



CASE STUDY:

INNOVATIVE WAYS OF INCREASING
PARTICIPATION AND MEMBERSHIP

SQUASH NORTHLAND



SQUASH
NEW ZEALAND

OVERVIEW

Like many, Squash Northland felt that junior squash was one way to support its' clubs towards long-term success. After discussions between Squash Northland, Sport Northland and 6 targeted squash clubs, a District plan was formed to initiate a new junior school-club programme with the help from Kiwi Sport, Squash NZ CoachForce and other grant funding. The selected clubs engaged interested nearby schools and acquired the Kiwi Squash equipment and resources. All club volunteers took part in an engaging coaching and support programme, which was seen as a key contributor to the success of the initiative. Squash Northland now plans to use this model with more clubs to promote further junior involvement and community engagement.

CHALLENGES

Suitable, Qualified Personnel

A major challenge to the clubs was that they had no squash professional or suitably qualified volunteers to deliver the Kiwi Squash programmes. Volunteers also often have the idea that coaches need to know a lot about the game in order to coach.

Choice

Schools have a phenomenal amount of choice when it comes to delivering extra-curricular activities.

Difficulty

For children to really love sport, they need to experience some success in playing it so developing confidence was key.

SOLUTIONS

Learning Modules

District Coaching (CoachForce) Convenor Annie Greene ran a series of 8 learning modules for coaches to upskill in the Small Nix (2 & 2a), Big Nix (3 & 3a) and Kiwi Squash (5) communities; and the Kiwi Squash resources provided further support.

Marketing

Kiwi Squash was portrayed as a complete package for students to learn skills, volunteers to upskill and is supported by excellent resources.

Kiwi Squash

Kiwi Squash overcomes the difficulty of learning squash with comprehensive 8-week programmes to ensure all children develop fundamental squash skills.

RESULTS

6

Clubs and schools linked together through Kiwi Squash.

10

Volunteer club coaches upskilled in the various modules.

300 +

Students took part in the 8-week Kiwi Squash programmes.

CONCLUSION

The enthusiasm of all involved has created a very positive and enjoyable environment for the children to be introduced to squash. One of the key strengths of Kiwi Squash is that it is fun-focused for the kids and user-friendly for the coaches. The majority of activities are game based which not only makes it fun for the children, but makes it easy for the volunteers who have limited coaching experience. The recruitment and upskilling of multiple volunteer coaches in each club has created a sustainable model which now allows each club to run the Kiwi Squash Small Nix and Big Nix programmes independently. The flow on effect of the programmes has been a growth in junior club memberships, which bodes well for the future of squash in the Northland region. Linking local primary schools to the Squash Clubs and creating partnerships was definitely the best approach because it was a win-win for the community.