

Auckland Bowls Bulletin

Bringing Clubs' Information and Updates from the Auckland Centre



EDITION 10 - MARCH 2019

Welcome to edition 10 of the Auckland Bowls Bulletin! This will be sent out to each club and posted on our website.

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.



Another Year of Growth in Participation

The results of 2018 Club Membership Return numbers show another year of Growth in our Participation numbers. In 2017 we had a record number of over 30,000 people take part in events on our greens, this has increased for 2018 to over 34,000 participants. Another big thank you to all the clubs that have done such a great job in welcoming and hosting these participants to their clubs.

We have seen big increases in Business House /

Twilight League Bowls +240%; Have A Go Day participation a big increase of +469%; First Year Bowlers increased by 75% and Secondary Schools and Schools participation increased by 247%. Our Casual Participation numbers increased from 25,187 (2017) to 29,927 (2018).

Total Membership and Participants increased from 30,353 (2017) to 34,488 (2018).

The marketing and promotional work undertaken by Auckland Bowls and the individual clubs is having an impact and bringing more people into our clubs. Moving Have A Go Day to Have a Go Month in October has also paid off with 469% increase in participants and 75% increase in First Year Bowlers.

In spite of strong growth in first year members the Playing Member numbers dropped by 3.4% or -85 Playing Members from 2017 (2478) to 2018 (2393). Our biggest challenge around Membership is to bridge the gap and create the link to get the Casual Participant to move to playing and joining as a new form of Membership in the Club environment. This will involve Auckland Bowls and Clubs working together and changing what we offer to better meet the needs of the new participant today and into the future environment.

Bowls and our Clubs need to be a fun and welcoming place that offers something with events that cater for everyone's needs. We need to offer something for collegiate, juniors and new people, mature age and retirees, families, new immigrants, businesses and corporates, people with a disability, weekday bowlers, weekend bowlers, casual and social participants. Not an easy task when we know that club volunteers are already extremely busy!

Strategy Update

The Board of Auckland Bowls met recently to discuss and update the current 2017 – 2020 Strategic Plan. As part of this meeting, three clubs – Pt Chevalier, Balmoral and St Heliers – were invited to make presentations. They were asked about what has made their club successful, what is holding them back and how can Auckland Bowls assist more.

The clubs provided very useful information that has been used to inform and update our planning. Thank you to the three clubs for their contribution. The common attributes in terms of success were:

- Strong community involvement
- Excellent club member attitudes with a willingness to listen and change
- Good people in both paid and voluntary positions
- Club specific – each club is unique, take advantage of it
- A healthy dose of good fortune!

Auckland Bowls has a clear vision of “More people playing and enjoying bowls more often” and its Purpose is to “Lead and Grow the sport of Bowls in Auckland”. These statements have been updated to better reflect our intention. Enjoyment and growth are central to our success. Recent numbers show we are on the right track, but with Playing Members still on the decline there is plenty more work to do.

The updated Strategic Plan will be released once finalised. A new annual plan for 2019 – 2020 will also be written.

Auckland Bowls is committed to advancing the sport and working with our clubs and other partners to ensure we succeed in what is a very congested sport, recreation and entertainment market.

What is a successful club?

Creating a Successful and Sustainable Club Network.

We are currently working with 17 Clubs who have a Club Development Agreement in place. A full review of the programme is currently underway and we hope to be able to share the results of this over the next couple of months.

Research shows that successful clubs have 10 common characteristics. Have a think about your club and see how you go in each of these areas:

- Sound planning - Gives direction to a successful club's operation. A 12- month Business Plan with a longer term plan in place as well.
- Have an understanding of the club's strengths and weaknesses.
- Designated Marketing Committee and resource in place - This committee will drive the promotional activities and membership and participation recruitment/ retention of your club.
- The Club knows its local community and knows where and how to target members and participants.
- Local Community knows the club - People know of and can locate your club with good community awareness
- Effective communication with club members and participants.
- Club members and participants recruit by word of mouth.
- Team of active volunteers - A successful club has a large number of volunteers who are happy in their role spreading the volunteer load.
- Something for everyone - Offer Bowls events and social calendars that meet the needs of almost anyone.
- Welcoming attitude - Club members are positive to new members and participants.



Knowing and understanding your customer needs is at the centre of every successful business and the best way of finding out what our members want is simply to ask them what they think.

Online surveys are the easiest methods of collecting this data, and Auckland Bowls are in the process of rolling out several surveys, the results of which will help Auckland Bowls improve its services and support to our members.

Surveys provide every individual with a voice on issues that concern them. All responses are completely anonymous to allow respondents to be open and honest in their responses. Feedback will tell us how we are doing, what we are doing well, what we can improve on and what things are important to our members going forwards.

Current surveys include the following:

Club Surveys

From a club perspective, it is important to understand the needs of your members. To assist in this Auckland Bowls has designed a Bowling Club Satisfaction Survey, (based on the Voice of the Participant Survey) that has been created specifically for clubs use and is available for any clubs within the network to use. We are recommending that clubs run this survey in the next month or so, but it can be used at any time. The link to the survey will

be sent to all club secretaries to distribute to members. Auckland Bowls will provide each participating club with a unique report and the overall picture of lawn bowls in Auckland.

