

Visiomed Office Park, Block 2, Unit 5
269 Beyers Naude Drive, Blackheath, 2195
P O Box 5815, Cresta, 2118
Tel: (011) 476-6075
Fax: (011) 476-6083
E-mail: info@bowlssa.co.za
Website: <http://www.bowlssa.co.za>



26 October 2016.

**TO: DISTRICT SECRETARIES
EXECUTIVE
MEDIA**

CIRCULAR 78/2016

Club Participation in the 1Sport4Life Campaign

Club Secretaries and Administrators are encouraged to participate in the 1Sport4Life campaign, which is aimed at introducing non-bowlers to the sport and connecting new bowlers with their local bowling clubs.

1. Visit www.1sport4life.co.za/club-signup and complete the form with your club's information. Clubs who have already done this do not need to repeat this step. To see if your club is already listed, visit www.1sport4life.co.za/find-a-club and zoom into your area on the map (use the + and - buttons at the bottom right corner of the map) to find your club.
2. Encourage your members to follow and interact with 1Sport4Life on social media:
Facebook: www.facebook.com/1Sport4Life
Instagram: www.instagram.com/1sport4life
3. When your club shares photos and events that are relevant to the non-bowling public (for example: beginner workshops or Open Days), use the hashtag #1sport4life in your post and we will share your photos with our followers.
4. Share the 1Sport4Life website with your network and use it as a resource for potential bowlers to find out more about how to get started in the sport.
5. From 1 November: Share news from www.1sport4life.co.za/news with your network via email and social media.

On the website, clubs are rated according to the following criteria:

- How responsive the club is to email communication
- Whether or not the club has appointed a dedicated welcoming person or committee, primarily focussed on welcoming new bowlers and making them feel at home
- Active school or youth programmes offered by the club
- School teachers' coaching programmes offered by the club
- Whether the club has active registered coaches and/or technical officials
- Business League competitions or similar corporate days aimed at local businesses
- Open days or activities to encourage non-members to visit the club and try bowls
- Other initiatives aimed at growing the sport, aimed at non-bowlers
- Whether the club is entirely wheelchair-friendly
- Whether the club supports more than one main language

Phase Two of the 1Sport4Life website will be rolled out in November and will feature a list of all the participating clubs' details as well as their 1Sport4Life rating.

A handwritten signature in black ink, appearing to read "John Ravenscroft".

**JOHN RAVENSCROFT
OPERATIONS MANAGER**

Executive Committee:

President: Kallie Haupt, Vice President: Rob Forbes
Members: Heather Boucher, Trevor Davis, Charles Levy & Andrew Strong