

ROLL up



CLUB GUIDE



rollupvic.com.au

 an initiative of
VicHealth

Aim of Roll Up

Roll Up has been developed in conjunction with VicHealth and is designed to get more young people active through sport. Bowls Victoria's Roll Up program aims to provide an opportunity for juniors aged 12-17* to connect with our sport and participate in a fun, fast, social bowls program that is accessible, fun, and socially inclusive.

*program not limited to this age group.

What is Roll Up?

The great thing about bowls is that it does not discriminate against physical ability, gender or people with a disability – anyone can play!

Roll Up has been designed in a way that allows absolutely anyone under 18 to play the sport. Roll Up 'Hub Clubs' have been set up across Victoria and provide a venue where juniors can come and learn the sport, develop their playing skills and game knowledge, and socialise with other kids of a similar age.

The program is structured to run for 4 x 4 - 6 week blocks. Depending on the skill level and number of participants, sessions should involve a mix of skill development drills, mentoring, modified games and/or mini Roll Up competitions. Sessions need to be flexible to accommodate walk-ins on the day.

There is a strong focus around fun and creating a welcoming and youth friendly atmosphere. Clubs are encouraged to play music (that matches the youth market) during each session and provide food and refreshments options. Participants are encouraged to attend with their friends or get down to their local Hub Club as an individual and make some new friends.

Pathway for Young Bowlers

It's important to note that Roll Up is not an elite initiative. The aim of Roll Up is to provide an accessible, fun and socially inclusive environment for young people to play bowls and ultimately increase participation in the under-18 market. The program serves the purpose of encouraging participation, refining skills, and becoming an avenue for talent identification. The Bowls Victoria Junior Bowls Pathway is outlined on the following page.

Roll Up is an entry-level program for beginners and new bowlers, but also provides a more social, relaxed, fun version of bowls for current junior bowlers. Players who have participated in a school program, played socially, attended a come and try day or holiday program or even played Pennant can all participate in Roll Up. While those who've never touched a bowl are just as welcome.

Junior bowlers who already play bowls can act as role models for new participants. Roll Up gives new and existing bowlers increased opportunities to play bowls amongst and against their peers. Participants are encouraged to get together with their friends and sign up together or register as an individual.

Roll Up Outcomes

Roll Up aims to achieve the following outcomes;

BOWLS VICTORIA

- Provide an entry level opportunity for youth
- Fulfil a social pathway for Bowls (school – youth – adult)
- Improve retention in bowls by providing an appropriate pathway
- Increase junior participation

CLUBS

- Increase junior participation opportunities
- Diversify memberships
- Create a welcoming, youth friendly space
- Increase junior memberships

Benefits for players

- Skill development
- Social connection
- Opportunity to join and be part of a local club
- Team building and leadership opportunities
- Great way to make new friends
- Food and refreshments provided
- Great way to have fun and stay active

Benefits for clubs

- Develop club junior programs.
- Promote a more inclusive environment and club culture.
- Expand the range of demographics at a club.
- Increase junior club memberships.
- Opportunities for club members to coach and develop young bowlers.
- New revenue stream.
- Opportunity to follow up from a school program/come and try days to keep students engaged in the sport
- Improved relationships with community organisations.
- Increased awareness of club and location.

Getting Started

If you are planning to run Roll Up at your club, please follow the steps below to get started:

1. GET IN TOUCH WITH BOWLS VICTORIA

The first thing you need to do is get in contact with Bowls Victoria's Participation team by filling out the Hub Club Expression of Interest form here: www.bowlsvic.org.au/become-a-hub-club

2. SELECT YOUR ROLL UP PROGRAM DATES

The next thing you need to do is select a 4 - 6 week block to run the program. Timing of the program is at your club's discretion and will depend on volunteer availability, potential participant availability and availability of greens at your club.

The only non-negotiable is that Roll Up MUST be run after school hours or on the weekend. Bowls Victoria suggests hosting Roll Up at the beginning of the bowls season (September/October) and another session at the end of the season (March/April). If your club has the capacity to run Roll Up more than twice a year, we encourage you to do so.

