



BOWLS SOUTH AFRICA DEVELOPMENT

Jack up Bowls!

We're on a roll'.....



Bowls SA DSC

Issue 1-2008 March

018 294 4909 Cell 082 927 3981 CONVENOR HERMAN VAN RENSBURG E-MAIL : hermanv@telkomsa.net FAX: 086 659 9891
 021-854 3068 Cell 072 469 8635 EDITOR ALOMA SMITH E-MAIL : alomasmith@absamail.co.za FAX: 086 518 3272

THE HABIT OF DEVELOPMENT HERMAN VAN RENSBURG Convenor: Bowls SA Dev SC FOREWORD

Once again, I want to emphasize the responsibility of Development in Bowls.

Development Committee's responsibilities are to **market**, influence, prompt and promote necessary change to enable more people to join bowls.

Therefore, we need to encourage and **establish a habit** to develop the sport of bowls and to accept it as part of a process of the existence of the sport. All Districts need a programme to raise the profile of the sport so that it is well known, respected and recognized by the public. We must recognize the fact that the image of bowls is not a positive one. Too many see Bowls as a sport for older people rather than for all ages

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

Over the past years the following long term programs were launched to enable Districts and Clubs to promote and market the sport nl.

- The Short Mat** – were taken to shopping malls, ext, so the public can get a feeling of Bowls.
- Youth Program** – Bowls were introduced to schools and currently successful programs are been run by most Districts.
- Bowls Development Guidelines Handbook** – Guidelines to help Districts and Clubs on development projects.

Programs to follow in the near future are:

- Athletes Exiting other Sports
- Corporate Leagues

To further assist Districts and Clubs, we have decided to set up a webpage with all relevant information regarding **Marketing** and **Development** of Bowls. This only will be guidelines as each District and Club will have his own circumstances. Keep an eye out for this.

“Bowls Development is part of a process of improving the number of people playing bowls.”

The Sport of Bowls has for a long time needed a **new image** and as circumstances so rapidly change in these modern times, we need to keep abreast of techniques and available advice and be communicating and connecting with our bowling fraternity, both new and old, and ensure that ours is a living sport.

Piet Breitenbach
President, Bowls SA

HOW TO RETAIN AND RECRUIT MEMBERS

*Extracts quoted from
Bowls Australia Perfect Delivery Resource Kit.*

“The challenge is to keep people coming back.”

1. Outline a range of ideas to help **retain** the membership at your bowls club
2. Outline a range of ideas to help **recruit** new members for your bowls club

Guidelines to retain and recruit members

Members are **‘the club’**. It is important to look after members so that they will remain at your club and encourage other people to join as well. Listed below are a few items that can help retain and recruit members:

- set a yearly membership goal
- market your club in the local area in order to attract new members
- emphasise the facilities and benefits of the club
- welcome new members and help them fit into the club's social structure
- get to know members and the special skills and qualities they bring to the club
- involve members in decision making and the organisation of events
- keep membership details up-to-date — use a computer database
- make sure members' contributions are acknowledged
- encourage members to bring friends to social events and competitions
- make sure your club caters for a wide cross section of your community (e.g. ethnic groups, people with disabilities, etc.)
- provide guidelines on behaviour and dress rather than strict rules and regulations — you want to encourage membership, not turn people off with an authoritarian attitude

Strong social program

Social interaction has been identified as one of the sport's greatest strengths.

Successful clubs have strong social programs as well as competitive programs.

Social programs can include both bowls (family competitions) and non-bowls related activities (bingo, quiz nights, dances).

Club initiatives

Listed below are some initiatives that can play a role in recruiting and retaining members at your club.

Member of the month

- have a member of the month board displayed in a prominent area at your club
- find a sponsor who can give a prize to monthly winners to add prestige to the award
- display the sponsor's name above the board and give the sponsor naming rights to these awards
- a photo of the monthly winners can be displayed with fun and interesting information about them, e.g. their favourite bowls player, bowls weakness, best results, etc.

Introductory membership

Develop an introductory membership category that includes **free coaching**. This removes the fear that many people have that they will not be good enough for your bowls club.

Trial membership

As one of the existing barriers for non-members is the perceived level of commitment required in joining a club, give them the option of **'try before you buy'**.

After a trial period, offer the participant the different club membership options.

Flexible membership options: Consider an option that your club offers flexible membership categories, e.g. casual member, weekend, three monthly and six monthly.

The 'instant gratification' syndrome

*People are more likely to participate in activities that are readily accessible and do not require **substantial training** or the development of **complex skills**!*

Helpful Hint!

