

WANAKA SQUASH CLUB
PRESENTS THE 2016
QUEENS BIRTHDAY
OPEN SQUASH TOURNAMENT
3-6 JUNE

SAT NIGHT THEME SUPER HEROES

Entries close: Friday 20th May 2016

Players may be required to play Thursday night. Tournament Courts will be used. Open grades to be played on Saturday night. All draws should be played on Saturday night.

ENTRY FEE \$40 INCLUDES SAT NIGHT MEAL

Info via squash@wanaka.co.nz or Phone: 027 487 7476

SQUASH TAIERI
TAIERI OPEN TOURNAMENT
15-17 JULY 2016
OPEN TO ALL GRADES

Locals may play Thursday, Points-Bally scoring to 15 win by two (best of 2 games)
Official tournament balls, MIXED GRADES MAY BE USED IF NEEDED
\$35 ENTRY
- INCLUDES MEAL ON SATURDAY NIGHT

Saturday Night Theme KIWIANA
from 6.30pm onwards

Games to be played at Taieri and Otago Courts.
Entries to: otago@otago.co.nz or taieri@otago.co.nz
Entries close: Friday 18th July, 5pm
Tournament Controller: Anna Barlett 0274 913 300

Accommodation available at Pines Hotel/Motel Taieri Ph: 03 489 5002

Sunnyvale B & Below Squash Tournament

Sunnyvale Sports Centre
Old Main South Road, Sunnyvale, Dunedin

22 - 24 May 2015

Entry Fee \$30.00

Subject to entries, local players to play Thursday night
Entry fee to be paid prior to your first game
Draws of 8, mixed grade women (mixed draws used subject to numbers)
Mark before the game straight after your own
Entries close on Friday the 15th of May 2015
Entry Online via the Squash Grading site:
(<http://www.squash.org.nz/sst/homepage>)
or via email to: grading@otago.co.nz
Draws will be published on website.

OTAGO SPORTS

Tom Clark (Tournament Controller) Telephone: 03 497 7434

PIRATES SQUASH CLUB
SUMMER LEAGUE
Tuesday 6th September
to
Tuesday 8th November

Entry Fee: \$30
Entries close: 5pm Friday 2nd August

CASH PRIZE
GIVE AWAY EACH WEEK

All players entered are to draw at the end of each week
winners must be in attendance at the time of the draw
and will pass to the following week

ENTRIES TO: sammycross@extra.co.nz

1/2 Breast Cancer Foundation Fundraising Tournament

Thurs 23 - Sat 25 June

810 - All abilities catered for - Standard tournament rules apply
Player draws (4 player round robin) may apply depending on entries

\$5 from entry fee will be donated to New Zealand Breast Cancer Foundation

Pink them!

Finals to be played Saturday afternoon
to give time to get to the hospital
Prizes will be given to the winner of each division and the fundraiser will be 100% from cheer at the prize giving

Entry fee of 25.00 can be paid on-site to Otago Squash Club - 03 960 5378/2000

Entries close Friday 17th June

Enter online through squash or contact Andrea - a_will@hotmail.com or 021 465 1000

SQUASH TAIERI
Hosting the
TAIERI JUNIOR TOURNAMENT
at Taieri Squash Club
Memorial Park Mossiel
20-21 May 2016

All entries via email to: taieri@otago.co.nz
Locals may have to play Friday night.
Normal NZ Squash rules & balls apply
Mixed & Single gender to 15 - win by two
more free \$20 (paid before first game)
Free spectators viewing on air grades

Entries close: 15 May 2016

Enter online:
via the Squash Grading site
or to Anna Barlett at anna@otago.co.nz
or 027 491 7300

OTAGO SPORTS

Accommodation available at
Pines Hotel/Motel Taieri Ph: 03 489 5002

SQUASH OTAGO
Secondary School 2016 TOP SCHOOL COMPETITION
Friday, 2nd Sept 2016
9.00am start
Finals after completion of round robin play
Presentation after finals - Lunch provided

OTAGO SPORTS

- One Girls & One Boys Team per school
- Team Makeup - three playing members (one reserve player at school's discretion)
- Normal Squash New Zealand Team Tournament rules will apply
- Double Single Gender 2016 Ball
- NZ National Grading system used to seed teams
- Top 3 players grading points seed teams
- Squash Otago Top School Trophies up for grabs - trophy girls & one trophy
- Results towards SHZ grading points

