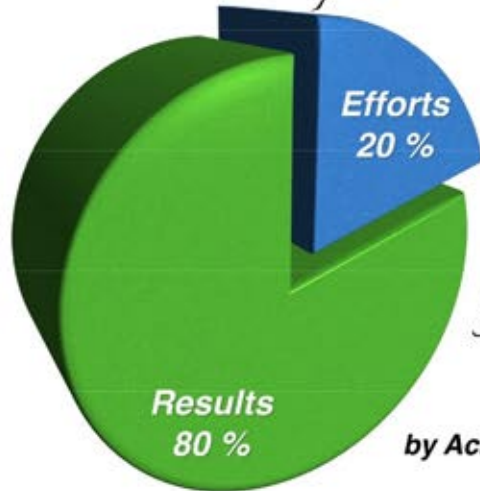


The Pareto Principle



***The Secret to Success
by Achieving More with Less***

NATIONAL STANDING COMMITTEE: MEMBERSHIP AND MARKETING PLAN

The following strategies are deemed as priorities for immediate funding and implementation. This supports the Pareto principle of implementing the most important 20% of strategies and the 80% less important strategies will take care of itself equaling 20% efforts creating 80% of the results.

The aim of all of these strategies are to promote bowls internally and externally, facilitate communication and coordination as well as increase overall membership. It needs to be noted that the decline in membership and

goodwill over the past number of years, resulted in a huge disconnect between clubs, districts and Bowls SA (vertically and horizontally) and this gap will not be closed by short term strategies but through strong leadership and management on all levels, discipline, accountability, loyalty and dedication in the long run. However we have to start with a clear plan to kick start the process.

Vision:

To position bowls in South Africa as a sport of choice for everyone.

Mission:

To create benefit awareness associated with lawn bowls that will attract new members and retain current members through:

- Brand development
- Targeted integrated marketing
- Club development, support and their buy into growth agenda

- Innovative product offering
- Monitoring and evaluation

The following is an extract of the overall plan drafted and submitted in February 2016 to EXCO for funding and approval:

Just to recap: The strategic priorities or key focus areas are:

- Brand development
- School and Tertiary membership development
- Business leagues growth, development and membership incorporation
- Membership value proposition and recognition for current players and behind the scenes officials
- External marketing to increase membership
- Members transitioning from other sport codes
- South African u/19 and u/25 Inter-district tournament
- District and Club assistance and support
- National Standing Committee operations
- Forces – the virtual district

These priorities will remain and new priorities will be added as needed for the next five years or at least until the status quo is of such a nature that the membership and club growth are at exceptional levels.

Strategic Priority	Key activities	Action plan	Key performance areas	Timeline	Responsibility
National Standing Committee on M&M operations	Marketing manager	Appoint and provide in-service training to newly appointed marketing manager;	Appointment will reflect BSA's commitment to growth; All strategic priorities of M&M	Immediately - crucial	EXCO and NSC M&M

Strategic Priority	Key activities	Action plan	Key performance areas	Timeline	Responsibility
		Appointee works from home;	coordinated as set out in job description; Marketing of lawn bowls.		
Brand development	Website	Upgrade and update current website	User friendly and vibrant look and feel; Web-based resource library Adequate and up to date info; A new and separate tab for external interested individuals to access info on bowls and how to become a member (one click information tab)	July 2016 to be launched	
Business leagues to generate funds and increase membership	Activate business leagues	Identify a club(s) in every district and launch as pilot project	Increased conversion rate; Increased revenue	ASAP - ongoing	District and Club management
Membership value proposition for current players	Relationship Marketing	Hand out welcome pack for each new club member	Value creation – welcome pack to include; - District and	ASAP - ongoing	District and Club Management

Strategic Priority	Key activities	Action plan	Key performance areas	Timeline	Responsibility
			<ul style="list-style-type: none"> club info - Code of Conduct - Rules of the game - Bowls gift (essential) - New members feel welcome and special; - Improved image 		
	Increased communication to and within clubs and districts	Appoint an active M&M official as part of the marketing committee	Effective structure; Liaison with members; Members involved in decision making; Members contribution acknowledged	ASAP - ongoing	Club and District Management
		Create an email address specifically for M&M purposes only e.g mm@bsa.co.za or mm@gmail.co.za	Current players have an open, honest and direct channel of communication to the Convener of M&M	ASAP	Bowls SA
		District visits	NSC members liaise with districts;	Ongoing	

Strategic Priority	Key activities	Action plan	Key performance areas	Timeline	Responsibility
			Establish F2F interaction to bridge the gap; Establish needs of Districts and Clubs; Give advice and guidance where required		
	Showcase and celebrate good news on a national scale	Produce monthly newsletter specifically for M&M	Exciting and good news content; Monthly publication except when featured in BSA newsletter; Sent to all members on data base and NOT to clubs alone. Districts and clubs supply content; Development agenda strengthened	April - ongoing	Anina Black
External marketing to increase membership	Draft and implement integrated marketing plan	E-marketing strategy; Implement a sustained national integrated campaign across all	Marketing manager to coordinate growth agenda; Content creation and management; Drip strategy –	June	

Strategic Priority	Key activities	Action plan	Key performance areas	Timeline	Responsibility
		platforms	right message to the right target audience at the right time on the right platform; Facebook likes increased		
	Club members recruit by word of mouth	Hold free clinics Bring a buddy day/grandchild day or an open day; Incentive offered to member who brings the most new members	Increased awareness; Bowls enjoyed; Increase membership; Training provided	July	Marketing committee at each club
BSA u/19 Tournament	Change name and divide entries into two categories	Name changes to: BSA Junior Inter-districts Championship	Gives more gravitas to tournament	Approval by July	BSA
	Divide entries into two categories	Introduce Novice section (accumulated years of play 8 or less per team) Introduce Open section (accumulated years of play more than 8 per team)	Protect younger players from being 'slaughtered' by older and more experienced players	Approval by July	BSA

Strategic Priority	Key activities	Action plan	Key performance areas	Timeline	Responsibility
BSA u/25 Championship	Increase age to u/30	Include older players	Catch the players between 25-30 years who fall out of the system; Increase competitiveness; Increase the numbers; Increase the quality of the championship		
Club assistance and support to ensure the existence of clubs	Develop, compile and distribute marketing toolbox	Toolbox to include templates to assist clubs in membership growth and marketing of the sport: <ul style="list-style-type: none"> - Invitations to special days; - Poster designs; - Pamphlet and flyer designs; - Press release format; - Voucher for coaching design; 	Source designer; Easy reference for clubs available at their fingertips on a CD; Uniform applications of brand and logo's Professional image of bowls portrayed without losing the individual identity of each district and club; Expenses minimized for clubs	July	

Strategic Priority	Key activities	Action plan	Key performance areas	Timeline	Responsibility
		<ul style="list-style-type: none"> - Manual on how to get schools involved; - Manual on how to arrange a business league 			
School and tertiary membership development	Varsity challenges	Implement the varsity challenge as per schedule: Tukkies, Pukke, Kovies	Utilise trailer; Varsity calendar consulted for best time; Extensive publicity; Fun filled day with good participation; Leads followed up; Incentive for students who want to become members; Post event report	As per calendar	NSC, Philip and District Management