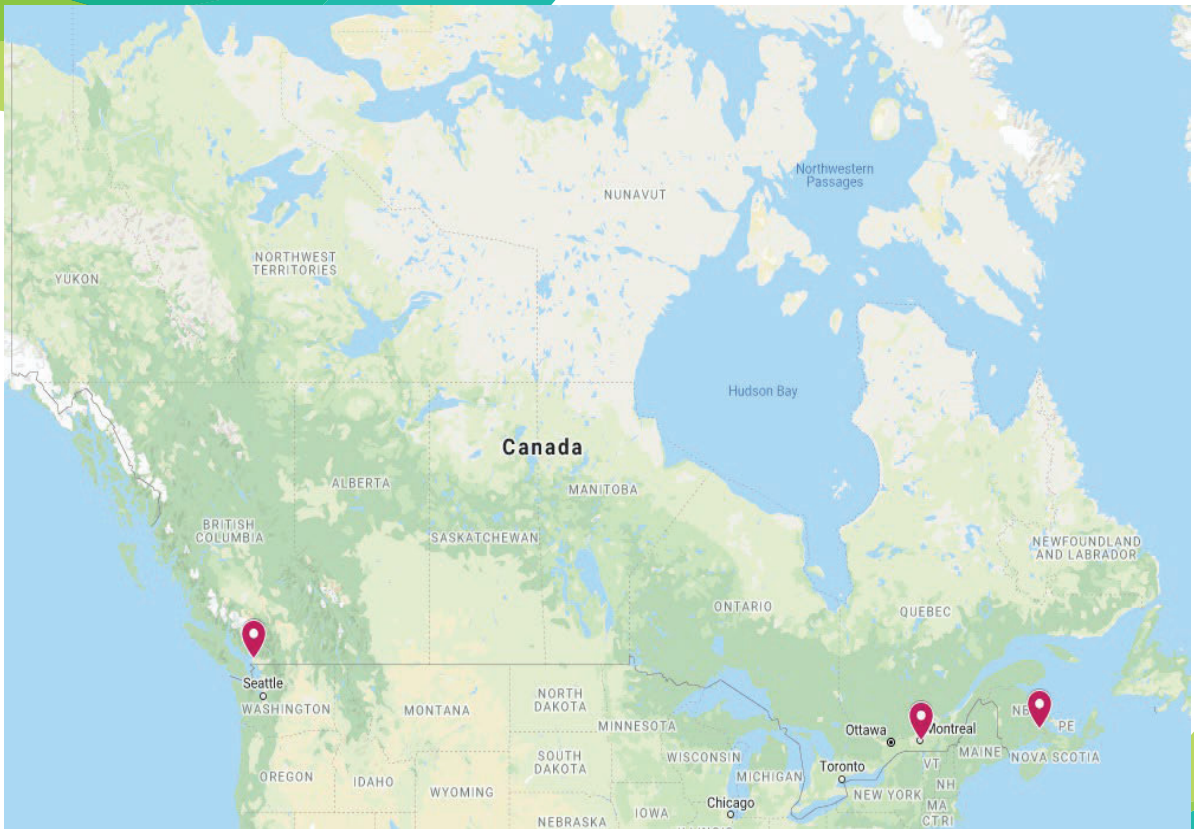
- ◆ Squash57 offers a greater value proposition to the facility owner, squash professional and the coach/member

- Another element of singles
- Increased club program options
- Doubles-play for facilities without doubles courts

SOFTBALL DOUBLES Court in Canada

ONLY 3!!

(Court 27'6" wide x 32' long)



