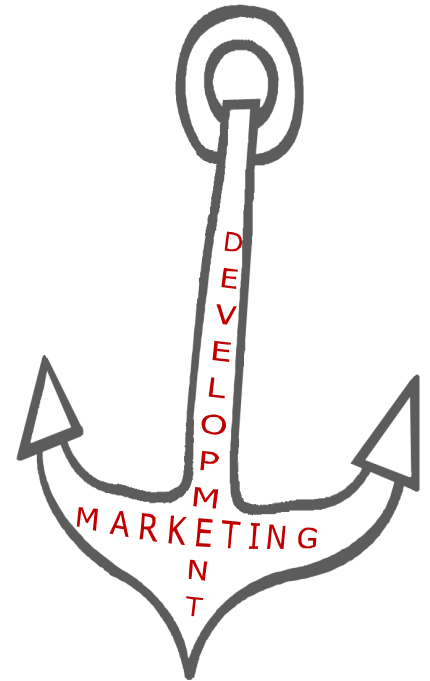


The aim of this 3 page document is to promote a better understanding amongst our Clubs and all our members to the purpose and objectives of **Marketing** (Junior Players, Open Days, Fun Events, Corporate Events and Business Leagues) & **Development** (Junior Players, New Members, Established Members, Office Bearers and Administration) in our District.

Marketing consists of promoting the game of bowls, spreading awareness in our communities and recruiting new members.

Our objective stands to 'sell' our product [the game of bowls and the bowls club] to an available market [our community] and different strategies may be used to accomplish this:

- a) **Junior Players** – pursuing schools in the immediate area of the bowls club to establish a schools program
- b) **Open Days** – bringing people to bowls by inviting 'groups' to visit the club and giving them a tour of the facilities and the game of bowls
- c) **Open Days** – taking bowls to people i.e. shopping center exhibitions
- d) **Fun Events** – inviting potential new members from Open Days to an event; twilight bowls, barefoot days, one-jack bowling, etc.
- e) **Corporate Events** – 'selling' the club facilities and the game to corporate clients for team building and social events
- f) **Business Leagues** – inviting businesses to compete against each other



Development has a new meaning and focuses on fostering and improving our resources; our junior players, new members, established members, coaches, technical officials, office bearers and our administration.

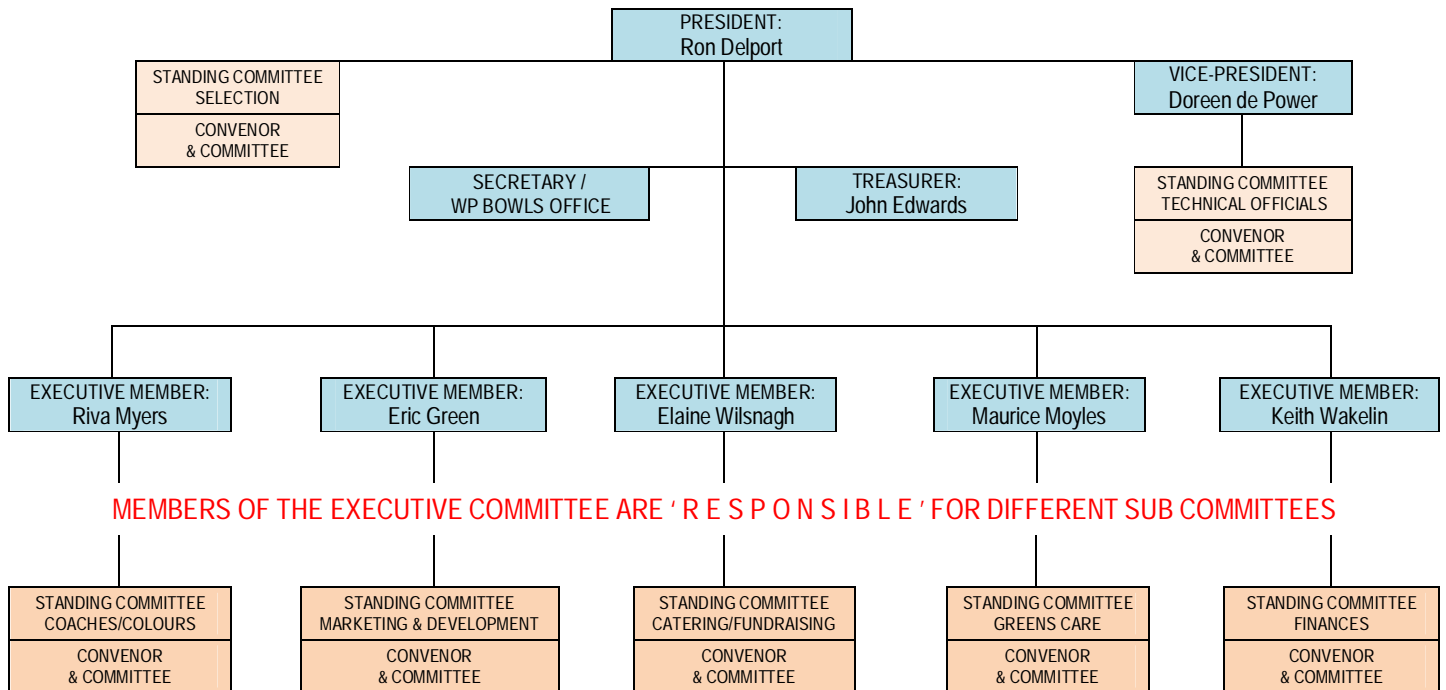
- a) **Junior Players** - they have different needs but are the future of our game and we need to look after them
- b) **New Members** – make them feel welcome and encourage them to attend social events at the Club
- c) **Established Members** – organise coaching clinics for front/back rankers, encourage members to become technical officials or qualified coaches, organise refresher courses for umpires in the region
- d) **Office Bearers** - organise a lunch for Secretaries and Presidents in the region to discuss strengths and weaknesses within the region
- e) **Administration** – revisit the Club Constitution and Club Organisational Structure and develop it to suit the specific needs of the Club

No club can exist without a green but it is also vital to cultivate a 'happy' and appealing atmosphere within the club.

