



Get it rolling!

Membership & Marketing News : Special AGM Edition

The road to the 2016 AGM and beyond

by Trevor Davis - Executive Member, Bowls SA

Starting out as the Executive Member for Transformation gave me an amazing insight into the road ahead and the new path necessary for Bowls in SA. When tasked to take over the Development portfolio in November last year and to put together a new Standing Committee, my first thought was that the word "Development" was not strong enough for the task ahead. When drawing up the circular calling for nominations for the new committee, it became even more apparent that the road ahead was not just for anyone who wanted to serve bowls on a part time basis. Out of the box thinking was a necessity to tackle the challenges facing bowls as a sport. Circular 58/2015 therefore defined the specific tasks and also the skills sets required from applicants. For the first time in my many years as an administrator, I saw nearly three times the number of applicants as there were posts. After a long and hard look at the applications, the Executive appointed the new committee to drive Development on 5 January 2016 and told them to hit the ground running.

As the agenda for the first meeting was being drawn up with inputs from the new members, a common thread emerged: the name of the committee needed to be looked at. Sitting around the table at that first meeting in January, it was clear that the name HAD TO change and in the brainstorming process the two words that topped the list were MEMBERSHIP and MARKETING. Those were the two key thoughts: retain our current members and attract new members.

While standing at the airport buying a newspaper to read on the plane I saw packets of M&M sweets on the counter which struck a chord deep in my subconscious mind, so I bought ten packets. At the meeting when the name came up for discussion, we stopped

proceedings for a short recess and when we resumed I gave each member a packet of M&M's for a much-needed energy boost. In the final debate and acceptance of the name to put to the executive for ratification, namely MEMBERSHIP & MARKETING, I asked them to look at their packet of sweets and the penny dropped - up to that moment none of them had associated the sweets with the name we had just accepted. The NSC M&M was born.



This committee has amazing talent, energy and qualifications and with the addition of our new Marketing Officer, does not just think outside of the box - they have discarded the box and replaced it with a tube! What was presented to the delegates for ratification at the AGM workshop was a combined effort of 3 months of very hard work and very late or should I say early mornings work. This on top of the four "Get it Rolling" newsletters already published. This committee does not get much sleep.

While these newly launched campaigns originated at a national level, we propose that districts drive them and for the first time target right down to grass roots, i.e. our clubs and members. Before the launch, all the new marketing materials were tested on our target market to ensure success. We now need full club support to grow club membership and to ensure maximum utilization of our clubs through social inclusion. Strong clubs mean strong districts and strong districts will mean strong provincial structures, which will make BOWLS the 1sport4life and take our sport to new heights.

The council workshop and AGM this year was characterised by a level of excitement not seen for a long time, as

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some very important items were considered for approval. Here are some of the specific M&M projects approved:

Zero affiliation fees for scholars, (together with Limpopo's important amendment that it be implemented with immediate effect) is highly significant. The schools project is up and running already and includes the training of their teachers, some of whom have already qualified as Assistant Coaches. As players and administrators, we all need to recognise that getting youngsters active in bowls is vital - the survival and growth of our sport depends on it.

Bowls South Africa Under 20 National Championships and Bowls South Africa Under 15 National Championships. The renaming and revised age classifications of the inter-districts tournaments has major significance for all our young players and managers. Schools will now be able to give recognition to players participating in these championships as they are at national level.

Registration of Business League players. Part-time players will be registered on the Bowls SA database as from 1 January 2017 at no cost. This will allow us to get a much better understanding of how many people actually play bowls, who they are and why. Business leagues have become an integral part of many of our clubs and contribute hugely to their sustainability and for this reason clubs not running business leagues are encouraged to explore the possibilities of doing so.

It is wonderful that so many districts have already bought into the M&M approach - the excitement seen at the Workshop when the M&M Toolkits were opened is just a start. Let's take hands to make that CHANGE to grow our game for everyone and more importantly, our children's children. In many countries Bowls is no longer a game played by old men - it is fast becoming a young people's game that older people can also enjoy!





keep it rolling ...

Unpacking the Membership & Marketing Toolkit

by Owen Calverley - NSC Membership & Marketing



PROMO Pack: Some items that you can use to create interest in bowls. Licence disk holders; a button badge and two pamphlets.



PROSPECTIVE Bowler Pack:

A personal letter telling visitors what your club offers, a membership application form and a coaching voucher. Make sure no new visitor to your club leaves without these in their hand!



