

StanCom – Marketing & Development

WP DISTRICT STANDING COMMITTEE for MARKETING & DEVELOPMENT

1. Refer to diagram of 7 Regions.
2. **Organizational modus operandi:**
 - 2.1. The WPDSCM&D Core Group will be responsible for the overall development organization in the District and will comprise of at least four (4) members: Convener, Secretary, one additional member and a WPB Executive representative.
 - 2.2. The Core Group members may consist of or include Club Marketing & Development Officers and/or Regional Conveners.
 - 2.3. Each of the seven Regions will appoint their own sub-committee and may focus on their preferred development activities within their selected target groups.
 - 2.4. The Regional sub-committees will consist of one member (Marketing & Development Officer / representative) from each Club in the Region. From these members a Regional Convener must be elected to represent the Region and report to the Western Province District Standing Committee for Marketing & Development.
 - 2.5. The WPDSCM&D Core Group and the seven Regional Conveners must meet at least biannually or as often as deemed necessary.
 - 2.6. Regional meetings should be arranged shortly after Clubs have confirmed their Office Bearers for the ensuing season and not later than 30 November each year. A WPDSCM&D Core Group meeting, along with the seven Regional Conveners should follow timeously.
 - 2.7. A 'wrap up' meeting (Core Group and Regional Conveners) to discuss the previous season's activities must be held before 30 June every year in order to prepare a report for the WP Bowls AGM.
 - 2.8. Items for discussion on the Agenda of any meeting of the seven Regions with the Core Group should be handed in to the secretary, two weeks prior to the meeting.
 - 2.9. Meetings of the Regions with the Core Group will serve primarily to give direction, co-ordinate and support the development activities within the Regions.
 - 2.10. Minutes of Meetings (Core Group and seven Regions) should be forward to the WPB Office.
 - 2.11. Meetings will also serve as a forum where marketing and developmental issues and other ideas can be exchanged.
 - 2.12. Bowling Clubs will now be able to participate and be exposed to the skills and experience of experts in the field of marketing and the development of the sport of bowls.
 - 2.13. Target groups for development activities could be Schools, Corporate Days, Business Leagues and other.