



# SquashFit

## Insights and Advice

HOW TO PUSH YOURSELF FURTHER





## Welcome to SquashFit!

SquashFit is a high energy training programme that uses a comprehensive set of 50 pre-packed and self-explanatory exercise cards (20 skill and 30 fitness) and provides participants with fun activities that they will enjoy doing. It is also available in digital form.



As a coach, you can lead your players through the proven moves and techniques pumping out encouragement and motivation – helping them achieve more than on their own. They'll leave the courts feeling challenged and ready to come back for more. You will also help them form connections with others so they have a group of people with whom to play and workout with. Always setup the sessions, demonstrate and explain each activity. Once all the technical and safety cues are done, get people active. Remember, have fun and enjoy!

## Why you should use SquashFit

SquashFit is the perfect solution for your club and is an easy way for participants to improve cardiovascular fitness, hand-eye coordination, squash skills and health and fitness levels. Group programmes provides your members with enjoyable experiences and social interaction – their two main needs. Not only is SquashFit a great magnet for players, but it is also an effective retention tool which will help them connect with other members and your club.

## How to make SquashFit work

SquashFit can be purchased online. Squash New Zealand will provide the advice. Your regional District Association will provide the support. But it's the club which actually makes the programme happen.

The club not only needs to implement SquashFit, it also needs to provide constructive and regular feedback to Squash New Zealand so that we know what needs improving. In addition, we also need clubs to collect and submit information through Activity Reporting so that we can show progress to our major funders and potential sponsors to continue creating engagement.

## What people want from a workout

Research shows people consider the following very important when choosing fitness activities:

- Results which show they are achieve their goals.
- Motivation to be healthier and happier.
- The feeling that they are part of a group.
- Being able to train in a short time and at a cost that suits them.

## Why squash players love SquashFit

- Improves performance by increasing strength, speed and cardiovascular fitness.
- Builds a lean, athletic looking body by elevating heart rates into the aerobic training zone to burn calories fast.
- Participants feel the group effect by working out with others.
- Uses simple full-body exercises which enables participants to determine the intensity of their workout.

It is important that the coach delivering the SquashFit programme highlight all of these elements in every session.

## Structuring SquashFit

The SquashFit programme is flexible and the duration can be adjusted based on court availability, number of players, etc.

Some examples:

60 minute session	40 minute session
Warm-up: 5 mins Skills: 20 mins Fitness: 20 mins Conditioned Games: 10 mins Core Exercises: 5 mins Cool-down	Warm-up: 5 mins Skills and Fitness Circuits: 30 mins Core Exercises: 5 mins Cool-down

## Post workout

The end of the session is one of the most important times for the coach to connect with the participants.

- Acknowledge how great every single person did because they just got through a gruelling workout.
- Make contact with every person - high fives, a quick word and let them know when they can come back for more.

# Setting up SquashFit

## STEP 1: Establish your programme and membership goals

Setting participation and membership goals for your squash programmes is a must. Giving your club targets motivates and inspires its' members and gives them a sense of what is possible. From a club management perspective, you can plan your expenditure and prioritise your action plan based on the growth you can expect to see within your club.

	Baseline (NOW)	3-5 year target	1 year target	3 month target
Membership (number signed up each year)				
Participation (number attending each week)				

## STEP 2: Schedule your programme

The ultimate benchmark of a timetable is the number of people it draws in. Always measure success by how many people are playing squash every week. Findings show off-season (January – March) are good months to run more frequent training sessions. Tuesdays and Thursdays between 6am – 8am are considered the most accessible days and times during the season.

Questions to consider:

- How many people can you fit onto the available courts?
- Are you limited by the amount of equipment you have?
- Are you planning to upskill enough people to deliver the programme?
- When does it suit people to come to your club?
- How long do people want to commit for?
- How does the event calendar affect your available court space?
- What will you do to promote your programmes?

## STEP 3: Find and train a pool of coaches

One of the most important factors in the success of any programme is the quality of people who deliver it. A team of quality coaches can bring hundreds of people to your facility through retention, new membership sales and opportunities to grow. Use the Coach Recruitment Guide to help you attract and develop superstar coaches.



#### STEP 4: Let your members know

Boosting your participation and membership numbers depends on your club's ability to sell your programme to both existing members and future participants. Give them first-class knowledge so they can effectively communicate this to others.

- Introduce your club goals for the programme and membership.
- Get coaches to provide a taster of the programme so the rest of the membership can experience it and provide any suggestions.
- Give each member a copy of the programme information.