*It is important to realize that some people do not have the **time** or the **desire to play competitive bowls**, they may just want to try bowls in a **fun, relaxed social atmosphere**. Therefore, allow the people to participate and discover this **wonderful sport of ours during their recreational time**.*

Development Management

Sports organisations are like motor cars. They do not run themselves, except downhill!

Bowls, and especially Bowls Development, is no exception. Development requires large investments in especially human and financial resources, which need to be effectively managed to ensure sustainability of development efforts in

your Club or District. Everyone plays a role in bowls development. This includes administrators, coaches, technical officials, bowlers, teachers, and all sports leaders in their various fields.

Vigilance is the key!!

Unless development takes place on an ongoing basis our Clubs will shrink instead of continue to grow and we will lose members to other activities.

In terms of people's life-span, bowls development takes place from at least 9 – 90! It is never too early or too late to provide opportunities for development in bowls.

“A difference is a difference only when it makes a difference.”

Alternative activities and formats

Modifying the game

The following are a few examples of modified formats that take into consideration the time and the recreational needs of the participants.

Twilight bowls - Players wear casual clothing (**mufti**)

Twilight bowls is becoming popular during the summer months as it is preferable to be playing in the cooler hours of the evening rather than in the heat of the day. It also provides working people with an opportunity to play bowls other than on weekends.

Fast bowls

Play fast bowls — it is fast, physical and heaps of fun. The objective of fast bowls is to allow people to participate in a game of bowls that is over within a limited period, e.g. two hours.

Singles

Provide a setting where players rotate their opposition every 30 minutes, so, subject to numbers participating, you may play two, three or four opponents in a friendly singles game, taking up an equivalent amount of time as a normal singles match.

Pairs

Try a different approach — maybe use only two bowls each with all players up one end (helps the socialising) and after everyone completes their deliveries you all walk to the head to view the outcome and score accordingly. Determine your own time limits and set rules to suit your club and its members. Remember it is modified and it is fun.

Sets play

This is a singles game played to the best of three sets, where every set is the first to seven points. It can take the form of sectional play for four to six bowlers to enable frequent rotation and limit the time of the program. Variations include playing five sets and also playing each set to nine points.

Skins

Allocate four bowlers per rink with four bowls each. The bowl furthest from the jack on each end is no longer playable. Continue with this pattern until only one bowler has any bowls to play and declare that bowler the winner.

Open draws

The open draw day is often more popular than the other days during the month.

In addition, this system has special benefits for new bowlers, as it gives them an opportunity to play with and get to know a greater number of players.

It is also beneficial for players in the lower grades as it gives them a greater opportunity to play with and against players in higher grades.

Citizen Bowls Reporter What does JOHN MCKEAG say?

"He has written about bowls for 40 years and is fearless, but fair, in attacking what he considers wrongs to bowlers."

It is particularly pleasing to see you have quoted both Alan and myself in your previous newsletter!

Please **tell bowlers** that they can read my column at www.citizen.co.za and click on the **top line** on **Sport**. A subheading will pop up with the words **Sports Columnists** at the right hand end and **click there**.

There are also guides to previous columns that have appeared in the Citizen which they will be able to print out for their own pleasure or for attaching to **club notice boards**.

Try my Bowls Discussion Forum on:
www.yourbowls.com/forum

BOWLS SA TALENT IDENTIFICATION TRAINING CAMP AT THE NEST HOTEL 9-14 MARCH 2008

This is the first time that Bowls SA have embarked on a talent training camp mainly for players of colour.

An aspect of great concern to Bowls SA was that our national teams did not represent the demographics of our country. Hopefully this training camp will identify some future Proteas.

Congratulations to the following players who were invited to the Talent Identification Training Camp at the Nest:

MEN:

NAME	DISTRICT
1. David Pillay	Boland Bowls
2. James Moshitoa	Bowls Gauteng North
3. Jacko van Graan	Bowls Gauteng North
4. Michael Prim	Central Gauteng Bowls Ass
5. Shane Gobey	Eastern Province Bowls
6. Pieter Hufkie	Eastern Province Bowls
7. Jos Radebe	North West Bowls
8. Nathan Moodeley	Northern Cape Bowls
9. Rene Dereland	Port Natal Bowls
10. Regan Jacobs	Port Natal Bowls
11. Robert Mhlongo	Port Natal Bowls
12. Edward Myeza	Port Natal Bowls
13. Morgan Munvango	Sables Bowling Ass
14. Vusi Mphale	Southern Free State B Ass
15. Basil de Koker	Western Province B Ass
16. Gavern Williams	Western Province BAss

