

Facilitated Sharing – Club Programmes/Initiatives Session

TOPIC ONE:

Female Friendly Initiatives

TARGET GROUP:

Females over 20 years of age

TIME

COMMITMENT:

Once a month for 3 hours

PLANNING REQUIRED:

- Set a regular day and date for the programmes start
- Set a regular day when the programme will take place

MARKETING AND COMMUNICATION:

- Display posters:
 - in local community group windows
 - Local day care centres
- Advertise in local school newsletters
- Send special invitations to existing club members and prospective new members

NUMBER OF PARTICIPANTS:

As many as the club can comfortably cater for at the time.

HUMAN RESOURCES REQUIRED:

- A coach to provide advice and assistance to those participants who require it
- A guest speaker
- Volunteer(s) charged with responsibility for running the evening. Club members could be rostered to facilitate one evening during the year.

OUTCOMES:

- Encourage people to join the club as members.
- Encourage people once they have joined the club to participate in Thursday club night.
- One possibility could be to run the event at a different club each month. To minimise the cost and inconvenience of excessive travel, the hosting clubs could be restricted to a particular region e.g. all north shore clubs or all south Auckland clubs.

ESTIMATED COSTS:

- The coach's hourly rate for approximately two hours. Estimated \$40 - \$50 per hour

CHARGES:

- The cost of food and beverages
- A charge of \$5 for non club members
- No charge for registered club members

TOPIC TWO:

Initiatives to attract new players to become members of the club.

TARGET GROUP:

- Promote the benefits of squash to other sporting codes e.g. golf – improved hand eye coordination, tennis – off season training.
- Non-competitive existing members
- Prospective new members drawn from other sports codes

TIME COMMITMENT:

- A four to six week programme.

- Two sessions per night, twice a week.

PLANNING REQUIRED:

- Set a regular day and date for the programmes start.
- Set a regular day when the programme will take place.
- Set aside a minimum of two courts per coach. A maximum of 4 players on each court.

MARKETING AND PROMOTION:

- Advertise in alternative sports clubs newsletters and website.
- Display posters alternative sports clubs clubrooms.
- Request that the other sports club email its members with the squash clubs offer.

NUMBER OF PARTICIPANTS:

- A maximum of 32 participants.

HUMAN RESOURCES REQUIRED:

- Coaches x 4
- A minimum of one person to coordinate and oversee the evening(s)

OUTCOMES:

- The goal would be to have at least 20% of the participants join as members.

ESTIMATED COSTS

- The cost of employing coaches. Depending on the experience and qualifications of the coach, charges may range from \$20 - \$50.
- The cost of any hospitality if provided.

PARTICIPANT CHARGES:

- \$10 per participant.