

## Contents

1. Facility Upgrades / New Equipment Ideas
2. Social Bowls Ideas
3. Connecting with Community Ideas
4. Marketing & Communications Ideas
5. Governance Ideas
6. Competitions & Format Ideas
7. Social Activities Ideas
8. Membership Ideas
9. Sponsorship & Fundraising Ideas
10. Other Positive Change Ideas

1

## Facility Upgrades / New Equipment

### Installed Eftpos

### Installed new synthetic green

### Solar power for electricity back to grid

- \$10k grant received for junior bowls
- \$250k toward 2 artificial greens - Government grant
- 2 grants - shades, hats, sunscreen - Vic Health \$15k
- A mister on top of verandah, getting new shelters, moving fences, new pavers, new cool room, high pressure oven, new pantry, new table and chairs, new rollers and mowers, new automatic water cooler new scoreboards, new seats, new markers
- Air con grant
- Attaining Grants - uniforms, sprinklers, Tournaments
- BBQ area
- BBQ facility - multiple sporting clubs use
- Beautification of surrounds
- Bird proofing over green
- Bowlers social area upgraded
- Bowls Uniform - \$1000 State Government
- Building upgrades
- Built a roof
- Bus Hire / Purchase
- Carpark partnership program - accessible entry
- Change from grass to synthetic

# List of Club Innovations/ Positive Changes

Wanting to introduce ways to improve your Club? For a little inspiration, see this full list of over 750 innovative/positive changes that were shared by Clubs during the 2019 Region Visits.



- Change table for babies
- Child playground
- Club computer - laptop
- Club improvements - new kitchen, volunteers happy benefits community
- Club recently renovated so with paid staff and caterers - members can now just enjoy bowls
- Club refurbished
- Clubroom renovations - remove asbestos, new ceiling, toilet facilities
- Community garden
- Computer
- Concentrated on looking after volunteers by upgrading our bar, building a BBQ Shed and will upgrade kitchen oven
- Consultant Greenkeeper
- Contract Greenkeeper for 2 plus years
- Cool room - new
- Council assistance with Club facilities
- Dfib machine
- Disable toilets to help bowlers
- Drink holder slideout from seats
- Electronic scoreboards
- Electronic scoreboards (funding Grants)
- Employed person to apply for grants
- Engaged Greens consultant with very good results
- Extend the clubrooms (backing from the community)
- Extending bistro
- External seating upgrades
- Facility - more welcoming non-members
- Facility - thorough new of green, solar energy, interior painting
- Furniture Grant
- Giant television put outside (Foxtel)
- Good grass greens
- Grant for Shade permanent - \$18k
- Grant for small sized bowls for beginners / school students
- Grant secured to purchase Jack Attack kits for use with school, kinder and social bowls
- Grants (6 new sets of bowls)
- Grants for roof from both state and federal government - total \$1.2m
- Green renovation - new sprinkler system \$10k grant
- Greenkeeper development of grass greens - SUCCESS
- Greens and surrounds - maintaining 4 greens
- Hire Chef
- Improve amenities - \$100k
- Improved facilities - air con / shade cloth
- Improved facilities with more bigger shades
- Improved green speed
- Improvement - Clubhouse facilities and green
- Increased catering
- infiltrate mother club board
- Innovations - new facilities

