

SQUASH STARS SHOWCASE:

Greymouth Squash Club



Format:

- Run in two time slots of 45 minutes each, totaling 1.5 hours on court per evening.
- Programme delivered using Squash Stars templates and resources.
- Four club members were involved in the organisation and running - three adults and one older junior. Two adults managed administration (emails, lists, registrations, group allocation, and communication), while the other adult and junior assisted with set-up and session delivery.
- Pre-programme admin took 3–4 hours, with additional time for online (30 minutes) and in-person (1.5 hours) training. Each session required 30 minutes of pre-planning and 30 minutes for equipment set-up.



Participants:

- 27 participants, all new to squash.
- Five children had family connections to the club but had never played before.
- The programme was successful in attracting completely new players to the sport.



Promotion:

- Used Squash Stars promotional materials and templates.
- Promotion channels included the club's Facebook page, emails to club members, and outreach to local primary schools.
- Leveraged Squash NZ's support for registration and payments, reducing the administrative burden on club volunteers.

Why It Works:

Volunteer Engagement: Four club members contributed, ensuring sessions were well-supported and fun.

Ongoing Pathways: After the initial programme, a four-week follow-up was offered to older children ready for modified games. Of 12 participants, 11 joined a subsidised parent and junior membership, and a six-month membership was offered at a reduced rate for families.

Retention Efforts: Continued communication with families, including invitations to summer social competitions, helped maintain engagement. Some children have started using the courts independently.

Advice for Other Clubs: Volunteers are essential for a fun and successful programme. It's equally important to have a clear pathway for ongoing participation, so children who want to continue have something to "hook into". This experience has prompted the club to develop more options for continued involvement.

