

1

Facility Upgrades / New Equipment

- Installing Eftpos
- Employed person to apply for grants
- Solar power for electricity back to grid
- Reduced the size of outside fence so people can see in and know what is going on
- Giant television put outside (Foxtel)

2

Social Bowls

- Dating Barefoot
- Octoberfest Bowls Night
- Bowling with Babies
- Singles night bowls
- Corporate / Tradie Bowls

3

Connecting with Community

- Schools (primary & secondary) programs
- Soccer on the synthetic
- Yoga on the Green
- Annual Football Club and Bowls Club Competitions
- Hiring of Club Facilities for birthday parties, weddings, funeral wakes, etc

4

Marketing & Communications

- Website Facebook integrated
- Paid advertising on Facebook - greater exposure
- Knox Festival Promotion Tent
- Get email address of social participants to follow up with your next activities (log them straight in there and then)
- Sponsor a local footy team then run a night for them

5

Governance

- Amalgamated ladies and mens sections
- Strategic plan adopted
- 3 working groups (membership, youth and communication)
- Revised Code of Conduct
- Younger committee

10 Club Innovations/ Positive Changes

Over 750 innovations/positive changes were shared by Clubs during the 2019 Region Visits. These have been segmented into the following ten categories along with a sample of such innovations/positive changes.

For more inspiration refer to Club Assist for the full list.

6

Competitions & Format

- Anzac commemoration Tournament
- Change colour of night pennant jacks to pink - sprayed old white ones
- Pennant under lights when can
- Hot snacks (sales) after Pennant bowls
- Pennant Practice & Social Bowls - combined night

7

Social Activities

- Introduced 'Ladies on the Green' with Devonshire tea (Thurs)
- Jazz by the Green - new members
- Live music Nights ' run by third party - bar, bookings, community awareness
- Music – concerts
- Sports persons night

8

Membership

- 3 → 2 tiers of membership - all can play Pennant
- Football club reciprocal rights
- Gifted a club shirt to new members
- New category of membership called community membership
- Free membership 1st year bowlers - (Pennant)



9

Sponsorship & Fundraising

- Bunnings BBQ (fundraiser)
- Art Show - raised \$23,000
- Revamp Sponsorship (generating \$55,000, past month - 12 new sponsors)
- Sponsors night (thank you night)
- 20 draws over year - 40 tickets each draw - \$400 a ticket, \$500 prize a week - profit \$6000 + direct debit

10

Other Positive Changes

- Appointed part time Bowls Co-Ordinator
- Consultant - community demo, facilities, social media, web page, Friday nights - realistic pricing functions
- Embracing change - accessible, all club members (men and women), introduction of technology, welcoming
- Opt out volunteer roster
- Tapping into expertise of club members saves \$

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