## PARTICIPATION vs. MFMBFRSHIP

When it comes to sport, numbers matter – the participation (attendance) of each programme, total club membership, and the income at the end of each month. Your numbers tell you how strong your club is and how you can make it stronger. Collecting this information can be used to identify the trends of what's working (to offer participation programmes and tailor membership packages) 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.

Research has shown that the traditional membership subscription model is declining in most sports, whilst pay-to-play is becoming the new and dominant way that most people are paying to play. Over the past few years national squash membership has remained relatively stable. This indicates that, as a sport, we are doing an excellent job to create a sense of belonging, foster club identity, facilitate friendships and provide various motivating opportunities so that our people can enjoy squash and 'Love it'.

BUT... Sport New Zealand's new Community Sport Strategy has signalled a change in focus with more emphasis now being placed on participation as opposed to membership. Squash, as a sport, needs to collect information on membership figures and participation statistics to show that:

- Not only are our people committed to the sport and willing to sign up as loyal members; but
- We are also able to continue offering programmes to different markets, including those who are not members so that they can learn to 'Try it' and 'Play it' and eventually 'Love it'.

Capturing all of this activity data will be a time consuming, yet necessary, process. The good news is that it will show us what impact we are making within our communities and will allow us to see how well we are listening to, and giving, what our various customers want and need.

The following highlights the key differences between participation and membership, explains how you can measure each and provides a best-practice example of how the Devoy Squash & Fitness Centre has approached recording both in iSquash.



## PARTICIPATION



Participation is defined as playing squash or a modified version through attending programmes, initiatives and projects. This is usually paid by the individual for every visit / session attended and is measured by counting the total number of people who take part in each programme.

Who our participants typically are:

- Current members
- School students
- Past members
- Prospective members

What our participants usually take part in:

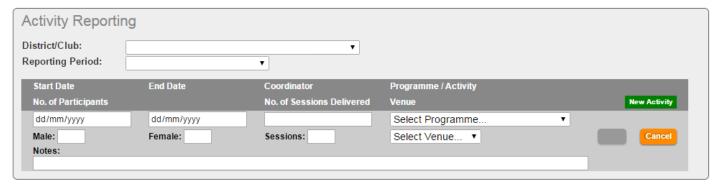
- Junior programmes
- School programmes
- Beginner programmes
- Women's programmes
- Men's programmes
- Fitness programmes
- Where our squash programmes can be delivered:
  - Squash Clubs
  - Schools (primary and secondary)
  - Community courts
  - Multi-sport facilities

- Community groups
- Business professionals
- Casual players
- Technique and movement programmes
- Holiday / after-school programmes
- Interclub competitions / leagues
- Business House
- Open days / nights
- Casual (pay to) play

Where you can record this information:

iSquash Activity Reporting is an easy-to-use system that makes tracking and reporting on player numbers and programme attendance simple.





## **MEMBERSHIP**



More people committed.

Traditional membership is defined as playing squash after paying a membership fee to become an affiliated squash club member as a graded or leisure player. This is usually done by the individual paying a pre-defined subscription and is measured by counting the number of fully paid people at the time of reporting (usually at the end of the financial year).

Who our members (graded and leisure) are:

- Senior men
- Senior women

- Junior boys
- Junior girls

What our members usually join to take part in:

- National events
- District tournaments
- Club events
- Team trainings
- Social activities

Where you can record this information:

Every year clubs are required to declare and enter their Annual Return figures into iSquash based on their club membership.





## An example: Devoy Squash & Fitness Centre, 2015.

		Participa <sup>-</sup>	tion						
		Programmes				Total number of participants			
		Women n' Wine				15			
		Blokes n' Beer				5			
		Dave Clarke Technical Development				16			
	Fitness Programme					127			
28	Girls Group Coaching					68			
		Ladies Group Coaching				87			
		Mums n' Bubs				4			
AMBIURIL REPORT		Doubles Competition				32			
	Tauranga Girls College				51				
		Coast Kids Holiday Programme				194			
		YMCA Holiday Programme				70			
		Club Holiday Programme				39			
	Home School Coaching Programme				21				
	Junior Development Squad					36			
						14			
		Sethleham College			50				
		Junior Coaching Programme				121 95			
		Junior One Day Tournaments TOTAL				1,055			
		IOTAL				1,055			
		Membersl	hip						
		Declared	Senior	Senior	Junior	Junior			
		Members	Men	Women	Boys	Girls	Graded	Leisure	
squash (i) fitnesscentre					9				
		594	258	144	130	62	229	365	

For more details please refer to the

"Tauranga Squash Club Case Study: Innovative ways of increasing participation and membership"