



Kiwi Squash

Insights and Advice

HOW TO GET YOUNG PEOPLE MOVING





Welcome to Kiwi Squash!

Kiwi Squash is a programme that uses the Kiwi Squash coaching resources, age-appropriate equipment and provides junior participants with fun games and activities that they will enjoy doing.



As a coach, you will teach your players how to move and play squash. You will also help them form connections with others so they feel part of a group and make friends. Always setup the sessions, demonstrate and explain each activity. Once all the technical and safety cues are done, get people active. Remember, have fun and enjoy!

Why you should use Kiwi Squash

Kiwi Squash is the perfect solution for your club and is an easy way for young people (5-12 years) to be introduced to the game of squash in a fun and social setting. Group programmes provides your members with enjoyable experiences and social interaction – their two main needs. Through active and fun activities they will receive sufficient learning and practice time to achieve success and receive the many benefit playing squash offers.

Not only is Kiwi Squash a great magnet for young players, but it is also an effective retention tool which will help them foster a lifelong love for squash while connecting with other members and your club.

How to make Kiwi Squash work

Squash New Zealand will provide the tools and templates, logos and promotional materials. Your regional District Association will provide the support. But it's the club which actually makes the programme happen.

The club not only needs to implement Kiwi Squash, it also needs to provide constructive and regular feedback to Squash New Zealand so that we know what needs improving. In addition, we also need clubs to collect and submit information through Activity Reporting so that we can show progress to our major funders and potential sponsors to continue creating engagement.

What young people want

Research shows young people consider the following very important when choosing leisure activities:

- Enjoyment of having fun and playing games.
- Social experience and being with friends.
- Feeling fit and healthy.
- Learning and improving at something new.

Why young people love Kiwi Squash

- Whether it's learning new moves or mastering a game, fun comes first for all participants.
- Participants gain confidence and make friendships within the safe and happy group environment.
- There is lots of variety in every class to keep participants stimulated, engaged and healthy.
- Participants develop physical and mental skills and leave the class with a sense of achievement.

It is important that the coach delivering the Kiwi Squash programme highlight all of these elements in every session.

Structuring Kiwi Squash

The Kiwi Squash programmes teach the basics of squash over a period of 8-weeks (1 hour each session). However, the programme is flexible and the duration can be adjusted based on court availability, number of players, etc.

When organising a Kiwi Squash programme (either Small Nix or Big Nix), the club should expect that a range of abilities will be participating, including:

- Participants who have never played before.
- Participants who have received some basic coaching but never played outside a coaching environment.

In the weeks leading up to the launch of your programme we recommend you provide some 'free tasters'. Analyse how many people attend these and ask them what days and times they prefer.

Post Kiwi Squash

At the end of all Kiwi Squash programmes it is recommended that the coach provides participants with suitable playing opportunities so they can continue to play the sport (both socially and within a competitive environment) to further develop and enjoy their squash. Example opportunities include:

- Additional Kiwi Squash programmes
- Club nights
- Team-based events
- Interclub competitions
- Individual coaching sessions

Setting up Kiwi Squash

STEP 1: Establish your programme and membership goals

Setting participation and membership goals for your squash programmes is a must. Giving your club targets motivates and inspires its' members and gives them a sense of what is possible. From a club management perspective, you can plan your expenditure and prioritise your action plan based on the growth you can expect to see within your club.

	Baseline (NOW)	3-5 year target	1 year target	3 month target
Membership (number signed up each year)				
Participation (number attending each week)				

STEP 2: Schedule your programme

The ultimate benchmark of a timetable is the number of people it draws in. Always measure success by how many people are playing squash every week. Findings show you should offer 4 structured programmes throughout the year to link in with the school terms. 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.

Questions to consider:

- How many people can you fit onto the available courts?
- Are you limited by the amount of balls and rackets you have?
- Are you planning to upskill enough people to deliver the programme?
- When does it suit people to come to your club?
- How long do people want to commit for?
- How does the event calendar affect your available court space?
- What will you do to promote your programmes?

STEP 3: Find and train a pool of coaches

One of the most important factors in the success of any programme is the quality of people who deliver it. A team of quality coaches can bring hundreds of people to your facility through retention, new membership sales and opportunities to grow. Use the Coach Recruitment Guide to help you attract and develop superstar coaches.



STEP 4: Let your members know

Boosting your participation and membership numbers depends on your club's ability to sell your programme to both existing members and future participants. Give them first-class knowledge so they can effectively communicate this to others.

- Introduce your club goals for the programme and membership.
- Get coaches to provide a taster of the programme so the rest of the membership can experience it and provide any suggestions.
- Give each member a copy of the programme information.

