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# CASE STUDY:

INNOVATIVE WAYS OF CREATING A GREAT FEMALE EXPERIENCE

**HAVELOCK NORTH SQUASH CLUB**



**SQUASH**  
NEW ZEALAND

## OVERVIEW

Already taking part in the club's weekly beginner night, Megan Joyce from the Havelock North Squash Club wanted to play with other women. However, the regular coach was retiring so along with her partner Rewi, a new 'Tin & Grin: Ladies Night' was created. The objectives of the programme were to create an environment that would attract more women into the sport, give participants an economic way to gain some more skills from coaches and meet others who enjoy playing squash.

### CHALLENGES

#### Administration

Being a volunteer-driven club, there was a lot of organising and working around the other club activities.

#### Suitable Personnel

Having suitably skilled volunteers within the club who could teach female players squash skills.

#### Perception

The Havelock North Squash Club wanted to overcome the perception that squash is a difficult sport to get involved in and play if you are female.

### SOLUTIONS

#### Plan

A schedule was put together and a name was chosen to encapsulate the spirit of the weekly get together – it is okay to hit the tin and try again.

#### Coaches

Local professional coaches from the Eastern District have played a key part to keep up the involvement and development of the players.

#### Atmosphere

A fun night out training and socialising at the club was identified as what the women wanted so a non-intimidating and fun environment has been created to facilitate this.

### RESULTS

4

Ladies teams of E=grade and below players playing intraclub games.

20+

Women taking part in the programme.

3

Coaches supporting player development.

## CONCLUSION

The 'Tin & Grin: Ladies Night' has been hugely successful in introducing more women to the game. However, Megan recommends that clubs need to keep adapting their women's programmes by adding new ideas and surveying the players both formally and informally to see what is and isn't working.

Megan notes that "as I am an adult learning the sport, the motivation is different for me, and I have found there are women that feel the same way. It is more about enjoying playing rather than winning (especially at the start). It has to be fun. It is about giving it a go, pulling and pushing each other along, supporting one another and coaching each other through serious games."