



# **Bowls SA Membership and Marketing 5-Year Strategic Plan Updated (2018/19 – 2022/23 Financial Years)**

***National Standing Committee for  
Membership and Marketing  
[NSC M&M]***

# 1 Vision

To create a thriving bowls community through the proactive marketing of the Sport of Bowls, the presentation of the Youth National Tournaments as well as the architecture and design of the Bowls SA brands.

## 2 Mission

- Proactive marketing of the Sport of Bowls, via all relevant avenues, and assist the Bowls SA affiliated Districts/Clubs to enhance their membership without any form of discrimination.
- To present quality Youth National Tournaments, that enhances the image of the Sport of Bowls.
- To improve the image, i.e. change perceptions of the general public, of the Sport of Bowls.

## 3 NSC M&M Tasks as Prescribed by in the *Modus Operandi*

- Adhere to and implement all current Bowls SA policy documents and the requirements of SASCOG.
- The NSC M&M shall prepare and oversee programs to:
  - Assist the Bowls SA affiliated Districts/Clubs to enhance their membership without any form of discrimination.
  - Market the sport to, inter-alia, create awareness and change perceptions.
- The NSC M&M shall furthermore:
  - **Upon request**, advise the Executive on aspects pertaining to Membership and/or Marketing.
  - Negotiate with the relevant authorities to have bowls introduced as a sport code at schools through the involvement of teachers.
  - Submit such reports as the Executive may determine from time to time
  - Maintain communication with the DSC M&Ms as per the Bowls SA Communication Policy.
  - Subject to approval of the Executive, arrange National/District Membership & Marketing Workshops, Seminars or other events to achieve set goals.
  - **Upon request**, assist Bowls SA Committees, *etc.* with the designing of brochures/pamphlets, logos, *etc.* to enhance the image of Bowls SA.
  - Undertake such other duties as the Executive may delegate from time to time.

## 4 Task Application

These are listed in Appendix A in a table and illustrated in Appendix B (time-lines) with a 5-year budget in Appendix C.

## 5 Approved By:

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*David J. Hamer*  
(NSC M&M Convenor)

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*(Date)*

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*Trevor P. Davis*  
(Executive Liaison)

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*(Date)*

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*Rob Forbes*  
(Bowls SA President)

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*(Date)*

## Bowls SA NSC M&M Strategic Plan – Appendix A

Area	Key Activities	Action Plan	Performance	Time	Responsibility
General	Meetings	Agendas set according to current and planned operations Minutes submitted to HQ and distributed to Districts & DSC M&Ms <b>Adhoc Skype meetings</b>	Minutes	<b>2 Meetings &amp; 4 Skype Meetings a Year</b>	NSC M&M
	Communication	Regular emails between NSC M&M members All members review, comment on and accept all documents, etc. relating to all NSC M&M tasks & communiqués	Documents produced through review and consensus	On-going	NSC M&M
	Accounts	Keep track of all claims, invoices, payments, etc. for all NSC M&M accounts Regularly cross-check & correct HQ accounts	Monthly summaries	Monthly	NSC M&M and Bowls SA Office
	Annual Report	Provide the Executive Committee with the NSC M&M Report	Report published in the BSA Annual Report	Annually (Apr)	NSC M&M
	Strategic Planning	Review plan & update	Updated Plan with associated time lines & budgets	Annually - <b>After BSA Strategic Planning</b>	NSC M&M for Bowls SA Executive approval
	Recruitment	Identify & recruit potential candidates to complete the team (Appendix D)	Applicants with appropriate skills to fit NSC M&M team	Annually (June/July)	NSC M&M
	Appoint NSC M&M members	Full complement of competent members serving on NSC M&M	Annually (Sept)	<b>Bowls SA Executive</b>	
Membership Growth	Youth	Youth <b>Month</b> Events	Non-Bowlers participate in events – introduced to bowls as a sport	Annually ( <b>Jun</b> )	NSC M&M., DSC M&M & Clubs