STEP 5: Promote the programme

- Tell everyone in your club, their friends and prospective members about your Kiwi Squash programme.
- Use the FREE online marketing materials to create promotional documents, website content and newsletters.
 - Send promotional emails to your existing members and guests.
 - Put posters up around your club in common areas.
 - Hand flyers out to coaches, members, friends, networks and prospects to distribute as needed.
- Utilise the FREE community notice boards, your local radio station and newspapers.
- Use your website, social media pages and other online websites to promote each session. Keep adding photos and videos.

STEP 6: Report the programme

Collecting activity information can be used to identify the trends of what's working and where there's room for improvement. This enables you to accurately report on player participation, plan effective member retention strategies and make informed decisions about key club activities.

- Record the names of each individual who attends each session.
- Remember who delivers each session and at what location, on what day and at what time.
- Input these details into iSquash Activity Reporting.

A screenshot of the iSquash Activity Reporting web form. The form is titled "Activity Reporting" and includes fields for "District/Club", "Reporting Period", "Start Date", "End Date", "Coordinator", "No. of Sessions Delivered", and "Programme / Activity". There are also dropdown menus for "Venue" and "Select Programme", and buttons for "New Activity" and "Cancel".

Start Date	End Date	Coordinator	No. of Sessions Delivered	Programme / Activity
dd/mm/yyyy	dd/mm/yyyy			Select Programme
Male: <input type="checkbox"/>	Female: <input type="checkbox"/>	Sessions: <input type="text"/>		Select Venue
Notes: <input type="text"/>				

- Give us your best SHOT by completing the post-programme survey.



Targeting schools

Schools that are interested in squash; and clubs who want to increase their membership numbers (both junior and adults) make an ideal Kiwi Squash partnership. Allow at least two full school terms preparation before commencing Kiwi Squash programme(s). Schools often start planning in October for the year ahead and only some will be able to add to their plans if not planned for. Smaller / rural schools may be more flexible and be able to cater with a terms notice.

Either ask your Regional Sports Trust for which schools may be interested in a Kiwi Squash programme(s) or find schools using the online schools database.

Clubs should target schools that are close to the club, within walking distance to the club; or who have a staff member who is already involved in squash (teacher is a player, a number of junior members attend the school already).

Phone the identified school(s) and ask to speak to the Principal or the person in charge of sport to arrange a meeting. At the meeting discuss the programme(s) and show them what is involved. Provide them with a copy of the 'School Info Brochure'.

Key selling points:

- ✓ Striking skills are often not well developed in kids as more focus is generally placed on large ball sports. Therefore Kiwi Squash can address this issue.
- ✓ Kiwi Squash is a fundamental skills programme with some squash added. The skills learned in Kiwi Squash are transferable to other sports too.
- ✓ The programme is very flexible and can be adapted to fit into the school timetable (the number and length of sessions can be adjusted).
 - ~30 minutes for 5-6 year olds (Small Nix).
 - ~45 minutes for 7-8 year olds (Small Nix).
 - ~60-90 minutes for 9-12 year olds (Big Nix).
- ✓ World-leading and affordable Coaching Resources are available to purchase.
- ✓ The full programme lasts 8 weeks to allow kids to develop skills.
 - 8 complete lesson plans with learning outcomes, illustrations, questions to ask, can you see prompts and video clips making it easy for teachers.
- ✓ The programme forms strong links to the community and the local club will support the school and ensure that students who want to continue can join the club at affordable prices.
- ✓ There is the option to own the full Kiwi Squash equipment kit which will allow you to run the programme(s) as often as you like.
- ✓ Teachers will receive full training and initial support to run the programme(s).

Follow-up in writing (email) within 48 hours confirming the outcome of the meeting and when you will next be in touch. Copy in all relevant contacts.

Delivering Small Nix

Run the sessions at the school (hall or gymnasium) according to the Small Nix Coaching Resource and ensure students are provided with a copy of the 'Parent Info Brochure' to take home. Encourage the schools to print these.

- Set a date at the end of the programme(s) and invite all students and their families to go to the club for a special day.
- Give certificates to all students who took part in the programme(s).
- Clubs should have flyers for the school to print and give to students with details of programme(s) ready for students and their parents to join at a set cost with equipment provided.
- Ask all students and teachers who took part in the programme(s) to provide feedback using the survey forms.
- Check with the school(s) to see when they would like support to run the next Kiwi Squash programme(s).
- Ensure a squash representative attends (if time allows) on a session to see how the teachers and students are going.

