



CASE STUDY:

INNOVATIVE WAYS OF INCREASING
PARTICIPATION AND MEMBERSHIP

CLUB KELBURN



SQUASH
NEW ZEALAND

OVERVIEW

Do you want longer rallies, more time to get to the ball and are looking for a great workout on a squash court? Recently rebranded to Squash 57 (formerly known as racketball), the game is a popular introduction to squash, is considered really easy to play, even easier to learn and is great for all ages and abilities – especially for beginners and those with mobility issues.

The best thing is that Squash 57 is played on a standard squash court – but the main difference is the equipment. The ball is blue, is much larger (maximum diameter of 57mm) and bouncier than a black squash ball – plus it does not need warming up. Also, the racket head is bigger and has a shorter handle.

Club Kelburn have been supplying this equipment for years and users of it have commented on how fun it is.

CHALLENGES

Difficulty

Sports that are perceived to be too challenging are considered to be less enjoyable; and the belief that you can perform the skills has also been shown to influence the levels of enjoyment.

Price

Investing in new pieces of equipment is a big step for those who have never played the sport before – especially if they don't know if they like it or not yet.

Enjoyment

For both the new to squash and those who are advancing in years, the ability to keep the ball alive is less likely, reducing the chance of performing well and therefore enjoying the game.

SOLUTIONS

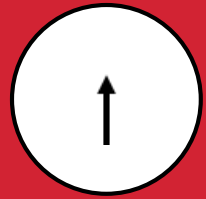
Equipment

Squash 57 is played using a larger, bouncier ball – allowing players more time to react and get to the ball. The ball also stays at the same temperature. This means that the rallies last longer which encourages an easy to adopt form of squash – making the enjoyment much higher.

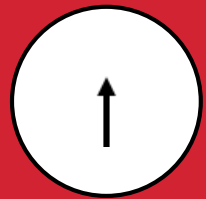
Club Kelburn stock Squash 57 balls at a cost of less than \$10; while the rackets are no more than \$30 – making it an affordable way to get active and enjoy the many health benefits of squash.

The shorter rackets helps with hand eye coordination which also assists with skill acquisition. By feeling you can play the game, you are developing confidence and are therefore more likely to find it fun.

RESULTS



Ball hang time and rally length.



Hand eye coordination and skill acquisition.



Enjoyable experiences on a squash court.

CONCLUSION

Playing Squash 57 serves as a valuable modified version to complement the faster-paced traditional squash – especially for those who are less mobile or just starting out. It can also be used as a way to boost off-peak court usage and can help prolong your squash playing career, giving you more years of enjoying the world's healthiest sport.

Once players gain confidence and the necessary squash skills it is advised that they progress onto a faster black squash ball, otherwise the slower blue Squash 57 ball will not provide them with enough challenge and as a result they may not enjoy the game as much. But if you enjoy the slower pace game – stick with Squash 57, stay fit and active and play on court well into your later years.