

CASE STUDY:

INNOVATIVE WAYS OF INCREASING PARTICIPATION AND MEMBERSHIP

TAURANGA SQUASH CLUB



OVERVIEW

The Tauranga Squash Club were looking for ways to not only add value for members, but get more use of the facility during off-peak times. The first thing they did was employ Kylie Lindsay (part-time) as their new Squash Development Coordinator in March 2015, which was an instant hit. A targeted approach was taken aimed at offering opportunities for customers at any stage and level on their squash journey along the squash athlete pathway. The result was a steady stream of new squash and fitness related programmes made available throughout the year for the different demographics that existed in the local community.

CHALLENGES

Motivation

Knowing what the various target markets are looking for when choosing a sporting activity that gives them results, social interaction and choice.

Traditional Mind-set

The Devoy Squash & Fitness Centre wanted to overcome the mind-set of traditional membership and offer opportunities for other customers to play squash.

Lack of Time and Cost

The Sport New Zealand 2013/4 Active New Zealand Survey showed that lack of time and cost were the two main barriers that prevent participants from doing more sport.

SOLUTIONS

Brainstorming

An initial planning phase started the process to come up with programmes and activities that were of interest to the local community.

Tasters

An initial evening was held to demonstrate each of the upcoming programmes, offer have-a-go opportunities and receive feedback so that the programmes could be tailored to meet the users' needs.

Pay for Play

Short (often 6-week) programmes overcame time restraints and each was sold at affordable prices to remove the barrier of cost to attend.

RESULTS



Programmes (total) offered throughout the year.



Participants attended the various programmes.



Facility usage during off-peak times.

CONCLUSION

Different demographics need to be targeted in different ways and the Devoy Squash & Fitness Centre have run a range of programmes for its' various community users. This has met their respective needs and encouraged new audiences to try the sport as being connected with these groups are a must for squash clubs in today's competitive environment. The feedback to date has been positive with the different groups of participants enjoying the sessions and picking things up to help improve their squash performance.

Squash Development Coordinator Kylie Lindsay says "Because this was the first time any of the programmes had really been run at the club, it was a little bit of trial and error to see what worked. I will be changing the format of some of them now that I know what works and what doesn't."

The Devoy Squash & Fitness Centre remains focused on creating a long-term association with these sorts of initiatives. They want to build their club to make it a vibrant, dynamic and inclusive place where there is plenty happening for its' members and other customers to not only Try it. but also to Play it. and Love it.

SAMPLE PROGRAMME CALENDAR









May Jun Apr Jun Jun



Jul









Aug

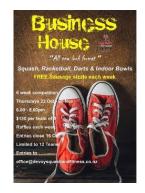
Sep Sep - Oct

Sep - Oct











Oct - Nov

Oct - Nov

Jan