



CASE STUDY:

INNOVATIVE WAYS OF INCREASING
PARTICIPATION AND MEMBERSHIP

BELMONT, DEVONPORT & BROWNS BAY SQUASH CLUBS



SQUASH
NEW ZEALAND

OVERVIEW

With health clubs and gyms popping up all over the city; and fitness being identified as a key reason for taking part in sport for almost all participants, the Belmont Park, Browns Bay and Devonport Clubs decided to use this to its' advantage and offer one hour long fitness sessions. With this in mind, resident squash coach Manu Yam decided to offer one hour long Squash Fit sessions to satisfy the club members' demand for fitness and movement training. After initially starting with a group of 3 men, the popularity of the programme has steadily grown and five years later continues to be well-attended and still going strong.

CHALLENGES

Recreation

Members have a phenomenal amount of options available when it comes to the fitness and health industry with a number of the existing membership already a member of another gym.

Time

Lack of time has been identified as a major barrier preventing participants from doing more sport.

Engagement & Price

Connecting with the members, encouraging them to attend the sessions and finding a reasonable price that would appeal.

Perception

A number were hesitant in joining as they thought it was going to be too hard.

SOLUTIONS

SquashFit

To provide members with a way to improve their fitness, Manu Yam purchased a SquashFit kit which allowed him to create efficient and rewarding workouts.

The kit provided 50 circuit training cards and step-by-step videos to offer a high energy fitness activity that combines the best features of the sport with cardiovascular exercise to deliver a full body, calorie burning aerobic workout.

Time

Different sessions have been offered on different days and at different times to cater to people's work / school and family commitments.

RESULTS

15

Players attending a SquashFit session on average.

3

Clubs running SquashFit programmes.

200+

Players have tried or attended.

CONCLUSION

The SquashFit programme has proven to be a great way for individuals to have fun and keep fit in a group setting. Manu has trialled the programme with all ages and stages of players - ranging from mixed groups, to juniors and women-only - and has found that it is best suited to those with a basic level of fitness and skill looking to further their game. Further, coming up with different exercises and programmes has been noted as a key element to sustain the players.

For other clubs looking to offer SquashFit, Manu suggests that clubs "run it on a trial basis, perhaps free for members. Explain the benefits and importance of fitness in squash, make a qualified coach run a sample session and ask for volunteers."

SAMPLE SQUASHFIT PROGRAMME



- WARM-UP SESSION – 5 MINUTES
- DRILLS / HITTING SESSION – 20 MINUTES
- FITNESS SESSION – 10 MINUTES
- FITNESS SESSION – 10 MINUTES
- GAMES / CONDITIONED GAMES – 10 MINUTES
- CORE EXERCISES (CIRCUITS) – 5 MINUTES
- COOL-DOWN

