

HAVE A GO



On behalf of Bowls NZ and our participating clubs, we would like to extend a massive

THANK YOU to the NESCAFÉ CAFÉ MENU team for their generosity and support of our national HAVE-A-GO day with the delicious sample sachets, discount coupons, spot prizes, promotional material and \$1000 donation to the winning club "Carlton Cornwall Bowls."



Also, we would like to congratulate the Tauranga Bowling Club, for their entry. We were so impressed with their creativity that for next year's HAVE A GO we will be sponsoring their volunteer shirts. Well done guys! Keep up the creativity



Isn't it remarkable how fast the year has gone with this being the last issue of Bowls Talk for 2011? Jo Edwards' success at the World Champion of Champions has been a major highlight over the last few months, capping off a stellar year for Jo. With her gracious manner both on and off the green, and as New Zealand's best performing bowler, we can all be proud of her achievements. Congratulations to our NZ Black Jacks who have brought home six medals from the Asia Pacific Championships (3 Gold, 1 Silver, 2 Bronze). It was a fantastic effort by the team!

By the time this has been printed, the National Secondary Schools Championships in Christchurch, will have been completed. Well done to all the winners. To all those taking part in the Hyundai National Open Championships in Auckland, I wish you all the best. If you are not competing and are in Auckland, I encourage you to take some time out of your busy schedule and join us as a spectator.

In October we ran our annual Have-A-Go day which was proudly supported by Nescafe. The Mates-In-Bowls and Christmas Bowls season is well and truly underway and we wish all clubs every success.

Thank you to our friends at TOWER for supporting both these initiatives via the TOWER Bowls Development Fund. Our FUTURE

LEADERS programme concluded in November. Thank you to all attendees for taking part. The feedback received has been overwhelmingly positive and we are now formulating systems to ensure we can support our FUTURE LEADERS in their chosen projects and monitor their progress.

In February 2012, I will be undertaking a national road show on Partnership & Participation. This is open to anyone who is interested in coming together to discuss the future of our sport, to ensure the survival of bowls and our clubs. We'd love to see you and hear your thoughts on how together we can successfully grow our player and volunteer numbers. Dates and venues are detailed on a separate handout.

Our office will close at 5pm on Thursday 22 December and will reopen again on Monday 9 January at 9am. From everyone at Bowls NZ we wish you a fantastic Christmas break with your friends and family.



Happy bowling!

Kerry Clark
Chief Executive Officer

Our Mission:

"Bowls is enjoyable, entertaining and accessible to all New Zealanders now and into the future"

Change Our Image. Grow The Game!

Bowls is becoming increasingly diverse with players coming from all walks of life, ranging from 10 to 100 years, playing once a year to every day, yet the image usually portrayed is that it is a game for retirees only and a rather boring one at that!

Not surprising when the usual imagery associated with our sport are a set of dead man's bowls or an immaculate green with no people on it, or a picture of the club rooms, again, with no people in sight. Static images don't quite cut it when it comes to stirring emotions.

When you get down to basics, our great game is really all about the great people! We need to reinforce that bowls is fun, a sport for all ages and all people, and ensure that our "image" appeals to the wider market. But to achieve this we need to work together! The question is how do we do this?

One way is to utilise our '4 FACES' concept across the sport at club, centre and national level. 4FACES represents the four player dimensions to our

sport - the **traditional bowlers**, **youth bowlers**, **social/casual bowlers** and our **Black Jacks**.

It is a great reflection of the wide appeal of our game. These '4FACES' are used in Bowls NZ marketing material, however, for bowls to truly be seen for what it is, a sport which is accessible and enjoyed by all New Zealanders, the 4FACES imagery needs to be utilised by our centres and clubs.

This can be achieved by creating your very own 4FACES for your club/centre using photos of bowlers who play at your club/centre and then utilising your 4FACES imagery in all your promotional (brochures, flyers, advertising, signage etc) and communication material (website, club notices, media release etc). If you need some photos to fill the gaps for your club's 4FACES, we'll make some available on the Bowls NZ website www.bowlsnz.co.nz under the CLUB section for you.

**Use 4 FACES and win
a set of bowls for your club!**

We'd love to see your club's 4 FACES – send us your 4FACES imagery with a sample of how you have used it, to marketing@bowlsnz.co.nz by 28 February 2012 and we'll put your club into the draw to WIN a set of HENSELITE Bowls.

Bowls NZ Christmas Office Hours

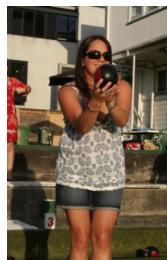
The Bowls NZ office will be closing at 5pm on Thursday the 22nd of December and reopening on Monday the 9th of January 2012.

Examples of 4FACES:

YOUTH



SOCIAL



TRADITIONAL



BLACK JACKS



**Have you considered printing
Upshot magazine in Black and White
for your members?**

Printing UpShot in black and white comes at a very minimal cost and means that your members who do not have internet access are able to take UpShot home with them and keep up to date with what is happening in the world of bowls



**Merry Christmas
from the team at Bowls NZ**



NATIONAL OPEN CHAMPIONSHIPS

The Hyundai National Open Championships will be underway on the 28th of December. For information on the daily playing programme, draw and results check out the Bowls NZ website www.bowlsnz.co.nz.

Our Vision

"To be the best bowling country"

Have you registered for Upshot email alerts? Register for FREE on www.bowlsnz.co.nz