## Facility Upgrades / New Equipment continued

- Innovations - surrounds improvements
- Install ATM
- Installed LED lighting for more use
- Internet connection
- Jukebox
- Led advertising signage at Club (under consideration)
- Lights for afternoon bowling
- Lilydale - new lights 2nd green
- Local Council - new green, Federal Government - new green - from Grants
- Major infrastructure improvements - eg. Solar
- Major Refurbishment - car park
- Making facilities available to Community groups, eg. Community Keep Fit, Lions Club, Social Groups
- Modernisation of Club rooms
- Moved from function room to BBQ area
- Mural on side of Club House
- Music - outside sports, clubs use greens
- Music / PA system upgrades
- New boundary fence
- New bowls - \$3000 - Vic Health, Cracker Jack, Bowling with babies, School bowls
- New carpark
- New carpet
- New club rooms / renovations
- New Clubrooms
- New equipment
- New equipment for secretary
- New floodlights
- New indoor centre
- New irrigation system & tank water
- New kitchen
- New scoreboards on centre green
- New seating and shade around greens
- New shade sails
- New shades and fences
- New smoking zones
- New sun shelters
- New Technology - eftpos - website
- New undercover green area - benefits to attract new members - social functions
- Obtain grant for small size bowls for ladies - Numurkah Town
- Obtained grant for 15 sets of Aero bowls for loan - barefoot bowls, etc
- Operations' room created
- Other activities - pool table, projector screen
- Outside bar
- Outside catering - raising funds
- Outside catering drawing in new bowlers
- Pentanque on gravel / sand area
- Permanent scoreboards
- Planned and commenced coverage over 2 greens
- Prisoners at Beechworth working on green
- Provision of rolls for sale prior to the game
- Purchase smaller bowls for young people (Grant)
- Purchased Club bowls different brands and sizes for people to try
- Purchased through a grant sets of bowls to suit children and female participants
- Redecorate Club house
- Redevelop car parking (council)
- Reduced the size of outside fence so people can see in and know what is going on
- Removal of trees on western side of green opens area up to general public
- Repaint façade / hotwash Club house
- Roof proposal for both greens
- seat for players / spectators
- Set up common area - improve machinery shed, close to greens, BBQ area and kitchen area
- Shade and verandahs and sheds
- Shade sails
- Shade sails - Grants
- Shelters around greens
- Sun shade extensions
- Surroundings around the greens
- TAB

- Taken fence down - make synthetic green more accessible
- Toilet at green - Golf
- Updating equipment - aimed at underrepresented demographic
- Upgrade Club facilities
- Upgrade kitchen to run functions - drawers instead of cupboards
- Upgrade POS (bar register)
- Using events module for entries and payments
- WIFI extensions

2

## Social Bowls

### Corporate / Tradie Bowls

### Barefoot bowls

### Bowling with Babies

### Jack Attack

- Blue light program - Wonthaggi
- Breakfast bowls - Sunday - once a month - 5 members joined
- Charity /Business Bowls - Wednesday nights - 1 bowler & 3 beginners
- Charity barefoot bowls nights
- Charity Day
- Charity days
- Charity days - 60+ bowlers, good fundraisers, raised \$7000 on the one day
- Charity games
- Chicken run - for new bowlers
- Come and try Bowls
- Come and try days to increase membership
- Community bowls
- Community challenge - 16 teams
- Community challenge - over 8 weeks Nov-Dec, Feb-Mar
- Community Challenge / Cup
- Community involvement (bowls and social)
- Community teams - one night over 3 weeks - trophy presented
- Cracker Jack

## Social Bowls continued

- Dating Barefoot
- Developing a social bowls program
- Family Bowls
- Family Days
- Family friends
- Family involvement in Barefoot bowls, kids catered for
- Family nights
- Friday afternoon competition for new bowlers
- Friday pm mixed scroungers
- Grandchild day - 25 kids 8 plus
- Grandparent and Grandchildren - sessions
- Harvest cut out (local farmers enter teams)
- Holiday makers (barefoot bowls)
- Intro to barefoot bowls - fire, Actionback, CWA, fishing, footy, etc
- Introduced play Bowls Month
- Let Social Members play bowls on quiet days
- License Club - groups can play Barefoot Bowls, prior to meal
- MND fundraiser annually
- Multiple births day
- Mums and babies
- New members through night bowls
- New Social Bowls Day
- New social bowls
- Night social competition
- Octoberfest Bowls Night
- Offspring of Police Games - visit to Hong Kong reciprocal visit
- Other sporting clubs - functions / social days
- Our Barefoot bowls very successful
- Revitalised Crackerjack comp with further opportunities for participants to bowl
- Run 'Girls on the Green' days
- Singles night bowls
- Social bowls
- Social Bowls Comp - drinks, food, discussion / corporate
- Social bowls on Sunday
- Social bowls short games

