



Membership &
Marketing



Get it rolling!

Bowls SA Membership and Marketing 5-Year Strategic Plan

(2021/22 – 2025/26 Financial Years)

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

1 Vision

- To market the Sport of Bowls in pursuit of a thriving bowls community that is representative of South Africa's demographic profile.

2 Mission

- Proactive marketing of the Sport of Bowls, via all relevant avenues, with the aim of growing and transforming the membership of Bowls SA.
- Maintain regular, direct communication with all District Membership & Marketing Standing Committees.
- To collaborate with other NSCs on projects of common interest, in the pursuit of strategic goals for the National Federation (NF).

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

- Prepare and oversee programs to:
 - Market the Sport of Bowls to encourage the general population to make the Sport of Bowls their sport of choice, by creating awareness, changing perceptions and social responsibility activities, and thus enhancing the membership of Bowls SA.
 - Market the Bowls SA Events to, inter-alia, encourage participation in these events.
 - Market the Protea (Bowls) Brand (i.e. using the Players to market events, initiatives, etc. thus enhancing the image of the Proteas).
 - Assist in the marketing of activities (i.e. courses) of other NSCs. (NSCs will have to provide NSC M&M with all the relevant information pertaining to such activity at least 6 weeks before the start of the activity).
- Appoint the Events Committee of, and as such, in conjunction with the host District, present, the Bowls SA U15 & U20 National events.
- Introduce individual Schools to the Sport of Bowls with the aim of eventually having bowls recognised and registered as a school sport at a provincial and/or national level.
- Introduce individual Tertiary Institutions to the Sport of Bowls with the aim of eventually having the University Sport South Africa (USSA) recognise bowls as a sport code in the tertiary education sector of South Africa at regional, provincial and/or national level.

- Subject to the approval of the Executive arrange National/Provincial/District Seminars pertaining to M&M, including Youth and/or Women in Sport, matters.
- Subject to the approval of the Executive attend Seminars pertaining to the Marketing of Sport, Youth and/or Women in Sport, and/or other related matters.

4 Task Application

- The task applications are listed in Appendix A.
- Time-Lines are listed in Appendix B
- The 5-year budget is listed in Appendix C.

Bowls SA NSC M&M Strategic Plan – Appendix A

S No	Area	Key Activities	Action Plan	Expected Outcome	Time
1	Membership (Month Initiatives)	Social Responsibility Events	Clubs host events to introduce non-bowlers to the Sport of Bowls and to raise funds for an organisation	Persons participating in these events are encouraged to affiliate to a Club while Bowls SA also is seen as undertaking Social Responsibility activities	Annual (February)
		Bowls Awareness Month Events	Clubs host events to introduce persons of the general community who are non-bowlers to the Sport of Bowls	Persons participating in these events are encouraged to affiliate to a Club	Annual (May)
		Youth Month Events	Clubs host events to introduce non-bowlers to the Sport of Bowls	Persons participating in these events are encouraged to affiliate to a Club	Annual (June)
		Women's Month Events	Clubs host events to introduce non-bowlers (Women) to the Sport of Bowls	Persons participating in these events are encouraged to affiliate to a Club	Annual (August)
		Bowls for the Disabled Month Events	Clubs host events to introduce non-bowlers (persons with a physical disability and/or visual impairment) to the Sport of Bowls	Persons participating in these events are encouraged to affiliate to a Club	Annual (November)
2	Membership (Other Initiatives)	Players leaving other Sport Codes	Clubs (especially multi-sport clubs) invite other sport codes to a Bowls Day	Participants in these events take up the Sport of Bowls once they are no longer able to play contact sport, <i>etc.</i>	Ongoing

Bowls SA NSC M&M Strategic Plan – Appendix A

S No	Area	Key Activities	Action Plan	Expected Outcome	Time
2	Membership (Other Initiatives) (cont)	Schools Programme	Individual Schools are introduced to the Sport of Bowls	<p>Scholars participate in the Sport of Bowls and are registered on the Bowls SA Database as such.</p> <p>Teachers are trained as A-Level and are registered on the Bowls SA Database as such.</p> <p>Inter-School Bowls events on a local level.</p> <p>Bowls becomes a recognised School Sport on Provincial and National Level.</p>	Ongoing
		Tertiary Institutions Programme	Individual Tertiary Institutions are introduced to the Sport of Bowls	<p>Students participate in the Sport of Bowls on an Intra-University level – “Business League” and are registered as “Corporate Members on the Bowls SA Database.</p> <p>Bowls becomes a recognised USSA sport = Inter-University events</p>	Ongoing
		Business Leagues	Clubs host business leagues	<p>Participants in these events register as Corporate Members on the Bowls SA Database</p> <p>Registered Corporate Members affiliate to a Club and become “Full” Members and are registered as such on the Bowls SA Database</p>	Ongoing

