



Wellington

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### From \$75 for a 6 Month Squash Membership at Squash Wellington, 12 Locations

\$75

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\$149

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2 bought!

# CASE STUDY:

## INNOVATIVE APPROACHES TO PROMOTING AND SUPPORTING SQUASH

### SQUASH WELLINGTON



SQUASH NEW ZEALAND

## OVERVIEW

Squash Wellington Regional Manager Willie Bicknell said "squash can be a difficult sport for beginners to engage with and it is becoming increasingly difficult to attract new players to squash clubs within the region."

With this in mind the Wellington Squash Clubs wanted to open the doors to new customers who have an interest in squash with the long-term view of presenting them with the option of committing and becoming members of the clubs.

### CHALLENGES

#### Challenge of Squash

New customers were unsure if they could actually play the game and enjoy it.

#### Expectations

Previous members left the game because their expectations weren't being met.

#### Financial Investment

Non-members don't want to invest a lot of money in a full year membership, without knowing if they would enjoy it or not.

#### Environment

Often beginners don't know anyone at the club who they could play with and that makes the Squash Club an intimidating environment.

### SOLUTIONS

#### Deal

In order to attract prospective and lapsed members to the clubs, customers were offered 6 month deals via online site *Treatme* so they could try and play squash.

#### Price

The minimum amount for a senior membership with full playing and practice rights was set at \$75 and went as high as \$94 (plus \$10 fee towards key tag).

#### Promotion

Squash Wellington and the participating 12 clubs promoted this offer and encouraged all members to tell their friends. This gave the customer's choice over where they could join and try squash and encouraged members to get members.

### RESULTS

109

Customers purchased the 6-month offer.

50

Customers redeemed their voucher at a local squash club.

5

People converted and (re)signed up as members.

## CONCLUSION

Most sports clubs are struggling to sell memberships with pay to play and quality programme options becoming the most popular way to participate nowadays. The Wellington Squash Clubs believed that people can get hooked on squash given an incentive. Offering discounted rates with no future commitment for beginner players proved a successful way to raise awareness of their clubs, its' offering and people and get new customers in the door.

However, the 6 month trial showed that clubs who benefitted the most from the promotional offer (and had newcomers sign up as members) were those whose existing members went out of their way to make a real effort to induct and connect the new players to the club and its' programme offerings. This supports research that shows people often join a sports clubs for motivation (to have fun in a selection of programmes and activities, to meet new people and to improve their skills) but stay because they make friends.

# EXAMPLE INTRODUCTORY OFFERS & MEMBERSHIP DEALS

## She Loves it. Women's membership deal

Join now, play until 31 January 2017 and only pay a 12 month subscription.

### Cost

\$400 (value \$500)

### Terms

Valid from 05 Nov 2015 until 03 Feb 2016

New members only. Full payment - no instalment plans. No refunds

## Bring a friend – two for \$50

Enjoy the summer months. Come and play 2 hours of squash at Club with a friend.

### Cost

\$50 (value \$75)

### Terms

Valid from 05 Nov 2015 until 10 Jan 2016

Must be used by two people at the same time, not separately.

## Learn to Play it.

Get your start in squash at Club. Join our popular Squash Start programme with a 3 month membership. Sign up today!

### Cost

\$500 (value \$600)

### Terms

Valid from 05 Nov 2015 until 03 Feb 2016

The Squash Start programme includes an 8-week coaching programme and 3-month membership. The coaching programme is 8 x 60 min group lessons. This programme offers the flexibility to attend lessons at your convenience. The 3-month membership is for [conditions e.g. times, days, etc.].

## FREE open day

Come out and give squash a try on [date, time]. Bring a friend, family member, son or daughter and enjoy free instruction and help to hit that ball. Equipment supplied. Great new membership deals available and special lesson deals also.

### Terms

Valid from 19 Nov 2015 until 19 Dec 2015

T&C's on new membership offers only.

## 2 for 1 Thursdays!

Grab a mate and head to the beautiful Club on Thursdays and pay only \$30 for an hour!

### Cost

\$30 (value \$50)

### Terms

Valid from 05 Nov 2015 until 30 Nov 2015

Contact the club for full terms and conditions.

## Full membership special!

Become a member at the beautiful Club for the incredible price of only \$300!

### Cost

\$300 (value \$400)

### Terms

Valid from 05 Nov 2015 until 03 Feb 2016

Redeemable until September 30th.

## Come Play it.

Come give squash a go, have a hit! Play 2 hours on Thursday evenings with friends or family and don't worry about rules!

### Cost

\$10 (value \$20)

### Terms

Valid from 05 Nov 2015 until 03 Feb 2016

Book your spot on [number] or turn up between 5pm - 6pm.

## New Members Only \$500 For 2016

Come and join Club as a new member for 2 years for \$500 with full playing rights.

### Cost

\$500 (value \$700)

### Terms

Subscriptions may be paid \$20 a month or \$40 fortnightly.

Valid from 01 Jan 2016 until 31 Mar 2016

This offer is for a minimum of a two year period.

## Learn to Love it.

Four week programme on Thursday evenings from 5.45pm till 7.15pm.

Cover all aspects of squash including serving, hitting, volleying and movement on the court.

### Cost

\$120 (value \$150)

### Terms

Valid from 05 Nov 2015 until 03 Feb 2016

## **Big day out**

Grab three of your friends and de-stress at Club.

### Package for 4 includes:

Coffee on arrival at Café

1 hour of squash

All equipment supplied

Fresh Fruit Basket

\$100 Pro Shop Voucher

\$100 Restaurant Food and Beverage Voucher - after squash

\$50 Taxi Voucher

### **Cost**

\$500 (value \$700)

### **Terms**

Valid from 05 Nov 2015 until 03 Feb 2016

To book your Big Day Out email. All vouchers must be used on the day of play. Taxi voucher for fares commencing from Club after squash. Offer Valid Weekday and Sunday afternoons. Subject to the New Zealand Liquor Laws you must be 18 years of age and over if consuming Alcohol. Offer is subject to available court times.

## **Squash Start intro lessons offer**

Come give squash a go with 4 weekly lessons with all equipment provided for only \$100. Learn all the beginner basics with NAME. Wind down after with a glass of bubbles or a coffee.

### **Cost**

\$100 (value \$150)

### **Terms**

Valid from 05 Nov 2015 until 03 Feb 2016

For more info contact:

## **Casual squash membership**

Includes iSquash grade and 10 hours of squash at club, anytime except before 12:30pm on weekends.

### **Cost**

\$200 (value \$300)

### **Terms**

Valid from 05 Nov 2015 until 03 Feb 2016

Casual Membership up to 31st October 2016