Entries should be forwarded on official entry form and forwarded with entry fee of \$20.00 per team to:
Top School Squash Competition
Squash Otago, 44 Kaitiaki Valley Road, Dunedin

Entries close Monday 29th August 2016
Enquiries to Aynsley Mauns Phone: 03 476 0340
Fax: 03 476 0341 or Email: aynsley@otago.co.nz

SQUASH OTAGO **SQUASH SOUTHLAND**
CORE TOWN & COUNTRY CLUB
JUNIOR SQUASH TOURNAMENT
29th-30th April 2016
1st Tournament in the 2016 Junior Highlander Series

- All players scheduled for 8 draws where possible
- Normal NZ Squash rules & balls apply
- Point a rally scoring to 15 - win by two
- Entry fee \$20 to be paid before first game
- Live protection compulsory for all grades
- NO LATE ENTRIES
- NO TEXT ENTRIES ACCEPTED
- Scheduling of games for other commitments will not be possible
- Waikaka Squash Club courts may be used depending on entries

OTAGO SPORTS

Entries close 22nd April 2016
Enter on-line via Squash Grading site
www.squash.org.nz/sst/homepage
or
sst@otago.co.nz
Tournament Controller:
Jo Lawton 027 452 5155

PIRATES SQUASH CLUB
SPRING OPEN TOURNAMENT
9th-10th SEPT 2016

Entry Fee: \$30
Entries Close: 5pm Friday 2nd September

MIXED DRAWS

Local players will be required to play Thursday night

Official NZ Squash Rules apply
All players to mark, referees meet game after their own
Results will be forwarded to National Grading List
Official SHZ balls to be used
Depending on numbers Otago Squash Courts may be used
Draws of 8 will be used

ENTRIES TO: sammycross@extra.co.nz
or enter online
www.squash.org.nz/sst/homepage

SUMMER INTERCLUB 2016

Commencing Monday, 25th February 2016, 6pm at various venues

Players will be put into divisions of a mixed ability format will be used - all will play all members of their division
Please do not enter unless you can play members of the opposite team or better - 20th February

OTAGO SPORTS

SQUASH TAIERI
TAIERI OPEN TOURNAMENT

\$35 entry
Includes meal on Saturday Night

Saturday Night Theme Mexican
from 6.30pm onwards

Courtesy Van available Friday/Saturday

PIRATES SQUASH CLUB
HOSTING
JUNIOR OPEN
17th - 18th June 2016
2nd Tournament in the Junior Highlander Series

Players are scheduled for 8 games
Mixed draws will be accepted where possible
Normal NZ Squash rules & balls apply

Entries close: 10 June 2016
Enter online:
via the Squash Grading site
or email: sst@otago.co.nz
• NO TEXT ENTRIES ACCEPTED
• NO LATE ENTRIES

OTAGO SQUASH CLUB
JUNIOR TOURNAMENT 2016
APRIL 1ST-2ND

- Mixed Courts may apply
- 8 draws and 4 mixed draws may apply depending on entries
- Local players may be required to play Thursday night
- Normal SHZ tournament rules & balls will apply
- Point a rally scoring to 15 - win by two
- Live protection compulsory for all grades
- Entry fee \$20.00 to be paid before first game
- No spectators allowed on-site or in the vicinity of courts
- All spectators to wear appropriate clothing

ENTRIES TO ANDREA - w@hotmail.com or via Squash
Entries close Saturday 26th March

OTAGO SPORTS

2016 OTAGO FESTIVAL OPEN
3rd-6th MARCH

OTAGO SPORTS

2016 Pirates Squash Club Open
10th - 12th June

Entries close Friday 3rd June 5.00 Entry

Official NZ Squash Rules apply
All players to mark referees meet game after their own
Results will be forwarded to National Grading List
Official SHZ balls to be used
Depending on numbers Otago Squash Courts may be used
Mixed draws may apply depending on entries drawn from the women's open grade

