



CASE STUDY:

INNOVATIVE WAYS OF CREATING REVENUE –
INCLUDING OUTSIDE OF THE TRADITIONAL
SQUASH CLUB OPERATION

PANMURE SQUASH CLUB



SQUASH
NEW ZEALAND

OVERVIEW

With costs continuing to rise and membership numbers holding steady, the Panmure Squash Club was looking for ways to increase its revenue on top of offering social and competitive squash players a traditional experience with five squash courts and a gym facility on site.

Having had some success with sponsorship for squash events and aware that there is substantial competition for funding from Charitable Trusts and traditional sources of income (and that such sources are unlikely to fund all the club's needs), the club sought to explore other ways additional income could be sourced for the future.

CHALLENGES

Income

Relying on traditional membership income and court hireage fees alone is making it increasingly difficult to run a financially successful squash club.

Promotion

Promoting the club as an attractive location for non-squash activities and events during off-peak times of the day.

Competition

People are spoilt for choice with the number of social activities that exist.

Negative Perceptions

"Old and run-down" are phrases that the Panmure Squash Club had heard regarding squash clubs.

SOLUTIONS

Function Room Hire

The club promotes the hireage of its licensed bar, kitchen, lounge and deck areas to community groups. The venue is used to host a range of social and community events ranging from hypnotist shows to quiz nights, to sporting matches on TV and birthdays.

Entertainment Books

The club places vouchers in the Entertainment Books for 50% off the regular price of any court hireage (including free equipment) or any monthly membership to get people in the door. The club also sells the books themselves and keeps \$13 for every copy sold.

RESULTS

\$000's

Dollars profit made from running the various events after costs deducted.

10

Entertainment books sold in 2015.

50 +

Entertainment vouchers used with a number returning for more squash.

CONCLUSION

The Panmure Squash Club came to the conclusion that squash memberships alone will not help the club tackle the economic and financial pressures of the modern day squash club business. Looking at the wider opportunities within the community that the club can offer led them to utilise their facilities for other activities. Providing reasons to entice people to the club has attracted new members and this has been very successful.

"An important source of revenue for the Club is hiring out the private function room which we try to do as much as possible" said General Manager Angel Gale. Another successful way the club has raised funds is through the Entertainment Books as members can also sell the books and the club gains 20% of each sale.