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Term 2 has seen a significant increase in activity with regards school-club squash programmes. This term will see the completion of a 6 week kiwi sport squash programme at Oteha Valley School, Albany. This programme has seen over 320 students from year 1 – 6 participate in a series of fundamental ball and racket skills exercises and games at the school.

In addition to the in-school programme, BP club Coach Manu Yam is also running a 5 week, user pays, after school squash programme for 6 students at the Browns Bay Racquets Club.

TePapapa Squash Club recently completed two squash programmes for local schools – Oranga Primary and Tepapapa School. Neither school had ever participated in squash so this was a new and exciting experience for the students.

With the help of Pam Flux and Eleanor Erihe over 100 students participated in a 4 - 6 week squash programme at the TePapapa Squash Club. At the end of their respective programmes the students were presented with Skills Awards certificates and - in the case of a lucky few – a brand new Head squash racket gifted to the schools by Squash Auckland.



Above: Students from the Birkenhead College Squash Team with coach Paul Cornish (DV).

The school's boy's team competed in the recent Auckland Secondary Schools College Sport Squash competition. In a hard fought final with the match locked up at 2 games all, Birkenhead lost the final game by two points to lose the match 3 – 2 to finish Division 2 runners-up for the second year in succession.



Above: Belmont Intermediate School Squash Programme

# NZ Chinese Youth Trust Squash Programme



According to research commissioned by Auckland Regional Physical Activity & Sport Strategy (ARPASS) and carried out by Massey University, "increases in the size of the Asian population will dominate future population growth in Auckland" (2009).

Statistics confirm the rise in the number of immigrants from Asian countries:

"Between 1986 and 2006 the numbers born in Asia and resident in New Zealand increased by 661%, with the Chinese (899.4%) and Indian (841.6%) dominating this growth'.

In response to the regions changing



demographic profile and as a result of a decline in the sports "traditional" membership base Squash Auckland are embarking on a strategy to engage with members of the Chinese community.

Working closely with staff from Harbour Sport's Asia Active team, a plan to attract, develop and retain Chinese players, coaches, officials and administrators was developed.

The next step was to approach a Chinese community group on the North Shore and enlist their support to be involved in a series of pilot programmes. With the help of Harbor Sport's Active Asia Coordinator - Jenny Lim - we were able to secure the support of the NZ Chinese Youth Trust.

The Trust is closely associated with the St John's Ambulance service, and the Milford Sea

Scouts. The Trust works closely with local community groups to facilitate Chinese children and adults participation in sports, social and recreation activities in their local area. They were particularly interested in offering their members an opportunity to participate in squash as this was a sport that most Chinese didn'tt much about.

As a result of Trust funding received, Squash Auckland have been able to offer members of The NZ Chinese Youth Trust an opportunity to participate in a number of beginner and coach education programmes, including Discovery Squash, Mini Squash and a Small Nix coaching course.

We are optimistic that this will be the beginning of a long and fruitful relationship with the Auckland Chinese community.

## A Success Story: TeKawhata Women in Squash

In the middle of 2010 the TeKawhata Squash Club approached Squash Auckland, asking for assistance.

Like most squash clubs TeKawhata had suffered a sharp drop off in its membership. One area that had suffered significant losses was the female membership.

The direness of the situation was highlighted by the lack of female representation in the club on both the administrative and playing sides. Between 2006 and 2009 the club had not had a Women's Club Captain. On the playing side the club had not had a Women's club champion, had no Women's interclub teams and its female membership had declined by 188%. The committee - to its credit - recognized that a change was required.

In March 2010 Squash Auckland met with the committee to agree on a strategy to help the club increase its membership.

As an incentive to join the club as members at the conclusion of the programme, the club offered the women a special membership deal and Squash Auckland agreed to give the women a free squash pack consisting of a new Black Knight racket, Drinks Bottle and squash ball.

It was agreed that Squash Auckland would provide support to the club in the way of direct funding to assist with the employment of a coach to run a Women in Squash programme. In addition equipment and marketing materials were supplied to assist the club in promoting the programme to the community.

In response to its marketing 7 Women signed up for a 6 week Women in Squash programme. Kirsten MacBeth from Maramarua was contracted by Squash Auckland to coach the Women.

The result was a 100% success rate with all 7 women signing up for a 12 month membership of the club. Since then the number of women members has almost tripled as the club introduced a raft of other initiatives to attract and retain female members.