- Social pennant practice BBQ membership drive
- Sporting Clubs, work place challenge running for 5 years over 8 weeks, 14 teams participating
- Started Friday bowls - with full house every week
- Successful social bowls (6 sets), 5 weeks average - 10 teams, increased corporate cup from 32 to 46 (2 years)
- This Girl Can
- Thursday night fun bowls for all residents
- Thursday night indoor bowls challenge
- Thursday night Twilight bowls - winner takes all (4x4)
- Twilight bowls - every 2nd week - last week 36 participants

3

### Connecting with Community

#### Schools program - primary & secondary

- All abilities program
- All ability bowls
- Annual Football Club and Bowls Club Competitions
- Barefoot community bowls with two other sports clubs (football / cricket)
- Blind Bowlers
- Business Christmas parties at the Club
- Catering for outside functions
- Charity Day for school
- Children's coaching (primary school)
- Community Cup - Footy, cricket, netball, etc - sponsorship
- Community involvement - CFA / schools
- Corporate Functions - Thursday nights - increased 3 years 70%
- Disabled bowlers (special school) RSL
- Disadvantage and disability program
- Down Syndrome bowlers
- Emergency services competition and corporate challenge, SES, Council, Police, CFA
- Emergency services night
- Encourage community to use venue
- Engaging disability groups
- Facilities open to public
- Facility - bucks show
- Fire brigade - bowl
- Functions based / Community engagement - Vietnamese, Ballroom dancing, education groups, musical adventures
- George Gray Disability Group
- Hall hiring - weddings, parties
- Healthy heart day with Peninsula Private Hospital (blood pressure, diabetes, heart)
- Hiring of Club Facilities for birthday parties, weddings, funeral wakes, etc
- Increased Club Function use from outside the Club
- Independent (non club) tournaments, eg. Probus, Legacy, Aust Post, Disability games
- Intro to local community services groups
- Inviting school children to Club and Teachers
- Involved a visionally impaired member
- Jack Attack Primary school
- Lions and Footballers night and a meal
- Local sports club functions
- More outside functions
- Multi Cultural (trying to encourage migrants - especially Asian origin)
- Offer facility for community events
- Open Club to outside functions
- Pre-schoolers program
- Pre-season (footballers) gathering
- Primary school - 5 week bowls program
- Public knowledge that clubrooms are for hire for club catering or private functions
- Regional School Comp night bowls
- Reopen Dining Room & Kitchen to the public - to finance
- Reviewed and enhanced the junior scholarship program
- Rock and Roll dance group
- Scope' kids - all abilities, once per week, kids love it, all ages, kids and adults, music

## Connecting with Community continued

- Sharing of Club
- Soccer on the synthetic
- Social Venue - to include bowls, birthday parties, bucks parties, weddings, funerals, work sendoffs, break ups at Christmas
- Sporting and Corporations for Christmas parties
- U3A bowls
- U3A Group - greens - Fridays
- UBA course on bowls - increased membership followed
- University bowls
- Use of Club house for Community groups
- Various functions - parties, work breakups, etc
- Venue Hire - functions, minimal outlets in area
- Vision impaired and probus use of indoor facility
- YMCA open days
- Yoga on the Green

4

### Marketing & Communications

#### Facebook

#### Website

#### Team App

- Club newsletter - regular
- Club website increased barefoot bowling participation
- Combined sign
- Communication - whiteboard, weekly events & website
- Communications
- Communications Officer
- Community Facebook
- Electronic communication - Facebook
- Email addresses - communication
- Email members s a means of communications
- Expanded information on website
- Facebook introduced - including paid ads