## Bowls SA NSC M&M Strategic Plan – Appendix A

Area	Key Activities	Action Plan	Performance	Time	Responsibility
		Youth Camps ( <b>Piggyback</b> on the Trailblazer Youth Camps – SRSA project)	<b>Introduce Bowls as an activity at Trailblazer Youth Camps</b>	<b>Annually</b>	NSC M&M (supported by NSCC and other institutions)
		Schools Programme – Approached selected schools (i.e. Curro Schools) to introduce Teachers (and later Scholars) to Bowls	Teachers participate in “Business Leagues” and other Bowls activities  Teachers apply to be trained as Level 1 Coach and take lead in introducing bowls to the scholars	On-going	NSC M&M, DSC M&M, Clubs & NSCC
		Tertiary Institutions Programme	Students participate in Inter-Faculty/Hostel Leagues	Ongoing	NSC M&M., DSC M&M & Clubs
	Disability	International Disability <b>Month</b> Events	Non-Bowlers participate in events – introduced to bowls as a sport	Annually ( <b>Nov</b> )	NSC M&M, NSCD & PDBSA
	General	Business Leagues	Encourage Districts/Clubs to host business leagues	Ongoing	NSC M&M, DSC M&M & Clubs
		Players leaving other Sport Codes	Encourage Districts/Clubs (especially multi-sport clubs) to invite other sport codes to a Bowls Day.	Ongoing	NSC M&M, DSC M&M & Clubs
Membership Growth (Continued)	General (Continued)	Annual Bowls Awareness <b>Month</b>	Revival of the Annual Bowls Awareness Day. Clubs invite non-bowlers to play bowls.	<b>Annually (May)</b>	NSC M&M, DSC M&M & Clubs

## Bowls SA NSC M&M Strategic Plan – Appendix A

Area	Key Activities	Action Plan	Performance	Time	Responsibility
		Virtual District (SAPS/SANDF/DCS)	Enhance relations with these entities and encourage them to acknowledge bowls as an official sport	Ongoing	NSC M&M, Virtual District Committees
		Women's <b>Month</b> Events	Non-Bowlers participate in events – introduced to bowls as a sport	Annually <b>(Aug)</b>	NSC M&M., NSCT & WS, DSC M&M & Clubs
		<b>Cancer Awareness Month</b>	<b>Awareness of Cancer and support (donations) to CANSA</b>	<b>Annually (Feb)</b>	<b>NSC M&amp;M, DSC M&amp;M, CANSA</b>
	Toolkit	Distribution & Usage monitoring	Distribution of Toolkit documents to all Clubs / Feedback from Clubs wrt Usage	Ongoing	NSC M&M, DSC M&M & Clubs
		Encourage Districts and Clubs to use the Toolkit	Toolkits already distributed are used	Ongoing	NSC M&M
		Review & update	Review contents (modules) of the Toolkit	Annually <b>(Oct)</b>	NSC M&M
Retention of Current Members	Competitive Bowlers	Encourage Districts/Clubs to host events to retain the current competitive bowlers <b>(excluding normal District/Club Competitions)</b>	Competitive bowlers increase participation in events and remain active members	Ongoing	NSC M&M, DSC M&M & Clubs
Retention of Current Members (Continued)	Non-Competitive Bowlers	Encourage Districts/Clubs to host events to retain the current non-competitive bowlers	Non-Competitive bowlers have events to keep the attracted to the sport and remain active members	Ongoing	NSC M&M, DSC M&M & Clubs
	<b>Members Moving to Different District</b>	<b>Monitor movement of Members to ensure they have required information to remain actively involved in the Sport of Bowls</b>	<b>Keep members involved in Bowls in their new District</b>	<b>Ongoing</b>	<b>NSC M&amp;M, DSC M&amp;M, Clubs</b>

