



# CASE STUDY:

INNOVATIVE WAYS OF INCREASING  
PARTICIPATION AND MEMBERSHIP

**CLUB KELBURN**



**SQUASH**  
NEW ZEALAND

## OVERVIEW

Sport New Zealand's Active New Zealand survey indicates that the majority of people take part in activities on a casual basis. Furthermore, over the next 5 years it is anticipated that there will be a growing trend of people taking part in more flexible forms of physical activity. We are all motivated to play squash for various reasons – whether this is for stimulation, to socialise, to feel part of a group, to relax, to improve or for a challenge. This is where offering flexible participation opportunities such as internal (virtual) squash leagues have an advantage over other ways of playing the game – as people can play when it suits them. For Club Kelburn, this is a big part of why they are experiencing a lot of people on the courts at the moment.

### CHALLENGES

#### Organisation

Providing opportunities for people to play squash can be very time consuming when you have to create a schedule and communicate with everyone.

#### Playing partners

Not having someone to play against is a significant barrier for many people to play squash – regardless of their life stage.

#### Time and money

When time, money and energy are limited in supply, playing squash may be de-prioritised relative to other interests or commitments.

#### Difficulty or demanding

People lose motivation to regularly play squash when it becomes too difficult or too demanding.

### SOLUTIONS

#### Scorehorse App

The user-friendly and cloud-based app allows you to setup and manage leagues more efficiently than ever before. Plus it caters to the growing trend of device users and motivates them to participate.

#### Timing

Matches are not played on an allocated date or time but need to be completed before the end of the round. Players contact their competitors to arrange matches to be played at mutually suitable times.

#### Divisions

Players enter divisions that meet their development level. Players can be adjusted up and down depending on results each month, as well as being put on the 'sideline' when they choose to be inactive.

### RESULTS

115+

Players regularly playing in a league.

21

Leagues running at a time – both singles and teams.



Participant feedback from having the flexibility to be in control of their physical activity.

## CONCLUSION

Nowadays people want to take part in flexible sporting activities when, where and with whom they want – rather than through more structured activities. Participants enjoy taking part in self-organised ladder league programmes because they can play without large time or cost commitments; they are guaranteed matches every month against people of a similar ability; fun comes first with lots of game time and people form connections with others with whom they can play. These can easily be tailored for different abilities and ages, can be social or competitive, run day or night and can last from a few weeks to an entire season.

# SCOREHORSE

Scorehorse was built alongside New Zealand's largest Squash and Gym club, Club Kelburn, to meet the needs of New Zealand clubs.

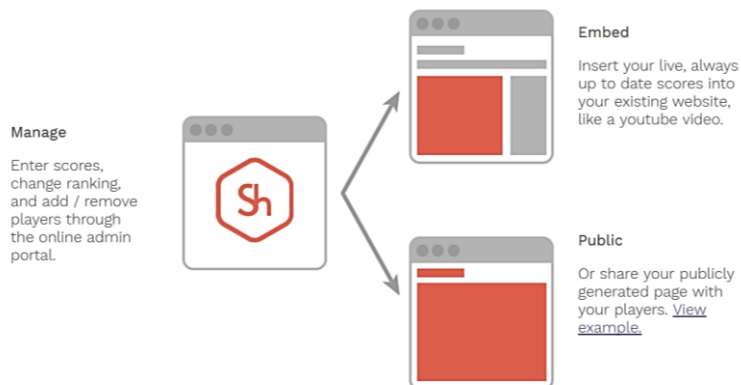
League 1	One	Two	Three	Four	Five	Total	Email	Mobile	Note
Julius Vogel		1	2			3	julius.vogel@gmail.com	021-000-0000	
William Fox	3		5	5	5	18	william.fox@gmail.com	021-000-0000	
Alfred Domett	3			5	2	10	alfred.dommet@gmail.com	021-000-0000	
Edward Stafford	5	1			3	9	edward.stafford@gmail.com	021-000-0000	
Henry Sewell	5	3	3			11	henry.swell@gmail.com	021-000-0000	Away in october

League 2	One	Two	Three	Four	Five	Total	Email	Mobile	Note
Harry Atkinson	1		3	2	5	11	harry.atkinson@gmail.com	021-000-0000	
Frederick Weld	5		3		3	11	frederick.weld@gmail.com	021-000-0000	
George Grey	5	5				10	george.grey@gmail.com	021-000-0000	Move up
Daniel Pollen	3	5	5			13	daniel.pollen@gmail.com	021-000-0000	

## Key features:

- Create your own league according to your needs.
- Save time by automated fixture drawing. No more tedious hours of manual draw making.
- Record scores and manage players online.
- Display up to date draws on your website.
- Share results with your unique public page.
- Communicate with your players through direct email.



For more information on Scorehorse contact Rob at [Club Kelburn](#) or visit: <http://www.scorehorse.io/>