

Auckland Bowls Bulletin

Bringing Clubs' Information and Updates from the Auckland Centre



EDITION NINE - DECEMBER 2018

Welcome to edition nine of the Auckland Bowls Bulletin! This will be sent out to each club and posted on our website every two months.

We hope you enjoy reading the information! Please forward by email to as many of your members as you can. The Bulletin forms part of our overall strategy to improve our level of communication with clubs and individual members.

HAPPY HOLIDAYS

A very Merry Christmas and Happy New Year to everyone in the Auckland Bowls family. We hope you have an enjoyable and safe time with family and friends.

The Auckland Bowls Office will close on Friday 21st December 2018 and reopen on Monday 7th January 2019. If you require anything during this period, please email phil@aucklandbowls.co.nz or phone 027 289 8441.

If you are playing in the Summerset National Singles and Pairs – good luck! Thank you to all the clubs that are hosting this tournament and to our volunteers who I know will do a great job! Remember to keep up to date with results and news through the Bowls New Zealand Website and Social Media channels for this event – www.bowlsnewzealand.co.nz.



RYMAN HEALTHCARE 2-4-2 MIXED PAIRS

Auckland Bowls is proud to present the Ryman Healthcare Open 2-4-2 Mixed Pairs to be played over Auckland Anniversary weekend 26-28 January 2019.

Entries are now open for this prestigious event. Please [CLICK HERE](#) to enter. But get in quick as entries are limited to the first 128 teams!

With \$3,000 in prize money, Ryman Healthcare is delighted to be able to support this tournament in conjunction with Auckland Bowls. The winning team will receive \$1,000, and for the first time a Plate Competition will also take place with the winning team taking home \$300.

The tournament is to be hosted by the Howick Bowling Club with a number of other clubs to be used during section play. The format for the tournament will see sections of four compete on day one to find section winners and the next best qualifiers (if required) to make up the 32 teams that will contest Post Section on Sunday and Monday. These 32 teams will enter the knockout phase concluding with the semi-finals and final to be played on the Monday.

The plate competition will be contested by the 16 teams that lose in the first round of Post Section. These 16 teams will be joined by the 16 next best teams that did not qualify for the main post section draw for a total of 32 teams. The plate competition will commence at 12pm on Sunday with four quick fire one-hour games to be played in a round robin format.

The event remains an Auckland Centre title and a point towards a gold star, but for the first time is also being opened up to entrants from outside of the Auckland Centre. To be eligible for the Auckland Title however, both members of the team must be members of an Auckland Bowls affiliated Club.

[CLICK HERE](#) to enter – Entries close on Friday 11th January 2019.

AUCKLAND BOWLS3FIVE INTERCLUB

The inaugural Auckland Bowls3Five Interclub gets underway in late January.

You will have seen the format on TV, and your 1-5 Year members may have taken part in the just concluded 1-5 Year Bowls3Five Interclub. Now it is the turn of every club member to get involved!

Games will be played on Tuesday evenings – 29th January, 5th, 12th, 19th, 26th February and 12th March (reserve evening 19th March).

But there are a few rules! Remember this is a Bowls New Zealand event with a National title at stake and a place in next years televised Bowls3Five competition for the winning club.

Now back to these rules (check out the Auckland Bowls website for the full set of Conditions of Play):

1. Club sides are made up of 3 teams of triples – 9 players. But there must be at least one man and one woman in each of the 3 teams. You can have 2 women and 1 man per team or 2 men and 1 woman per team, but not 3 men and not 3 women! So yes, this will make it hard for some clubs, but those are the rules! And remember that is per team not per side!
2. Clubs are only allowed to enter a maximum of 2 sides. So, a maximum of 18 players from a club can play. Make sure you get your name down if you are keen!
3. Games are played over 2 sets of 5 ends and a 1 end tie break end if required. A power play (where you score double) can also be used once throughout the game (not set!).
4. Games will commence at 6pm on the scheduled Tuesday evenings with one round per night to be played - three teams from one club playing three teams from another club.



Games take around about 1 hour, so you will be all finished just after 7pm, ready to enjoy some hospitality from your host club!

5. Depending on the number of sides that enter we will most likely split into sections of 6 and play a five-week round robin with section winners to qualify for the final's night – but more on that once entries close and we know how many sides we have.
6. The winning Auckland Club will move to the next round which will be against the winner of the game played between the winning clubs from Counties Manukau and Thames Valley. This game needs to be played by the 31st March. The winner of that game plays again against either Far North, Northland or North Harbour in early April. The winner of that game qualifies for the National top Four to be played at the end of April, where we will find the national champion!