## Bowls SA NSC M&M Strategic Plan – Appendix A

Area	Key Activities	Action Plan	Performance	Time	Responsibility
	Youth leaving schools	Encourage Districts to inform the NSC M&M of all youth bowlers leaving schools and where they will be working/studying	Youth are contacted and given advice wrt Clubs in their new areas and encouraged remain active	Ongoing	NSC M&M, DSC M&M & Clubs
Marketing	Internal	Produce and distribute "Get it Rolling" Newsletter	Showcase and celebrate good news - inputs from Districts and/or Clubs	Monthly or as needed	NSC M&M
		Provide live coverage of selected BSA Events via social media (Bowls GoLive)	Live feeds and live scoring, on social media, of selected BSA event - provides audience not at the venue with update info on the match(es)	Ongoing	NSC M&M
	External	Strategic Integrated Marketing Plan	Continue to enhance and update the strategic marketing plan, including all integrated campaigns.	Ongoing	NSC M&M & Marketing Manager
Sport Expo(s)		Showcase Bowls as a sport for "All for Life" at selected Sport Expos	Ongoing	Bowls SA Executive, NSC M&M, DSC M&M, DSCC & Clubs	
Communication	District Visits	Attend at least one Council Meeting/AGM in all the Districts	Enhance communication with Club Representatives and enhance awareness of NSC M&M activities, etc	Ongoing	NSC M&M
	M&M Roadshow	Present <b>District</b> M&M Workshops ( <b>Roadshow</b> ) (every 3 <sup>rd</sup> year). <b>No other District visits in this specific year.</b>	District & Club M&M Members attend a workshop – enhance awareness and ideas shared	Ongoing	NSC M&M, DSC M&M & Clubs

## Bowls SA NSC M&M Strategic Plan – Appendix A

Area	Key Activities	Action Plan	Performance	Time	Responsibility
Youth Events	U/15 Nationals	Host a high level event	All Districts enter teams in the event	Annually	BSA Executive, NSC M&M, Tournament Committee & Districts
	U/20 Nationals	Host a high level event	All Districts enter teams in the event	Annually	BSA Executive, NSC M&M, Tournament Committee & Districts
Brand Management	Enhance the image of the Sport of Bowls	Marketing activities that enhance the image, change negative perceptions, of the Sport of Bowls	NSC M&M undertake Marketing activities	Ongoing	NSC M&M



# Bowls SA NSC M&M Strategic Plan

## Appendix B – 2018/19, 2019/20, 2020/21 2021/22 and 2022/23 Financial Years' Time-Lines

### 2018/19 Financial Year

Goals		2018										2019			
		Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar		
General	Meeting														
	Communication														
	Accounts														
	Annual Report														
	Strategic Planning														
	Recruitment														
	Appointments														
Membership	Youth	Youth Month Events													
		Youth Camps (Trailblazer)													
		School Programme													
		Tertiary Institutions													
	Disability	Disability Month Events													
		General	Business League												
	Players Leaving Other Sportcodes														
	Annual Bowls Awareness Month														
	Virtual Districts														
	Women's Month														
	Cancer Awareness Month														
	Toolkit		Distribution												
		Encourage Useage													
Review & Update															
Retention of Current Bowlers	Competitive Bowlers														
	Non-Competitive Bowlers														
	Members Moving Districts														
	Youth Leaving Schools														
Marketing	Internal	Get-It-Rolling Newsletter													
		BowlsGoLive													
	External	Strategic Intergrated Marketing Plan													
Communication	District Visits														
	M&M Roadshow														
Youth Events	U/15 Nationals														
	U/20 Nationals														
Brand Management	Enhance Image of Sport of Bowls														

# Bowls SA NSC M&M Strategic Plan

## Appendix B – 2018/19, 2019/20, 2020/21 2021/22 and 2022/23 Financial Years' Time-Lines

### 2019/20 Financial Year

Goals			2019												2020		
			Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar			
<b>General</b>	Meeting																
	Communication																
	Accounts																
	Annual Report																
	Strategic Planning																
	Recruitment																
	Appointments																
<b>Membership</b>	Youth	Youth Month Events															
		Youth Camps (Trailblazer)															
		School Programme															
		Tertiary Institutions															
	Disability	Disability Month Events															
		General															
	General	Business League															
		Players Leaving Other Sportcodes															
		Annual Bowls Awareness Month															
		Virtual Districts															
		Women's Month															
		Cancer Awareness Month															
	Toolkit	Distribution															
Encourage Useage																	
Review & Update																	
<b>Retention of Current Bowlers</b>	Competitive Bowlers																
	Non-Competitive Bowlers																
	Members Moving Districts																
	Youth Leaving Schools																
<b>Marketing</b>	Internal	Get-It-Rolling Newsletter															
		BowlsGoLive															
	External	Strategic Intergrated Marketing Plan															
		Sport Expos															
<b>Communication</b>	District Visits																
	M&M Roadshow																
<b>Youth Events</b>	U/15 Nationals																
	U/20 Nationals																
<b>Brand Management</b>	Enhance Image of Sport of Bowls																

