

THE FUTURE OF BOWLS

?



The Present 2015

Total Membership 2000 - 2015

Year 2000 Total Membership for Men 25297 Women 17243 Combined= **42540**

Year 2015 Total Membership for Men **15125** Women **9598** Combined = **24723**

Year 2017 if Present Trend Continues Combined= **20177**



Can The Sport of Bowls Survive?

Reasons for Diminishing Membership

1. Institutional Clubs Closed since 1994

| | |
|--------------------------|----|
| Correctional Services | 19 |
| Mining Houses | 38 |
| Railways | 16 |
| Municipalities & Private | 62 |



2. Cost Factor, Subscriptions, Upkeep, Travelling

Money Related



3. High Crime Rate



4. Ageing Factor



5. Unhappy at Present Club



Effects of Diminishing Members

1. Lower attendance at District and Provincial Competitions
2. Lower attendance at Club level competitions.
3. Sponsored days having to be cancelled due to low entries.
4. Increase in subscriptions to keep Clubs viable.
5. Forty Club Closures in a two year period.2013/2015



What can a Club Do to turn this Negative Trend into a Positive One

1. **Closure of a Club: Once a Club Closes it is not Financially viable to reopen**
2. **Find a source/sources to bring in Funding**
3. **Ensure that your Members and Club is Safe and Secure**
4. **Attract more younger /middle age people into the sport**
5. **Ensure that your Members are happy at their present Club**

Sources for Additional Funding

1. New members subscriptions
2. Sponsors eg. local Car Dealers, Businesses etc.
3. Corporate Days (Team Building) Business League
4. Municipality (donation for Development)
5. Fun Days
6. Social Events(Hiring out of Premises)
7. Company Advertising Hoardings for yearly subscription
8. Bring a Buddy Day
9. National Lotto Fund via Development strategy

By carrying out Points 3, 5, 6 you will have the platform to attract new members, especially young and middle age, and obtain additional funds



Market Your Club and the Game



Effects of Solid Financial Base

1. Add to facilities at the club
2. Increase Prize money for Competitions
3. Freeze or lower yearly subscriptions
4. Assist teams that play away from home.
5. Improve Greens maintenance.

All of the above can only be achieved when a Club has a solid financial base



Bowls Development versus Promotion?

“In order to Develop you have to have something to Develop”

Peoples concept of bowls Development is: Teaching School kids from various Schools the game of bowls.

Bowls Promotion Should and Must be to attract More people to the game of Bowls thus ensuring that the Game survives and grows.

This can only be achieved by Marketing not only the Game of Bowls but your Club as well

Tools of Marketing

In order to Market your Club Properly the following is necessary

1. Committed Committee Members
2. Development(Marketing Official) not in name only
3. Brochures, Pamphlets, advertising strategy
4. Close liaison with the local media and Municipality
5. Top class facilities, and enquiry forms for potential clients
6. Available equipment for new or potential members
7. And most important of all Coaches on hand
8. A good working relationship with government Dep.(Health etc.)
9. Know your Potential Market
10. Allocate a budget to Marketing and Development



**11.Promotional Days utilizing the
“Short Mat”**

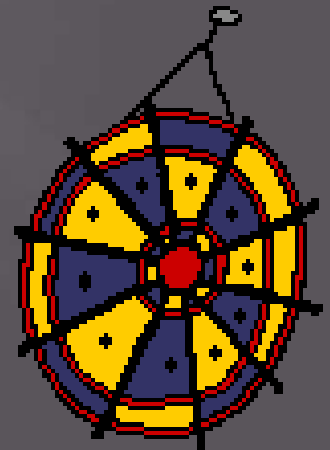
Bowls South Africa and District Promotion and Development

“Clubs don’t have to re-invent the wheel”

Make use of BSA and District Promotion
and Development

they can assist your Club.

Keep your target in mind



Finally: Remember the Future of Bowls is in your hands Make Bowling Fun



The End

Or, is it the beginning?



Its up to you!