We would love to see as many club sides as possible enter, so please get together and make sure your club has at least one side entered and two if you can! Entries close on the 16th January – Club Secretaries will be sent the link to enter.

CLUB DEVELOPMENT AGREEMENTS

A major project that Auckland Bowls has undertaken is the introduction of Club Development Agreements at 17 of our Clubs. As part of this project we have employed key staff who are based at the Clubs and assist the Club Executive to develop, promote and grow the Club.

Their main role is to assist the Clubs to develop and grow and achieve the key outcomes and actions agreed to in the Club Development Agreement. We are pleased to introduce you to a group of talented people who we have selected in these roles and who are now working with the Clubs and Groups of Clubs.

Group 1- Glen Eden, Henderson and Titirangi RSA Bowling Clubs. Darren Schroeder -
Email: darren@aucklandbowls.co.nz

Group 2 and 3- Blockhouse Bay, New Lynn and Te Atatu Peninsula Bowling Clubs. Fiona McCallum -
Email: fiona@aucklandbowls.co.nz

Group 7- Royal Oak Bowls and Bridge Park Bowling Club. Alastair McKenzie -
Email: alastair@aucklandbowls.co.nz

Group 11- Howick, Pakuranga and Buckland's Beach Bowling Clubs. Shannon Ellison -
Email: shannon@aucklandbowls.co.nz

Group 10 - Kohimarama Bowling Club. Cynthia Morris -
Email: cynthia@aucklandbowls.co.nz

Group 4 - Pt Chevalier Bowling Club Colin Gibbs - Email: colin@aucklandbowls.co.nz

The Bowls Development Officers were interviewed and selected by the key members of each Clubs Executive Committee and bring key skills in marketing working with online digital, social and print media.

They are also based in the local communities and work from the Clubs within their Groups. Each person has strong relationship building skills, so we can develop, promote and grow our clubs.

We are also working with Waiheke Island and Maraetai Bowling Clubs as Community Clubs and with Glendowie and St Heliers Bowling Clubs.

Our goal now is to sign up the remaining Clubs and Club Groups over the next 5 months.

With support from the Rawhiti Fund we have \$2.5m over the next four- year period to support the growth and development of our sport in Auckland.

Successful stories we can share so far:

Royal Oak Bowls

- 10% increase in Membership with only a third of the new season completed.
- 5% increase in Social and Corporate Bowls participation numbers only a third of season completed.
- 3 Have A Go Days 29 participants with 6 signing up as new Members.
- New Bowls3Five Social Bowls League before Christmas 16 Teams and 48 participants.
- 150 Primary school children attended Junior Jack Attack sessions over 6 weeks.

Bridge Park Bowling Club

- New Bowls3Five Social Bowls League started from the beginning with no teams attracted 10 Teams and 30 participants.
- The club gained 8 new members from new Bowls3Five Social League.

Glen Eden Bowling Club

- Mates in Bowls3 Five Social League attracted 92 participants. Glen Eden have rebranded their MIB Social League as Mates in Bowls3Five.
- Glen Eden, Henderson and Titirangi RSA Members have completed Surveys on their Clubs to collate Information that will assist the Clubs to change, grow and develop.

All clubs are reporting outstanding growth in the number of people viewing online marketing with hits and views on websites and social media platforms such as Facebook.

We are in the early stages of the new Marketing initiatives being implemented by the Bowls Development Officers and we expect to see growth within all our clubs who are part of a Club Development Agreement.

PLAY BOWLS - BOWLS BASIC SERIES

Auckland Bowls recently recorded a series of videos on the basics of bowls for beginners.

The objective was to create a series of short videos that can be accessed anywhere that give the viewer an understanding of the basic principles of lawn bowls. Prior to filming the team researched all available online resources on lawn bowls instruction for new people and took the best elements from these and incorporated them into our videos. The result is seven 2-3 minute videos that cover a range of topics from placing the mat to demonstrating different shots.

The main parts of the videos were filmed at Carlton Cornwall Bowling Club and features Selina Goddard as the Coach and NZ comedian and TV personality Te Radar as a new bowler with additional footage shot at Kohimarama, Rocky Nook and Royal Oak Bowls. We would like to thank all clubs and their patrons for their support.

The videos will be released soon, and we encourage clubs to use these videos on your own websites and to share with your new players.



For further information on the videos and how you can access them, please contact Paul Tuckley - paul@aucklandbowls.co.nz.



Have a go month has proven to be the most successful to date with 455 confirmed attendees at events (this figure is set to climb higher once we get the final counts in from the final 4 participating clubs). What is even more pleasing is that the event has resulted in at least 50 new members (both full and social) for participating clubs and many more who said they are interested in playing bowls.