# Bowls SA NSC M&M Strategic Plan

## Appendix B – 2018/19, 2019/20, 2020/21 2021/22 and 2022/23 Financial Years' Time-Lines

### 2020/21 Financial Year

Goals			2020										2021				
			Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar			
<b>General</b>	Meeting																
	Communication																
	Accounts																
	Annual Report																
	Strategic Planning																
	Recruitment																
	Appointments																
<b>Membership</b>	Youth	Youth Month Events															
		Youth Camps (Trailblazer)															
		School Programme															
		Tertiary Institutions															
	Disability	Disability Month Events															
		General	Business League														
	Players Leaving Other Sportcodes																
	Annual Bowls Awareness Month																
	Virtual Districts																
	Women's Month																
	Cancer Awareness Month																
	Toolkit	Distribution															
		Encourage Useage															
Review & Update																	
<b>Retention of Current Bowlers</b>	Competitive Bowlers																
	Non-Competitive Bowlers																
	Members Moving Districts																
	Youth Leaving Schools																
<b>Marketing</b>	Internal	Get-It-Rolling Newsletter															
		BowlsGoLive															
	External	Strategic Intergrated Marketing Plan															
		Sport Expos															
<b>Communication</b>	District Visits																
	M&M Roadshow																
<b>Youth Events</b>	U/15 Nationals																
	U/20 Nationals																
<b>Brand Management</b>	Enhance Image of Sport of Bowls																

# Bowls SA NSC M&M Strategic Plan

## Appendix B – 2018/19, 2019/20, 2020/21 2021/22 and 2022/23 Financial Years' Time-Lines

### 2021/22 Financial Year

Goals			2021												2022				
			Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar					
General	Meeting																		
	Communication																		
	Accounts																		
	Annual Report																		
	Strategic Planning																		
	Recruitment																		
	Appointments																		
Membership	Youth	Youth Month Events																	
		Youth Camps (Trailblazer)																	
		School Programme																	
		Tertiary Institutions																	
	Disability	Disability Month Events																	
		General																	
		Business League																	
		Players Leaving Other Sportcodes																	
		Annual Bowls Awareness Month																	
		Virtual Districts																	
		Women's Month																	
		Cancer Awareness Month																	
		Toolkit																	
	Distribution																		
	Encourage Useage																		
	Review & Update																		
Retention of Current Bowlers	Competitive Bowlers																		
	Non-Competitive Bowlers																		
	Members Moving Districts																		
	Youth Leaving Schools																		
Marketing	Internal	Get-It-Rolling Newsletter																	
		BowlsGoLive																	
	External	Strategic Intergrated Marketing Plan																	
		Sport Expos																	
Communication	District Visits																		
	M&M Roadshow																		
Youth Events	U/15 Nationals																		
	U/20 Nationals																		
Brand Management	Enhance Image of Sport of Bowls																		

# Bowls SA NSC M&M Strategic Plan

## Appendix B – 2018/19, 2019/20, 2020/21 2021/22 and 2022/23 Financial Years' Time-Lines

### 2022/23 Financial Year

Goals			2022										2023				
			Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar			
<b>General</b>	Meeting																
	Communication																
	Accounts																
	Annual Report																
	Strategic Planning																
	Recruitment																
	Appointments																
<b>Membership</b>	Youth	Youth Month Events															
		Youth Camps (Trailblazer)															
		School Programme															
		Tertiary Institutions															
	Disability	Disability Month Events															
		General	Business League														
	Players Leaving Other Sportcodes																
	Annual Bowls Awareness Month																
	Virtual Districts																
	Women's Month																
	Cancer Awareness Month																
	Toolkit	Distribution															
		Encourage Useage															
Review & Update																	
<b>Retention of Current Bowlers</b>	Competitive Bowlers																
	Non-Competitive Bowlers																
	Members Moving Districts																
	Youth Leaving Schools																
<b>Marketing</b>	Internal	Get-It-Rolling Newsletter															
		BowlsGoLive															
	External	Strategic Intergrated Marketing Plan															
		Sport Expos															
<b>Communication</b>	District Visits																
	M&M Roadshow																
<b>Youth Events</b>	U/15 Nationals																
	U/20 Nationals																
<b>Brand Management</b>	Enhance Image of Sport of Bowls																

