



CASE STUDY:

INNOVATIVE WAYS OF MANAGING AND
REWARDING VOLUNTEERS, COACHES,
REFEREES AND ADMINISTRATORS

SQUASH CITY INVERCARGILL



SQUASH
NEW ZEALAND

OVERVIEW

A volunteer in squash is someone who freely offers to give their time to work for the benefit of the game without any financial reward. Volunteerism is known to build capacity, engage the community and can empower people to achieve great things. Squash City Invercargill is run solely by a large group of volunteers, many of whom commit more than 20 hours each week to the club. Driven by the goal of providing quality experiences for all members and guests, each volunteer is responsible for a certain area of the club and working together to achieve this overarching goal means they are dedicated to achieving their respective challenge.

CHALLENGES

As the cost structures of clubs continue to rise, many clubs acknowledge there is increasing difficulty attracting and retaining appropriately skilled volunteers.

Perception

How do you make volunteering more attractive to different demographic groups?

Recruitment

How do you recruit new volunteers?

Retention

How do you retain the ones you already have?

Recognition

How do you reward and recognise your existing volunteers that makes them feel valued?

SOLUTIONS

Culture

Squash City volunteers are known as the red shirt brigade which is seen as a fun and meaningful group to be a part of. Anyone who wants to join this group are welcomed.

Mentoring and Succession

All new committee members are supported by the experienced members and all key positions have a backup person so that the club can continue to run in anyone's absence.

Thanks

As a way of thanking volunteers the club has a volunteer of the year award which is given to those who contribute to the club.

RESULTS

15

People on the Committee.

5+

Years serving on the Committee.

2014

Squash New Zealand Club of the Year Winner.

CONCLUSION

Clubs play an important role in society. They draw people together, they help to knit communities and they provide a place where people can enjoy themselves both on and off the squash courts. Volunteers are the lifeblood of many squash clubs and they make our sport happen within the community. Recent research has proven that squash clubs with a strong volunteer presence have been found to be in a better financial position than clubs without. Therefore we need to pay more attention to squash volunteers and build an effective programme for ongoing recruitment, retention and recognition.

Years ago Squash City Invercargill employed the philosophy that their most important assets were their volunteers. They noted that happy volunteers were engaged volunteers and by making them feel loved, they looked after their members. This has created more than just a squash club. It is now a third space – a place that people want to be a part of.