

## Racquetball In Ireland - How Do We Grow The Sport We All Love?



### Foundation and Grassroots Development - Where Is Racquetball In Ireland Now?

#### **Assessment:**

Analysis of the current state of Racquetball in Ireland, identifying strengths, weaknesses, opportunities, and threats.

#### Strengths:

- Club Network In Situ
- 18 National Events Annually
- 400 Players, 30 Clubs
- A committee who are growth & development oriented
- Development Plan for future success

#### Weaknesses:

- Financial
- Resources - Personnel

#### Opportunities:

- Increase Grass Roots Local Racquetball
- Healthy local club scene that is competitive
- Coaching Structure

- Junior Development Programme to compete at International Level (see below)
- Share & Celebrate the wins.

Threats:

Slow Development & Lack of Momentum

### **Grassroots Programs:**

Introduce beginner-friendly programs in schools, community centres, and local clubs to attract new players and generate interest.

#### **Promotion:**

Launch a marketing campaign to raise awareness about Racquetball and its benefits, targeting both players and potential enthusiasts and influencers.

#### **Youth Engagement:**

Develop youth-focused initiatives, such as tournaments, workshops, and school partnerships to create a pipeline of new players.

## **Coaching Structure and Player Development**

### **Coach Training:**

Work closely with Sport Ireland to establish a structured coaching curriculum and certification process.

- Foundation Level Course generated 107 coaches to date
  - 10 of whom are active

### **Level 1 Coaching Course**

- Currently being developed with RAI Development Committee ( MH, FP, MC, JG, PH) & Sport Ireland (VG)
  - Completion date expected later end of 2024.

### **Coaching Clinics:**

- Organised coaching clinics and workshops for both beginners and advanced players, focusing on skill enhancement and technique.
  - MC, JOK, MH, & others running active clinics around the country

## **Exhibition Racquetball - A Huge Success - Team Dovetail**

Generate hype , chat with very positive turn out in each club

Demonstrates the interest for something more .

This just needs to be evoked.

**Talent Identification:**

Identify and nurture talented players for potential national and international competitions.

Tournament Rankings

Talent List

Long Term Player Development Pathway : Age 8 to 18

- Year 1
- Year 2
- Year 3
- Year 4
- Year 5
- -to Year 10 -

**Goals:**

To design a junior development programme that will support, and develop junior athletes to produce players who will be able to compete in the Gold division in Junior World championships.

Eg: U 12 - 14 s - Quarter to Semi Final Gold Division Places in 2027

Eg U 14- 16 s - Quarter Final to Semi Final Gold Division Places in 2029

U18s Quarter to Semi Final Gold Division Places by 2031

Translated to a National Level:

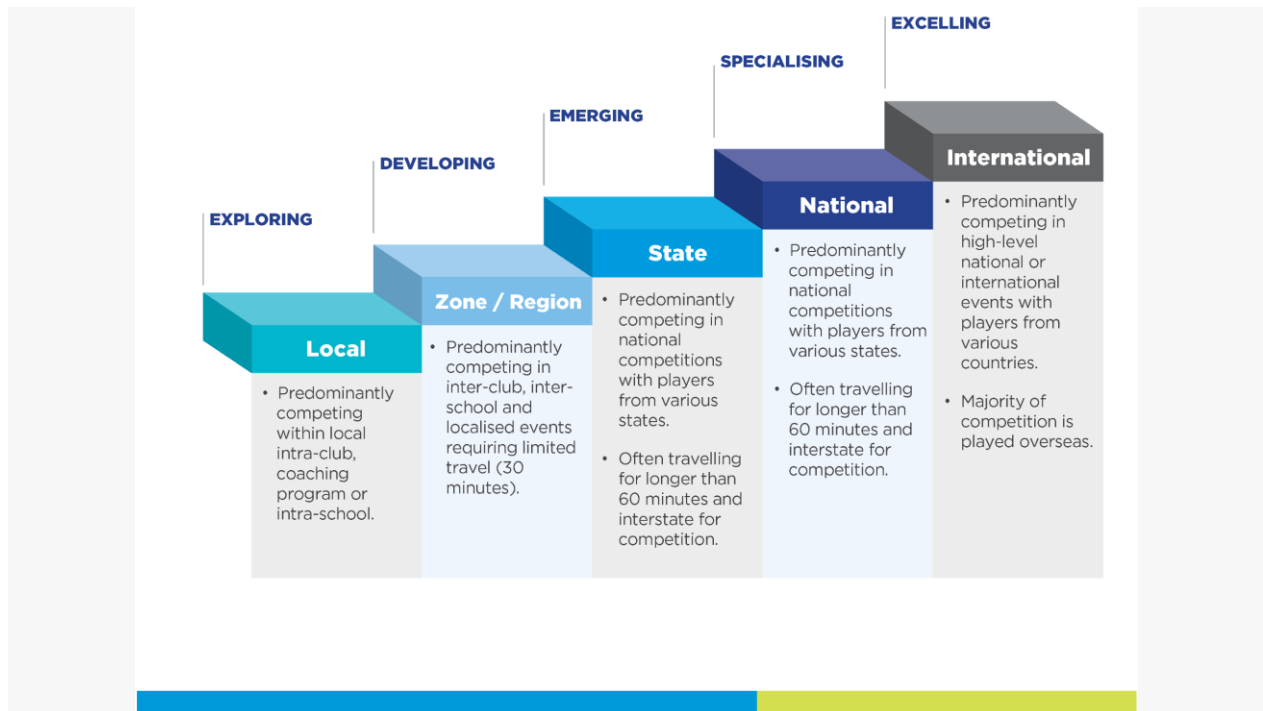
To have:

U 14 Juniors winning D & C events

U-16 Juniors competing / winning B events

U-18 Juniors competing /winnings Open Events

## Player Pathway



### Long Term Player Development Pathway

Create a clear player pathway from novice to advanced levels, with opportunities for progression at each stage.

