



PROMOTION & ENGAGEMENT POLICY

BACKGROUND

Bowls North West (BNW) is a not for profit sporting organisation, with fifteen member Clubs and total revenue primarily dependent on capitation fees from Club's registered bowlers and corporate sponsorship.

Our Mission is “**to grow the sport of lawn bowls in North West Tasmania**”.

BNW presently promotes the game and regularly engages with the following stakeholders –

- Fifteen Member Clubs
- BNW Sponsors
- North West Coast community
- Bowls Tasmania, Bowls North & Bowls Tasmania South
- Federal & State Government Agencies and Representatives

It does this via the following avenues:

Correspondence – written and verbal
Meetings – regular verbal with Clubs
Electronic – Email, Website, Facebook
Notices – Newsletters
Advertising – Articles/Results in the Advocate & Examiner Newspapers
Invitations – Sponsorship Proposals
Documentation – Policies & Procedures, Strategic Plan, Financial Budgets etc

Promotion & Engagement Strategies

To be successful in the promotion of the game on the North West Coast, BNW needs to increase awareness among the community of the availability of the game of lawn bowls and of the Clubs in their area. It must also maintain and foster an image that focuses on a friendly and social yet competitive and professional environment.

In order to achieve this the Board has recently implemented the following promotional initiatives to be undertaken over the coming twelve months:

- Explore and obtain greater exposure opportunities via media outlets (e.g. television, radio, newspapers etc);
- Compile and distribute via Member Clubs a “Are you keen – Get on the green” invitational brochure to entice more participation in the sport;
- Undertake a vigorous campaign to increase corporate sponsorship for BNW;
- Investigate and implement, where possible, live streaming of BNW events to the general public;
- Continue to communicate and interact with all stakeholders via our electronic processes;
- Increase our public relations via construction of press releases to announce major achievements, awards, etc;
- Conduct, where possible, presentations to appropriate sporting clubs such as cricket, football, hockey, etc to promote the game; and
- Develop professional presentations, utilising PowerPoint, detailing BNW, Clubs details and the benefits of playing the sport.

It is to be hoped that by the implementation and hopefully achievement of these initiatives they will increase not only participation in the sport but also the BNW financial base to enable a reduction in capitation fees for those participating in future Pennant rosters.