Bowls SA NSC M&M Strategic Plan – Appendix A

S No	Area	Key Activities	Action Plan	Expected Outcome	Time
3	Marketing	BowlsGoLive	Live stream at least 2 games per day at the Junior Nationals and finals (and other matches) of selected Bowls SA Events	<p>The streaming of various games at the Junior Nationals being viewed by persons not involved in bowls – creating awareness of the Sport of Bowls</p> <p>The streaming of the finals (and other matches) of selected Bowls SA Events – creating awareness of the Sport of Bowls</p>	Ongoing
		Marketing of Initiatives and Events	Produce electronic posters to advertise of initiatives and events	Electronic posters are disseminated via social media and results in increased awareness of the various initiatives and events	Ongoing
		"Get-it-Rolling" Newsletter	Produce the "Get it Rolling" Newsletter	Newsletter used to showcase Youth in Bowls, Women in Bowls, Club and other NSC M&M projects	Ongoing
		Sport Expo(s)	Exhibit the Sport of Bowls at a Sport Expo	Exhibit the Sport of Bowls at a Sport Expo creating awareness of the Sport of Bowls as a #1Sport4Life	Annually
		Proteas	Use Proteas to market events, initiatives, etc. thus building the image of the Proteas.	Proteas become household names	Ongoing
		1Sport4Life	Marketing the sport of Bowls on social media and Clubs provided with guidelines to assist them	<p>The general community of South Africa is aware of Bowls as a Sport</p> <p>Clubs utilise the various guidelines and enhance their marketing of the Sport of Bowls and the Club</p>	Ongoing

Bowls SA NSC M&M Strategic Plan – Appendix A

S No	Area	Key Activities	Action Plan	Expected Outcome	Time
4	Capacity Building	NSC M&M Seminars	Give presentations to attendees M&M in Sport, including Youth/Women in Sport matters	Attendees of the Seminars have the relevant information to encourage persons to participate in the Sport of Bowls	Triennially (every 3 years)
		External Seminars	Attend external seminars pertaining to Youth in Sport matters	NSC M&M members are provided with the opportunity to enhance their knowledge wrt M&M in Sport matters	Ongoing
		Club Assist	Review the Toolkit and Club Development Guidelines to develop the new Club Assist Volumes	The provision of up to date, innovative guidelines that will enhance the administration at Club Level, etc.	Annually (Feb)
5	Administration	NSC M&M Meetings	All NSC M&M regularly attend the NSC M&M meetings (minimum of 4 meetings a year)	Minutes are drafted and disseminated in accordance with the NSC M&M Modus Operandi	1 Face-to-Face Meeting Annually Zoom meetings as required
		Financial Accounts	financial transactions conducted in a transparent manner	Keep track of all claims, invoices, payments, and cross-check & correct Bowls SA accounts.	Monthly
		Quarterly Reports	Provide the Executive Committee with the NSC M&M Reports	Reports used for BSA Meetings	Quarterly
		Annual Report	Provide the Executive Committee with the NSC M&M Report	Report published in the BSA Annual Report	Annually (Feb)
		Strategic Planning	Review plan & update	Updated Plan with associated time lines & budgets disseminated	Annually (Aug/Sep)

Bowls SA NSC M&M Strategic Plan – Appendix A

S No	Area	Key Activities	Action Plan	Expected Outcome	Time
6	Events	Junior Nationals (U/15 & U20)	Appoint the Events Committee and host the events	All Districts enter teams in the events (maximum participation)	Annual (March/April)
7	Transformation	Liaison with NSC Transformation Convenor	Transformation within the NSC M&M	In collaboration with the Bowls SA Liaison Officer ensure that Transformation within the NSC M&M is taking place	Ongoing
			Transformation included in goals for Initiatives	In collaboration with the Convenor of the NSC M&M ensure Transformation goals are included in each	Ongoing

Bowls SA NSC M&M Strategic Plan Appendix B – 2021/22, 2022/23, 2023/24, 2024/25 and 2025/26 Financial Years' Time-Lines