Delivering Big Nix

Determine:

- The best time for the school to offer Big Nix. Usually an elective works best for intermediate schools. However, lunch times and / or after school may be more suitable options.
- The number of students you can cater for. Offer it as a first-in first-served bases initially to ensure manageable numbers.
- How students will get from the school to the club – walk or parent transport.
 - You will need to ensure the schools has a RAMS form to assess risk at the squash courts before the programme commences. The school will also need to be responsible for sorting driver checks and parent consent.

Run the sessions at the club (squash courts) according to the Big Nix Coaching Resource and provide students with a copy of the 'Parent Info Brochure' to take home. Ensure that when the schools visit the club, a trained club member(s) (Modules 2 and 3) is there to support the visit and promote any existing junior programmes.

- Run a tournament at the club on the last session of the programme(s) and invite parents to attend.
- Give certificates to all students who took part in the programme(s).
- Clubs should have details of programme(s) ready for students and their parents to join at a set cost with equipment provided.
 - Clubs could also offer 3 free club night passes to every student.
- Ask all students and teachers who took part in the programme(s) to provide feedback using the survey forms.
- Check with the school(s) to see when they would like support to run the next Kiwi Squash programme(s).

TIPS FOR COACHES:

If you're a coach, here's our suggestions for making the most out of Kiwi Squash...

- Talk with your club to encourage them to offer Kiwi Squash.
- Decide on a suitable day and time for Kiwi Squash sessions to be held. Kiwi Squash should be open to both members and participants (non-members).
- Kiwi Squash should be user pay – perhaps it is offered for free to club members and gold coin donation for non-members.
- Join forces with the club and use all the marketing resources provided to promote Kiwi Squash in local schools, supermarkets, etc. Get teenagers to help deliver Kiwi Squash. All Kiwi Squash volunteers are trained (by local facilitators) to deliver Kiwi Squash to participants.
- On the day / night of Kiwi Squash, make sure you and some club representatives are available to mingle with parents and put them at ease whilst providing them with plenty of information on coaching and the club.
- Ideally, you and the club would work out a win-win situation incentivising the coach to convert as many coached children to club members as possible.
- Manage the expectations of parents by explaining the programme to them. You can use some of the marketing material provided in the programme to help communicate this.

CLUBS with NO COACH:

Use Kiwi Squash to get new children and families into your club...

- Plan a free promotional event a couple of weeks before of the start of your Kiwi Squash programme. Use this event to recruit participants and parent volunteers.
- Advertise at your local schools, libraries, supermarkets, etc. - use the marketing material provided as part of the programme to help you with this!
- Make a day of it! Get a BBQ fired up, invite the local coffee cart to set up in the car park, chat to local businesses to see if they can offer small spot prizes.
- Put on some fun squash challenges and games. Perhaps even a parent and child competition!
- On the day have a sign-up sheet for your Kiwi Squash programme – perhaps it is free for the children of the first five parents that sign up as volunteers.
- Have plenty of information about the club and lots of friendly faces (teenage members come in especially useful here) to chat to parents and look after the children on the court.
- Make sure everyone leaves with a leaflet about your upcoming Kiwi Squash programme including information on when it starts, what time, how much and who to contact in order to book a place.
- Even a small charge (gold coin) will help place more value on the programme. If people pay for something, they are less likely to take it for granted!
- It's always worth stating 'limited spaces' or 'sign up before X date to reserve your space' to encourage people to commit.

FAQs

What is Kiwi Squash?

Kiwi Squash is Squash New Zealand's official junior squash programme for 5-12 year olds. To fuel a lifelong involvement in squash, an engaging and inclusive programme has been created that is at the right level for the players at each stage of development. The emphasis is on fun activities conducted in a safe environment.

Who can participate in Kiwi Squash?

Children who are aged five years and older.

Why should my child / students do Kiwi Squash?

Kiwi Squash serves as a fantastic introduction to squash, and as a way for children to actually play the game and improve through fun activities.

My child / students have never played squash before. Will they fit in?

Yes, Kiwi Squash is designed to help children develop fundamental movement and basic squash skills. Kiwi Squash coaches will adapt activities to ensure that players are assisted or extended. Kiwi Squash caters for players at all levels and provides a safe and enjoyable introduction to squash.

How does Kiwi Squash work?

Kiwi Squash is a flexible programme. It can be used in any indoor setting and can be delivered at any time of the year. Squash New Zealand recommends each programme run for eight weeks.

What does the Kiwi Squash programme look like?

Kiwi Squash is based on the philosophy of 'learning through play' and children learn the game of squash, not just the skills. This means that children are always active with no queues and age-appropriate equipment. There is plenty of opportunities to play fun games and activities – no matter if they are working on their own, or with a partner.

