



CASE STUDY:

INNOVATIVE WAYS OF IMPROVING THE
SQUASH EXPERIENCE THROUGH FACILITY
DEVELOPMENT

CROMWELL SQUASH CLUB



OVERVIEW

A 2009 club membership and community survey indicated that the Cromwell Squash Club facility was the biggest barrier to participation growth. With tired looking ablutions, outdated kitchen / bar areas, and a non-welcoming lounge, a third court, new changing / shower / toilet facilities and a new kitchen were proposed. With a deadline of 16 September 2015 to hold the D-Grade SuperChamps finals, the project was finally completed some five hours before the start of the tournament. The result so far has exceeded expectations with an upgraded facility that is now welcoming and accessible to the public - also holding events for non-squash groups.

CHALLENGES

Funding

The facility upgrade required \$400k. However, the Club was initially turned away from funders and given advice to demonstrate community benefits and evidence of self-funding.

Time

The upgrade required a number of jobs to be carried out at the same time rather than being finished before starting the next as the Club faced the deadline of 16 September 2015 to finish renovations to host the SuperChamps finals.

SOLUTIONS

Partnerships & Programmes

The club linked with their Regional Sports Trust, and approached local schools to offer their facility and a beginner coaching programme free of charge. Beginner players were targeted and free weekly introductory programmes and open nights offered to attract more people within the community.

Fundraising & Volunteers

Volunteers assisted with fundraising initiatives such as two day cattle sales, firewood sales, acting as officials and manning the bar at Highland Motorsport Park meetings.

RESULTS

100+

Playing members receiving benefit of upgraded club facilities.

\$100k+

Raised by club volunteers through fundraising.



Community involvement.

CONCLUSION

It was apparent early on that the Cromwell Squash Club had work to do in raising its' profile within the community. As a result a number of initiatives were launched to engage many partners, schools and businesses, all done by a strong and committed group of volunteers working towards a strategic plan.

The Club acknowledge the key role that Don McDonald played throughout the project and his leadership, determination and dedication to getting the club back into the community is the reason why they are celebrating success. The upgraded facility will undoubtedly attract and retain members for years to come and has already created positive attitudes towards squash as a sport and recreational pursuit for Central Otago.