



CASE STUDY:

INNOVATIVE WAYS OF INCREASING PARTICIPATION AND MEMBERSHIP

TAURANGA SQUASH CLUB



SQUASH
NEW ZEALAND

OVERVIEW

The Tauranga Squash Club were looking for ways to not only add value for members, but get more use of the facility during off-peak times. The first thing they did was employ Kylie Lindsay (part-time) as their new Squash Development Coordinator in March 2015, which was an instant hit. A targeted approach was taken aimed at offering opportunities for customers at any stage and level on their squash journey along the squash athlete pathway. The result was a steady stream of new squash and fitness related programmes made available throughout the year for the different demographics that existed in the local community.

CHALLENGES

Motivation

Knowing what the various target markets are looking for when choosing a sporting activity that gives them results, social interaction and choice.

Traditional Mind-set

The Devoy Squash & Fitness Centre wanted to overcome the mind-set of traditional membership and offer opportunities for other customers to play squash.

Lack of Time and Cost

The Sport New Zealand 2013/4 Active New Zealand Survey showed that lack of time and cost were the two main barriers that prevent participants from doing more sport.

SOLUTIONS

Brainstorming

An initial planning phase started the process to come up with programmes and activities that were of interest to the local community.

Tasters

An initial evening was held to demonstrate each of the upcoming programmes, offer have-a-go opportunities and receive feedback so that the programmes could be tailored to meet the users' needs.

Pay for Play

Short (often 6-week) programmes overcame time restraints and each was sold at affordable prices to remove the barrier of cost to attend.

RESULTS

18

Programmes (total) offered throughout the year.

1055

Participants attended the various programmes.



Facility usage during off-peak times.

CONCLUSION

Different demographics need to be targeted in different ways and the Devoy Squash & Fitness Centre have run a range of programmes for its' various community users. This has met their respective needs and encouraged new audiences to try the sport as being connected with these groups are a must for squash clubs in today's competitive environment. The feedback to date has been positive with the different groups of participants enjoying the sessions and picking things up to help improve their squash performance.

Squash Development Coordinator Kylie Lindsay says "Because this was the first time any of the programmes had really been run at the club, it was a little bit of trial and error to see what worked. I will be changing the format of some of them now that I know what works and what doesn't."

The Devoy Squash & Fitness Centre remains focused on creating a long-term association with these sorts of initiatives. They want to build their club to make it a vibrant, dynamic and inclusive place where there is plenty happening for its' members and other customers to not only Try it. but also to Play it. and Love it.

SAMPLE PROGRAMME CALENDAR

Devoy Squash and Fitness Centre School Holiday Programme
April 16th and 17th 9am-12pm

Programme

- Climbing
- Fun games
- Hockey
- Movement
- Racket or ball skills
- Question and answer sessions
- Computers and sport projects

1 day - \$30
2 days - \$50
Contact: Kylie Lindsay
kyl@devoyquashandfitness.co.nz
021 778 7723

All levels are welcome. Spaces are limited.

Apr

Taster Sessions
Wed 13 May - 5.30pm to 7.00pm

Witnessed by the Rules Night with Glenn Carson at 7.00pm

Come along to have a go and learn more about the NEW PROGRAMMES that we are looking to implement over the next few months. We hope to get feedback from you as well so these programmes can be tailored to your needs:

- Dave Clarke - Technical & Video Analysis Programme
- Kylie Lindsay - Racketball
- Robb Birms - GYM101 fitness class dumb, Q&A
- Kylie Lindsay - squash specific fitness sessions
- Kylie Lindsay - Adult Beginner Coaching Programmes for men & women. Also available for non-members.
- Kylie Lindsay - Adult coaching Programmes for different groups

TRY IT. PLAY IT. LOVE IT.

May

Ladies & Girls Group Coaching
with Kylie Lindsay

Every Saturday starting 13th June

You will get the most out of a 4 hour weekly session with a qualified and experienced coach. We will be offering a range of different drills to help you improve your technique and improve your overall fitness.

TRY IT. PLAY IT. LOVE IT.

Jun

On Court Squash Specific Fitness Training Sessions
with Kylie Lindsay

Monday/Wednesday/Friday 6am-7am
Starting next Wednesday 3rd June

Monday: Anaerobic conditioning (eg. ghosting/court sprints/shuttles)
Wednesday: Circuit (sets of different exercises)
Friday: Speed/agility/reaction work (eg. speed ladder, footwork drills)

All welcome no matter what fitness level
\$6 per person per session (Come to one, two or all three)

If you would like to take part please let Kylie know by the day before each session of the start either by Email: kyl@devoyquashandfitness.co.nz Mobile: 021 778 7723

Jun

GIRLS NIGHT OUT

Indulge! Beautiful Ladies Night
Friday 19th June from 7.00pm

Tickets only \$10 which includes a glass of bubbles & light refreshments

As if that wasn't a night out with the girls, stoppings, having a wine or two & playing just some get your tickets now