3. SELECT THREE KEY VOLUNTEERS

To get the program up and running you will require at least three (3) volunteers initially.

Head Deliverer

The Head Deliverer will take the Roll Up sessions for the full 4 - 6 weeks.

Coaching Assistant

A Coaching Assistant will be required to assist the Head Deliverer if there are a large volume of participants

Program Administrator

The Program Administrator is responsible for recording attendance each week, registering players and collecting important data. The Program Administrator is required to report all this information back to Bowls Victoria's Participation Team, including registrations and participant data. All the required documents to assist clubs with data collection will be provided.

Bowls Victoria also suggests that your club connects with surrounding nearby clubs. The program could be a great opportunity for clubs, in reasonable distance to one another, to work together and run an interclub program. This would increase the availability of resources, increase support, increase participant numbers and avoid competing for participants when recruiting.

Certifications & Accreditations

COACH ACCREDITATION

It is recommended that all deliverers running a Roll Up session hold a minimum Introductory Coach Accreditation. To find out how to become an accredited coach, please visit the Bowls Victoria website. Bowls Victoria can assist clubs to connect with an accredited coach if required.

WORKING WITH CHILDREN CHECK

In accordance with current laws from the Victorian Department of Justice and Regulation, coordinators and coaches of Roll Up MUST hold a valid Working with Children Check card. This is also a requirement when submitting a Hub Club EOI form. This is a non-negotiable.

CHILD PROTECTION ONLINE COURSE

Deliverers, Coaching Assistant and Program Administrator and anyone else involved in the running of the program must complete the free Play By the Rules Child Protection Online course. It is a short, online and interactive course and can be accessed here: playbytherules.net.au/got-an-issue/child-safe-sport/child-protection-online-course Once complete, your certification is valid for 2 years, a copy of which must be sent to Bowls Victoria as evidence of completion.

COMMUNITY COACHING

All deliverers and coaching assistants are required to complete Sport Australia's Community Coaching General Principles online course. This online course is also free, is interactive, and will take approximately 4 hours to complete. It can be completed in parts or in full (4 modules) and can be accessed here: sportaus.gov.au/coaches_and_officials/coaches/community_coaching_curriculum Once completed this course certification does not expire, and a copy must be sent to Bowls Victoria as evidence of completion.

Recruitment

Recruiting for Roll Up is paramount. The ability to recruit participants is going to be largely determined by how much time, energy and effort Roll Up volunteers have. Bowls Victoria will assist with recruitment by providing marketing collateral and online marketing managed and paid for by Bowls Victoria. Below is a list of ways to recruit juniors to Roll Up.

- **Contact schools in your area** and offer a coaching service for their classes. You can invite school groups down to your club or a club member can go to the school and teach bowls in their school gym or hall using a Jr Jack Attack Kit.
- **Marketing and Promotional Material.** Roll Up brochures can be distributed to local schools and any current junior bowlers at your club. Contact the school Sport Officer to enquire as to whether it is possible to distribute your brochure with the school's weekly newsletter or get a page in the school's newsletter.

Make sure that you have Roll Up promotional material with you at after-school sessions or Come & Try sessions. Have a printed contact sheet on a clip board for available parents to complete. This will assist getting email and contact details in order to send more info about Roll Up and any upcoming sessions. This is called target marketing. Remember today's generation prefer to communicate through e-mail, text messages or social media rather than actual face-to-face contact or picking up the phone. Your marketing needs to align to this market's preferred method of communication.