2021/22 Financial Year

S No	Area	Key Activity	2021										2022		
			Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
1	Membership: Month Initiatives	Social Responsibility													
		Bowls Awareness Month													
		Youth Month													
		Women's Month													
		Disability Month													
2	Membership: Other Initiatives	Player's Leaving Other Sport Codes													
		Schools													
		Tertiary Institutions													
		Bussiness Leagues													
3	Marketing	BowlsGoLive													
		Initiatives & Events													
		"Get it Rolling" Newsletter													
		Sport Expos													
		Proteas													
4	Capacity Building	1Sport4Life													
		NSC M&M Seminars													
		External Seminars													
5	Administration	Club Assist													
		NSC M&M Meetings													
		Financial Accounts													
		Quarterly Reports													
		Annual Report													
6	Events	Strategic Planning													
		Junior Nationals													
7	Transformation	Transformation													

Bowls SA NSC M&M Strategic Plan

Appendix B – 2021/22, 2022/23, 2023/24, 2024/25 and 2025/26 Financial Years' Time-Lines

2022/23 Financial Year

S No	Area	Key Activity	2022									2023			
			Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
1	Membership: Month Initiatives	Social Responsibility													
		Bowls Awareness Month													
		Youth Month													
		Women's Month													
		Disability Month													
2	Membership: Other Initiatives	Player's Leaving Other Sport Codes													
		Schools													
		Tertiary Institutions													
		Bussiness Leagues													
3	Marketing	BowlsGoLive													
		Initiatives & Events													
		"Get it Rolling" Newsletter													
		Sport Expos													
		Proteas													
4	Capacity Building	1Sport4Life													
		NSC M&M Seminars													
		External Seminars													
5	Administration	Club Assist													
		NSC M&M Meetings													
		Financial Accounts													
		Quarterly Reports													
6	Events	Annual Report													
		Strategic Planning													
7	Transformation	Junior Nationals													
		Transformation													

Bowls SA NSC M&M Strategic Plan

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2023/24 Financial Year

S No	Area	Key Activity	2023									2024			
			Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
1	Membership: Month Initiatives	Social Responsibility													
		Bowls Awareness Month													
		Youth Month													
		Women's Month													
		Disability Month													
2	Membership: Other Initiatives	Player's Leaving Other Sport Codes													
		Schools													
		Tertiary Institutions													
		Bussiness Leagues													
3	Marketing	BowlsGoLive													
		Initiatives & Events													
		"Get it Rolling" Newsletter													
		Sport Expos													
		Proteas													
4	Capacity Building	1Sport4Life													
		NSC M&M Seminars													
		External Seminars													
5	Administration	Club Assist													
		NSC M&M Meetings													
		Financial Accounts													
		Quarterly Reports													
6	Events	Annual Report													
		Strategic Planning													
7	Transformation	Junior Nationals													
		Transformation													

Bowls SA NSC M&M Strategic Plan

Appendix B – 2021/22, 2022/23, 2023/24, 2024/25 and 2025/26 Financial Years' Time-Lines

2024/25 Financial Year

S No	Area	Key Activity	2024									2025			
			Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
1	Membership: Month Initiatives	Social Responsibility													
		Bowls Awareness Month													
		Youth Month													
		Women's Month													
		Disability Month													
2	Membership: Other Initiatives	Player's Leaving Other Sport Codes													
		Schools													
		Tertiary Institutions													
		Bussiness Leagues													
3	Marketing	BowlsGoLive													
		Initiatives & Events													
		"Get it Rolling" Newsletter													
		Sport Expos													
		Proteas													
4	Capacity Building	1Sport4Life													
		NSC M&M Seminars													
		External Seminars													
5	Administration	Club Assist													
		NSC M&M Meetings													
		Financial Accounts													
		Quarterly Reports													
6	Events	Annual Report													
		Strategic Planning													
7	Transformation	Junior Nationals													
		Transformation													

Bowls SA NSC M&M Strategic Plan

Appendix B – 2021/22, 2022/23, 2023/24, 2024/25 and 2025/26 Financial Years' Time-Lines

2025/26 Financial Year

S No	Area	Key Activity	2025									2026			
			Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	
1	Membership: Month Initiatives	Social Responsibility													
		Bowls Awareness Month													
		Youth Month													
		Women's Month													
		Disability Month													
2	Membership: Other Initiatives	Player's Leaving Other Sport Codes													
		Schools													
		Tertiary Institutions													
		Bussiness Leagues													
3	Marketing	BowlsGoLive													
		Initiatives & Events													
		"Get it Rolling" Newsletter													
		Sport Expos													
		Proteas													
4	Capacity Building	1Sport4Life													
		NSC M&M Seminars													
		External Seminars													
5	Administration	Club Assist													
		NSC M&M Meetings													
		Financial Accounts													
		Quarterly Reports													
6	Events	Annual Report													
		Strategic Planning													
7	Transformation	Junior Nationals													
		Transformation													

