



# CASE STUDY:

INNOVATIVE WAYS OF INCREASING  
PARTICIPATION AND MEMBERSHIP

**SQUASH CENTRAL: COACHFORCE**



**SQUASH**  
NEW ZEALAND

## OVERVIEW

Coaches of squash programmes are often parents who volunteer to lead and who have limited skills at managing groups. To assist coaches of club and school players with being able to provide appropriate coaching, Squash Central utilised the national CoachForce programme – which puts an emphasis on coach development (coaching the coaches) – to upskill the coaches in their clubs and schools. This training of coaches then enabled the club and school coaches to go and develop their athletes using best practice information and methods.

### CHALLENGES

#### Coach Training

In the past, coaches were required to attend a block (one-size-fits-all) course and afterwards there might have not been any opportunities to develop further.

#### Course Content

Getting the balance between offering theory and practical information to help the coaches upskill in areas that are relevant to their coaching needs.

#### Resources

Lack of time and money was identified as two major barriers preventing coaches from travelling to and attending coach development opportunities.

### SOLUTIONS

#### Coach Development Framework

It is now recognised that learning needs to be ongoing. 25 modules currently exist as part of the Coach Development Framework. Each allows the coach to upskill themselves in areas that are important to them.

#### CoachForce

A network of regional CoachForce Officers and Facilitators are now trained to travel to clubs and schools to provide the range of coach learning opportunities.

#### Investment Funding

The 11 regional District Associations are invited to apply for Investment Funding which can be used to help fund coach development opportunities each year.

### RESULTS

13

Modules offered in the Central District this year.

75

Coaches attended a module workshop this year.

3

CoachForce facilitating coach development opportunities.

## CONCLUSION

Squash Central decided to offer a number of Coach Learning Modules as opportunities for coaches to learn new skills in a friendly and supportive environment. Squash Central's CoachForce Officer Sally Stantiall's role was to help upskill coaches by facilitating a range of engaging and informative learning activities that were supported by a special resource pack in each module.

Squash Central received CoachForce Investment Funding from Squash New Zealand to enable these development opportunities. This funding has allowed Squash Central to offer more opportunities to current coaches while also attracting new coaches to the game. Both the quantity and quality of grassroots coaches are vital to the growth and development of squash and Squash New Zealand's support and investment has resulted in both an increase in playing and coaching numbers as well as raising the profile and enjoyment of the game throughout the Central region.