- **Come & Try holiday programs.** Holiday programs are often looking for volunteers to undertake activities. Your club could host a Roll Up holiday program enabling you to recruit more participants your 4-6 week program later on.
- **Attend local social bowls.** Juniors are often found bowling during twilight and school holidays in social bowls. Ask all parents or adults involved at your club to provide information to any juniors that they may see on the greens.
- **Target juniors from other sports** and build a relationship with your neighboring sports clubs (e.g. Netball, Soccer, Football etc.) and invite their juniors down as a team to participate in a Roll Up session.
- Host a once off **Come & Try Roll Up session.**
- **Encourage your club members to bring their under-18 relative** to Roll Up.
- **Encourage current junior bowlers at your club** to get involved in the program and ask them to **bring a couple of friends along with them** – incentives could be used here.
- Encourage your club to host a **family day**. Use this family day to spread the word about your Roll Up program to the families in attendance.
- Promote your club's **Roll Up program on your club website** and social media channels.
- Put **Roll Up posters around your club** promoting the program to any visitors and members. [Click here](#) to download.
- Reach out to **local youth community groups** (scouts, youth church groups etc.) inviting them down as a group to get involved in session(s). You could also ask if they can promote the program to their youth group and within their meeting venue.
- Request letterbox sized marketing collateral from Bowls Victoria and complete a **letterbox drop to houses** within walking distance to your club. You can also **display promotional material at shopping centres and local shops.**
- **Hold a Roll Up information night** and invite interested parents, kids and teachers along.
- Get permission from **after school care programs to place information at their venue.**

Schools

Creating a relationship with schools (primary and secondary) in your area is extremely beneficial for your club. This relationship can provide your club with a recruitment channel, increase awareness of the program, find your club a Bowls Teacher Ambassador and strengthen community connections.

Bowls is played at both Primary and Secondary school levels in all Regions within School Sport Victoria's interschool program. Participating schools would benefit from creating a partnership with their local Roll Up club and vice versa. This would allow students to further develop their skills after school hours in preparation for SSV's interschool competitions. There are also plenty of opportunities to host SSV events at your club. Roll Up can be marketed to schools as the follow-on program from these events.



How to run Roll Up

It is important that the person taking the sessions builds a rapport with the participants. This includes welcoming participants at the beginning of each session, introducing volunteers and coaches, and introducing any new participants to everyone.

It's essential that clubs create a youth friendly environment that is supportive, friendly, welcoming and safe. Bowls Victoria highly recommends playing music during each session and allowing kids to request songs or control the music as this will add to the youth friendly environment.

Plan your sessions ahead of time and focus on fun! Roll Up is not an elite initiative, so don't focus too much on the technical stuff. Sessions should include skill development drills, modified games and some form of competition that is fun and results in participants wanting to keep coming back.

It is expected that clubs have food and refreshments on offer at the end of the program (BBQ, sausage rolls, party pies, fruit etc). This will give participants the opportunity to socialise and build relationships with other kids post each session.



It is at the club's discretion as to when Roll Up is offered. It is important to select a time that not only suits your volunteers and the club, but also the potential participants. It is suggested that you check in with other sports clubs in your surrounding area when they have their trainings and try to avoid (if possible) running Roll Up on the same night.

If you have the ability to run the program during winter or are only available to run the program at a specific time then that's okay, whatever suits you best. Bowls Victoria also suggests that Hub Clubs speak to their surrounding clubs. Roll Up could be a great opportunity for an interclub program. If you need assistance with coordinating this, please get in contact with our participation team.

Program Atmosphere and Club Welcoming

Clubs must ensure they provide an exciting, engaging and welcoming atmosphere. This includes, but is not limited to:

- Music playing during sessions – Get the kids to put in song requests.
- Enthusiastic and friendly volunteers.
- Fun game-based format.
- Allow the young participants to have input in shaping the sessions.
- Relaxed and fun environment.
- Snacks, food, refreshments available (Fiscally supported by Bowls Victoria).
- Focus on positive group engagement and social interaction.
- Younger program deliverers.
- Encourage participants to bring their friends with them.
- Welcome participants on arrival and welcome them back at the end of each session.
- Junior pathway posters/Junior events posters/ Junior competitions posters visible around the club.
- Clubs can be creative, they can provide anything that will attract, encourage and motivate the junior participants.