#### STEP 5: Promote the programme

- Tell everyone in your club, their friends and prospective members about your SquashFit programme.
- Create promotional documents, website content and newsletters.
  - Send promotional emails to your existing members and guests.
  - Put posters up around your club in common areas.
  - Hand flyers out to coaches, members, friends, networks and prospects to distribute as needed.
- Utilise the FREE community notice boards, your local radio station and newspapers.
- Use your website, social media pages and other online websites to promote each session. Keep adding photos and videos.

#### STEP 6: Report the programme

Collecting activity information can be used to identify the trends of what's working and where there's room for improvement. This enables you to accurately report on player participation, plan effective member retention strategies and make informed decisions about key club activities.

- Record the names of each individual who attends each session.
- Remember who delivers each session and at what location, on what day and at what time.
- Input these details into iSquash Activity Reporting.

A screenshot of the iSquash Activity Reporting web form. The form is titled "Activity Reporting" and includes fields for "District/Club" (a dropdown menu), "Reporting Period" (a date range selector), and a table for entering session details. The table has columns for "Start Date", "End Date", "Coordinator", "Programme / Activity", and "Venue". Below the table are fields for "Male", "Female", "Sessions", and "Notes". There are "New Activity" and "Cancel" buttons on the right side of the form.

Start Date	End Date	Coordinator	Programme / Activity	Venue
dd/mm/yyyy	dd/mm/yyyy		Select Programme	Select Venue

- Give us your best SHOT by completing the post-programme survey.



## TIPS FOR COACHES:

If you're a coach, here's our suggestions for making the most out of SquashFit ...

- Let participants know what is coming up during the workout.
- Demonstrate any initial moves.
- Say it is them versus themselves. Let them slow down or stop if they need to.
- Work as a team to pull each other through.
- Remind participants they can do it.

## FAQs

How fit do I need to be for SquashFit?

Workouts are designed to challenge YOUR fitness. Exercise modifications allow everyone to push their individual limits.

What do I need for a SquashFit class?

All you need is comfortable workout clothes, supportive shoes, a drink bottle and a sweat towel.

How many times a week should I do SquashFit?

SquashFit is designed to complement your regular squash schedule. Doing a SquashFit workout twice a week will give you awesome results.

Is SquashFit safe?

All of the SquashFit exercises have safety and science at their core. They've all been tried and tested for safety and results.

## Important Facts

- ✓ Programmes should be open to both members (possibly discounted) and non-members. This will allow your club to cater for both membership retention and participation growth.
- ✓ Coaches should be incentivised to convert as many programme participants to club members as possible. We suggest either paying coaches a baseline plus commission, or paying them based on the number attending minus court hire costs. This means the coach will be motivated to convert new members, because then they can earn more!
- ✓ It is essential that the coach provides all players with opportunities to practice in between sessions in order to reinforce learning, develop confidence and to direct participants to suitable playing opportunities at the conclusion of the programme.

For more go to [www.nzsquash.co.nz/play-squash/ways-to-play/squash-fit.cfm](http://www.nzsquash.co.nz/play-squash/ways-to-play/squash-fit.cfm) ->

# Warm-Up

Stiffness through muscles and joints is one of the most obvious physical limitations of being cold. There are many adjustments your body needs to make prior to moving around the court, which means a suitable warm-up is essential – all year round!

Warming up your body increases blood flow to the working muscles which results in decreased muscle stiffness, reduced risk of injury and improved performance. It also encourages psychological preparation by helping you focus on the game.

A proper warm up will:

- Release adrenaline which increases your heart rate.
- Increase blood flow which enhances the delivery of oxygen and nutrients.
- Warm your muscles to make them more flexible.
- Prime your nerve to muscle pathways to be ready for the match.
- Prepare you mentally by clearing your mind and increasing your focus.

These changes don't happen instantly. You should start your warm up at by going easy and gradually increase the intensity until you are ready to play.

# Cool-Down

Cooling down gives your body the chance to benefit from the oxygen-rich blood floating around your muscles that are now ready to recover. Ending your squash match or training with a cool down has huge benefits. It will not only enhance your body's recovery but will help keep you playing more often. An effective cool down is as simple as slowly reducing your activity levels until your heart rate and breathing return to normal. The key lies in the gradual reduction.

This is as easy as spending 5-10 minutes doing a slow jog, bouncing on the spot or simply walking around. Adding (static) stretching into this routine is ideal as lengthening muscles after they have been used helps to release the tension and aids recovery. The trick is to hold each stretch for at least 30 seconds and repeat on each side. When stretching remember to increase the tension gradually to create a gentle stretching sensation in the target muscle group. Science proves that it is best to leave this type of stretching to the end of your activity because if you use static stretching during the warm up it can be detrimental to muscle use during exercise.

Try to incorporate a cool down into your regular squash routine. You'll soon find your flexibility will improve and you will leave feeling calm and centred, long and strong and ready for more.



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