WOMEN:

NAME	DISTRICT
1. Tracey Pillay	Bowls Gauteng North
2. Sherine Booysen	Eastern Province Bowls
3. Marlene Jacobs	Eastern Province Bowls
4. Palesa Sebakeng	North West Bowls
5. Patricia Thabalala	North West Bowls
6. Queen Thembane	North West Bowls
7. Geraldine Moodaley	Northern Cape Bowls
8. Denise Musson	Northern Cape Bowls
9. Deidre Peters	Western Province B Ass
10. Esraan Phillips	Western Province B Ass
11. Christoline Tobias	Western Province B Ass
12. Merle Valentine	Western Province B Ass

SUPER 10 WARWICK CUP Under 45s



Selections for the 'WP Super 10 Challenge Cup' are in full swing! Only the strongest under 45 players will be selected to represent the zones in distinguishing colours.

Each team will comprise of 10 players (men and women) and all 10 play simultaneously – Fours, Trips, Pairs and Singles on 12 rinks. Singles matches on a set-point basis with a tie-break if required.

Zones: There are 5 zones in the WP plus Boland
Dress Colour: They each have a dress colour code and a special team name
Prize Money: 1st Prize is R7 500 and 2nd Prize is R5 000.
Dates: Saturday afternoons 17, 24, 31 May and 7, 14 June 2008.

The intention is to provide a relaxed and entertaining atmosphere, for example music and even beer gardens at the host venues. WPBA President Sergio Martinengo's main intention was to make bowls more marketable to the media and general public

Lets hope other districts will follow suit and perhaps the district winners can challenge each other!

DISTRICT REPORTS

Eastern Province:

EP Development continues to concentrate mainly on building the Youth Bowlers of our district. We have just had our first school, Gelvandale High School, accept bowls as an official sporting code at the school. The teacher from the school, Mrs Hoggons-Booyesen has recently qualified as a Level 1 coach and the sport continues to grow from strength to strength at that school.

It is virtually impossible to get Bowls entrenched as a school sport until Bowls SA Executive complete their never-ending negotiations (since 2004!) with the national Department of Education.

Mrs H-B came on board as a result of the Bowls SA / DSRAC sponsored Awareness Days in 2004. She is our first "development" player to win 2 EP competitions in 2007 (EP Novice Singles and EP Novice Champion of Champions). She has also been selected as one of the players of colour to attend the initial training camp at The Nest (9-14 March). We wish we had at least one like her in each club!

Our U25 squad has been training since November 2007 and our U19 squad starts their training in March 2008. The first competition for the year has been held – Affiliated U25 Singles and Red Card Singles. 2 new winners were crowned this year and proudly received the red-beaded elephants that were made into floating trophies for the inaugural Singles competitions in 2007.

Limpopo: Onder 25 spanne

Voorlopige Limpopo Onder 25 spanne is op 10 Februarie tydens die Limpopo-proewe gekies. Spelers van, Potgietersrus, Tzaneen, Pietersburg en Louis Trichardt het deelgeneem.

Suid-kaap Lise de Villiers:

AKSIE ROLBAL (Verslag van Jack Nel): Hiedie nuwe konsep van rolbal is uitermate gewild onder die besigheids sektor en die belangstelling groei teen 'n verrassende tempo.

Die sukses van **Aksie rolbal** het my verwagting oorskry en dit is vir my besonder aangenaam om te verneem dat daar ander klubs is wat ook redelik sukses daarmee geniet.

Klubs van regoor die land het die **reëls** gevra en wil dit graag by hulle begin. 'n Toergroep van Engeland het by Sedgfield die reëls gekry en 'n sekere ontwikkelingsbeampte het sy klub se toekoms drasties verbeter en daarvoor die toekenning gekry vir die beste ontwikkelingsbeampte in die hele Engeland.

Die wortels spreid hulle verder uit en hopelik sal meer klubs gebruik maak van **Aksie Rolbal** vir hulle klub se ontwikkeling. Dit kan daartoe lei dat klubs hulle kampioene inskryf vir 'n "champion of champions" kompetisie.

In die begin was dit nie maklik om so 'n projek aan die gang te kry nie, maar wat baie belangrik is, is dat jy **die regte persoon** moet kry om dit te bestuur.

