

REPORT - MARKETING & DEVELOPMENT SEMINAR: 27 NOVEMBER 2010

Expected Outcomes:

Establishing common goals
Reaching target markets
Setting measurable targets (result by date)
Changing attitudes and perceptions
Facilitating development in Regions

Program:

08:15	Registration & Coffee	
08:30	Welcome	Eric
	Introduction & Feedback: Potchefstroom	Jandré
08:50	Marketing strategies:	
	Junior players	Paul
	Open Day – bringing people to bowls	Glenda
	Open Day – taking bowls to the people	Jandré
	Fun Events	Etienne
09:40	Tea	
10:00	Marketing Strategies continue:	
	National Bowls Awareness Day – 27 April 2011	Anina
	Corporate Events – Biased for Business	Anina
	Business Leagues	Bill
	Recording Details	Stephanie
10:35	Group sessions (Topics given)	
11:00	Feedback	All
11:30	Development	Jandré
	Expected Outcomes	Paul
11:55	Closing & Thanks	Eric

Representatives:

The following Clubs were represented:

Atlantic Green Point, Bellville, Cambridge on Sea, Camps Bay, Durbanville, Edgemoed, Fish Hoek, Fresnaye, Glen CC, Gordon's Bay, Helderberg, Howard, Jaggars, Kraaifontein, Marist, Meadowridge, Mowbray, Oakdale, Parow, Plumstead, Pollsmoor, SA Police, Somerset West, Stellenbosch vd Stel, Strand, Sunningdale, Tafelberg, Wheatfield, WPCC and Wynberg - (30)

The following Clubs were not represented:

With apology: Milnerton, Old Oak and Pinewood - (3)

Without apology: Bergvliet, Constantia, CT Military, Gardens, Goodwood, Helderberg Village, Kuilsrivier, Malmesbury and Thornton – (9)

Marketing & Development Officers (MDOs) at the Seminar:	17
Club Presidents at the Seminar:	10
Club representatives (Secretary/member):	18
Other representative (BSA/StanComs/Exco):	<u>6</u>
Total:	51

MDO badges were presented to:

Atlantic GP – John Taylor, Bellville – Gerrit van Milligen, Camps Bay – Matt Bater, Durbanville – Bill Ross, Edgemead – Erik Mester, Fresnaye – Dick Russell, Gordon's Bay – Glenda Vonarburg, Howard – Bill Brown, Kraaifontein – Isabel Lourens, Meadowridge – Colin Noble, Plumstead – Stephanie Ketterer, Pollsmoor – Nico Ferreira, Somerset West – Peter Sneller, Stellenbosch vd Stel – Jannie Malan, Sunningdale – Glenda Pereira, Tafelberg – Terence Akerman and Wheatfield – Ross Wilson – (17)

Feedback - group session:

Please discuss and answer the following questions as a region:

1. List different strategies that proved successful in the past to recruit new members.
2. Who / what should be our target market for the future?
3. How are we going to reach our target market?
4. What would we like to achieve? [measurable outcome: result by date]
5. How can we work together to change attitudes and perceptions?

Helderberg:

1. Corporate Days, Business Leagues and Awareness Days
2. 30 - 40 year group, retired persons and juniors
3. As in 1 and also local media and 'church magazines'
4. 5% increase in membership by November 2011, free coaching and 'free' club membership for first year
5. region will work closer together and have more meetings to discuss progress

Lion's Head:

1. Barefoot Bowls and Awareness days
2. Schools – teachers, pupils and teachers and the 30 – 55 year group
3. Business League – networking
4. Business Directory per Club for distribution in Region
5. Work together, meeting once a month, marketing together as a Region and using local media

Northern Suburbs:

1. Tekkie Days, Fun Days, Business Leagues and Indoor Bowling
2. Sportsman's League (wide area), other sports within bigger sports clubs, 25 – 50 year group
3. Region must co-ordinate different strategies for all Clubs to benefit
4. A co-ordinate strategy by middle 2011
5. Prevent big Clubs becoming bigger and small Clubs becoming smaller by working together and to put funds raised through marketing strategies back to marketing and development and not club funds

Western Suburbs:

1. Tekkie Days and Business League
2. Approach other sports, retirement villages
3. Newspaper and through own members
4. 5 new members per Club (over and above replacing) by end of season
5. Working together as a Region to market and develop bowls

Central Suburbs:

1. Twilight Bowls, Corporate Day, Open Days and Fun Days
2. Students and Businesses
3. More involvement from members, hard work, Budget and Advertising
4. Increase membership in Region – each Club present set a goal
5. Overall co-ordination (District to Regions) and working together as a group to achieve common goals

False Bay:

1. Twilight Bowls and Snowball
2. Other sport codes, 20 – 40 year group, businesses
3. Inter Club challenges with other sport codes, All Days and Open Days
4. Attract 'new faces' through successful events, keep 'old faces' with 'happy' Clubs
5. Better communication between Clubs and to support each other more

Southern Suburbs:

1. Business leagues, Open Days, Fun Days with emphasis on FUN
2. 45 – 60 year group, youth (schools), exiting sportsmen, families and corporate
3. Support other sport codes and invite to bowls events, personal invitations to Open Days
4. Committed to recruit 4 new members per Club per year
5. Must work together and rethink approach – can't run the Club the same as 30 years ago

Other Commentary:

1. Reduced or no Club membership fees for new members (first year)
2. More TV coverage needed
3. Schools League by 2011 – start with one team per Region to compete and build on that
4. Less etiquette and laws at Fun events: music, colorful dress and more fun
5. Budget for Marketing & Development at Club level
6. One of a few games that can be played from School level to retirement age
7. Lead by example in order to change attitudes at your Club
8. Work towards more 'happy' Clubs
9. Acknowledge and provide for 'special needs' of junior members

Queries / Comments: please contact:

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