This year social media and online played a big part in promoting Have A Go events. Auckland Bowls created individual online ads for all participating clubs that targeted their local neighbourhood (within 5km of club). This proved to be a successful strategy with in excess of 350000 people seeing the online adverts on their newsfeeds. As a result of this strategy 51% of attendees reporting that they found out about Have A Go events through social media/ online platforms. This demonstrate the importance of social media/ online activity in the promotion of bowls at club level.

Thank you to all participating clubs and volunteers for a fantastic effort from all involved. See the attached infographic for more information.

Contact Paul Tuckley, paul@aucklandbowls.co.nz if you need support to develop your club's online presence.

PROMOTE YOUR CLUB ON THE PLAY BOWLS WEBSITE

We regularly contact clubs to provide us information on social bowling activities that are aimed at non-bowlers (Business House/ Twilight Bowls etc) for inclusion on the Play Bowls website calendar. The Play Bowls website is an important resource for clubs. All of Auckland Bowls promotional activities drive people to find out more about bowls through Play Bowls and so if you club is not providing information you are not benefiting from this work.

We know that this works as during "Have A Go Month" (October) the Play Bowls website had 6,500 visits from people interested in lawn bowls and of these people 90% looked at the event calendar, club facilities for hire or club directory. Despite this only a small percentage (currently 9 clubs from 40) of our clubs regularly provide us with information to include in the calendar and so if your club runs any social bowling event aimed at non-members, then you should be listing this on the Play Bowls website. We only need a little information that includes;

- Name of event
- Day or date/s of event (if over six weeks just provide the start date and number of weeks)
- Cost per person
- Contact details - who should people contact
- Any relevant information (format, is food included etc).
- Graphics/ images (not essential as we can do something for you).

If you have a social bowling event or would like your club facilities promoted, please contact Paul Tuckley for further information - paul@aucklandbowls.co.nz



CORPORATE EVENTS

Over the past year or so, Auckland Bowls, Bowls NZ and bowling clubs have been working hard to raise the profile of lawn bowls in our community and increase participation in our sport.

Since early September Auckland Bowls has been running a specific campaign to promote lawn bowls clubs as the ideal venues for corporate function, Christmas parties and other events to the business community. This appears to be paying dividends with reports from many clubs of an increase in the number of enquiries received from businesses looking to host functions. Has your club had higher than usual enquiries for corporate events? Let us know.

DATABASE PROJECT

As previously reported Auckland Bowls is funding a membership management system for all Auckland clubs. We are working closely with several clubs to implement the system at their club who all plan to transfer to the system over the next few months. Once set up the system can be used to manage all aspects of membership, events and communication and can have a major impact on reducing the administrative burden. As the system is cloud based all data on the system is secure from unforeseen events such as theft or breakdown of a club computer etc. We are happy to provide training and support to all clubs that wish to use the system.

Auckland Bowls is also working on developing the database system for its own use with plans for all centre events and member returns to be via the system.

Contact Paul Tuckley, paul@aucklandbowls.co.nz if you would like more information or details on how you can implement the system in your club.

MEMBERSHIP RETURNS

It is that time of year again when we collect the membership returns and database from all clubs. This is a constitutional requirement of both Bowls New Zealand and Auckland Bowls.

Clubs will shortly receive an email with all the details and the process that you will need to follow. Key dates: The data should be taken for the calendar year with your membership as at 31 December 2018. The returns are due back to Auckland Bowls by the 31st January 2019. Please don't be late as we have to collate all the club information and have it back to Bowls NZ by the 15th February.

CLOSING DATES

Ryman Healthcare Open 2-4-2 Mixed Pairs:

Closes Friday 11th January 2019. To be played Auckland Anniversary Weekend: 26-28 January 2019. Individual Entry – [CLICK HERE TO ENTER](#)

Auckland Bowls3Five Interclub:

Closes Wednesday 16th January 2019. To be played Tuesday evenings – 29th January, 5th, 12th, 19th, 26th February and 12th March (reserve evening 19th March). CLUB ENTRY ONLY – Clubs will be sent the link.

Auckland Men's and Women's Fours:

Closes Wednesday 23rd January 2019. To be played 9th and 10th February 2019. Individual Entry –

[CLICK HERE TO ENTER MEN'S FOURS](#)

[CLICK HERE TO ENTER WOMEN'S FOURS](#)

Men's Triples and Women's Singles:

Closes 6th February 2019. To be played 23rd and 24th February 2019. Individual Entry.

[CLICK HERE TO ENTER MEN'S TRIPLES](#)

[CLICK HERE TO ENTER WOMEN'S
SINGLES](#)

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