Die ideale begin is met julle advertensie borde want hierdie maatskappye is klaar betrokke by die klub. Dit neem ook iemand met 'n sterk persoonlikheid en met dryfkrag om met die bestuur van maatskappye te onderhandel. Ek het gelukkig die agtergrond om so iets te kon aanpak en al wat nodig was, was om die bestuurder of eienaar te oortuig van hoe hulle kon baat om aan so 'n projek deel te neem.

Geen maatskappy gaan geld spandeer as hulle nie die voordeel daarin sien nie en my benadering was om die volgende punte na vore te bring.

a. Rolbal is nie net vir ou mense nie en hierdie nuwe konsep, soos **aksie krieket, aksie sokker en aksie netbal**, lok die jong mense en die genot van die sport vang hulle gou vas.

b. Dit stig 'n platform vir **besigheidsmense** om mekaar te ontmoet en besigheids kaartjies te ruil en sake te doen.

c. **Spangees en spanbou** is belangrik in enige onderneming en in 'n sport soos rolbal is daar meer geleentheid om dit toe te pas.

d. Sosiaal gewys kan jy nie vir meer vra nie en wat dit nog meer interessant maak is dat **musiek 'n groot rol speel**. Dit skep atmosfeer en lewendige mededinging. Soms klink dit asof 'n rugby spel aan die gang is.

e. **Blootstelling in die koerant** is baie belangrik. Fotos word geneem en 'n berig word saam ingedien, elke week oor die agt weke en dit wek verdere belangstelling. Ek het vier jaar terug met 12 spanne op 'n proef basis begin en in die tweede jaar het dit gegroei tot 36 spanne. Die nuus is ook mondelings versprei en meer mense het belang gestel om deel te neem. Ons sit nou in 'n gesonde posisie met 'n **waglys wat steeds groei**.

Die belangrikste ding is om kontak met maatskappye te behou. Al het jy net een kompetisie per jaar, besoek hulle gereeld en hou hulle entoesiasme warm. **Reël verder kompetisies** as daar 'n aanvraag is want hulle wil nou net aksie rolbal speel.

Voorspoed en ek hoop dat **Aksie Rolbal** julle klub ook vorentoe sal neem!

Southern Free State / Suid-Vrystaat:

Oud Studente Rolbalklub: Oud Studente het 'n "Bring a Buddy" aand gehad op 8 Februarie 2008. Die middag was 'n sukses en sowat 36 persone het dit bygewoon. Etlieke persone het reeds aangemeld vir afrigting.

Schoeman Park Bowling Club: Schoeman Park is hosted a triangular day on the 24th February 2008, between the Free State Nomads, Free Masons and the Club. Approximately 16 non-bowlers are expected.

Orangia Rolbalklub: Die klub het op Woensdagmiddag 30 Januarie in samewerking met Absa Prosperitas Klub 'n rolbalmiddag vir veteraan rolbalspelers aangebied. Sowat 80 spelers het die middag ten seerste geniet tenspyte van die erge hitte. Hierdie geleentheid sal later in die jaar herhaal word.

Die **twee perkemeesters** neem nou deel aan sosiale spel. Die een speel saam terwyl die ander een werk en dan ruil hulle die volgende keer om. Volgens André Nel het hulle baie potensiaal.

Mangaung Rolbalklub: Paulus Diphoko het 'n weer nuwe leerlinge vir afrigting bygekry. Die baan is nog steeds in 'n haglike toestand tenspyte van al die beloftes van Sport en Parke verlede jaar aan President Davis en Mangaung Rolbalklub. Die telefoonnommer van Me. Patricia Lithule word deur die Sekretaresse aan Paulus deurgegee vir opvolgwerk ivm die baan. Me Lithule het op 'n vergadering in Mangaung haar samewerking belowe. Daar is egter 'n ernstige probleem aangesien die kinders ver bly en nie kan oefen nie. Hy stel voor dat daar met Mnr Tokyo Masjisa gekonsulteer word om vervoer te verskaf in die middag.

Rolbalontwikkeling op Platteland: Winburg Rolbalklub se Besigheidsliga is nog goed aan die gang.

EFS: Basjan Hattingh het by Winburg Hoërskool nou sestien spelers wat aktief rolbal speel.

Aanvanklik het sowat 40 leerlinge belanggestel maar 28 leerlinge neem tans aktief deel. Ontwikkelingsballe (8 stelle) is aan hom uitgereik. Daar is aan hom verduidelik dat Ontwikkeling alle ouderdomme insluit, maar dat die Onder 19 Toernooi net spelers insluit wat nog nie die ouderdom van 19 jaar bereik het nie.