# Bowls SA NSC M&M Strategic Plan Appendix C – Budget

## 2018/19 to 2022/23 Financial Year

	2018/19	2019/20	2020/21	2021/22	2022/23	Total
<b>Marketing Manager and Related Tasks</b>						
Salary	R100 000,00	R110 000,00	R120 000,00	R130 000,00	R140 000,00	R600 000,00
Social Media Marketing	R25 000,00	R25 000,00	R25 000,00	R25 000,00	R25 000,00	R125 000,00
#1Sport4Life Project	R25 000,00	R25 000,00	R25 000,00	R25 000,00	R25 000,00	R125 000,00
<b>Sub-Total (Marketing Manager)</b>	<b>R150 000,00</b>	<b>R160 000,00</b>	<b>R170 000,00</b>	<b>R180 000,00</b>	<b>R190 000,00</b>	<b>R850 000,00</b>
<b>Operational Budget</b>						
Operational Budget	R140 000,00	R150 000,00	R165 000,00	R175 000,00	R185 000,00	R815 000,00
<b>Sub-Sub-Total</b>	<b>R140 000,00</b>	<b>R150 000,00</b>	<b>R165 000,00</b>	<b>R175 000,00</b>	<b>R185 000,00</b>	<b>R815 000,00</b>
<b>BSA Development Funds</b>						
BowlsGoLive Project	R70 000,00	R75 000,00	R80 000,00	R85 000,00	R90 000,00	R400 000,00
Toolkits	R5 000,00	R5 000,00	R5 000,00	R5 000,00	R5 000,00	R25 000,00
Business League	R4 000,00	R4 000,00	R4 000,00	R4 000,00	R4 000,00	R20 000,00
Schools Project	R10 000,00	R10 000,00	R10 000,00	R10 000,00	R10 000,00	R50 000,00
District Visits	R90 000,00	R90 000,00	R0,00	R90 000,00	R90 000,00	R360 000,00
M&M Roadshow	R0,00	R0,00	R175 000,00	R0,00	R0,00	R175 000,00
<b>Sub-Sub-Total</b>	<b>R179 000,00</b>	<b>R184 000,00</b>	<b>R274 000,00</b>	<b>R194 000,00</b>	<b>R199 000,00</b>	<b>R1 030 000,00</b>
<b>Sub-Total (BSA - NSC M&amp;M)</b>	<b>R319 000,00</b>	<b>R334 000,00</b>	<b>R439 000,00</b>	<b>R369 000,00</b>	<b>R384 000,00</b>	<b>R1 845 000,00</b>
<b>Dept of Sport &amp; Recreation</b>						
Bowls SA U/15 & U/20 Nationals	R350 000,00	R350 000,00	R350 000,00	R350 000,00	R350 000,00	R1 750 000,00
School Bowls Mats	R450 000,00	R0,00	R0,00	R0,00	R0,00	R450 000,00
<b>Sub-Total (Dept of Sport &amp; Rec)</b>	<b>R800 000,00</b>	<b>R350 000,00</b>	<b>R350 000,00</b>	<b>R350 000,00</b>	<b>R350 000,00</b>	<b>R2 200 000,00</b>
<b>Lotto Funds</b>						
BowlsGoLive Equipment	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Other Equipment	R15 000,00	R0,00	R15 000,00	R0,00	R15 000,00	R45 000,00
Roadshow	R0,00	R0,00	R25 000,00	R0,00	R0,00	R25 000,00
Youth Camp (Trailblazer)	R100 000,00	R100 000,00	R100 000,00	R100 000,00	R100 000,00	R500 000,00
Bowls Awareness Months	R15 000,00	R15 000,00	R15 000,00	R15 000,00	R15 000,00	R75 000,00
Sport Expos	R160 000,00	R175 000,00	R175 000,00	R185 000,00	R185 000,00	R880 000,00
<b>Sub-Total (Lotto)</b>	<b>R290 000,00</b>	<b>R290 000,00</b>	<b>R330 000,00</b>	<b>R300 000,00</b>	<b>R315 000,00</b>	<b>R1 525 000,00</b>
<b>Total Budget</b>						
NSC M&M	R1 409 000,00	R974 000,00	R1 119 000,00	R1 019 000,00	R1 049 000,00	R5 570 000,00
NSC M&M and Marketing Manager	R1 559 000,00	R1 134 000,00	R1 289 000,00	R1 199 000,00	R1 239 000,00	R6 420 000,00

This is the Budget with the NSC M&M Committee only having 6 Members. An increase in the number of members will require an increase in the Operational Budget.

