



# CASE STUDY:

INNOVATIVE APPROACHES TO PROMOTING  
AND SUPPORTING SQUASH

**BROWNS BAY SQUASH CLUB**



**SQUASH**  
NEW ZEALAND

## OVERVIEW

Coaching sport can be a hugely rewarding and enjoyable way to make a living or earn extra income. Coaches are considered the face of squash for many clubs. From promoting the game through (club and community programmes) to coaching the game to make it easier for players, the coach does it all. However, coaches are under increasing pressure to deliver quality experiences. As well as delivering programmes, helping players and promoting products, coaches often have to do the organisation, administration and communication which takes a lot of time and effort – which could be better spent on court making a difference to the game.

### CHALLENGES

#### Role

It can be very difficult to organise and coach sport – especially when most is delivered voluntarily. Coaches need to be able to develop their coaching skills and promote their offerings to both participants and members.

#### Administration & Communication

Recording emails and phone calls to on a paper notebook to schedule sessions, manage player details and count attendance takes time away from coaches being on court doing what they love. Getting updates out to your players so they know what is happening also requires effort.

### SOLUTIONS

#### Coachseek

Capable of working on any device, Coachseek is a digital solution to all coaching needs. It allows you to:

- Schedule and display sessions in an easy-to-read format.
- Take bookings electronically so no more paperwork.
- Manage customer details online which means it is easy to access.
- Record attendance numbers so you can track progress and report accurate figures.
- Send reminders at the touch of a button so your players are kept in the loop.

### RESULTS

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Programmes and services loaded into the system.



Time spend on administrative duties.



Players and parent feedback on using the system.

## CONCLUSION

Over the years squash coaching in New Zealand has been carried out by a mixture of paid professionals, volunteers and other assorted coaches (trained or untrained). With the increasing shift to professionalism, pursuing coaching has become a more attractive career option. However, the majority of coaches continue to be passionate volunteers who are keen to help others improve and grow a love for the game.

After attending a number of coach development modules, university student Jarrod van Driel has embraced technology to further support his coaching business. Not only has Jarrod setup his own coaching website, he also utilises technology and apps to reduce the administration workload and uses social media (Facebook and YouTube) to connect with his players. All of which allows him to spend more time doing what he loves most – being on court helping others.