- Get email address of social participants to follow up with your next activities (log them straight in there and then)
- Good New Stories
- Group text
- Group text to all members
- Hawk Talk - electronic newsletter
- Improved communication with neighbouring Clubs
- Improving communication in club via technology, club newsletter, Facebook, website, internet banking - Boolarra
- Increase Social Media use
- Increased electronic communications
- Introduce a friend (discount)
- Introduced past players day (30 players returned)
- Knox Festival Promotion Tent
- Ladies - golf to bowls
- Ladies day (introduction to bowls )
- Letter drop - 5 couples responded with kids
- Letters sent by Electronic media
- Live streaming
- Live streaming (MCC bowls TV)
- Match day report
- More digitally aware - teams on website
- New Club name
- Newsletter
- Own club email address
- Paid advertising on Facebook - greater exposure
- Promotion of Midlands
- Promotion via Real Estate Agents
- Reconstituted old website
- Redeveloping website
- Relationship with Bowls Victoria & Bowls Australia
- SMS
- SMS Communications for teams / events / general information
- Social Media - Team App, Facebook, Instagram
- Social media person
- Social Media skills 1, 2 and 3

- Sponsor 8 difference sports - gridiron, hockey, soccer, football, cricket, croquet, basketball, pool
- Sponsor a local footy team then run a night for them
- TV Commercials
- Using bulk emails for transfer of information go to members - teams - events - working bees, etc
- Using technology - communications
- Verbally keeping members informed in the application of Club Grant regarding synthetic green
- Website Facebook integrated
- Welcome packs left at local Real Estate
- Barefoot bowling push on website

5

### Governance

#### Committee Unification

- 1st female President at Club Level
- 21 year old Committee Member
- 40 year old President and 43 year old Secretary
- Adopted 'Model Rules' for associations
- Amalgamated (Men's and Women's Committee) 50-50
- Amalgamated ladies and mens sections
- Amalgamated Mens and Ladies Committees
- Amalgamating - Committees, bowls / Management, one decision making body
- Bowls Committee both genders
- Change Management
- change of constitution
- Change of Constitution (1 committee)
- Changed Board structure
- Changed the term of Committee split 2nd year
- Clubs combining / joining to increase the number of teams

## Governance continued

- Combined clubs to play pennant, eg. Not enough players to form pennant team so join with another club in same situation
- Combined ladies and mens committee
- Combined unification bowls sections, update the Constitution
- Consolidated Club Committees - 2 → 1
- Contacts with local Government
- Developing a strategic plan
- Equal gender on Committee
- Female chairperson
- Financial Audit
- Financial security / Catering / seeking fund for new green / greens maintenance
- Futures committee
- Gave members a set of regulations
- Implemented governance
- Incorporated into a combined club
- Local Council / working group - looks after 7 clubs
- Long term lease on the greens for another 5 years
- Moved golfers to bowling - change to venue - merger
- New Regulations and Constitutional unification
- One Committee - no ladies section, no mens section
- Picked the 'right Committee - all
- Picked the 'right' President
- Produced a strategic plan
- Revised Code of Conduct
- Right people in right positions
- RSA Certification - 12 members
- Sold land to provide future security (strategic plan)
- Started business planning
- Strategic Plan
- Strategic plan adopted - 3 working groups (membership, youth and communication) membership group further developed
- Talking with Council re: disabled access
- Unification - Board with two identities
- Unified our Club

- Unified the Club committees
- Updated our Clubs constitution and now incorporated as a separate identity.
- We amalgamated and moved to a new venue - City
- Younger committee

6

## Competitions & Format

- Annual Tournament to Triples (ladies Tournament) Changed from week day to weekend
- Anzac commemoration Tournament
- BPL competition (short form competition)
- Breakfast Tournament
- Brunch before game
- Change colour of night pennant jacks to pink - sprayed old white ones
- Changed format of club championships to 'open' format, armed bowlers, 100 up, President's handicap
- Club challenge (inter club)
- Early Saturday game
- Evening competitions (open)
- Food after Pennant
- Free shirts for new pennant players
- Gary Peer Real Estate Cup Open Tournament
- Hot snacks (sales) after Pennant bowls
- Indoor bowls in winter
- Inter Club Comp in our area
- Joined a National Competition called UBC to increase exposure generate dollars
- Joint midweek and weekend pennant practice one selection committee
- Ladies Only Triples
- March tournament - men cater and do all other work, such a novelty, ladies play, booked up as soon as date is released
- Mixed Club events
- Monthly ladies triples

