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Squash Auckland

North Harbour Women's Tri-Club Event Proves a Hit



On Friday September 18th Women from the Belmont Park, Devonport and Browns Bay Squash Club's met at the Belmont Park Racquets Club to participate in the inaugural North Harbour ladies social interclub squash event.

Hosted by the Belmont Park Racquets Club with the support of club members Gabriel Pyc and

Michelle McGibbon, the club played host to 15 women from 3 North Harbour clubs.

The day started at 9.30am. Throughout the day the women played a series of games – best of 3 using American scoring.

Club coach Manu Yam was on hand to help with putting the draw together and ensuring the matches were evenly contested.

At the conclusion of the days play - at 12.30pm – a shared lunch was enjoyed by all the participants.

The day was considered a huge success, with the women promising to make this a regular monthly event.

Note: Most of these women have participated in a women in squash programme.

Non-Users: How to Attract Them

In a time of declining club membership what can a club do to attract non-users to its facility?

In 2006 the Auckland City Council faced with the same dilemma employed the services of an independent research company (Phoenix Research) to conduct research among people in the community who were non-users of council recreation facilities.

The findings of the research provide valuable information for squash club committees and managers into the perceptions and motivations of non-users with regards sports and recreation facilities.

Some of the key findings include:

- Non-users want to participate with others.
- The social driver is much stronger for the non-user than the fitness driver.
- Non-users want to “play” games more than they want to compete.
- Non-users want flexible, casual attendance options.

For clubs whose primary focus is on traditional competitions (interclub and tournaments) these four findings alone have major significance when deciding what to offer non-members to entice them to become members of a club.

For a copy of the complete report and its findings see the following link:

<http://nzra.engage.co.nz/Organizations/NZRA/NZRAAssets/PDFs/recreation-centres-non-users1.pdf>

A Teen Board: Keeping Juniors at Your Club

Wondering how you can keep junior squash players interested in staying at your club. How about forming a “Teen Board”?

The idea of a Teen Board is threefold. One is to help the club define what it wants from its junior players in terms of commitment and development as squash players.

Two is to give members aged between 12 and 16 a forum where they can have a say in the way events and competitions are run for junior players in the club.

Three is to help the club recruit and retain more junior teenage players to the club as members.

Members of the Board meet at least twice a term to discuss what events they would like to run and how they would like them to run. The Teen Board then presents their ideas to the Club Committee for consideration.

Ideas that are approved are then passed back to the Teen Board members for them to initiate.

The Teen Board can help

the club executive stay in touch with what its junior members want. By giving junior members a voice in the club you increase the chances of retaining them as members.

For an example of a Teen Board in action see the link below for a case study of how the Upper Hutt City Council has utilized a Teen Board at one of their leisure centres:

<http://nzra.engage.co.nz/Organizations/NZRA/NZRAAssets/PDFs/H20Xtreme.pdf>

Preparing a Strategic Facility Management Plan

For clubs looking to develop a long term facility plan for their club, this white paper from the International Facility Management association provides a useful guide for committees and/or club managers to help them to formulate a plan for their facility.

For the full document see the link below:

http://www.ifma.org/tools/files/SFP_WhitePaper.pdf

Recommended Read: Why We Buy: The Science of Shopping By Paco Underhill

A little unusual and not necessarily directly related to squash or sports clubs, the book “Why We Buy”: The Science of Shopping, by Paco Underhill is well worth a read.

Author Paco Underhill is described as a retail anthropologist. In short he studies shopping behavior.

The purpose of his research is to help companies to understand what motivates the behaviors of today's

consumer.

His first book titled Why We Buy is a fascinating look into the world of retail and the consumers who patronize them.

Although the book is primarily concerned with retail and retail consumers, the insights into shopper behavior provide some useful lessons for sports clubs as to how they can improve their members and non-members club experience.

Club's Holiday Programme Update

A number of clubs ran school holiday programmes during the 3rd term break.

Devonport Squash Club under the supervision of Paul Cornish and with assistance from some of the clubs junior coaches ran a programme catering for 20 new and existing players.

The day's activities weren't just limited to squash coaching. Players undertook fitness testing, a range of ball games both on-court and outside, skills testing, and assessment for the squash NZ junior skills awards.

A number of players received certificates of achievement at the end of the programme. Doug achieved his Gold award, Tim and Harry received the Silver award, Joseph received the 3 Star and Harvey received the 2 Star awards.

This year Paul invited along the owners of Calypso Sports and Fitness to conduct a series of fundamental movement tests for selected players. This was designed to test player's basic movement skills and to help determine what was needed to improve the player's court movement skills.

Given the success of the exercise, Paul is now looking to incorporate an element of strength, speed, movement training into future junior coaching programmes at the club.

Browns Bay and Belmont Park Racquets Club's ran holiday programmes catering for an average of 30 kids over the 2 weeks.

Run by Manu Yam with help from the respective clubs junior players and coaches' players participated in a range of activities, including squash skills, fun games, mini tournaments, Junior Skills Awards, indoor soccer, dodge ball, and speed, agility, and fitness testing.

Right: Beginner players with junior coach Aimee Cornish



Above: Participants on the Devonport Squash Club Holiday Programme with Coordinator and Coach Paul Cornish

Squash Proves a Hit at Woodlands Park Primary

During August & September Titirangi Squash & Tennis Club ran a very successful Mini Squash programme with pupils from the Woodlands Park Primary School.

Head coach Tanya Mitchell with assistance from volunteer coaches Tom Horizama and Jo Armstrong ran a 5 week mini squash programme for 58 year 5 and 6 primary school pupils from Woodlands Park Primary School.

The programme's objective was to provide them with an introduction to squash. Introduce them to the fundamentals of the game using a combination of fun games, fundamental movement skills, mini tournaments, and mini squash awards assessments.

Feedback from the children and teachers was overwhelmingly positive, with an average satisfaction rating of 8.4 out of 10.

58 students received mini squash awards at the conclusion of the programme.

3 x 1 star awards
47 x 2 Star Awards
8 x 3 Star Awards

Congratulations to Tanya and her team for running a fantastic programme.

Regional JETS Update

For the first time in its short history a Central Zone JETS competition took place. Teams from Herne Bay, Eden Epsom, Royal Oak and Kumeu competed in a 5 week round robin competition. Eden Epsom was the inaugural Central JETS winners in Term 3.

In the Northern Zone, once again Browns Bay was to the fore. This term The Browns Bay Rebels were victorious, making it 4 wins in a row for Browns Bay teams. In fact Browns Bay teams finished 1st, 2nd, 3rd, and 5th to dominate the placing's in this terms competition.

Howick were the winners of the Southern JETS competition in term 3.

This term saw the introduction of an F grade division in the Southern zone. Seven players from 3 clubs – Papakura, Franklin, and Waiuku – competed in a round robin competition that ran concurrently with the J grade event.

Sonny Xu from Waiuku was the inaugural winner with Frazer French from Franklin runner up.

Feedback from the event was extremely positive. As a result the event will be continued in term 4.

Given the success of the Southern Zone F grade division, it is hoped to introduce an F grade division in the other



Eden Epsom Central JETS Team members. At Back from left to right: Keaton Stevens, Tom McMurtry, Lee-Ming Nguyen, Erik Scharting, Luka Unger Front Left to Right: Andrei Colquhoun, Emre Arsan



Browns Bay Rebels. From Left to Right: Reuben Cowley, Nathan Henderson, Tim Horgan, Declan James

regions in 2010. A couple of the Central zone clubs have already expressed interest in entering players into an F grade division in Term 4 of this year.