SQUASH STARS SHOWCASE:
Christchurch Squash Club

Format:

Give It a Go (GIAG) Weekends

Two GIAG weekends were held at the start of Term 3. Registrations came through school promotions and direct sign-ups, with QR code registration available for walk-ins.

Follow-on Programme: Squash Stars

After GIAG, participants were offered places in the Squash Stars programme. Due to high uptake, sessions were split into two Friday time slots:

- o 6–7pm: 39 kids across 5–6 courts
- o 7–8pm: 19 kids across 3–4 courts

Participants:

GIAG Attendance: ~80–85 children registered, plus walk-ins captured via QR code.

Squash Stars Sign-ups: 58 registrations (≈56% conversion from GIAG).

Volunteer Support: Parents and teenage juniors assisted after activator training, ensuring quality delivery and community involvement.

Promotion:

School Channels: Flyers in primary school newsletters delivered the strongest results, especially where existing contacts helped push them through.

Social Media: Posts on local community Facebook pages and support from Squash NZ comms amplified reach.

On-site Engagement: Supper/social element after GIAG encouraged families to stay and sign up on the spot.

Resources: Squash Stars templates, media assets, and weekly comms from Squash NZ provided a professional and consistent experience.

Why It Works:

Stepped Approach: Free GIAG sessions created a low-risk entry point, leading naturally into Squash Stars.

Easy Registration: MS Forms and QR codes streamlined sign-ups and captured valuable data (school, experience, referral source).

Community Feel: Volunteer and junior player involvement lightened the load and built a welcoming atmosphere.

Programme Quality: Activator training and Squash Stars resources ensured engaging, structured sessions.

Added Value: Social elements and equipment availability (club rackets, safety glasses) removed barriers for families.

External Support: Squash Canterbury's school activations and Squash NZ's training and branding boosted credibility and excitement.