Skoolgaande leerlinge oor die ouderdom van 19 jaar word nog steeds as Ontwikkelingspelers gereken al kan hulle nie aan die toernooi deelneem nie.

Hy vra ook of hulle moontlik vriendskaplike wedstryde kan reël teen ander skole. Uitvoerende Bestuur gee goedkeuring Sol Lubbe spreek namens Uitvoerende Bestuur sy opgewondenheid uit oor hierdie Ontwikkelingsprojek

Western Province: www.wpbowls.co.za

Report - Paul Cohen: Trials and practices for both U19 and U25 squads are proceeding according to plan with a view to selection of players who will represent WP at the forthcoming inter-district competition in Bloemfontein this July. Good news is that due to the reaching of age a number of U19 players who have now progressed into the U25 ranks a more varied choice of players are available for selection and include players of colour and number no less than four female players and four male players.

Introductory workshop: During the last two weeks of February an introductory workshop on indoor mats was carried out by Paul Cohen at Strand SS to pupils of grades 8-10 including a teachers class on the last day and a number of these pupils have already registered an interest in taking up the sport at the local Strand BC.

Inter-house school bowling tournament Continuing on a positive note, and bearing in mind our wish to involve schools on a permanent basis, Helderberg BC hosted a first ever inter-house school bowling tournament which saw ninety pupils from Parel Vallei High School (Somerset West) attend over a two day period. Paul Cohen helped by club coaches gave a short introductory bowls lesson and the event was a great success, we would encourage development officers wherever they may be to use this idea as a first step to introducing bowls to schools in their areas.

Townships: Helderberg have ten juniors attending on a weekly basis from the local black township of Lwandle including both U19 and U25 age levels, this is the result of a week long indoor-mat workshop carried out at their senior school during the latter part of 2007 by Paul Cohen and we can report that many of these players show promise. We are now expecting a request to take the sport into Khaylitsha due to contacts made with the local youth organizer by Ros Wilson from Wheatfield BC in Athlone, it will of course start with an indoor format but we have high hopes of success. We are also aware of interest shown by a group of adults in the Strandfontein and Mitchells Plain areas who have been helped by Philip Gordon of Tafelberg BC and we look forward to reporting on that project later in 2008.

WP U19 Trials: Youngsters have worked hard under the watchful eye of senior WP coaches and selectors at sessions designed specifically to select the teams. The U-25 squad has been boosted with those no longer eligible at their U-19 level. Four development women players are to attend an advanced BSA training course being held at The Nest this month (March).

WP Novices Competitions for Bowlers: The competition will be open to WP novices of all ages and it will take place in zones. **Crack-a-Jack Circuit** will be used to determine the winners.

Strand Rolbalklub: Die klub het op Woensdag 20 Februarie in samewerking met Absa Prosperitas Klub 'n rolbaloggend vir beginner-rolbalspelers aangebied. Sowat 60 spelers het deelgeneem. Die geleentheid was 'n groot sukses en sal binnekort weer herhaal word.

Unfortunately we have not received reports from all the districts in time for this newsletter.

BOWLS SA DEVELOPMENT STANDING COMMITTEE

PORT FOLIOS

Herman v Rensburg	Qualifications Unit Standards hermanv@telkomsa.net
Chris Naidoo	Bowls Development Guidelines mnaidoo@mmm.com
Ron Cloete	Youth Bowls Programme ronnieclt@xsinet.co.za
Fonny Meyeridricks	Athletes Exiting Other Sports and Corporate Promotions fonny@iafrica.com
Aloma Smith	District Reports and Newsletter Editor alomasmith@absamail.co.za
Debra Ferguson	Bowls SA Executive Member debrafergie@gmail.com
Elize Opperman	Secretary: General & Finances elize@esnet.co.za

OTHER SNIPPETS

Reports and Newsletters

We need feedback from you so that we can share the news of districts with each other via this newsletter. Keep on sending your news and bowls jokes!!

Development news of **districts** should be submitted to the editor **Jack up Bowls**
alomasmith@telkomsa.net

The next **deadline** for the submission of your district news is end June 2008 This newsletter is published quarterly (Mar/June,/Sept/Dec).

**Visit Bowls SA Website for all
Development News!** www.bowlssa.co.za

Did you know that **'Jack up Bowls'** Development Newsletters can be viewed on Bowls SA's website! .

PERFECT DELIVERY

SPONSOR OF DEVELOPMENT

Please support Perfect Delivery for all your insurance requirements