



Squash 57

Insights and Advice

BIG BAG, BIG BALL, BIG FUN





Welcome to Squash 57!

Squash 57 is a version of squash that uses modified equipment to provide beginners and those with mobility issues a slower-paced version of the traditional game.



This means as a coach, you can teach your players how to serve, rally and play from their very first session. With more time to react and get to the ball, they will also be able to pick up the game faster. You will also help them form connections with others so they have a group of people at the same level with whom to play. Always setup the sessions, demonstrate and explain each activity. Once all the technical and safety cues are done, get people active. Remember, have fun and enjoy!

Why you should use Squash 57

Squash 57 is the perfect solution for your club and is an easy way for people to be introduced to and kept in the game of squash in a fun and social setting. Group programmes provides your members with enjoyable experiences and social interaction – their two main needs. Through active and fun games they will receive sufficient on-court time to achieve success and receive the many benefit playing squash offers.

Not only is Squash 57 a great magnet for social club players, but it is also an effective retention tool which will help them connect with other members and your club.

How to make Squash 57 work

Squash New Zealand will provide the tools and templates, logos and promotional materials. Your regional District Association will provide the support. But it's the club which actually makes the programme happen.

The club not only needs to implement Squash 57, it also needs to provide constructive and regular feedback to Squash New Zealand so that we know what needs improving. In addition, we also need clubs to collect and submit information through Activity Reporting so that we can show progress to our major funders and potential sponsors to continue creating engagement.

What people want

Research shows beginners consider the following very important when choosing leisure activities:

- Playing at a level that is both challenging and enjoyable.
- Social experiences with a group of like-minded people.
- Believing that they can learn and perform the skills well.
- Enjoyment of having a good workout for fitness and health benefits at a time and cost that suits them.

Why people love Squash 57

- The larger, bouncier ball gives players more time to react to the ball and rallies last longer.
- Participants form connections with other people with whom to play.
- The shorter rackets help with hand-eye coordination and assists with skill acquisition.
- Participants learn the rules, scoring system and leave with a sense of achievement.

It is important that the Squash 57 programme highlights all of these elements in every session.

Structuring Squash 57

Squash 57 complements your other squash programmes. All you need to do is substitute the equipment if you want a slower pace or something different. This allows you to create a flexible programme and the duration can be adjusted based on court availability, number of players, etc.

Some alternatives:

- 1 x 2 hour session and 6 x 1 hour session
- 4 x 2 hour sessions

When organising a Squash 57 programme, the club should expect that a range of abilities will be participating, including:

- Participants who have never played before.
- Participants who have received some basic coaching but never played outside a coaching environment.
- Participants returning after a long absence.

In the weeks leading up to the launch of your programme we recommend you provide some ‘free tasters’. Analyse how many people attend these and ask them what days and times they prefer.

Post Squash 57

It is essential that the coach provides interested players with opportunities to practice in between sessions in order to reinforce learning, develop confidence and to direct participants to suitable playing opportunities at the conclusion of the programme. Example opportunities include:

- Additional Squash 57 programmes
- Casual play opportunities with other participants and members
- Club nights
- Team-based events
- Interclub competitions
- Individual coaching sessions

Setting up Squash 57

STEP 1: Establish your programme and membership goals

Setting participation and membership goals for your squash programmes is a must. Giving your club targets motivates and inspires its' members and gives them a sense of what is possible. From a club management perspective, you can plan your expenditure and prioritise your action plan based on the growth you can expect to see within your club.

	Baseline (NOW)	3-5 year target	1 year target	3 month target
Membership (number signed up each year)				
Participation (number attending each week)				

STEP 2: Schedule your programme

The ultimate benchmark of a timetable is the number of people it draws in. Always measure success by how many people are playing squash every week.

Questions to consider:

- How many people can you fit onto the available courts?
- Are you limited by the amount of Squash 57 balls and rackets you have?
- Are you planning to upskill enough people to deliver the programme?
- When does it suit people to come to your club?
- How long do people want to commit for?
- How does the event calendar affect your available court space?
- What will you do to promote your programmes?

STEP 3: Find and train a pool of coaches

One of the most important factors in the success of any programme is the quality of people who deliver it. A team of quality coaches can bring hundreds of people to your facility through retention, new membership sales and opportunities to grow. Use the Coach Recruitment Guide to help you attract and develop superstar coaches.



STEP 4: Let your members know

Boosting your participation and membership numbers depends on your club's ability to sell your programme to both existing members and future participants. Give them first-class knowledge so they can effectively communicate this to others.

- Introduce your club goals for the programme and membership.
- Get coaches to provide a taster of the programme so the rest of the membership can experience it and provide any suggestions.
- Give each member a copy of the programme information.

