

NATIONAL INSIGHTS ON SQUASH CLUB PROGRAMME SCHEDULING

Based on Squash New Zealand Activity Reporting data 2015

Programme Focus	Findings suggest...
Have a go	Offer 2-3 open days throughout the year to lead onto other programmes. Schedule have a go days in Feb – Mar which are good months to lead people into the season. Saturdays and Sundays between 10am and 2pm are considered the most accessible days and times.
Juniors	Offer 4 structured programmes throughout the year to link in with the school terms. Run special programmes in the holiday breaks.
Youth	Schedule sessions to start after school hours so parents and students can make it in time. Mondays and Fridays are the most popular days of the week to offer junior (primary / intermediate school) programmes. Wednesday is the most popular day of the week to offer youth (secondary school) programmes.
Beginners	Offer 2-3 beginner programmes each year to facilitate new member connections. Use other programmes to find other members (e.g. parents of juniors and youth; friends of business house players) to target.
Business House & Club Nights	Offer 4 Business House leagues throughout the year (spring, summer, autumn and winter versions). Wednesday and Thursday evenings after 6pm are the most popular days of the week for players interested in these 'social-orientated' offerings.
Women's	Offer 2-3 women-only programmes throughout the year for females (mothers & girls) to take part with their peers in a more comfortable environment. Thursday mornings after 10am; and Sunday afternoons after 3pm are considered the most accessible days and times.
Interclub	Offer 4 Interclub leagues throughout the year (spring, summer, autumn and winter versions). Tuesday (women) and Wednesday (men) evenings are the most popular days of the week.
Leagues / Ladders	Monday evenings from 6pm is considered the best day and time to schedule for (semi-) competitive players.
Fitness	Off-season (Jan – Mar) are good months to run more frequent training sessions to lead people into the season. Tuesdays and Thursdays between 6am and 8am are considered the most accessible days and times in-season.
Technique / Movement	Offer 1-2 specialist programmes each year for (advanced) players looking for extra coaching.

For best results: ask your members what programmes they want and why they want it. Let them shape the focus on the programme!

GET YOUR PROGRAMMING RIGHT

Understand your members and their needs.

Where to start?

- Know your members: Determine your club demographics (age, gender, etc.).
- Identify their behaviour trends: Use your Activity Reporting data to help.
- Understand their motivations: Find out what your members actually want to participate in and why.
- ✓ Give more time to the programmes that match your demographic positioning.

An example

X Squash Club is a young, active and social market = more programme sessions offered to meet these needs.

X Squash Club Report				
Programme	Number of participants	% of participation	Number of sessions	Average size per session
Juniors & youth	216	26	32	7
Business house	162	19	40	4
Open club nights	112	14	48	2
Interclub	84	10	24	4
Fitness	76	9	12	6
Women's	74	9	18	4
Technique / movement	48	6	4	12
Beginners	33	4	16	2
Leagues / ladders	17	2	6	3
Have a go	9	1	2	5
TOTAL	831	100%	202	4

SQUASH PROGRAMMING MODEL

Identify the types of programmes your members want and why.

