



CASE STUDY:

INNOVATIVE WAYS OF CREATING A GREAT
JUNIOR EXPERIENCE

SQUASH MIDLANDS



SQUASH
NEW ZEALAND

OVERVIEW

Consider a 7-year old playing squash with a full size racket that an adult would be expected to use. Chances are the young person is very likely to experience difficulty in successfully playing and enjoying the game. Using age-and-stage appropriate equipment provides young and beginner squash players the opportunity to develop and perform the necessary skills. This leads to them enjoying the game more and acquiring the skills needed to play at a higher level faster.

Wanting to further support their clubs to run the national Kiwi Squash programmes, Squash Midlands have recently been successful in acquiring funding to purchase a complete Kiwi Squash Big Nix kit for their affiliated clubs.

CHALLENGES

Funding

Acquiring the financial resources to purchase the complete Kiwi Squash equipment kits can be a barrier for many clubs. How can clubs, schools and other providers raise the money to upgrade their existing equipment stocks?

Equipment

Quality, age-and-stage appropriate equipment is often seen as an investment in helping to provide young people with a quality experience so they fall in love with the game. How can clubs decide what equipment is needed?

People

Many squash clubs have ageing memberships and in order to replace those who are no longer able to enjoy the game, clubs need to fill the space with younger members.

SOLUTIONS

Grant Funding Support

Using the partnership with Sports Distributors, Squash Midlands asked Squash New Zealand to provide a quote and letter of support for the equipment. Squash Midlands then approached a local gaming machine grant funder – the New Zealand Racing Board – for support towards purchasing equipment for their upcoming junior programmes.

Equipment

The Kiwi Squash programme provides a list of recommended equipment that meets the age-and-stage requirements for 5-12 year olds starting their squash journey.

Juniors

Young people like to have fun, make friends, be active and learn new skills. The Kiwi Squash programmes offers all of these and was created to help your club offer world-class experiences for young people.

RESULTS

\$13k

Received in grant funding to support the programmes.

13

Complete Kiwi Squash Big Nix kits purchased for clubs.

Lots

Of junior players and families to benefit from the initiative.

CONCLUSION

Squash Midlands have taken a leadership approach and are supporting their affiliated clubs to be able to provide quality junior Kiwi Squash experiences with activities young people enjoy doing. They are also investing in their clubs' volunteers by providing coach development modules from the framework to ensure coaches can keep the courts pack and provide the support the players need. So far this year 30 coaches have been developed in 6 courses with more courses in the pipeline.

Some may argue that having any equipment is better than having no equipment. But the counter argument is that the wrong-sized equipment can prevent people from playing and enjoying the game – especially those just starting out. Therefore by providing age-and-stage appropriate equipment heightens the likelihood of skill acquisition, reduces the risk of injury and is considered to be an indicator of motivation for loving the game. This relationship is cyclical – as greater motivation tends to lead to greater physical activity levels, which in turn provides children with the opportunity to develop skills further and a greater love of squash.

If any clubs are interested in getting some programme equipment to support their junior programmes, [click here](#).