STEP 5: Promote the programme

- Tell everyone in your club, their friends and prospective members about your Squash 57 programme.
- Use the FREE online marketing materials to create promotional documents, website content and newsletters.
 - Send promotional emails to your existing members and guests.
 - Put posters up around your club in common areas.
 - Hand flyers out to coaches, members, friends, networks and prospects to distribute as needed.
- Utilise the FREE community notice boards, your local radio station and newspapers.
- Use your website, social media pages and other online websites to promote each session. Keep adding photos and videos.

STEP 6: Report the programme

Collecting activity information can be used to identify the trends of what's working and where there's room for improvement. This enables you to accurately report on player participation, plan effective member retention strategies and make informed decisions about key club activities.

- Record the names of each individual who attends each session.
- Remember who delivers each session and at what location, on what day and at what time.
- Input these details into iSquash Activity Reporting.

A screenshot of the iSquash Activity Reporting web form. The form is titled "Activity Reporting" and includes fields for "District/Club" (a dropdown menu), "Reporting Period" (a date range selector), "Start Date" (dd/mm/yyyy), "End Date" (dd/mm/yyyy), "Coordinator" (a text field), and "Programme / Activity" (a dropdown menu). Below these are fields for "No. of Participants", "No. of Sessions Delivered", "Male" (checkbox), "Female" (checkbox), "Sessions" (text field), and "Venue" (a dropdown menu). There are "New Activity" and "Cancel" buttons on the right side of the form, and a "Notes" text area at the bottom.

- Give us your best SHOT by completing the post-programme survey.



TIPS FOR COACHES:

If you're a coach, here's our suggestions for making the most out of Squash 57...

- Talk with your club to encourage them to offer Squash 57.
- Decide on a suitable day and time for Squash 57 sessions to be held. Squash 57 should be open to both members and participants (non-members).
- Squash 57 should be user pay – perhaps it could be offered for free to club members and gold coin donation for non-members.
- Join forces with the club and use all the marketing resources provided to promote Squash 57 in local universities, libraries, supermarkets, etc.
- Get adult members to help deliver Squash 57. All Squash 57 volunteers can be trained by local coach facilitators to deliver Squash 57 to participants.
- On the day / night of Squash 57 sessions, make sure you and some club representatives are available to mingle with participants and put them at ease whilst providing them with plenty of information on coaching and the club.
- Ideally, you and the club would work out a win-win situation incentivising the coach to convert as many participants to club members as possible.
- Manage the expectations of participants by explaining the programme to them. You can use some of the marketing material provided in the programme to help communicate this.

CLUBS with NO COACH:

Use Squash 57 to get new people into your club...

- Plan a free promotional event a couple of weeks before of the start of your Squash 57 programme. Use this event to recruit participants and volunteers to coach.
- Advertise at your local universities, libraries, supermarkets, etc. - use the marketing material provided as part of the programme to help you with this!
- Make a day of it! Get a BBQ fired up, invite the local coffee cart to set up in the car park, chat to local businesses to see if they can offer small spot prizes.
- Put on some fun squash challenges and games - perhaps even a parent and child competition!
- On the day have a sign-up sheet for your Squash 57 programme – perhaps it is free for the first five people that sign up as volunteers.
- Have plenty of information about the club and lots of friendly faces (current loyal members come in especially useful here) to chat to participants on the court.
- Make sure everyone leaves with a leaflet about your upcoming Squash 57 programme including information on when it starts, what time, how much and who to contact in order to book a place.
- Even a small charge (gold coin) will help place more value on the programme. If people pay for something, they are less likely to take it for granted!
- It's always worth stating 'limited spaces' or 'sign up before X date to reserve your space' to encourage people to commit.

FAQs

What do participants need for Squash 57?

All they need is comfortable workout clothes, supportive shoes, a drink bottle and a sweat towel.

How often should new or older participants play squash?

For the best results we suggest they get on court at least twice a week. Take a look at our videos to help them learn the moves, or have them chat to a fellow club member for some tips.

How experienced do participants need to be?

The great news is that Squash 57 can be for people who have never played before, those who have received some basic coaching, those who are advancing in years or participants returning after a long absence. It only takes a few sessions before they will start to feel comfortable on the court so encourage them to not give up!

What if participants say they can't do the moves?

The technique for squash is super simple so even the most inexperienced player will pick it up in no time. Remind them that the coach is there to work with them and provide them with challenges that meet their needs. They'll find their skills and fitness will improve over a number of sessions.

Important Facts

- ✓ Programmes should be open to both members (possibly discounted) and non-members. This will allow your club to cater for both membership retention and participation growth.
- ✓ Coaches should be incentivised to convert as many programme participants to club members as possible. We suggest either paying coaches a baseline plus commission, or paying them based on the number attending minus court hire costs. This means the coach will be motivated to convert new members, because then they can earn more!
- ✓ It is essential that the coach provides all players with opportunities to practice in between sessions in order to reinforce learning, develop confidence and to direct participants to suitable playing opportunities at the conclusion of the programme.

For more go to www.nzsquash.co.nz/play-squash/ways-to-play/squash-57.cfm ->



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