



CASE STUDY:

INNOVATIVE WAYS OF INCREASING
PARTICIPATION AND MEMBERSHIP

NORTH SHORE SQUASH CLUB



SQUASH
NEW ZEALAND

OVERVIEW

There are many reasons that affect how people choose to spend their leisure time and disposable income. People now expect value for money and research shows that one of the key factors that people look for when deciding to choose a club is a flexible choice of membership options. Furthermore there is a worldwide trend (in most sports) showing a declining traditional membership in favour of paying to play for participation. The North Shore Squash Club have acknowledged this and have come up with a solution to help grow participation and improve membership retention. They now offer a range of options which is providing ways for people to conveniently enjoy the facilities that best suits their needs.

CHALLENGES

Membership Attraction

People's busy lives means that many now find it hard to justify paying for the traditional full year membership fee to play – especially if they have never played before.

Participation

It is becoming the norm for people to pay and play for their sporting experiences in a flexible and more affordable way without having to commit long-term.

Membership Retention

Keeping members due to age, health and financial reasons as well as competitive pricing options of other sports puts significant strain on keeping existing members and sustaining club income.

SOLUTIONS

Membership Categories

The North Shore Squash Club introduced a range of annual membership subscription options. Prices adjust throughout the year to allow people to join at any time.

iSquash Online Booking and Access

Using Pay2Play, users are provided with set times in which they can book, pay and use the courts to fit their sporting and fitness needs into their busy lifestyles.

Other Services

Extra coaching and programmes are offered at a cost (on top of their membership fees) for players to improve and participate in activities that are of interest to them.

RESULTS

100+

New members using the various options.

6-7

User-pay participants using Pay2Play each week (average).

95%

Members retained each year.

CONCLUSION

There is general acceptance that clubs need to look at membership differently and have a structured approach to how they manage it. The North Shore Squash Club have addressed the participation versus membership challenge by adapting their options and catering to the various segments of the market. They created new membership categories, provided participation opportunities for members and new customers at set times through a combination of online bookings and payment features, which is integrated with their club access system.

Club Manager Sharon Crawford said "It's about understanding what people want. The sliding-scale pricing structure makes membership a lot more attractive and provides them with a transparent membership pathway that suits their position in life."

SAMPLE MEMBERSHIP OPTIONS

Membership 2015	Annual Sub	Jul 2015	Aug	Sep	Oct	Nov	Dec	Jan 2016
Senior	\$450	\$330	\$295	\$260	\$225	\$190	\$155	\$100
Couple	\$830	\$600	\$550	\$500	\$450	\$400	\$300	\$200
Student*	\$265	\$200	\$180	\$160	\$140	\$120	\$90	\$70
Junior 8-12 yrs***	\$80	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Junior 12-18 yrs***	\$130	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Midweek**	\$230	\$170	\$150	\$130	\$110	\$90	\$70	\$50
Weekend	\$230	\$170	\$150	\$130	\$110	\$90	\$70	\$50
Family	\$900	\$680	\$595	\$510	\$425	\$340	\$255	\$170
Social	\$25	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Runner	\$65	N/A	N/A	N/A	N/A	N/A	N/A	N/A

*Student: (University) must be fulltime and provide photo ID.

**Midweek: Monday to Friday and not during Peak Times (peak hours are between 4.15pm to 7.45pm).

Weekend: Play anytime between Friday 8pm to Sunday midnight.

Corporate Discounts: Two options available, please contact office for details.

Senior Subscription: Play seven days a week, anytime between 5am and midnight. Also means you are eligible for tournaments and competition play.

***Juniors: Category depends on age as at 1st March. (Includes Juniors in a family subscription) Cannot play during peak times. See Rules & Conditions.

Other Costs: Door Entry and Light Card – \$20 per person (non-refundable).