

# Forum Notes: 27 November, 2015



## COMMUNITY SQUASH

### Top strengths

1. Kiwi Squash (juniors / schools) – NTH, AKL, WAI, BOP, CEN, WEL, CAN, MID  
Competitions calendar – NTH, AKL, WAI, BOP, CEN, WEL, CAN, MID  
Coach training (using CoachForce to deliver modules the framework) – NTH, AKL, WAI, BOP, CEN, EAS, WEL, MID
2. Online booking and payment systems – NTH, AKL, BOP, CEN, CAN
3. Capability training for clubs – AKL, WAI, BOP, EAS
4. Additional programmes (business leagues, women, academies, etc.) – AKL, EAS, CAN
5. Try it. Play it. Love it. – CEN

### Top priorities

1. Coach training (using CoachForce to deliver modules the framework) – NTH, AKL, WAI, BOP, CEN, EAS  
Online booking and payment systems – NTH, AKL, WAI, BOP, CEN, CAN  
Capability training for clubs – AKL, WAI, BOP, CEN, CAN, MID  
Facilities – NTH, AKL, WAI, BOP, CEN, CAN  
Kiwi Squash – NTH, AKL, BOP, CEN, CAN, MID
2. Competitions calendar – AKL, WAI, BOP, EAS, CEN
3. Officials (referees / volunteer) training for events – NTH, CEN, MID
4. Additional programmes (business leagues, women, academies, etc.) – EAS  
Try it. Play it. Love it. – WAI

### iSquash

MW – use the iSquash Tournament module to create flexible draws

### Kiwi Squash

GK – use Joelle as a Kiwi Squash ambassador. Provide kids in schools with a hand out with word finds, puzzles and links to website to engage our top players more

### National Campaign

KM – how do we market to small clubs?

PV – I think social media will play a big part in how the campaign is seen. Do Districts know how to use Facebook effectively?

WB – we should have a national open day, add this to the national calendar so clubs are aware and focus on building capability so clubs have programmes ready (all in agreement for an open day). The affiliation levy should tie to this.

Districts to help organise clubs.

MR – for ambassadors we could have 90+ year old player (i.e. competition for clubs to find the oldest / youngest active players, etc. to tell their stories)

## **KIWI SQUASH**

### **Challenges**

- Getting a paid person to coordinate
- Costs of transport to get children to the club
- Cannot get teacher involvement
- Have schools wanting to do it but clubs are not committed nor able
- Resources (\$)
- Time to fit programme into the school timetable
- People to deliver and coordinate the programmes
- Geographical area
- Associated relationship
- Approaching the school at the right time
- Purchasing the kit
- Volunteers / coaches
- Location of clubs and schools
- Transport
- Managing numbers
- People think it is too much work
- Having the appropriate number of trained coaches
- Logistics to connect the school and club
- School policies
- Availability of courts, kids and timing
- Regional capability
- Clubs structure to run junior programmes
- Club capability and willingness

### **Solutions: Teachers**

- Provide training and support to teachers to give them confidence to run programme
- Invite teachers to the club
- Select schools who have a teacher with squash knowledge
- Give recognition

### **Solutions: Access to schools**

- Find one keen squash player within the club, or a staff member / parent to drive the programme

### **Solutions: Volunteers**

- Provide education and support to club volunteers
- Match skills to the roles (job descriptions) – right people to right job
- Offer benefits to attract volunteers
- Find people who are passionate about the club and who have an interest in their children

### **Solutions: Club capability / schedule**

- Show clubs the payoff (use of case studies)
- Use university students during school hours
- Clubs to have a paid administrator to coordinate logistics
- Find a coordinator with good people schools
- Provide access to facilities
- Establish junior club programmes (product) to sell

### **Solutions: Coaches**

- Provide administration support
- Offer resources for coaches to use
- Utilise mentors to continue up skilling and support
- Train coaches in modules

## PLANS & LEVIES

WB – should we be focusing on other programmes if clubs are not using Squash NZ products?

JO – collectively we have spent levy income to develop these programmes and we would prefer if these were embedded into our communities (based on research and best practice)

MT – what is involved with HP coaching to get coaches upskilled / recognised?

JO – offer modules to give our performance coaches the skills they need to work with the players in this community

WB – are the Commercial / Club Development Managers something that the SNZ Board see as worthwhile?

GM – we see these roles (Club Development Managers) as a facilitator's role to empower clubs to do better

WB – I think this is an important role that should be budgeted for at least 3 years

GF – need to tie all the 11 Districts together and for someone to work and nurture the commercial leads (currently Aon, Dunlop) professionally

WB – this role (Commercial Manager) is slightly different to what the presentation shows. Important that this role doesn't get confused with a Club Development Manager role

Room seemed supportive of the role

GS – congratulated the commercial group for getting something off the ground after a few years of it being discussed

MT – Canterbury are doing a facility strategy. How does this link to SNZ and who should lead?

JO – we will work together as the national audit will provide information for the entire country and from this we have insights to how we can best meet the needs of our sport nationally

WB – is the SEMS rise due to inflation?

GM – yes

WB – wouldn't it be better to tie the rise in affiliation fees to a new incentive? i.e Commercial Manager role as above

## EVENTS

### **How can we boost SuperChamps numbers, in particular J and F grade?**

PV – for SuperChamps teams events there is a struggle for J-grade players, with juniors often having exams at this time of the year

KM – rural clubs also struggle for players to make up teams as they have farming priorities

### **Should the F and J grades be separate?**

WB – F grade should be gone, merge with E2 instead

KP – in general the south island clubs do not enough players to make up a team in clubs

SS – still some perception that people do not understanding how F and J grade merge

### **How can we grow Champ of Champs?**

WB – what are SNZ doing to help clubs get to Champ of Champs?

MT – it should feel like playing for your region rather than personally

WB – feedback suggests that there is no culture around Champ of Champs

FW – qualifying criteria between districts is all different, could there be a consistent approach / qualifying tournament to determining who goes?

KM – the Champ of Champs is an individual event so it is hard to billet players out. We use money made from entries to helping send our players away

WB – I think there should be more focus should be on SuperChamps rather than Champ of Champs

MT – I think there should be more focus on finding the best player in each district

### **What can we improve on for national events?**

MT – feeling from 2015 was that the national events thrown at club and not enough support to help prepare (bit too onerous for volunteers)

PV – Cousins Shield / Mitchell Cup is the premier club event, should there be a pre-requisite of entering a certain number of teams to host the following year? How to make it as big as it used to be? Where do we want it to be in 2-3 years?

KM – the rotation policy is in place to make tournament travel fair, Southland don't have the numbers in every grade to make a team

**Grading list suggestions**

WB – grading list perception when list is printed is that women usually shown in points order with men  
Room thought if it was a cosmetic change and didn't affect anything else it should be changed

SS – giving 30 points is not ideal, they should go and play another tournament  
Room agreed not worthwhile