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17 March 2016

**TO: DISTRICT SECRETARIES
EXECUTIVE
MEDIA**

CIRCULAR 24/2016

NATIONAL STANDING COMMITTEE: MARKETING & MEMBERSHIP

We advise that part of the National Standing Committee: Marketing & Membership (M&M) committee's strategy is to build a positive brand and image of bowls in our country. To do this the plan is to create a winning culture through creating a winning image.

There are numerous examples of positive work being done that put the image of our sport exactly in the light we wish to portray. We want to spread the good news of all the positive achievements achieved at Club, District and National level. One example of this, amongst many, is the news that in fact out there we have bowling clubs that are extending their playing facilities and increasing their membership.

This request is for Clubs and Districts to share their good news and give recognition to those members who have gone the extra mile promoting our sport. M & M will publish these achievements in their monthly bowls publication. Apart from showcasing success stories hopefully the add-on benefit will be to create an environment where these stories stimulate others to follow on their success.

Districts and Clubs are encouraged to contribute to this venture and help create the image our sport deserves. Articles and photos can be submitted to Anina Black, who will be the editor at (blackanina@gmail.com) and/or directly to their National M&M appointed committee member who will make regular contact with you to ensure that every Club and District gets positive coverage.

Sharing this newsletter on our social media sources such as our website and facebook will extend our readership footprint and hopefully engender the image and goals of M & M.

The first issue will concentrate on the U19/U25 therefore any good stories that you have regarding your build-up for this tournament would be welcome.

The success of this project is dependent on positive input from everyone and the M & M committee look forward, together with you, of creating the image and brand that our sport deserves.

It would be appreciated if Districts would appoint a Media Officer, preferably from their local M&M/Development committee to feed information to Anina Black and to our Media Officer, Alan Simmonds.

Anina Black blackanina@gmail.com
Alan Simmonds twickers@gmail.com

John Ravenscroft
Operations Manager

Executive Committee:

President: Kallie Haupt, Vice President: Rob Forbes

Members: Heather Boucher, Trevor Davis, Fred Kruis & Charles Levy