What equipment is needed?

Each stage of the Kiwi Squash programme provides recommended equipment. Equipment needs for sessions are designed to be as simple and easy as possible. As always, session recommendations are flexible, so don't let equipment and facilities be a barrier! Clubs and schools can purchase any required equipment at discounted rates to run the programmes.

What skills does Kiwi Squash develop?

Through playing games children learn to think and make tactical decisions about meaningful squash situations; they improve their squash technique and movement skills; and build social skills such as working cooperatively with others, building friendships, encouraging team mates and showing good sportsmanship.

What are the benefits of Kiwi Squash?

Kiwi Squash sessions are designed to ensure children can develop all aspects of their game, including tactical play, technique and social skills. It also provides a chance for children and families to see if they are interested in squash in a welcoming and supportive environment.

Who delivers Kiwi Squash?

Any parent, teacher, coach, student, or other volunteer can deliver Kiwi Squash. The only requirement is to attend a Kiwi Squash Coaching module delivered by regional CoachForce. This is a simple short introduction to coaching the programme that will give you the information and resources you need to go out and deliver a fun experience.

I find I don't have time to plan my practice sessions, or just can't think of any new activities to do

with my junior players. Where can I access some age appropriate coaching resources?

There is no need to worry about finding the time to plan. On completing the Kiwi Squash Coaching module you can purchase the world-leading Kiwi Squash Coaching Resources which contain a range of activities in easy-to-read manuals. If the diagrams and descriptions are hard to read, there is a DVD with video clips available.

Is there a cost?

The cost for participating in a Kiwi Squash programme will depend on who is running the programme. All providers are encouraged to keep costs to a minimum to encourage participation.

Where can Kiwi Squash be delivered?

Kiwi Squash is the perfect programme for schools, squash clubs and venues of all sizes. The programme is flexible enough to fit any club or venue in the way they want and doesn't require the services of a professional coach.

When can Kiwi Squash be offered?

Kiwi Squash can be offered during club open days, during holiday programmes, as part of the regular junior club programme, and even over the summer months as an offering for children who want to keep playing all year round.

Where is Kiwi Squash available?

Kiwi Squash is available wherever there are trained Kiwi Squash coaches. If your child is interested in participating in a Kiwi Squash programme ask if your school if it is offering Kiwi Squash or contact your Regional District Association or local Squash Club.

Why should squash clubs offer junior programmes?

Running a junior club programme can lead to:

- Increased membership (juniors and their families)
- Increased revenue from increased membership
- Off-set aging membership and securing the club's future
- Increase in quality of club representative players
- More youthful and vibrant club environment
- Today's juniors will be tomorrow's adult members and volunteer club personnel
- Increase club cohesiveness and loyalty through members supporting developing juniors
- Improve adult members behaviour and etiquette on and off the court

How can clubs use Kiwi Squash?

Kiwi Squash can be used to create quality local sporting opportunities in a number of ways:

- As a junior club programme.
- As a holiday programme.
- As part of club open days.
- As a fun get together for families.

What should regional District Associations offer to support Kiwi Squash?

- Provide access to funding via Kiwi Sport.
- Offer Kiwi Squash coach training modules.
- Encourage clubs to utilise the relevant information, guides and templates to assist local clubs, their people and their operations.
- Promote success stories.
- Facilitate club development workshops using Regional Sports Trust staff.

Important Facts

- ✓ Programmes should be open to both members (possibly discounted) and non-members. This will allow your club to cater for both membership retention and participation growth.
- ✓ Coaches should be incentivised to convert as many programme participants to club members as possible. We suggest either paying coaches a baseline plus commission, or paying them based on the number attending minus court hire costs. This means the coach will be motivated to convert new members, because then they can earn more!
- ✓ It is essential that the coach provides all players with opportunities to practice in between sessions in order to reinforce learning, develop confidence and to direct participants to suitable playing opportunities at the conclusion of the programme.

Other Information

Kiwi Sport is a government funding initiative to promote sport for school-aged children. Kiwi Sport provides funding to schools for Year 1-8 students and Year 9-13 students through the Ministry of Education and Sport New Zealand who funds Regional Sports Trusts.

Kiwi Sport aims to:

- Increase the number of school-aged children participating in organised sport.
- Increase the availability and accessibility of sport opportunities for all school-aged children.
- Support children to develop skills that enable them to participate confidently in sport.

For more go to www.nzsquash.co.nz/play-squash/ways-to-play/kiwi-squash.cfm ->



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