



# Bowls South Africa Development



## CHANGING ATTITUDES

Without doubt, development takes on different values for different people. In South Africa, the word development has incorrectly tended to deal almost exclusively with the underprivileged or poorer end of the social scale. Many people think that development is only about bussing black people from townships to bowling clubs. They could not be more wrong!

For the sake of clarity, we should accept that development is a process of providing people of all ages, colours and creeds, the opportunity to play this wonderful game of bowls. Bowlers need to be educated about development – what is in it for Bowls, what is in it for them and how they can contribute.

What makes the marketing of development different is that it is something relatively new and exciting. It is in itself the opportunity to revitalise with vigour a centuries old game – an opportunity to be creative and do something for bowls. When we market development, we become a catalyst for the creation of ideas. We need to sell the benefits of development to Clubs and members in accordance with a well orchestrated plan.

In asking bowlers, Clubs and Districts to subscribe to development, we are not asking them to give up their existing habits of playing bowls and socialising, but rather to add development in all its aspects to their membership of a club. Development is taking what we are already doing and organising efforts in a more effective way. We need to sell people the idea of playing and joining a club.

Another means of changing attitudes towards development is to ensure that the existing bowlers are not left out of the equation.

When marketing development to Districts, Clubs and members, we need to understand that selling is not telling! Telling is often directive, instructive or even bragging about achievements. It usually uses an aggressive approach rather than the assertive approach necessary to persuade people to buy into the ideas for development. Selling involves listening, questioning, discussing and understanding. This allows people to make their own contributions to the ideas for development, allowing them to participate and take ownership of projects – an absolute necessity when involving volunteers.

When ordinary members see that they too may benefit from a development project, whether they utilise the opportunities provided or not, they are generally more open to other ideas regarding development.