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Squash Auckland

Royal Oak Leads the Way in Membership Growth

The 2009 Royal Oak Racquets Club membership return highlights record membership growth.

In the last 12 months the club has managed to increase its total squash membership by a whopping 117 members.

This equates to a net increase of 34% from 2008. This is the highest the club's squash membership has been since 2004 when there were 296 squash members.

Having set a target of attracting 16 new members a month, the club is currently signing an average of 24 new members a month.

It's no coincidence that since the arrival of the club's new full-time manager, Brett Denis, in 2008 that the club's fortunes have improved dramatically.

According to Brett, the key to the club's recent success has been the fact that someone is on site full-time to answer existing members and prospective new member's queries and questions and to be

available to help new members integrate into the club, meet new people and join in the club's regular activities.

One initiative introduced to facilitate new member's integration into the club is a box league. Designed to help new members meet new people and provide them with the opportunity to play regularly, there are currently 42 – 50 new members participating in regular squash games via this programme.

To attract new members and raise public awareness of the club and facilities, Brett was able to secure agreement from the club to employ the services of Tass Print to produce 15,000 DL size colour flyers for distribution in the local community.

Produced at a very reasonable rate the club has not only covered its costs but also made a substantial profit by being able to attract over 50 new squash members as a result of a local community letterbox drop.

Other promotions include regular club news and

updates being placed in local schools newsletters. This has seen the club attract over 700 local school students to participate in squash coaching programmes during terms 3 and 4.

Increased interest is also evident in the clubs competitions. The recent Royal Oak Open attracted over 150 entrants with large numbers of entries in the F, E, and D grade divisions.

The club's interclub teams are also on the rise. For the first time in a long time the club has been able to field two F grade women's teams this year.

All of this increased interest has had a noticeable impact on court usage. Where once members could just turn up and expect to get a squash court, now they are ringing in advance to book a court.

Brett promises that this is not the end of the club's growth. A number of new initiatives are in the pipeline for 2010 to ensure the club continues to lead the way.

“60% of secondary school squash players are not members of a squash club.”

Secondary School Squash Research Report

Recently Squash Auckland commissioned the services of a research company to conduct research among secondary school pupils with a view to helping us to better understand secondary school students attitudes, perceptions, and level of participation (if any) in squash activities.

The information gathered from this research will be used to help Squash

Auckland develop strategies to engage secondary school students in squash club and Squash Auckland run activities.

Some of the key findings from the research include:

- 60% of secondary school squash players are not members of a squash club
- Twice as many non-players (24%) would prefer to play casually rather than join a

- squash club (12%)
- The second highest reason (37%) for secondary students not playing squash was because they didn't have the necessary equipment/gear to play
- The main reason for students not participating in organised sport was because they prefer more casual activities without so many rules

“659 year 7 and 8 students are attending a squash coaching programme during terms 3 and 4”

Royal Oak Schools Programme Attracts Over 600 Students

During term 3 and 4 over 650 Year 7 and 8 students will be participating in a squash coaching programme at the Royal Oak Racquets Club.

In a huge logistical exercise 3 coaches – Manu Yam, Chris Lloyd and Ken Richardson are working with 570 students from Royal Oak Intermediate and 89 students from Mt Roskill Intermediate.

According to Brett Dennis the club's manager, the programme has been a huge success.

The programme has enabled the club to establish strong links with two of the local intermediate schools, by providing a pathway from the school to the club.

The benefits of the relationship are already evident with 8 students from the programme signing up as club members.

It's anticipated more will join as the programme progresses.

“Over 1,200 mainly primary and intermediate school students have participated in a squash programme at their local club”

Squash Auckland Schools Partnership Programme Exceeds 1,200 Participants

Since its inception at the end of 2008 the Squash Auckland School-Club partnership programme has been run by X clubs and the coaching programme delivered to over 1,200 primary and intermediate school students, across the

Auckland region.

Designed to provide school students with an actual squash experience by having them visit their local club and receive coaching on a full sized squash court, the programme has proved a huge success, not just in

introducing children to squash but also in helping clubs and schools to form closer relationships.

In addition, as part of Squash Auckland's commitment to the programme clubs have been gifted gear bags, rackets and balls to ensure the sustainability of the programme.

Devonport Squash Club Holiday Programme Proves a Hit among Local Youth

During term 2 the Devonport Squash Club ran a squash school holiday programme for members and non-members of the local community.

15 boys and girls participated in a 4 day programme that involved a mixture of squash coaching sessions and progressive drills, fitness testing, outdoor activities, refereeing instruction and assessment, games and junior squash awards assessments.

A minimum of three level 1 coaches under the control of programme coordinator Paul Cornish who over saw the week's activities delivered the programme.

The programme was extensively marketed and promoted to all the club's junior members and to the local community via school newsletters, community newsletters & papers, flyers in local business, and emails to club members.

On average the programme attracts 4 new junior members to the club each term.



Above: Group Shot of Programme Participants



Above: Receiving the Bronze Skills Award Achievement Certificate from programme coordinator Paul Cornish.

Women Wanting to Play Squash in Auckland Continues to Grow

The latest figures from the women in squash programme show the popularity of squash is still strong among adult women in the Auckland region.

The following is a statistical summary of the programmes success to date.

- 208 women have completed a course
- Another 57 women have enrolled in a course that is currently underway
- 30 women have joined a club as a result of the programme
- 26 women have completed or are participating in another course
- 218 women in total have either completed or are completing a club run programme.
- 51 women have either completed or are completing a course at a user pays squash facility
- 11 (41%) clubs have run or are running a women in squash programme
- Belmont Park has run the most programmes to date – a total of 6.

Browns Bay JETS Teams Make it 3 In A Row

“Browns Bay Buccaneers make it a hat trick of wins.”

In a closely fought contest The Browns Bay Buccaneers JETS team were triumphant in the term 2 Northern region JETS competition. This was the team's third Northern Zone title in a row, cementing their strangle hold on the competition.

The battle for the minor placing's was very close with only 2 points separating the 2nd and 4th placed teams.

Term 3 will see the competition increase to 12 teams from the current 10, with one new team from Browns Bay and Devonport respectively.



Browns Bay Buccaneers JETS Team members from left to right. Cory Bluck, Siobhan Murray, Adam Van Driel, Jarrod Van Driel

“80% of programme participants are new to the game.”

Belmont Park after School Squash Programme on the Increase

For some time now the Belmont Park Racquets Club has been running a very successful after school squash programme for prospective junior squash players in the Belmont/Bayswater region.

Run by the club's resident squash coach Manu Yam, this term (Term 3) has seen interest in the programme increase markedly.

At present the programme is run every Wednesday afternoon from 4pm to 6pm. The programme is

open to children of all ages, who on enrolling are split into 3 groups – beginner, intermediate, and advanced – depending on their ability.

Three coaches (Roberto Yam, Bridget Pyc, and Walter Lawry) are employed to assist on the programme.

Players are coached in the skills of the game relevant to their level of squash ability.

Currently 30 aspiring junior squash players are enrolled on the programme.

According to Coach Manu Yam at least 80% of those enrolled are new to the sport and/or club.

Just as impressive is the fact that the club does very little promotion. In fact most of the children attending find out about it by word of mouth.

This is a huge vote of confidence in Manu and his team for the quality of coaching they are providing to those attending.