Over the last 12 months the club has introduced a designated Women's night. Every Thursday evening between 7pm and 9pm the club is booked for women members and prospective new members to play squash and socialize, no men are allowed. Initially this initiative met with some resistance from the men, but with the support of their partners and with the success of the evening in attracting new

women members, resistance has all but disappeared

Today the women's evening attracts an average weekly attendance of 19 members and non-members, 3 have joined the club in the last couple of weeks.

The club now has 9 women registered to play interclub for TeKawhata and are looking to field two teams in the spring round.

The club now has a Women's Club Captain and Vice – captain who have been instrumental in attracting new women to the club.

This month the club hosted a Squash rules night which attracted 20 women from TeKawhata and 6 from Maramarua.

With support from Squash Auckland, the club will be hosting two more Women in Squash programmes from August.

This case study is an excellent example of what a club can achieve when it is prepared to challenge the status quo and actively engage with their local community to make their facilities accessible to prospective new members.

## JETS Participation Reaches Record High

The term 2, 2011 JETS (Junior interclub) competition has reached a new high in the number of players participating. Highlights include:

- 15 clubs have entered one or more teams
- A total of 33 J grade teams are registered, comprising 28 boy's teams and 5 all girls' teams.
- 172 J graders are participating in the J grade competition
- 19 F graders are participating in the Graduates league

This term Squash Auckland made a strategic decision to employ the services of Paul Cornish (DV) to coordinate the running of the competition Auckland wide. The growth in the level of participation is due in large part to Paul's tireless efforts in encouraging clubs, players and parents to support the competition. We look forward to continued growth in participation in term 3 and beyond.

## The Pathway: Junior Girls Development Camp June 2011



Georgina and Lindsey take a breather during the warm up relays



Lindsey Walters demonstrates the finer points of good movement via the agility ladder.



Georgina Shelton Agar Watches as Mikayla Fraser (TT) demonstrates the forehand drive.



Anneka Weterman runs the girls through a series of forehand volley drive drills

**D**uring June Squash Auckland ran the second of its Junior Girls Development Camps for young players aged between 9 – 13 years. This was an opportunity for young up and coming junior players to receive additional coaching in the technical and tactical skills of the game. The camps also serve as opportunities for coaches to identify young players that have the potential to represent Auckland in inter District competitions.

As well as helping develop young junior players the programme also serves as an opportunity for Squash Auckland to develop up and coming coaches. This year Anneka Weterman (Franklin) and Geowgina Shelton-Agar (Remuera) were invited to assist with the coaching. Lindsey Walters (Waikato District Coach) was invited to lead the programme and provide mentoring support for the assistant coaches. In the spirit of cooperation between the Auckland and Waikato Districts, young Waikato coach – Emma Millar – was also invited to take part and assist with coaching.

## Manurewa Squash Club Takes the Lead in Introducing New Member Growth Initiatives

The Manurewa Squash Club is making a concerted effort to significantly increase its membership in 2011.

With support from Squash Auckland, Manurewa is embarking on a number of participation programmes to attract new members to its club. Programmes include:

- Kids on Court for junior players aged 7 – 17
- 4 x Discovery Squash for Men programmes
- 4 x Women in Squash programmes
- 2 x free squash coaching sessions for every new adult member who joins the club during May, June or July
- 1 x Girls on Court programme for 17 Under 15 year old netball players from the Generations Sports Club.

Additional programmes will be offered to members of the Pacific and Indian community in an attempt to engage them in the sport.

Well done to the club for its innovative approach to attracting new members.

### Small Nix Coaches Course

National Squash Centre, Unitec

Day: Sunday

Date: July 31st

Time: 10am – 3pm

Cost: **FREE**

This course is for those involved in coaching junior players aged 5 – 8 years.

To Register Contact: Steve Hodges

Email:

development@squashauckland.org.nz

## Squash Rules Nights Prove Popular with Members

As part of our commitment to improving the standard of marking and referring, Squash Auckland has been funding rules nights for club members throughout the region.

With the help of District Referee – Terry Manuatau – and District Referee in training – Paul Knight, Squash Auckland funded two rules nights in March. The first was held at the Browns Bay Racquets Club, attracting over 50 members from Browns Bay, Belmont Park and Devonport squash clubs, including a large contingent of junior interclub players.

The second rules night was held at the Henderson Squash Club, attracting a smaller attendance of 10 – 15 members.

