

BAYLEYS



YOU ARE INVITED...

THE ROYAL OAK RACQUETS CLUB
ARE HAVING A CLUB OPEN DAY
ON SUNDAY 18TH SEPTEMBER 2016

JUNIORS 11AM - 1PM

ADULTS 1PM - 3PM

ROYAL OAK RACQUETS CLUB

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CASE STUDY:

INNOVATIVE APPROACHES TO PROMOTING
AND SUPPORTING SQUASH

ROYAL OAK RACQUETS CLUB



SQUASH
NEW ZEALAND

OVERVIEW

Squash is a great game. We all know that. It's all about fun and fitness, and making friends for life. However, a lack of playing partners; busy schedules; and the cost of membership and equipment are known key barriers that prevent people from participating. Furthermore, there is a general perception that squash clubs are inaccessible and intimidating places unless you know someone on the inside. Running open days are popular ways for existing members to show off their club to their friends and bring new or previous members of the community inside. This year the Royal Oak Racquets Club ran their annual open day in September as a way to help members of their community to come in and see all that they have to offer.

CHALLENGES

Activities

There are a number of ways to participate in squash. Which forms of the game are going to attract the types of people your club are trying to encourage to participate and use your facility?

Promotion

Getting the message to the right people and in a way that hooks them in is a tough challenge for many clubs.

Offerings

Running an open day offers a number of potential leads. How can you ensure that you take them from being a possible member to getting them committed to participate or sign up as a member?

SOLUTIONS

Taster Sessions

Running free structured sessions helps you target different groups of people and allows participants to become better acquainted with the different types of programmes your club has to offer. Kids could come between 11am and 1pm; and adults between 1pm and 3pm.

Social Media and Website

Leveraging social media and a club website is one of the cheapest and most effective way to connect with people. A paid event pages was setup and members could promote this as well. Giveaways were also run through social media to encourage online engagement.

Flyers

In partnership with a club sponsor, flyers were handed out which gives participants something to take away and look over in their own time. Membership details and forms were also readily available.

RESULTS

15,000+

Local homes and schools targeted with a flyer drop two weeks prior.

150

New people attended the open day.

37

New club members signed up.

CONCLUSION

Open days can be useful recruitment strategies for clubs looking to get new people in the door - provided there are activities for participants to join in with afterwards. The Royal Oak Racquets Club use a free open day event as a way to invite their community to sample the club facilities, see what programme offerings are available and try the game of squash. As part of the day the club offered free coaching, a sausage sizzle, free Wi-Fi, the bar was open (with a loyalty scheme), membership specials were on offer and incentives were made for existing members to introduce new members to the club.

Club Manager Naomi Fellows said there were two key reasons why the open day was successful, "we had existing members (who are our best salespeople) on hand to speak to guests and in partnership with one of our sponsors we were able to both get our club in front of more than 15,000 people."

ROYAL OAK RACQUETS CLUB

PLEASE JOIN US ON
CLUB OPEN DAY SUNDAY 18TH SEPTEMBER

SPECIAL INTRODUCTORY MEMBERSHIP DEALS
FREE MEMBERSHIP DRAW
FREE SAUSAGE SIZZLE

JUNIORS 11AM - 1PM • ADULTS 1PM - 3PM

BAYLEYS



5 MODERN
TENNIS COURTS
FLOODLIGHTS
PRO SHOP
TENNIS COACHING
SWIMMING POOL

GYM
BAR & LOUNGE
EMMA'S KITCHEN
SQUASH COACHING
FREE WIFI



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