It is important that the club creates an environment that juniors enjoy being part of. This will make them want to keep coming back to the club and bring their friends along with them too!

Roles and Responsibilities

STAKEHOLDER	ROLES AND RESPONSIBILITIES
Bowls Victoria	<ul style="list-style-type: none"> • Provide support to Roll Up Hub Clubs with recruitment. • Provide registration process to clubs. • Provide marketing collateral to Bowls clubs. • Communicate with Clubs and Regions about getting Roll Up started. • Provide coaching, training and development opportunities for volunteers. • Help schools and local bowls clubs get connected. • Link interested participants with their local Roll Up Hub Club. • Keep a record of Roll Up volunteers current WWCC's. • Promote the U18 Bowls Pathway. • Marketing of Roll Up as an entry level program.
Bowls Clubs (Including Coaches and Administrators)	<ul style="list-style-type: none"> • Completed Hub Club EOI form on Bowls Victoria's website. • Provide a Youth friendly environment. • Host and run a 4 - 6 week Roll Up program. – Provide the volunteers to run Roll Up. • Actively recruit juniors to participate in the program. • Provide snacks, food, and refreshments (Fiscally supported by Bowls Victoria). • Monitor weekly attendance and liaise this back to Bowls Victoria. • Set date and time for Roll Up sessions. • Provide bowls equipment. • Ensure WWCC and other training requirements are up-to-date. • Ensure Participants have completed online registration and complete the post program survey
Bowls Regions/Divisions	<ul style="list-style-type: none"> • Provide support to Roll Up Hub Clubs. • Promote Roll Up program to other clubs in region/division. • Provide a link into Junior Representative Squads.
Schools	<ul style="list-style-type: none"> • Promote the Roll Up program to students. • Create partnerships with local Roll Up Hub Clubs. • Take part in school's bowls competitions. • Support Roll Up students and Hub Clubs. • Promote benefits to students e.g. Social, Mental and Physical Health benefits. • Help with promotion of Roll Up – hand out flyers to students, put up a promotional poster in the school hallways, include an ad in the school newsletter. • Teacher Ambassador Program
Regional Sports Assemblies	<ul style="list-style-type: none"> • Help targeting/ reaching out to schools and youth groups • Provide feedback of the process to Bowls Victoria • Coordinate with Bowls Victoria and bowls club and confirm 4 - 6 week program • Attend first and last sessions if possible – supervise • Capture photos/videos from sessions • Provide feedback of the overall program to Bowls Victoria

Registration Process

Roll Up is funded by VicHealth and as such we are required to collect participant data through a detailed registration process. This registration process is non-negotiable.

Individual participants must register online, just once, prior to the first session, at rollupvic.com.au

Participants must be registered before they hit the green.

If you have a participant who arrives on the day of your session without having registered prior, please direct them to rollupvic.com.au so they can complete the online form on the spot via a mobile phone.

Hard copy or paper registrations are not permitted. We suggest the Roll Up program coordinator has a phone with internet access available at all sessions to assist with registering those who may not have done so beforehand.

4 STEP PROCESS

1. Direct **ALL** participant registrations to rollupvic.com.au (participants register just once).
2. Bowls Victoria will communicate weekly registration info with Hub Clubs.
3. Hub Clubs check off the attendance list (provided by Bowls Victoria) at **every session**.
4. Hub Clubs email through their participation data, along with the below additional information, to Bowls Victoria after the completion of final session.

In addition to attendance data, clubs **must record** the following information on the form provided:

- Planned number of sessions
- Actual number of sessions
- Number of volunteers involved in each session
- Number of coaches/instructors involved over the duration of the season
- How many sessions each participant attended (weekly attendance)

The information above will need to be reported back to Bowls Victoria.

Roll Up Program Coordinator

For assistance or further information please contact our friendly Bowls Victoria Participation Team:

E: participation@bowlsvic.org.au | **P:** (03) 9861 7100





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LAWN BOWLS THAT'S FAST + FUN FOR UNDER-18s

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