



CASE STUDY:

INNOVATIVE WAYS OF CREATING REVENUE –
INCLUDING OUTSIDE OF THE TRADITIONAL
SQUASH CLUB OPERATION

TE AWAMUTU SQUASH CLUB



SQUASH
NEW ZEALAND

OVERVIEW

An ongoing factor in the Te Awamutu Squash Club's continued success is their popular annual Farmers Tournament which has run for the past few years. The event continues to be very well supported by the community with a growing number of businesses wanting to be involved. The club originally created the event as a fundraiser to help support their blossoming weekly junior coaching programme. Club President Wade Bell noted that farmers form an integral part of the community in this relatively small rural town and knew that people were often more willing to contribute to a specific project where they could see the impact and value, rather than simply making a general donation.

CHALLENGES

Marketing

Having a strategy to promote the event and the associated benefits to the relevant target markets.

Buy-in

Achieving buy-in from club members and the local farming and business community to achieve the successful outcome within available resource.

Sponsorships

The need to find an approach that would be a compelling incentive for businesses, 'without watering it down', to support the event.

SOLUTIONS

Farmers Tournament

A 2-day social Farmers Tournament was created with all proceeds going towards the club's junior programme. The event also included a dinner with an auction and prizes to give away.

Local Promotion

The marketing plan focused around highlighting the purpose of the event and was communicated through local media, in school newsletters, with posters, via online posts and through both the members and sponsors networks.

Partners

The club approached 15-20 businesses to sponsor the event by donating items to be auctioned and prizes to give away.

RESULTS

New

Ball machine and Kiwi Squash kit purchased with funds raised.

72

People took part in the 2015 tournament.

\$4000

Raised annually towards equipment for the junior programme.

CONCLUSION

Having a long-term vision and specific plan each year has allowed the volunteer-driven Te Awamutu Squash club to effectively support its' junior members. The club notes that taking a collaborative approach and sharing the workload amongst its members has paid dividends. "We try to stay focused on a small number of projects that are clearly linked to our plan to avoid burning out our volunteers and to keep them motivated", Bell said.

The key learning of all is that understanding the needs of your community is only the beginning, it's the personal engagement and being able to create a win-win partnership that will make the real difference. The club plans to continue with this popular annual event to help sustain the club's growth and community reputation well into the future.