ENTRIES TO: sammycross@extra.co.nz
or enter online

SQUASH OTAGO
2016 mid year KINLOCHY TOWN TOURNAMENT

to be held over three weeks:
21st - 22nd June until 5pm
5th - 6th June until 5pm

- 8 draw tournament (1st 2000)
- Mixed draws (1st 2000)
- 2000

CASE STUDY:

INNOVATIVE APPROACHES TO PROMOTING AND SUPPORTING SQUASH

SQUASH OTAGO



OVERVIEW

Everyone knows you can't sell a secret. Improving pulling power is key to club success and longevity. Being able to sell what your club can offer goes a long way to enticing members and prospects inside your facility. There are many tools available to promote squash, such as: banners, emails, posters, club passes, brochures, websites, social media, clothing, testimonial sheets and building signage.

To help get the word out there, Squash Otago have enlisted the help of a squash player and sponsor with expertise in graphic design and printing to create some posters for the District tournaments. These have also been put on social media with virtually no cost.

CHALLENGES

Cost

Printing and posting marketing materials can be expensive if you don't have an in-house laser printer or access to a commercial printer at affordable rates.

Perception

Good organisations use bold and innovative marketing and communications to invigorate interest. How to show squash as a fresh and exciting sport that people will want to play?

Marketing

Designing visuals that captures the essence of the event and targets the desired audiences is tough if you don't have access to the software and knowledge that allows high quality imagery and layout.

SOLUTIONS

Designer

A relationship was made with a sponsor and family member of squash players who develops eye-catching posters to promote squash events within the District.

Layout

Posters were designed that are full of colour, vibrant and help promote the events and game of squash with ease. These are provided for printing and online distribution.

Social media

People are not on social media to be advertised to, they use it to find out information that is relevant to their lives. The squash clubs in the Otago District use Facebook as an easy way to promote the various tournament posters that are important for their members.

RESULTS



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Saved in production costs (charged \$1 plus GST for A3 poster).



20

Posters generated so far.



Online feedback from members in the Otago region.

CONCLUSION

Promoting squash comes down to marketing the sport in a way that embodies all that is great about the game and delivering the relevant information to target audiences in a timely fashion. Using an in-house laser printer can reduce costs and if this is not possible, finding a commercial printer and trading a membership for the printing required can be another affordable way. However you decide to market your club, it doesn't need to be expensive but the materials must be easy to read, clear and informative. After all, you need to be able to tell everyone everything they need to know about what it is you are offering.

There are many other ways your members can help. Think about who else is in your club and how you can utilise their talents to help grow and support the game.

WHAT TO INCLUDE ON A TOURNAMENT POSTER

SQUASH OTAGO presents the

OTAGO DISTRICT MASTERS 2016 SQUASH TOURNAMENT

6th - 8th MAY

Hosted by **SQUASH TAIERI**

Entry Fee: \$35.00
Includes dinner Saturday night
(To be paid before you play 1st game)
Locals may be required to play Thursday night.
Mark and ref the game immediately after your own.
PAR (point-a-rally) scoring.

Mixed grades may apply depending on entries apart from the Men's & Women's 'A' Grade.
Divisions of 8 (3 games max).

Entries close on Friday the 29th April 2016
Entries via iSquash
or
Email: aynsley@squashotago.co.nz

OTAGO SPORTS depot

Tournament Controllers:
Anna Bartlett - 027 491 7300
Warren Cox - 027 489 6358

Saturday Night Theme
Nursery vs Nursing Home

The poster features a cartoon illustration of a man in a suit and hat, a baby crying, and an elderly woman in a nursing home setting.

Labels and Arrows:

- Tournament name: Otago District Masters 2016 Squash Tournament
- Tournament date: 6th - 8th MAY
- Club name / logo: Squash Taieri
- Entry fee: \$35.00
- Tournament information: Includes dinner Saturday night, entry details, and rules.
- Date entries close: Friday the 29th April 2016
- How to enter: Entries via iSquash or email.
- Sponsors: Otago Sports depot
- Contact details: Anna Bartlett - 027 491 7300, Warren Cox - 027 489 6358
- Other details: Saturday Night Theme Nursery vs Nursing Home
- Pictures: Cartoon illustration of a man, a baby, and a woman.

Tips:

- Create a theme to base your poster around
- Make it easy to read from a distance
- Use contrasting colours and available space
- Mix up different font styles and sizes
- Include a call to action