

Case Study: Browns Bay Racquets Club Women in Squash Programme

Title	Woman in Squash (Pilot Programme)
Focus:	<p>Aims:</p> <ul style="list-style-type: none"> • To make squash accessible to adult woman of all backgrounds and skill levels • To encourage adult woman beginners to become members of a squash club <p>Objectives:</p> <ul style="list-style-type: none"> • Create awareness of squash among adult woman • Provide a pathway to squash membership and full participation in the sport • Target adult woman 30 years and over for the purpose of introducing them to the game of squash • Develop a coaching programme specifically for beginner adult woman that is appropriate to their existing skill level and meets their needs • Provide professional coaching for adult women beginner squash players
Providers:	Squash Auckland, Browns Bay Racquets Club
Scope:	<p>Budget: \$120 to pay for coaching Funded by: Participants Cost To Participants: \$35 each for a 6 week programme Participants in Pilot Programme: Browns Bay Racquets Club women members and non-members. Locations: Browns Bay Racquets Club Duration: 6 weeks</p>
Target Population:	Adult woman 30+ who have never played squash before, who are just starting out in the game, or have played before and are returning to the game.
Description of the Pilot Project:	<p>The competitive nature of squash and the fact that clubs are dominated by males makes it very difficult to attract and retain adult woman in the sport. The game is perceived to be highly skilled and not necessarily easy to master, particularly for beginners.</p> <p>The goal of the programme is to raise the profile of squash among adult woman by providing them with an opportunity to receive coaching, participate in group skills sessions and fun games, in a supportive, non-competitive and non-judgmental environment with likeminded women.</p>

	<p>The opportunities for adult women new to the game to learn and become involved club members are primarily limited to interclub. For women new to the game this is often a step too far too early.</p> <p>Many adult women just want to play squash socially. The opportunity to meet other women of a similar ability. To learn new skills and to participate in an all female non-competitive, fun environment are factors that have significant appeal to many adult women. By providing a programme that encompassed all of these qualities it was hoped that more adult women would be encouraged to give squash a try. At the conclusion of the programme it was expected that a number of the women would be more amenable to the idea of club membership.</p> <p>This programme began by being promoted to a group of adult women who play social squash on a Friday morning. The idea of a six week user pays Women in Squash pilot programme was put to them to gauge their interest. All of the women in attendance were keen to participate and all were happy to pay a fee to take part.</p> <p>An approach was made to a female B grade player who was a qualified coach and available to coach the women during the day. It was agreed that she would be paid \$20 per hour for her time on the programme.</p>	
Delivery Process:	1 x female level 1 coach to deliver 6 x 1 hour practical coaching sessions. Squash Auckland in conjunction with the host club(s) will provide equipment and course materials for the coaches	
Programme Documentation:	<ul style="list-style-type: none"> • The coach was given the autonomy to develop the programme content. • A basic flyer and application form was provided to the club to help them to promote the programme on their website. • Participant evaluation forms were provided to the club to be given to the women at the end of the programme. 	
Evaluation:		
Success of the Project to Date	Challenges the Project Has Faced	
<ul style="list-style-type: none"> • A total of 10 women signed up to participate in the programme. • Four women were financial members of the club and six were non- 	<ul style="list-style-type: none"> • To facilitate the coaching it is recommended that the number of participants on court at any one time be restricted to a max of 4 per 1 hour programme. 	

<p>members.</p> <ul style="list-style-type: none"> • None of the women faced any barriers to participating in the programme. • All of the women indicated that they will be continuing to participate in squash socially. • All women indicated that the playing day and time suited them. • The cost of the programme was considered appropriate. In fact one woman indicated that she would have been prepared to pay as much as \$50. • Overall all women were very positive about the programme. Most expressed a desire to participate in another course. 	<ul style="list-style-type: none"> • The perception of “value for money” is a barrier to many of the women taking up the option of club membership. Currently many of the women have indicated that they are happy paying a “pay as you play” fee to play squash. • The introduction of a women’s day time social league to be played between teams of women from clubs in the region (North Shore Clubs) is an option worth considering. A number of the women expressed an interest in participating if it were introduced. <p>A spin off from such a competition may be a reduction in the perception that the social players have about club membership not providing value for money.</p> <ul style="list-style-type: none"> • Additional programmes should be offered in the evening for women who have to work during the day. • The programmes profile could be increased by promoting it to non-playing members in the local community.
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