



# CASE STUDY:

INNOVATIVE WAYS OF INCREASING  
PARTICIPATION AND MEMBERSHIP

**SQUASH MIDLANDS: COACHFORCE**



**SQUASH**  
NEW ZEALAND

## OVERVIEW

Squash Midlands have utilised Squash New Zealand's CoachForce Investment Funding and support to put together a regional coach development programme which has benefitted affiliated clubs and schools throughout the region. Using the nationally developed programme and funding to help the trained regional CoachForce network deliver coach learning modules and programme setup support, Squash Midlands have been able to provide valuable learning and development opportunities for coaches to upskill themselves and be better able to support their athletes.

### CHALLENGES

#### Coach Training

In the past, coaches were required to attend a block (one-size-fits-all) course and afterwards there might have not been any opportunities to develop further.

#### Course Content

Getting the balance between offering theory and practical information to help the coaches upskill in areas that are relevant to their coaching needs.

#### Resources

Lack of time and money was identified as two major barriers preventing coaches from travelling to and attending coach development opportunities.

### SOLUTIONS

#### Coach Development Framework

It is now recognised that learning needs to be ongoing. 25 modules currently exist as part of the Coach Development Framework. Each allows the coach to upskill themselves in areas that are important to them.

#### CoachForce

A network of regional CoachForce Officers and Facilitators are now trained to travel to clubs and schools to provide the range of coach learning opportunities.

#### Investment Funding

The 11 regional District Associations are invited to apply for Investment Funding which can be used to help fund coach development opportunities each year.

### RESULTS

7

Modules offered in the Midlands District this year.

38

Coaches attended a module workshop this year.

2

CoachForce facilitating coach development opportunities.

## CONCLUSION

Squash Midlands have played a key role in leading their regional coaching programmes by utilising the National Coach Development Framework it fit the needs of their local clubs. Rather than focusing on delivery, Squash Midlands have taken more of a development approach and upskilled their most important assets – their people. Used in combination with the module packs, coaches who attended the modules were also provided with copies of the Kiwi Squash and Squash Start Coaching Resources to further support their learning. This has enabled more coaches to now be in position to build their local clubs by offering structured squash programmes such as Kiwi Squash and Squash Ignite.