- a) Symptoms of an '**unhappy**' club are a weak committee, unwieldy management structures, poor greens and unkempt clubhouse, no club selection policy, no after match social interaction and internal politics.
- b) The dynamics of a '**happy**' club on the other hand will show sound leadership, an enthusiastic and active committee, sound planning with a good understanding of strengths and weaknesses, designated sub committees in place, good communication and succession planning in place, a strong social program, a welcoming attitude and well maintained and attractive club infrastructure.

The Western Province Bowls - Organisational Structure [below] has been used for many years with great success to foster, maintain and manage the many different aspects of bowls in the District and Clubs are encouraged to make use of a similar structure at Club level.

WESTERN PROVINCE BOWLS – ORGANISATIONAL STRUCTURE



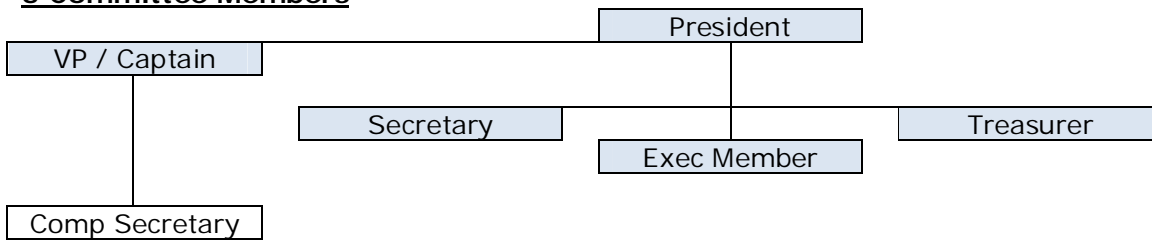
Remarks:

- a) If a similar organisational structure is adopted at Club level, the President, Secretary, Treasurer and Executive Member(s) may well accept responsibility for the **business & strategy** of the Club and the Vice-President(s), Club Captain(s) and Competition Secretary(s) will be responsible for all **player affairs**.
- b) The number of Executive Members depends on the size of Club and Executive Members might have to take responsibility for more than one sub-committee.
- c) Ideally, each sub-committee will have a convenor and the Executive Committee Member will only be part of the sub-committee but it might be necessary for the Executive Member to assume the responsibility of convenor at smaller Clubs.
- d) The following sub-committees should be considered: Marketing & Development, Technical Officials, Coaches, Constitution, Greens & Grounds, Fundraising, Entertainment, Kitchen & Catering, bar, etc.
- e) See different Club Committee scenarios below – page 3:

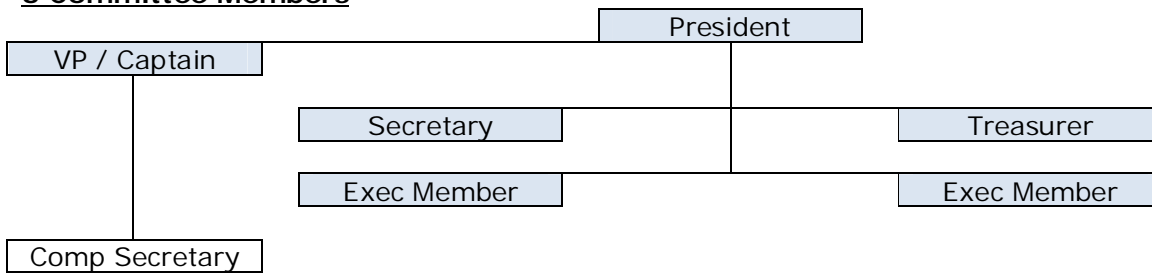
Please email any questions to the Standing Committee for Marketing & Development – stancom.md@gmail.com or contact your Club M&D Officer / Convenor or Club Executive Committee Member responsible for Marketing & Development.

Different Club Committee Scenarios: (adjust according to Club's requirements)

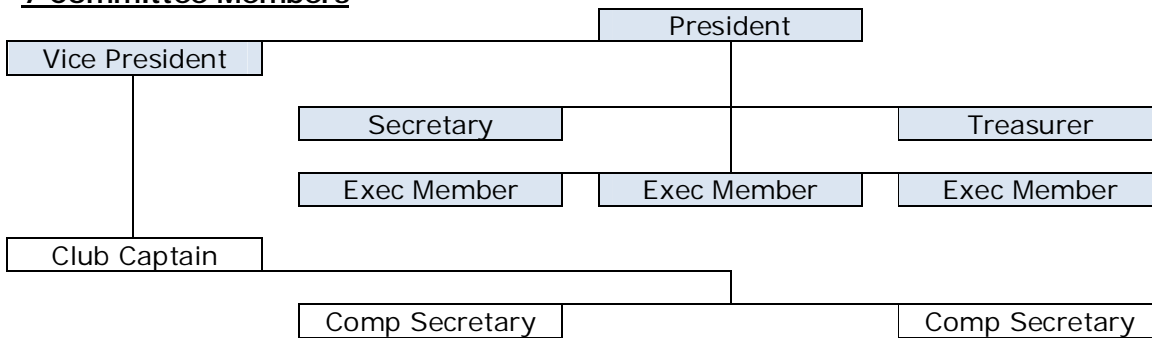
5 Committee Members



6 Committee Members



7 Committee Members



8 Committee Members
(add more Exec Members if required)