NEW Member Welcome Pack:

Make new members feel that they belong by handing them each an official welcome letter; a set of 3 Bowls SA booklets (etiquette, intro & markers); copies of the club constitution and by-laws and a small gift (pin badge).



Full colour POSTERS in various sizes:

For getting the message about our sport across to the public, there is a general marketing poster for promoting bowls as a sport; an infographic explaining WHY bowls is truly 1Sport4Life; and a beautiful poster for advertising your business league.



At the Bowls SA AGM last week, each district received a "free gift"-filled with interesting and wonderful items. What's the catch? The catch is that the items in each M&M Toolkit are TOOLS, not magic wands. The information and items packed inside must be studied, understood and used correctly. The posters must be placed in strategic places, the ads must be submitted to newspapers, the welcome letters must be customised and handed to new members. If your M&M Toolkit is placed in a cupboard somewhere, it is useless - rather give it to a club that can use it!

Let's take a brief look at the items comprising the M&M Toolkit.

Five TOOLS: Printed documents which give you practical instructions to get a club moving; a new way of thinking; welcoming new members; retaining existing members; marketing your club; starting a business league; starting a schools programme; templates for adverts and press releases; and more.



Packed in every Toolkit is a memory stick with ALL the master files to allow clubs to print as many of the above items as needed. (They can also be downloaded from the Bowls SA website.) Alternatively, you can use the included order form to order directly from the supplier at a bulk discounted price - the choice is yours. Some districts have even ordered full M&M Toolkits for all their clubs - a good way of showing the support available to clubs!

The M&M Toolkit is Bowls SA's contribution to not only keep the sport of bowls alive, but also to ensure growth and effective transformation. Bowls is not just a game for old men in white clothing, it is a sport that can be enjoyed by everyone. It's 1Sport4Life!



And roll it even further!

1Sport4Life - What it means to YOU

by Kim Kritzingler - Marketing Officer, Bowls SA mandm@bowlssa.co.za

The aim of the 1Sport4Life campaign:

- To help bridge the gap between clubs and potential players
- To offer the sport of bowls as an attractive option to people who either can't play other sports, usually don't like sports or who would like to take part in a sport that has no limitations

How does it work?

- Clubs who would like to participate provide their details and commit to actively welcoming new members of all ages, genders, cultures and physical abilities
- Club details are added to the 1Sport4Life interactive map and clubs are rated according to how proactive they are in welcoming people from all walks of life
- Members of the public who are interested in trying bowls can visit www.1sport4life.co.za where they will find step-by-step information on how to get started in the sport and which clubs are located in their area
- Clubs are encouraged to share photos with 1Sport4Life on Facebook and Instagram which show how their club is actively supporting the 1Sport4Life philosophy, using the tag: **#1sport4life**

The Website:

The website - www.1sport4life.co.za - which went live to the public on 1 September 2016. This website will provide members of the public with

information on lawn bowls, how to get started, where to find their nearest club and which clubs support the 1Sport4Life philosophy.

The Map:

The website features an interactive map which visitors can use to find their nearest club, see what the clubs offer and see each club's 1Sport4Life rating.

The Rating System:

Every bowling club in South Africa that chooses to participate will start with a rating of 1 out of 10. Clubs who provide updated contact information, complete the information form and show a commitment to growing the sport of bowls to all South Africans will be awarded more star points.

Social Media:

Facebook
www.facebook.com/1sport4life
Instagram
www.instagram.com/1sport4life
Find us on Google+ and YouTube too!

In addition to listing your club on the website, members of the clubs can tag the 1Sport4Life in photos on Facebook and Instagram using the hashtag: **#1sport4life**. We will share your photo if it shows one or more of the following:

- Bowlers across two or more generations enjoying a game together
- Bowlers of different cultures enjoying a game together
- Male and female bowlers enjoying a game together

- That the club supports physically challenged bowlers
- That the club has an active youth or school programme



The 1Sport4Life Newsletter:

Individuals other than club administrators can also sign up for the 1Sport4Life newsletter on the website.

Why should your club take part?

This campaign will increase your club's exposure on social media and online and, in turn, lead directly to new members and more revenue!

How can your club take part?

Participation is FREE and easy. Ask your club's secretary or administrator to visit www.1sport4life.co.za/club-signup and fill in the form. That's it!

The 1Sport4Life campaign is a Bowls South Africa initiative, brought to you by the NSC Membership & Marketing (M&M).



BOWLS
#1SPORT4LIFE

LAUNCHING
1 SEPTEMBER 2016

Has your Club signed up in time?

    JOIN US ONLINE
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WWW.1SPORT4LIFE.CO.ZA