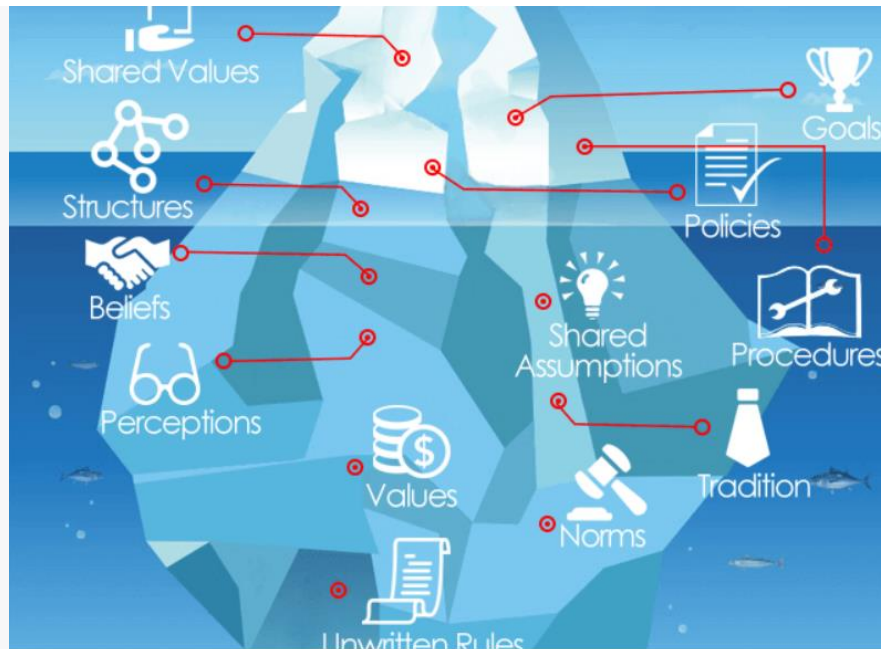
To create video content to support each phase of this pathway

Make this content available to relevant parties to facilitate and support coach and player development.

Establish feedback systems , Reflect & Act.

### Grass Roots Racquetball Are Our Foundation

Are We Building Our Base?



Community and Club Network Are Critical To Having A Stable Platform to Allow Growth & Support Life Time Involvement

### **Club Support:**

Provide resources and guidance to existing clubs to enhance their offerings and attract new members.

Provision of :

- Beginner Kits
- Fundamentals of How to run a club league , internal ladder, etc

### **New Club Development:**

Encourage the establishment of new racquetball clubs in areas with limited access to the sport.

### **Inclusive Environment:**

Promote inclusivity and diversity within the racquetball community, ensuring everyone feels welcome to participate.

### **Social Events:**

- Organise regular social events
- Leagues,
- Inter-club competitions

Foster a sense of community and competitive camaraderie.

Capture these events on photo , video and share on your club social media pages and with the RAI for marketing .

## Regional Expansion and Partnerships

### Regional Growth:

Focus on expanding the sport's reach to different regions of Ireland, establishing regional hubs for training and competition.

### Partnerships:

Collaborate with local sports organisations, schools, universities, and businesses to create mutually beneficial partnerships.

### Media Exposure:

Increase media coverage through:

Websites

- social media platforms
- local newspapers to showcase the achievements of players and clubs
- Invite local sporting legends / influencers to partake in a local competitions and provide video reviews.

### Sponsorship:

Seek sponsorship opportunities to secure funding for tournaments, events, and grassroots initiatives.

## Sustainability and National Recognition

### Sustainability:

Ensure that the developed programs and initiatives are sustained with a focus on continuous growth.

### National Events:

- Regional
  - Connaught
  - Munster
  - Leinster
  - Ulster
  
- National Level
  - All Irelands
    - Masters
    - Senior

- Junior

Host larger national tournaments, championships, and exhibition matches to showcase the progress made in Racquetball.

Leverage the power of marketing, influencer and social media to generate intrigue, and demonstrate the diverse skill set required to play the sport.

#### **Social Media Channels:**

**Share Wins, Motivate, Inspire, Support, Grow, Vibrant**

Facebook

Instagram

Tic Toc

Twitter

Linked In

#### **International Tournaments:**

**European Championships:**

- [Hamburg Sept 2023](#)
- Womens & Mens Team Representing

**World Senior Championships** : New Mexico Aug 23.

World Championships Aug 2024 - TBC

[The World Games](#) - Chengdu, China Aug 2025.

**Recognition:**

Work towards gaining official recognition and support from relevant sports governing bodies and government agencies.

Celebrate each milestone with others at a club, national and international level.

Be proud of your success because

# SUCCESS BREEDS SUCCESS.

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People want to be part of something that is successful.

## **Long-Term Strategy:**

Develop a long-term strategy for the further advancement and consolidation of racquetball's presence in Ireland.

- What is the Five Year Goal
- What is the 10 Year Goal

Remember:

- We have to be adaptable and flexible
- Look for regular feedback & share with each other -
- If there is a problem :
  - Present it from a constructive criticism perspective.
  - Regularly review and adjust our plans based on feedback and progress.

Ask the right questions - get the write answer .

Keep up the good work

