

Indoor Bowls News

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MARCH 2005



From the President's Desk

WELCOME TO THE 2005 SEASON

A new season means new challenges for all of us and as I see it the following are the ones we face. The new bowler has to master the mat and bowl, the seasoned bowler how can I improve on last year, the clubs how to make ours better and attract new players the centres how best can we promote bowls in our area and give support to the clubs in our district, the National Body how can we maximize our efforts in giving help, assistance and encouragement to all levels of indoor bowls. To me personally the challenge of leadership & how best can I serve those who have put their trust in me. I am willing to take up the challenge are you?

Yes there is a change at the top but there will not be any change of direction. We are committed as a team to the marketing plan set over 12 months ago and the strategy formulated during last year.

This year is our turn to go on to Australian soil and challenge (another challenge to add to our list) for the Trans Tasman Trophy and I want to congratulate all those players who have been chosen to represent all New Zealand Bowlers in this contest.

For some the new season has already begun and others it is just starting. Whatever stage you are at may I wish all indoor bowlers the best for a challenging season and encourage you all to do whatever you can to advance Bowls to new heights in your area.

Ian Fraser
President.

ROAD SHOWS UP AND RUNNING

The 2005 Road Shows commenced last weekend in Hamilton & Auckland with 28 bowlers attending the Hamilton workshop and 42 in Auckland. The response was excellent & the interaction very good on both days. Topics covered included Marketing, Coaching, Publicity, Administration and the future of the game in general. At one stage the bowlers were put in groups & asked 3 questions- what was the Executive doing well, not doing well, or should start doing? The five main points were shared from each group & hopefully by the end of the 9 workshops a clear direction will be given to improve & move the game forward.

All bowlers are urged to attend one of the workshops when it comes to a venue near you. We are certainly interested in what you have to say and we all must work together if we want the game to prosper. Our Marketing and Promotions Manager Keith Setter is part of the visiting team talking about new initiatives such as the Loyalty Programme- It is all about being rewarded for getting new members- a win win situation for all!

Contact Keith on nzibkeithsetter@xtra.co.nz or phone 021-500 659 about this or if you require help with any other promotional activities.

The remaining workshops are:

March 19 Wellington
March 20 Napier
April 2 New Plymouth
April 16 Nelson
April 17 Greymouth
April 23 Ashburton
April 24 Balclutha

LOOKING FOR NEW MEMBERS?

The new resources that have been distributed recently have been well received.

It is great to see the new signs starting to appear all around the country- let's all spread the word and make sure every one knows that Indoor Bowls "really is a game for all".

At the start of the season all clubs should be looking to boost their numbers as a strong membership means a secure future with a sound financial base to support all national activities and ongoing development. Indoor bowls is a sport that has given satisfaction and pleasure to hundreds of thousands of New Zealanders over more than 50 years. The challenge is for all existing members to sell the sport to as many people as possible. We need member's support to drive a successful campaign. Some people are better at selling than others, but everyone can spread the word. Remember the emphasis is on fun, with no barriers to entry and all players being able to set their own level.

Get organized- enlist support from club members - appoint someone to take charge of the club programme of agreed activities to seek new members. Decide a programme of activities or events which best suits your club and ensure responsibilities are delegated to run them

Be realistic-don't do more than you have people and financial resources to achieve
Host a club evening- get every member to invite at least one new person. Place a notice on a community notice board or in the local shop.

Talk to your local newspaper and encourage them to write a story about the sport and its involvement in the local community. You will need to have a story-line prepared and some background material. Look at your membership and see who might make an interesting community newspaper story and look at the individual and club 'success' stories and how the club may have positively impacted on any community. The new promotional brochure has been so popular we have had to do a reprint and additional copies should now be available through your district secretary.

LION FOUNDATION NATIONAL CHAMPIONSHIPS



This event, to be held in Wanganui 11-18 June, is fast approaching and your club secretary would have already received entry forms and a poster. Get a group together go along and join in - have some fun and at the same time see New Zealand's top bowlers in action.

If you need accommodation contact Brendon Kenny, - Phone 06-343 1513.

Entries close with your district secretary 14 April so get your team together and enter now.



COACHING - AVAILABLE- ALL FOR FREE!

All bowlers would have been saddened by the death of Regional Coach Neil Robb in New Plymouth recently. Neil did an excellent job especially with the Colleges and will be missed by us all. The coaching in this area will be continued by John Campion and the North Taranaki IBA

The four Regional coaches are keen to deliver more coaching this year. All you have to do is ask!

Should any district require coaching for new, existing or representative players please feel free to contact the following people:

- Craig Whiteside-Ph 07-543 2616 -Districts WK, KC, NL,NS,AK,RD,CS,TV,TG & BP
- Jack Jones-Ph-06 327 5403-Districts MN,BR, HB,PB,WR,HO,NW,HV & UV
- Julie Dalley-Ph 03-337 0221- Districts CY,NN, Mr,GB,UB,GM,HK
- Michael Lawson-Ph-03-302 8940-Districts AS, SC,NO,OT,SO,CO,SL

The Executive Member who coordinates the coaching programme is David Edgar who can be contacted on 03-204 8227. We are always keen to appoint more coaches so let us know if you are interested.

We all need coaching- the better you play the more you enjoy it!

NEW LAW BOOKS SOON

The Law Review Committee has completed the task of making the necessary insertions and deletions in the Laws of the Game for the new book.

The printers are in the process of producing 7000 copies which will be sent out this month.

The initial distribution to Districts will be on the basis one book for every five affiliated members and one for each member of the District Umpires Association.

These books will be issued free of charge. All further issue will be at a cost of \$1.00 per book. Orders for further copies can be placed through National Office. The 2005 Laws of the Game are now in effect. A summary of the changes in the new book will accompany the initial distribution.

If you have any enquiries about any Law changes, please direct the E mail site, trevor-t@clear.net.com.

WEBSITE:

www.nzindoorbowls.co.nz



PLEASE PLACE ON YOUR CLUB NOTICEBOARD