# Bowls SA NSC M&M Strategic Plan

## Appendix D – Responsibilities

✓ Involved ✓ Lead

**Preamble:** All members of NSC M&M must be prepared to contribute to the discussions and decisions made regarding all aspects of all the projects undertaken by and that fall within the responsibility of the committee:

Goals			Members						BSA
			DH	JS	JF	AB	HD	TD	
General	Meeting		✓	✓	✓	✓	✓	✓	
	Communication		✓	✓	✓	✓	✓	✓	
	Accounts		✓	✓	✓	✓	✓	✓	
	Annual Report		✓	✓	✓	✓	✓	✓	✓
	Strategic Planning		✓	✓	✓	✓	✓	✓	
	Recruitment		✓	✓	✓	✓	✓	✓	
	Appointments								✓
Membership	Youth	Youth Month Events	✓	✓	✓	✓	✓	✓	
		Youth Camps (Trailblazer)	✓	✓	✓	✓	✓	✓	
		School Programme	✓	✓	✓	✓	✓	✓	
		Tertiary Institutions	✓	✓	✓	✓	✓	✓	
	Disability	Disability Month Events	✓	✓	✓	✓	✓	✓	
		General	Business League	✓	✓	✓	✓	✓	✓
	General	Players Leaving Other Sportcodes	✓	✓	✓	✓	✓	✓	
		Annual Bowls Awareness Month	✓	✓	✓	✓	✓	✓	
		Virtual Districts	✓	✓	✓	✓	✓	✓	
		Women's Month	✓	✓	✓	✓	✓	✓	
		Cancer Awareness Month	✓	✓	✓	✓	✓	✓	
		Toolkit	Distribution	✓	✓	✓	✓	✓	✓
	Retention of Current Bowlers	Competitive Bowlers	Non-Competitive Bowlers	✓	✓	✓	✓	✓	✓
Members Moving Districts			✓	✓	✓	✓	✓	✓	
Youth Leaving Schools			✓	✓	✓	✓	✓	✓	
			✓	✓	✓	✓	✓	✓	
Marketing	Internal	Get-It-Rolling Newsletter	✓	✓	✓	✓	✓	✓	
		BowlsGoLive	✓	✓	✓	✓	✓	✓	
	External	Strategic Intergrated Marketing Plan	✓	✓	✓	✓	✓	✓	
		Sport Expos	✓	✓	✓	✓	✓	✓	
Communication	District Visits	✓	✓	✓	✓	✓	✓		
	M&M Roadshow	✓	✓	✓	✓	✓	✓		
Youth Events	U/15 Nationals	✓	✓	✓	✓	✓	✓		
	U/20 Nationals	✓	✓	✓	✓	✓	✓		
Brand Management	Enhance Image of Sport of Bowls	✓	✓	✓	✓	✓	✓		

# Bowls SA NSC M&M Strategic Plan

## Appendix E – Job Description

### Job Description for Advertising the Vacant Post(s) on NSC M&M

Appointments to Bowls SA Standing Committees are made annually (usually by the end of September), with appointments made for one year only. The decision of who will be appointed rests solely in the hands of the Bowls SA Executive Committee.

The applicant(s) must be prepared to:

- Support Bowls SA & NSC M&M as an ambassador for bowls.
- Be prepared to prioritise NSC M&M tasks above District and Club tasks.
- Computer literate – strong in **Skype**, MS Word, Excel & PowerPoint; with willingness to learn new software – e.g. Bowls SA Membership Database operations, using cloud space.
- Critically review material developed by others in order to improve the output.
- Ability to research international methods and trends wrt the marketing of the sport of bowls.
- Ability to conduct presentations (verbal and/or visual) at the NSC M&M District Workshops.
- Work closely with his/her allocated districts to market the sport of bowls and grow membership, as NSC M&M Liaison.