



Women in Bowls

Case Study:

Women's Triples Tournament

Yarrawonga-Mulwala
Golf Club Resort

What's the activity?

Annual 2-day Triples tournament, incorporating social events and technology.

Who runs it?

- Club volunteers
- MC and streaming team

Who is it for?

Competitive female bowlers. Due to popularity and growth, entries are now via Expression of Interest (EOI).

When do you run it?

Over a Saturday and Sunday, commencing with a welcome function on the Friday night.

Where is it hosted?

Your Club, ideally two greens but can be scaled down to suit a single green.

How to promote?

Social media, posters/flyers sent to the Region, & word of mouth.

Key focus points

- A strong field of female bowlers to keep competition tight and challenge players.
- Something new added to the event each year (now in it's 9th year).
- Inclusion of 2 x social events provides time to relax, have fun and make new friends.
- A focus on technology has seen the inclusion of live scoring and live streaming.
- Commerical opportunities for sponsors.



Women in Bowls

Send your club success stories to
glen@bowlsvic.org.au

In honour of a beloved member of the Victorian bowling community, members of Yarrowonga-Mulwala Golf Club Resort, with the support and financial backing of her family, launched the Joy Johnson Memorial Classic. Entering it's 10th year in 2027, the tournament has seen lots of change and exciting improvements year on year.

Many clubs across the state run memorial events, in many different formats, but the team behind the Joy Johnson take great pride in adding something new every year, from games at the welcome function to live streaming, and 2026 even saw the introduction of live scoring. And they're not afraid to ask for help to make these things happen!

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The organisers saw an opportunity to make the Joy Johnson Memorial Classic about more than just bowls. Participants are treated to a welcome function on the Friday night, with visitors encouraged to **'make a weekend of it'** and stay a few nights. This has a positive financial impact on the local community, and allows time for old and new friends to connect and have some fun off the green.

Six games of Triples are played Saturday - Sunday, with the entry fee (and club support) covering lunch both days, afternoon tea on Sunday and a Saturday evening meal and entertainment. Lunches are cleverly arranged by the club and are ready as soon as players step off the green, no waiting or calling up table numbers. Day 1 comprises two x self-serve hot soup options, and plated points of sandwiches, with a yummy piece of slice. Day 2 sees each bowler receive a plate of salad items and mixed cold meats with a soft fresh roll, which can be enjoyed as a plated meal or made into a meat and salad roll. Then out come the Drumsticks for dessert! Simple, quick and enjoyable. The club even popped a free drink ticket under each table setting for use during the event. A couple of cocktail specials on the Friday evening are always enjoyed by all.

A key message is fun! At the Friday welcome function, team numbers are earned by playing a fun game, think nerf guns and balloons, followed by the calling of the cards. Some indoor carpet bowl games and prizes come next, and of course the selling of raffle tickets. On Saturday evening women are treated to an interesting panel discussion, followed by live music (and maybe some dancing)!



Extra additions to compliment the event:

- Professional (paid) live streaming, including an MC for the Saturday dinner (introduced in 2024).
- Teams, fixtures, results and live scoring via Bowlslink (introduced in 2026).
- Tournament Facebook Page and YouTube channel.
- Exclusive tournament shirt available to purchase, and pop-up bowls shop.
- Sponsor contributions cover prize money (the club has also provided financial assistance at times).



Photo: 2026 Joy Johnson Memorial Classic