Tickets available from the office or at the door. Bring your friends, neighbours, workmates - all welcome. Further details contact Kylie Lindsay

Jun

F, J & Ungraded Tournament
Friday 17th July 2015 8.30am - 4.00pm

- Eyewear Compulsory
- Bring own lunch and snacks

\$20 entry fee
ENTRIES CLOSE MONDAY 13TH JULY 2015
Limited numbers. Enter online at www.devoyquashandfitness.co.nz

WINNERS SPONSORED BY www.cycles2you.co.nz
429 Cameron Road, Tauranga. Ph: 078 7723

Jul

D-J JUNIOR TOURNAMENT
1-DAY SUNDAY 16 AUGUST 2015
8.30am-5.00pm

675 entry fee
Limited entries
Best of 5 games
Eyewear compulsory
Great prizes.

Enter online on Squash or email kyl@devoyquashandfitness.co.nz
On Devon Road & 12th Avenue, Tauranga. Phone: 078 778 7723

Aug

Stuck for something to do these school holidays?
D-J Grade Junior Tournament
Plus draws for Ungraded Junior Players

Monday 28th September 2015
(First Monday of School Holidays)
8.30am-4.00pm
\$20 entry fee

ENTRIES CLOSE WEDNESDAY 23 SEPTEMBER 2015
Enter online at www.devoyquashandfitness.co.nz

Tournament Control: Kylie Lindsay
kyl@devoyquashandfitness.co.nz or phone 078 778 7723

Sep

We love Friday Night Doubles
A WEEK COMPETITION 15 SEPT - 15 OCT

BOOM
CASH PRIZES

• IN WEEK END
• BONUS \$100 FOR THE FULFILLING PRIZE
• NO NO FEES
• THE OFFICE FOR THE WEEK
• CHAMPIONS
• PRIZES TO WIN
• SPECIAL AWARDS FOR THE WEEK
• CASH PRIZES TO WIN
• WINNERS TO WIN

Sep - Oct

Blokes n Bats
Discover Squash for Men

4 week introductory programme Cost \$80.00
Includes 4 weeks of coaching, equipment, and a friendly competition.

Great for Health and Fitness

Complimentary glass of premium product each session

For more information contact Kylie Lindsay
kyl@devoyquashandfitness.co.nz

Sep - Oct

Women n Wine
Dinner Special for Women

For women who are new to the sport of squash

For Devoy Squash members: A 4 week introductory programme
Cost \$60 (7 sessions will cover the basic fundamentals of squash including grip, stance, the different shots, footwork, rules and game strategy)

Great for health and fitness / An opportunity to meet and socialise with the included women in the club / Complimentary glass of sponsor product included after each lesson

Spaces are limited to 30 so get in quick
Monday 21 September 6.15pm - 7.15pm
www.devoyquashandfitness.co.nz

Sep - Oct

DAVE CLARKE
TECHNICAL & MOVEMENT DEVELOPMENT WORKSHOP

Monday
Limited to 10 participants per day
Sun 4th Oct or Sun 14th Oct
9.00am - 3.00pm

Technical

- Squash technique for professional players
- Footwork and movement drills
- Footwork and movement drills

Measurement

- Squash technique for professional players
- Footwork and movement drills
- Footwork and movement drills

Schedule

Registration to www.devoyquashandfitness.co.nz

Oct

Mums n Bubs
Squash for Mums and Bubs

5 week programme every Wednesday 9.00-12.00am
starting October 14th

Programme includes:

- Coaching, match play and time on court to play with your kids.
- Free of cost workshop after 10.30am
- DNP friendly environment.
- Great way to learn more about the game, squash and get fit.
- Doesn't matter if you're played before, all levels welcome.
- Squash and bubs provided after

Cost: \$75
Refreshments and toys for kids

For more info contact Kylie Lindsay
kyl@devoyquashandfitness.co.nz Mobile: 021 778 7723

Oct - Nov

Business House
"All new look format"

Squash, Racketball, Darts & Indoor Bowls
FREE Sausage sizzle each week

6 week competition
Thursdays 22 Oct - 26 Nov
6.00 - 8.00pm
\$150 per team of 4
Raffles each week

Entries close 19 Oct
Limited to 12 Teams
Entries to office@devoyquashandfitness.co.nz

Oct - Nov

ADULT SUMMER TRAINING CAMPS
Dates: January 11th - 16th 9am - 12pm
9.00am - 12.00pm
Cost: \$150
Includes: Coaching, equipment, and a friendly competition.

JUNIOR SUMMER TRAINING CAMP
Dates: January 11th - 16th 9am - 12pm
9.00am - 12.00pm
Cost: \$150
Includes: Coaching, equipment, and a friendly competition.

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Monday 21 September 6.15pm - 7.15pm
www.devoyquashandfitness.co.nz

Jan