



Bowls South Africa Development



THE DISTRICT DEVELOPMENT COMMITTEE

The Committee needs to **establish a habit in all Clubs** to develop the sport of bowls and to accept that it as part of a process of the existence of the sport.

Further, the Committee needs to ensure that Clubs have the right information at their disposal so that bowls can be one of the options that are included in the array of many other sports

ITEM 1

THE CHARACTERISTICS OF A DEVELOPMENT TEAM

- The committee must be keen and enthusiastic and have a clear understanding of what is meant by developing or marketing this game of ours.
- The ability to hold a team together is important and each individual team member must know where the expertise of each member lies.
- The team members must be able to speak in public and address groups on marketing bowls or on development in general.
- The team must know where development fits into the bowls strategy.
- It is important for a team to have a creative and enquiring approach and be able to encourage bowlers to use their imagination for the benefit of bowls. Inter-personal skills should be a strong point for a development officer.

ITEM 2

PERSONAL ATTRIBUTES NECESSARY WITHIN A DEVELOPMENT TEAM

- Must be people/bowler orientated, approachable, compassionate with a desire to help people.
- Have a positive attitude with a high degree of creative flair tempered with a reasonable degree of logical, practical thinking with a clear view of current reality. (Reaching for the stars with 1 foot on the ground!)
- Capable of networking diplomatically – *“establish and maintain relations, and use persuasion and compromise to achieve objectives”*.
- Create an ambience conducive to enquiry and creativity.
- Practice listening.
- Be articulate – a good speaker and communicator.
- Must be enthusiastic and energetic.
- Needs to be open, honest, trustworthy and sincere with no hidden agendas.
- Be future-oriented, while operating in the current reality – agents of change.
- Analytical abilities, in order to break up a problem into elements in order to find practical solutions, view it conceptually to see how the elements fit into the whole and their relation to each other.
- Be prepared to accept responsibilities and be held accountable.

ITEM 3

SKILLS AND KNOWLEDGE NECESSARY WITHIN A DEVELOPMENT TEAM

- Competence in organizing and running projects.
- Effective oral & written communications capabilities to deal with, e.g.: sponsors, the media and participants.
- At District level, it is recommended that at least one coach, technical official is involved.
- At Club level, it is recommended that at least at a Coach is involved.
- The ability to read, assimilate and comprehend a complex text quickly.
- The ability to research and acquire knowledge quickly for submission to decision-makers.
- Have a good memory and able to recall discussions and their outcomes.

ITEM 4

GOALS OF THE COMMITTEE

There must be a common goal, namely, to increase the retention rate of players and get more people to play the sport.

In considering the development of our sport, the Committee must look at:

- 4.1 the awareness of the sport among the public
- 4.2 change the image of the sport
- 4.3 the access and approach to the "masses" in general
- 4.4 emphasizing the sporting, quality, leisure and social aspects of the game
- 4.5 maintaining existing membership
- 4.6 making the sport more attractive
- 4.7 increase the participation rates of the sport at all levels
- 4.8 increase the retention rate of players within the sport at all levels

The **core objectives**, therefore, are to:

Market the Sport of Bowls in all its ramifications as a vibrant, dynamic and exciting leisure activity to all people in South Africa.