



# CASE STUDY:

INNOVATIVE WAYS OF MANAGING AND  
REWARDING VOLUNTEERS, COACHES,  
REFEREES AND ADMINISTRATORS

**WAIMEA SQUASH CLUB**



**SQUASH**  
NEW ZEALAND

# OVERVIEW

We've all sought help from someone else that just didn't meet the mark. Research shows that more often than not, it is the coaching skills and personality of the coach that keeps people coming back for more. Therefore one of the best things your club can do is support your coaches with a great training and development plan. A single great coach can attract and retain hundreds of members to a club over time.

Wanting to provide more support to junior players, the Waimea Squash Club have recently put a plan into place to upskill some volunteers to assist with coaching and running regular programmes. This has included training someone local as a CoachForce facilitator and identifying the types of players that the club wants to attract and keep for years to come.

## CHALLENGES

### Time

Everything is getting faster. We live in a world with easy online access to a range of information, excitement and attention which competes for our limited leisure time.

### Cost

People have high expectations, want varied experiences and expect to see value for their money. We generally don't pay for things that we don't value, but will pay for something if we perceive it to be valuable.

### People

Building up a great team of coaches is one of the best things your club can do. However, recruiting coaches is the top challenge clubs face with only one in ten people volunteering as a coach.

## SOLUTIONS

### Coach development modules

Modules from the coach development framework are hands-on by nature and generally last between 2-3 hours. This allows modules to be offered on weekday evenings or on weekends.

### Payment

Modules cost up to \$30 per person depending on local circumstances and is paid for by the club. This provides coaches with 2-3 hours of interaction with other coaches and a module pack resource to use afterwards.

### Squash coaches network

The sense of community created from ongoing development opportunities is incredibly valuable, as that camaraderie between coaches creates better learning environments and more engagement.

## RESULTS

3

Coaches attended two different modules.

\$180

Invested by the club (so far) to upskill its' coaches.

4

Active coaches at the club.

## CONCLUSION

The secret to happy members is to focus on giving them what they want. This can be achieved by providing regular training opportunities for your coaching team that can be updated every year. Developing your coaches will help your members feel supported, cared for, respected and confident. If your coaches are supporting your members they are much more likely to return, fall in love with squash and become a long-term member of your club.

The Coach Development Framework provides a roadmap of resources and tools to enable people of all abilities to provide coaching to others. The Waimea Squash coaches have now started running training sessions for Big Nix players straight after the module and have two more coaches keen to join their team. Plans are already in the pipeline to offer another module to continue upskilling the motivated volunteers and ensure that they are up with the latest practices in terms of supporting their junior players.

This all came about because the club decided to stop looking at things from a 'what happens if we invest in developing our people and they leave?' attitude, and instead approached it from a 'what happens if we don't and they stay?' mind-set.



# Club Waimea Junior Squash

## Bix Nix Training for 9 - 12 Year Olds

**Wednesdays  
5.15pm to 6.00pm  
(during Terms 2 and 3)**

- Sessions run by Mark, Dean & Christine
- Focus on movement, skill development and tactical play
- Free to members, \$2 per session non-members



**Club Waimea, Queen Street, Richmond**

Safety glasses/eyewear compulsory.  
Racquets and glasses available for use if you don't have these.

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