HARDBALL DOUBLES Courts in Canada

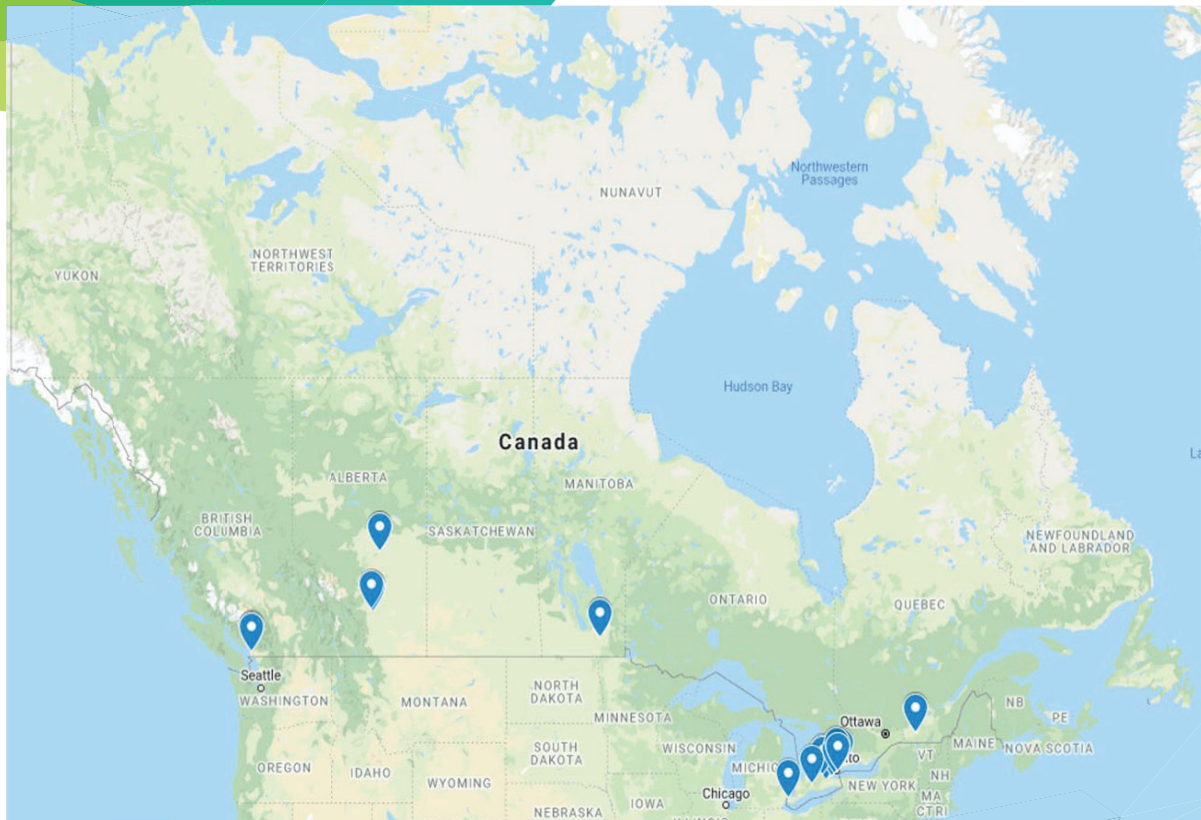
ONLY 46!

(Court 25' Wide x 45' Long)