Bowls SA NSC M&M Strategic Plan

Appendix C – 2021/22, 2022/23, 2023/24, 2024/25 and 2025/26 Financial Years' Budget

NSC M&M BUDGET: 2020/21 - 2025/26							
Discription	Source	Current (2020/21)	2021/2022	2022/23	2023/24	2024/25	2025/26
Operational Budget							
Operational Costs	Operational	R100 000,00	R110 000,00	R120 000,00	R130 000,00	R145 000,00	R160 000,00
Sub-Total		R100 000,00	R110 000,00	R120 000,00	R130 000,00	R145 000,00	R160 000,00
Membership: Month Initiatives							
Social Responsibility	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Bowls Awareness Month	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Youth Month	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Women's Month	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Disability Month	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Sub-Total		R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Membership: Other Initiatives							
Player's Leaving Other Sport Codes	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Schools	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Tertiary Institutions	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Bussiness Leagues	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Sub-Total		R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Marketing							
BowlsGoLive	Development	R15 000,00	R17 500,00	R17 500,00	R20 000,00	R20 000,00	R22 500,00
Initiatives & Events	Development	R13 000,00	R13 000,00	R14 500,00	R15 000,00	R15 000,00	R16 500,00
"Get it Rolling" Newsletter	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Sport Expos	Lotto	R75 000,00	R80 000,00	R80 000,00	R85 000,00	R85 000,00	R90 000,00
Proteas	Development	R6 000,00	R7 000,00	R7 000,00	R8 000,00	R8 000,00	R8 000,00
1Sport4Life	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Sub-Total		R109 000,00	R117 500,00	R119 000,00	R128 000,00	R128 000,00	R137 000,00
Capacity Building							
NSC M&M Seminars	Capacity	R0,00	R0,00	R0,00	R180 000,00	R0,00	R0,00
External Seminars	Capacity	R15 000,00	R17 500,00	R17 500,00	R20 000,00	R20 000,00	R22 500,00
Club Assist	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Sub-Total		R15 000,00	R17 500,00	R17 500,00	R200 000,00	R20 000,00	R22 500,00
Administration							
Meetings	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Financial Accounts	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Quarterly Reports	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Annual Report	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Strategic Planning	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Sub-Total		R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Events							
Junior Nationals	SRSA	R450 000,00	R450 000,00	R450 000,00	R475 000,00	R475 000,00	R475 000,00
Sub-Total		R450 000,00	R450 000,00	R450 000,00	R475 000,00	R475 000,00	R475 000,00
Transformation							
Transformation	Operational	R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Sub-Total		R0,00	R0,00	R0,00	R0,00	R0,00	R0,00
Equipment							
Streaming Equipment	Development	R0,00	R0,00	R15 000,00	R0,00	R17 500,00	R0,00
Other Equipment	Development	R15 000,00	R0,00	R0,00	R17 500,00	R0,00	R20 000,00
Mats for Schools	Lotto	R0,00	R0,00	R450 000,00	R0,00	R450 000,00	R0,00
Sub-Total		R15 000,00	R0,00	R465 000,00	R17 500,00	R467 500,00	R20 000,00
TOTALS							
Operational Fund		R100 000,00	R110 000,00	R120 000,00	R130 000,00	R145 000,00	R160 000,00
Development Fund		R49 000,00	R37 500,00	R54 000,00	R240 500,00	R60 500,00	R67 000,00
Capacity Building		R15 000,00	R17 500,00	R17 500,00	R20 000,00	R20 000,00	R22 500,00
SRSA		R450 000,00	R450 000,00	R450 000,00	R475 000,00	R475 000,00	R475 000,00
Lotto		R75 000,00	R80 000,00	R530 000,00	R85 000,00	R535 000,00	R90 000,00
Total		R689 000,00	R695 000,00	R1 171 500,00	R950 500,00	R1 235 500,00	R814 500,00
Total Funds from Bowls SA		R164 000,00	R165 000,00	R191 500,00	R390 500,00	R225 500,00	R249 500,00
Total Funds from SRSA/Lotto		R525 000,00	R530 000,00	R980 000,00	R560 000,00	R1 010 000,00	R565 000,00