



CASE STUDY:

INNOVATIVE WAYS OF PROMOTING SQUASH

WHANGAREI SQUASH CLUB



SQUASH
NEW ZEALAND

OVERVIEW

Back in 2011 a few members of the Whangarei Squash Club thought it would be a great idea to be able to play 'glow in the dark' squash. After a couple of years of evolving consideration the initiative finally went ahead with the Whangarei Squash Club doing the necessary upgrades to its facilities to allow squash to be played in the dark – in what was dubbed 'Squashtron'. The initial perception was that although playing squash in the dark would be highly entertaining, it would also be very dangerous, especially when playing doubles (2 versus 2). However, with some clever thinking the event went ahead with great success (and no injuries), helping to raise the profile of the club and sport through the media.

CHALLENGES

Equipment

Sourcing squash balls and rackets that could be seen under ultraviolet light was a challenge. Similarly, purchasing paint, court marking tape and clothing that could be seen in a dark environment was not easy as these are not everyday items.

Cost

The cost associated with installing lights and acquiring the playing equipment added to the expense in setting the event up.

SOLUTIONS

Online Shopping

With technology now playing a significant role nowadays, ultraviolet court marking tape and paint were able to be imported using online shopping (eBay).

Paint

The balls and rackets (donated by Black Knight) were eventually painted by hand using ultraviolet paint.

Cost

A number of organisations supported the event by providing donated equipment and services.

RESULTS

3

Courts permanently setup with black light fluorescent tubes.



Club and squash media exposure.

2nd

Event worldwide to showcase 'Black Light Squash'.

CONCLUSION

80 players (all wearing white) took part in the inaugural event and playing squash in the dark proved to be an excellent and creative way to promote the sport of squash to a global audience.

Club President (at the time) Alan Bee said "it lifted squash's profile in a novel way that was entertaining and stood out."

The Whangarei Squash Club have continued to run Squashtron as an annual event – to retain the novelty..