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10 July 2018

**TO: EXECUTIVE COMMITTEE  
DISTRICT SECRETARIES  
MEDIA**

**CIRCULAR 40/2018**

**MEMBERSHIP & MARKETING – INITIATIVES**

The following proposed initiatives may require Clubs located in close proximity working in unison to grow our Sport and to increase their respective membership.

**Women's Month - August 2018**

Women make up 51% of the country's population yet they only make up 37% of the total number of individuals participating in Bowls. It is with this in mind that Clubs are requested to hold at least one event, in August, to encourage Women to play the sport (i.e. a day where only women play and the men prepare the food and serve the women, Mother and Daughter Day, etc).

**Disability Bowlers Awareness Month - November 2018**

Currently, approximately 150 persons with a disability (physical and/or visual), i.e. only 0.6% of the current Bowls SA membership, play bowls. With Bowls, rightfully, claiming to be the #1Sport4All it is concerning that so few members with a disability have been encouraged to play Bowls. The reason may be as many Clubs are not disabled friendly or because we do not consider what it means to play the sport as a disabled person. This is therefore one area where we need to focus. It is requested that Clubs hold at least one event, in November, during which not only are persons with a disability (physical and/or visual) encourage to play our sport but to also let the "abled" experience the difficulties these people face to play bowls. In this regard players can be blindfolded, partially blindfolded (thinner material), have an arm tied behind their backs, made to sit on a chair while playing, etc to imitate a disability.

It would be appreciated if clubs would provide us with the dates and feedback, with photos, of such events. This information can be sent to David Hamer at [mmw.bsa.david@gmail.com](mailto:mmw.bsa.david@gmail.com)

**JOHN RAVENSCROFT  
OPERATIONS MANAGER**