-North American Racquetball

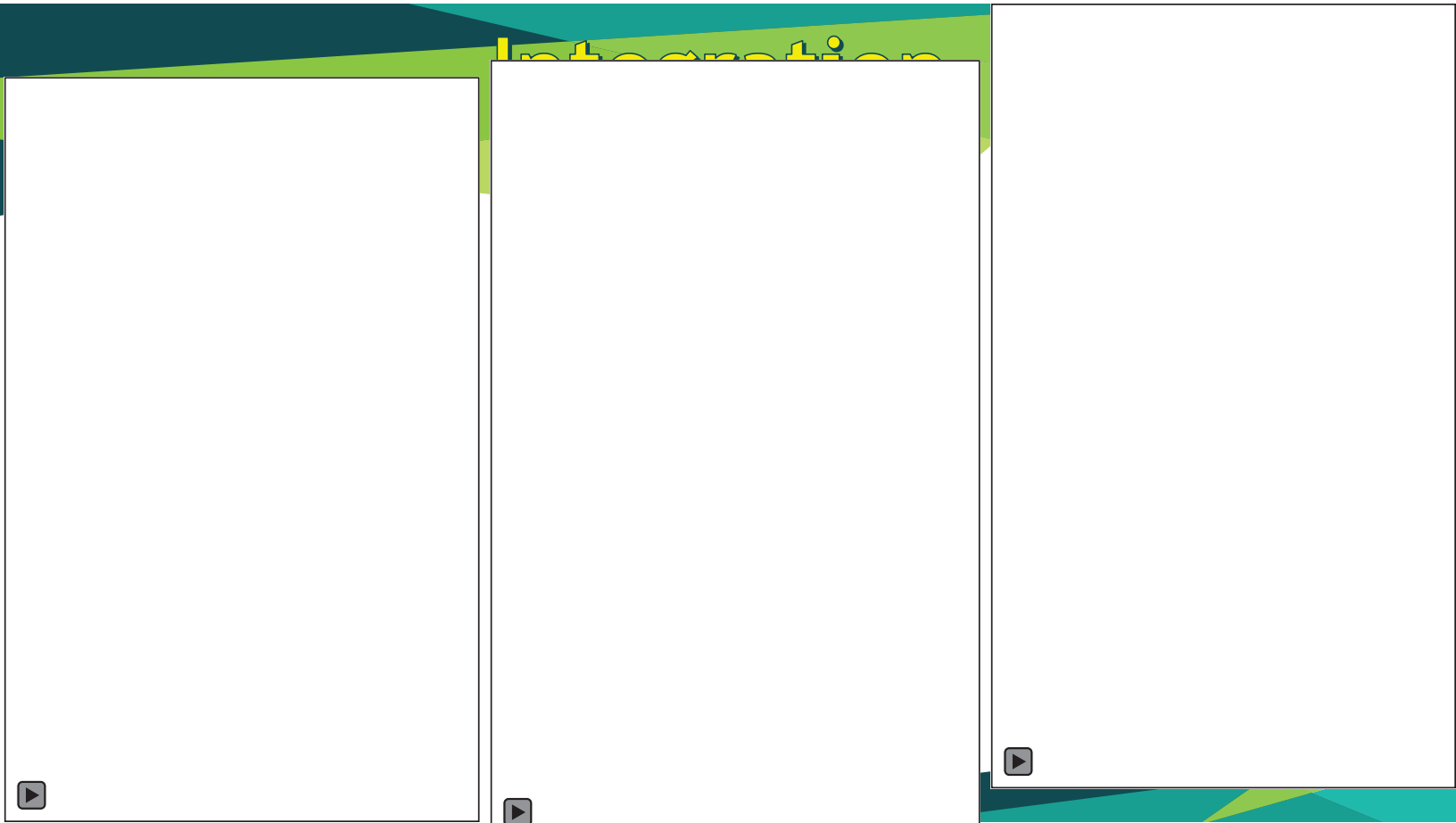
Court is 20'W x 45'L

-Pickelball 20' W x 44' L



**Instantly Over 3,000 singles
squash court in Canada can
now offer DOUBLES!**





A sport for all the family to enjoy!

EASY TO START

- Easy to learn
- Inexpensive equipment
- Played on existing squash courts

FUN TO PLAY

- Emphasis on strategy vs racket skills
- Aerobic vs power
- Increased competition opportunities

HARD TO STOP

- Extends playing career

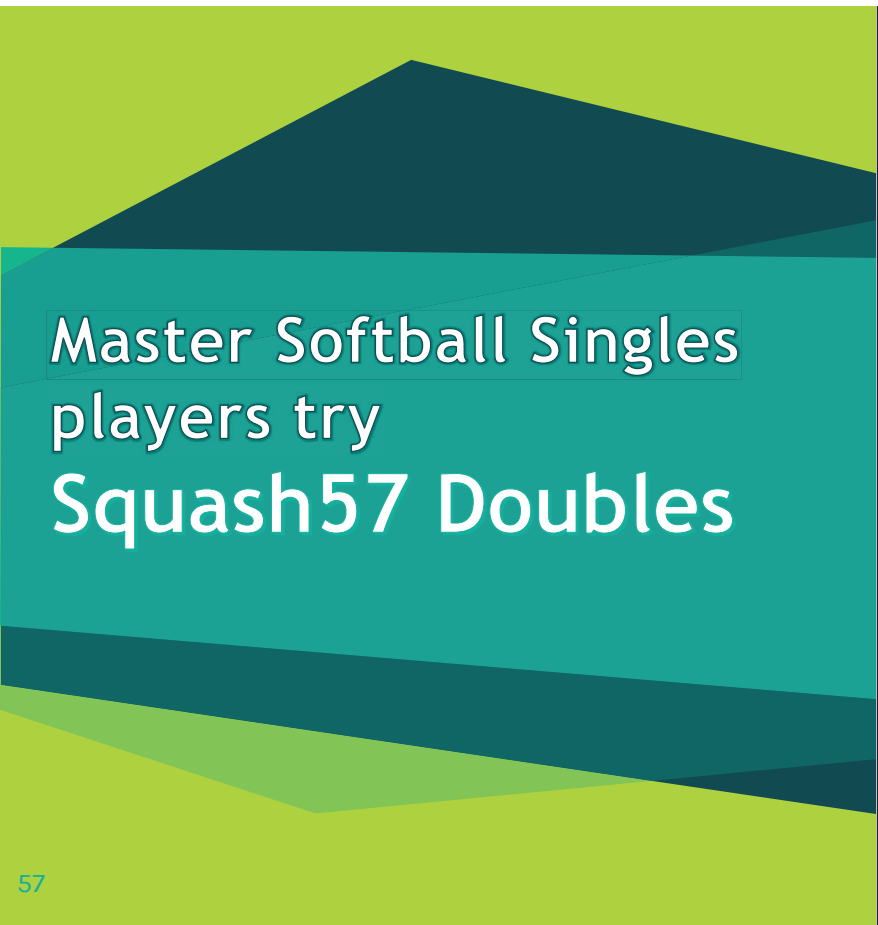
	Revenues	Diversity	Juniors	Capacity	Doubles
Easy to learn	✓	✓	✓	✓	✓
Inexpensive equipment	✓	✓	✓		✓
Played on existing squash courts	✓	✓	✓	✓	✓
Emphasis on strategy vs racket skills		✓	✓		✓
Aerobic vs power		✓	✓		✓
Increased competition opportunities	✓	✓	✓	✓	✓
Extends playing career	✓	✓	✓	✓	✓