- Moving events to more appropriate times
- New Division to cater for elderly and younger bowlers
- New night time winter bowls tournament
- Night challenge tournament
- Night pennant teams increased - pathway for new pennant players
- Open certain club games to open including Social members, ie. 100up, 2 bowl singles, open triples
- Pennant Practice & Social Bowls - combined night
- Pennant under lights when can
- Reduced Classic to 2 days from 3 days was success
- Reduction the number of invitation events
- Revamped Wednesday night bowls - last year 20 players, this year 64 players
- Scoring system for Pennant
- Scrounge over Winter (4 months)
- single entries rather than team entries
- Single gender tournament
- Stand along night tournaments
- Stricter and more interesting Pennant practice evenings
- Wednesday night comp -new members resulted
- Wednesday Night meals open to the community
- Week night bowls - lights, open, music - Tuesday - non members, Thursday - members
- Winter bowls for all residents on a Saturday
- Winter jackpot pairs (mixed gender)
- Winter program and over 60's for ladies
- Women in Saturday Pennant
- Woodbury Cup
- World series bowls
- Yearly shield against Yarram and Fish Creek
- 20/20 bowls very successful, time limited triples



## Social Activities

- 2 course mystery meal last Thursday of the month - non members can and do attend
- Abba Night including meals
- After match BBQ - free
- Bingo
- Christmas carols
- Christmas party involving both Golf and Bowls Clubs
- Encouragement Social activities
- Film night / open air / music
- Foodies Friday (caterer) = \$\$
- Free BBQ
- Friday night meals
- Happy hour Friday night
- Introduced a Sunday morning chicken run 10.00am to 12.00pm, all bowlers / non bowlers can participate bar is open 12.00pm to 2.00pm
- Introduced a trips for women, once a month for 5 months - 150 women
- Introduced 'Ladies on the Green' with Devonshire tea (Thurs)
- Introduced members night every week
- Introduced Sunday bowls - good start
- Jackpot Bowls - \$5 per person
- Jazz by the Green - new members
- Ladies night
- Ladies on green
- Ladies on green x 2
- Live music Nights 'run by third party - bar, bookings, community awareness
- Monthly dinners - social interaction
- Monthly Friday night dinner
- Moving some social events from day to evening
- Music - concerts
- Open bar on bowling green = income = social
- Opening bar - extra hours
- Pleasant Sunday Music Day once a month - 150-200 people, eg. Wendy Stapleton
- Practice night - dim sims hotdogs for sale
- Provision of afternoon tea, makes them buy raffle tickets

- Sausage Sizzle - RSL
- Social Functions
- Special music nights twice per month
- Sports persons night
- Sports Persons Night - Sam Kekovich
- Sunday afternoons - all bowlers welcome, all standards
- Sunday Funday - \$6 BBQ & bowls, 1st & 3rd Sundays, 20-25 age group
- Sunday market, BBQ - visually impaired group - fundraiser
- Sunday music - 80 people
- Thursday evenings after practice introduced snacks / light meals
- Thursday night BBQ
- Trivia night - monthly - RSL

## Membership

- \$89 membership - new members, includes affiliation fees and club shirt
- 10% increase in membership
- 12 month free membership (bowling)
- 3 → 2 tiers of membership - all can play Pennant
- Attract new members and locals
- Casual membership \$70
- Complimentary membership for new lady bowlers
- Decreased Annual fees for all memberships
- extend invitation to other Country club Members - food and play
- Football club reciprocal rights
- Free club shirts for new members
- Free Membership 1st year bowler - Dimboola
- Free membership 1st year bowlers - (Pennant)
- Free membership first year - shirt / blouse (25 members)
- Gifted a club shirt to new members
- Half cost membership - new members plus shirt free of charge
- Half price member for 1st year