Event Surveys

Following each centre event, we ask participants to complete surveys on the event that they have participated in. This information helps us understand what the players felt went well at the event and to identify areas of improvement. Feedback from these surveys are fed back into the Operations Committee and help shape the planning for the following seasons events

Social Bowls Survey

Participation in lawn bowls has increased again this year, while traditional membership is still showing some decline. As a community we need to understand why this is and therefore one of the key pieces of research we can do it to try and understand why our casual players (by this we mean people that play business house / social bowls but are not club members) are not transitioning from casual bowlers to club members. The objective of this survey is to understand social bowlers' attitudes to bowls and club membership. This will help us to understand what motivates them to play, and what can clubs do or need to be doing to encourage them to become members. Most importantly what are the key reasons why they play socially but are not becoming club members. The survey link has been sent to clubs, and we would appreciate if this can be forwarded by email to as many casual participants at your club as possible.

Auckland Bowls Satisfaction Survey

This year the Auckland Bowls satisfaction survey is in two parts. The Auckland Bowls Communications and Satisfaction Survey is a survey of individuals from our clubs to provide

feedback on the communications and the performance of the Board and staff of Auckland Bowls. This is a follow on from last year's survey that will we will be able to measure improvements against.

The second part of our Satisfaction Surveys is Auckland Bowls Club Satisfaction Survey - This survey is similar to the previous survey but is aimed at getting a club response. To complete the survey, we are asking the Committee or Board of each of Auckland Bowls Clubs to consider, discuss and respond to the questions from a club perspective.

These surveys are designed for the voices of the individual to be heard and to provide better understanding of some of the challenges that we face in the sport. We encourage you to take these opportunities to have your say. The survey link will be available towards the end of March.

Contact Paul Tuckley for information on any of the surveys mentioned Ph: 021 337778

Email: paul@aucklandbowls.co.nz

Mid-Season Review - Reminder

Tuesday 19th March from 7.00 – 8.30pm at Royal Oak Bowls.

This is open to all members, so anyone with an interest in what Auckland Bowls does is welcome to attend.

Topic areas to cover include:

- Centre events programme
- Membership, marketing and promotion
- Club development
- General notices and update
- Open forum (general business)

We would like to gauge how well we have been doing and what improvements could be made.

Live Streaming of Auckland Bowls Centre Finals

During last year's Auckland Bowls Communications Survey many members asked if Auckland Bowls could live stream more centre events and we were only too happy to oblige with live streaming and other visual media (the Play Bowls Bowls Basics series) being an integral part of the Marketing Plan.

Our first attempt at live streaming was the finals of the Mission Bay Bowls 3Five 1-5yr Interclub championships using equipment borrowed from Bowls NSZ at St Heliers. Apart from a couple of technical (and operator issues) the broadcast was a great success with over 1400 views online.

Following the success of the first broadcast Auckland Bowls then invested in its own technology and live streamed the Final of the Auckland Women's Fours at Papatoetoe Hunters Corner. This was again a very successful broadcast with 2200 views via Facebook and a further 400 on the Auckland Bowls YouTube Channel.

We plan to continue to live stream centre finals on Facebook, with all recorded games also being uploaded to our YouTube Channel. If you can't be at the game remember to look in on our Facebook Page (give us a like while you are there!) or on our YouTube Channel.

We have had a lot of positive feedback on the Play Bowls, Bowls Basics Series from bowling clubs and national bodies all over the world. The videos have been viewed over 20,000 times on Facebook with Episode 5 "Aiming" and Episode 4 "The Delivery" proving to be the most popular.

If you haven't seen the videos yet they are available on the Auckland Bowls Facebook page, the Play Bowls Website (www.playbowls.co.nz) and our YouTube Channel.

Contact Paul Tuckley for information on live Streaming or the Play Bowls Videos. paul@aucklandbowls.co.nz or call 021 337778

26th - 27th MARCH 2019



NATIONAL SECONDARY SCHOOLS BOWLS CHAMPIONSHIPS



For more information please contact Kristina Fry at Auckland Bowls on 09 623 3555 or email kristina@aucklandbowls.co.nz



www.aucklandbowls.co.nz

Calling all markers!

Auckland Bowls with endorsement from Bowls New Zealand is thrilled to host the National Secondary School Bowls Championships 26th-27th March 2019.

If you are available to mark for these talented young bowlers please contact:
Kristina Fry - Auckland Bowls. Ph 623 3555
Mobile: 021 111 1953 or email kristina@aucklandbowls.co.nz

Venues

Carlton Cornwall Bowls (Headquarters)
Remuera Bowling Club
Mt Eden Bowls
Balmoral Bowling Club

CLOSING DATES

**AUCKLAND CLUB CHAMPIONSHIPS
CLUB TO ENTER – LINK SENT TO THE
SECRETARY**

Singles: Closes 27th March and played
13 & 14 April 2019

Pairs: Closes 10th April and played
27 & 28 April 2019

Triples: Closes 24th April and to be played
11 & 12 May 2019

Fours: Closes 1st May and to be played
18 & 19 May 2019

Auckland 1-5 Year Events

Men's and Women's 1-5 Year Fours

Entries close: Wednesday 27 March at 5pm

To be played on 13 & 14 April 2019

Men: [Click here to enter](#)

Women: [Click here to enter](#)

Men's and Women's 1-5 Year Triples

Entries close: Wednesday 10 April at 5pm

To be played on 27 and 28 April 2019

Men: [Click here to enter](#)

Women: [Click here to enter](#)

Men's and Women's 1-5 Year Pairs

Entries close: Wednesday 24 April at 5pm

To be played on 11 and 12 May 2019

Men: [Click here to enter](#)

Women: [Click here to enter](#)

Men's and Women's 1-5 Year Singles

Entries close: Wednesday 1 May at 5pm

To be played on 18 and 19 May 2019

Men: [Click here to enter](#)

Women: [Click here to enter](#)



**Auckland
Bowls**