17 year old weightlifter 1st time on a court



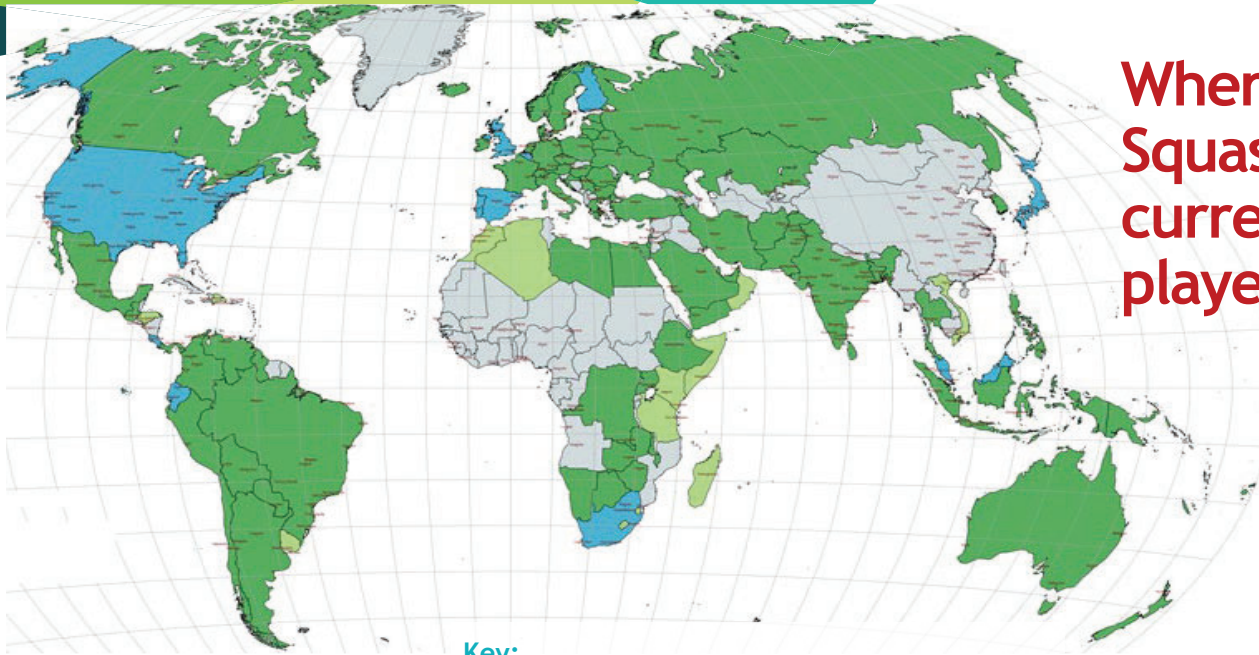
Weight Lifter #2





Master Softball Singles
players try
Squash57 Doubles

Where Squash57 is currently played globally



- Key:**
- SQUASH 57**
 - Squash member nation (source: WSF)**
 - Other squash playing nation (source: WSF)**

Subject: Squash57's role in the sport's growth strategy

- ◆ **Summary:** Squash57 is the one of the easiest racquet sports in the world to learn and to play. Squash57 will not only improve player retention levels and create a greater value proposition; it will enable us to become significantly more inclusive by encouraging a more diverse and mixed ability demographic, including those who use a wheelchair, to get on court.



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SQUASH

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easy to start, hard to stop

Questions?

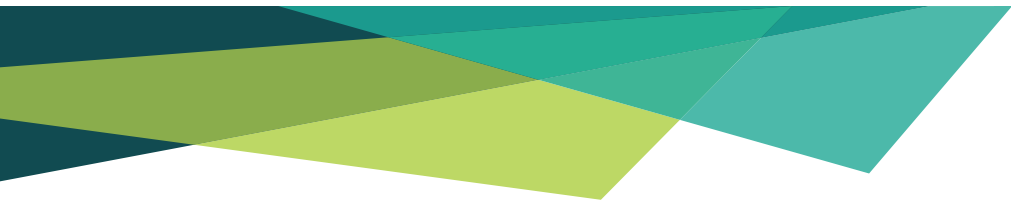
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squash  57

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THANK YOU