- Introduced free membership for new bowlers
- Introduction of 1st year membership incentive
- Introductory Membership initiative - includes member affiliation and shirt
- Membership - schools - free membership for new members under 18 reduced to \$10
- Membership categories changed
- Membership drive with local RSL and local golf club - 25 new members
- Membership drive, try Bowls etc, distribute 15,000 leaflets get 50 new members. Needs consistency, do it big, have patience.
- Membership price plus uniform supplied
- New category of membership called community membership
- New member application with privacy info
- Nil increase to base membership
- Social Membership
- Split Membership (half beginning season, half January)

## Sponsorship & Fundraising

- 20 draws over year - 40 tickets each draw - \$400 a ticket, \$500 prize a week - profit \$6000 + direct debit
- Actively chased sponsorship putting sponsor boards around club at \$250 a year
- Art Show - raised \$23,000
- BBQ's at Bunnings and Aldi
- Bunnings - sausages \$18000 - 12 months once per week
- Bunnings - sausage sizzle
- Bunnings BBQ (fundraiser)
- Bunnings BBQ fortnightly - \$6,440 in 7 months
- Bunnings Sausage sizzle
- Fines session after Pennant (goes to charity)

- Fundraising - bingo, sponsors, cracker jack, raffles, hire out facilities, functions (event specials)
- Fundraising - including barefoot bowls,
- Fundraising (causes) days - Pink Day, Blue Day, MND
- Fundraising for Club
- Garage Sale
- Garage Sales to raise funds
- Grown sponsorship
- Improvement of sponsorship
- Increased sponsorship through signage
- Instead of every Club selling sponsors, all clubs never group together to market sponsorship as the sponsor has a bigger market.
- New sponsors signage
- Permanent Sponsor signs
- Revamp Sponsorship (generating \$55,000, past month - 12 new sponsors)
- Sponsor Banners
- Sponsored scoreboards
- Sponsors displayed on separate TV screen
- Sponsors Night
- Sponsors night (thank you night)
- Sponsorship increase

### Other Positive Changes

- Accepted RSL when they were displaced
- Appoint Bowls Co-Ordinator / Coach
- Appoint coaches - midweek and weekend
- Appointed new coach and developed a better club spirit
- Appointed part time Bowls Co-Ordinator
- Ask members what their skills are
- Board appointed venue manager - paid position
- Bowls Co-Ordinator
- Change of uniform
- Coach / Co-Ordinator
- Coach and facilitate Ladies help of CH, primary school - State Champion
- Coach appointed - gained new members
- Coaching / Training
- Coaching for bowlers with arms
- Coaching panel
- Coaching to Competition to Pennant
- Community coaching
- Consultant - community demo, facilities, social media, web page, Friday nights - realistic pricing functions
- Culture - increase number of contacts - BBQ's
- development of new uniform items
- Embracing change - accessible, all club members (men and women), introduction of technology, welcoming
- Employed Barefoot bowls co-ordinator
- Entice volunteers
- Got rid of all whingers and moaners through making it difficult. Result a positive group
- Introduced paid staff
- Junior bowlers playing Pennant
- Junior development
- Junior Jack Attack
- Junior program
- Member rostering - changes - men rostered in the kitchen
- Mens roster for heavy work around Club

- More volunteers for greens maintenance
- New Club shirts
- New club shirts - free
- New club shirts (Grasshoppers)
- New Pennant shirts
- New umpires
- new uniforms (Chiltern / Yackandandah
- Opt out volunteer roster
- Paid bar manager - Barefoot bowls, functions etc
- Permanent Coach / Chairman of Selectors
- Regular umpire accreditation and re-accreditation
- Revitalise membership coaching
- Roster for volunteers to do grounds / surrounds
- Senior Bowlers - buddied with new or lower Division bowlers at practice
- Share Bowls Connect, etc with Club Members
- Support to new bowlers via coaches / mentor / uniforms
- Sweat Shirts appealing to the younger bowlers
- Tapping into expertise of club members saves \$
- Umpire (rules) information sessions weekly
- Uniform - help to new members towards the cost
- Unpaid coach
- Young players developed
- Younger members
- Younger people joining through families and friends