Due to the demand from club members, more rules nights are planned for May and June. Check out the Squash Auckland website for course dates:

[http://www.squashauckland.org.nz/Refereeing\\_126.aspx](http://www.squashauckland.org.nz/Refereeing_126.aspx)

## Coach Education

Squash Auckland continues to lead the way in the delivery of coaching modules nationally. Of the 472 coaching modules delivered by Districts nationally, Squash Auckland has delivered 177 (38%) of the total, making it far and away the leading District in the country.

This year to date we have already delivered 7 coaching modules – 1 x Get Started, 3 x How to Coach, and 3 x Small Nix courses – to 55 coaches.

Coming up we have a Get Started course scheduled, 2 x Small Nix courses and 2 x How to Coach courses.

The feedback from coaches attending the courses suggests they like the new module format: One participant who attended the Get Started Course commented:

“The course was really good, I got a lot more out of it than the Level 1 course I did years ago, so things are moving in a good direction”.

An attendee on a recent Small Nix course said:

“Thanks for organizing the coaching course at Kumeu this morning. All went well and everybody enjoyed it. It was well worthwhile and will help us with our junior programme”.

Check out the Squash Auckland website for a list of FREE coaching courses coming up:

[http://www.squashauckland.org.nz/Coaching\\_125.aspx](http://www.squashauckland.org.nz/Coaching_125.aspx)

## The International Health, Racquet & Sports Club Association ([www.ihrsa.org](http://www.ihrsa.org)) Releases 2011 List of trends for Fitness Clubs

Research conducted by the IHRSA in the United States reveals some interesting trends occurring in its health clubs. Some of its key findings include:

### 1. Youth Programming:

Children aged 6 – 17 are the second fastest growing demographic of health and sports club members. As concerns about childhood obesity grow, more health and fitness clubs are designing programmes specifically to meet the needs of young children and youth.

### 2. Cross promotion with Non-Club Activities & Niche-Specific Facilities:

Clubs are now offering workshops on functional training for sports.

### 3. Group Exercise Programming is Experiencing Phenomenal Growth:

This growth is being driven by demand from members wanting “social based” exercise options. The demand for this style of programme is particularly strong among female participants.

### 4. The Evolution of Personal Training:

Personal training is the most commonly offered programme in clubs. Today over 90% of clubs offer personal training options of some kind. The main factor for growth is the trend away from one-on-one training towards small-group or semi private training to increase the fun level while mitigating expenses.

## Juniors Are the Future

According to the US Tennis Association the future of the sport is dependent on attracting more young players to play the game.

Kurt Kamperman, the USTA CEO of Community Tennis stresses the importance of attracting young players to their sport.

“If we look at **the best target to create frequent players**, it’s the same target that will have the best long-term affect on the industry, and that’s under 10 players”

The USTA is pouring millions of dollars into promoting its 10 and Under tennis programme. Investment has focused on national advertising, marketing and promotion campaigns, providing grants for 10 and under programmes, and subsidises for court markings.

According to the USTA the benefits of having more kids on court are many. More kids means more revenue as you can fit more kids on a court at one time.

Bringing in more kids also tends to have a cumulative effect. Kids go home and talk to their parents about their experience playing tennis. Parents who may never have played before get interested and sign up for lessons. If they have been out of the game for a while they get motivated to come back and play.

Adult competitions have also benefited from the associations 10 and Under programme because tennis is a family sport and parents want to keep up with their kids. Importantly, as junior players improve they also enter into adult competitions.

Coaches are also reaping the rewards. More kids on court means more revenue for more coaches more often.

Squash clubs would do well to consider the lessons learnt from tennis. Contrary to popular belief among club committees and adult players, juniors **are** the future.

## On Line Deals Drive Squash Participation

Squash Auckland applauds the National Squash Centre for its innovative approach to attracting new participants to the centre.

Trevor Colyer (Centre manager) offered the public a special deal to play squash. Via the web site “Treat Me” the public could book a court for 1 hour of squash – equipment included – for the low price of \$10 per person. 500 people signed up.

## WSF Coaches Conference Aug 10 – 12 in Canberra

The World Squash Federation coaches conference will be Aug 10 – 12 at the Australian Institute of Sport, Canberra and will feature a range of presenters from Australia and overseas. For further information and to register click on the link:

<http://www.worldsquash.org/>



**10<sup>th</sup> WSF Squash Coaching Conference**

10<sup>th</sup> – 12<sup>th</sup> August 2011

AIS - Canberra, Australia

Working with Elite: “Approaches of the Elite Squash Coach”