



SQUADS

bowls ain't just for nanas



CLUB PRESENTATION

WHAT IS IT?

- * A structured 4-6 week lawn bowls competition
- * Aimed at secondary school aged students who've never played
- * 60-90 minutes playing time, one day a week, played after school (or during)
- * 6 in a team – any gender combination



WHAT IS IT?

- * Played school team against school team
- * Week 1: Introduction to bowls
- * Week 2 onwards: competition
- * Format: speed bowls - 3 pairs
- * 24 students per green



WHAT does your club get out of IT?



- ♦ Increased exposure within the wider community
- ♦ The ability to build your player base as many of our age group competitors started out in these trial style events.
- ♦ The ability to build your membership by targeting parents of students participating
- ♦ Increasing your volunteer base as many parents are happy to participate in their children's sports teams.

WHY OFFER IT?

* An opportunity for secondary school aged students to be introduced to the game of bowls in a fun and relaxed environment – important because our National Secondary School Championships has become an event for the top players



PLAYER PYRAMID

Black
Jacks

EXCEL

Talent
Development
Squads

PERFORM

National Secondary
Schools
Championships

PARTICIPATE

SQUAD6

LEARN

Have- A- Go

EXPLORE

OBJECTIVES?



- * Increase our participation numbers for secondary school players & foster youth development in bowls
- * Further strengthen school & community relationships with our bowling clubs
- * Increase interest in bowls & challenge the stereotype

CLUB REQUIREMENTS

- Create a fun safe environment for students to participate in our Sport.
- Your facilities – greens, bowls gear, club rooms
- * Your coaches & volunteers (police checked)
- * A programme to suit the needs of your local community
- * Run the SQUAD6 Competition





CLUB REQUIREMENTS

- * Run FREE Have- A-Go sessions for your schools prior to your SQUAD6 competition – if the need is anticipated by the schools involved
- * Use of the SQUAD6 brand
- * Collection of registration details for all the players
- * Collection of \$10 player fee

WHY SQUAD6?

*We've trialed the concept at Taradale BC & the students loved it . . .

"I have learned a new sport" 75%

"I enjoyed playing the game " 88%

"I would recommend that my friends try it" 100%

I would like the opportunity to learn and play more 75%



FUNDING

- * Fee is \$10 per/player (\$5 payable to Bowls NZ), will be invested back into the brand & promotional costs
- * Together we intend to apply for Kiwisport funding assistance for SQUAD6 clubs to help with the operating costs of providing SQUAD6 eg greens maintenance, bowls, mats & jacks usage, direct expenses for volunteers & coaches



NEXT STEPS

- Get support from your Club to run such an event.
- Contact your Local CDO
- Express your interest with Bowls NZ by emailing rob@bowlsnz.co.nz
- Identify a leader within your club to co-ordinate the requirements of the program.
- Talk to your Local Schools

