



# Get it rolling!

## Membership & Marketing



**T**he National Standing Committee: Membership and Marketing (M&M) is not a newly formed committee **but definitely a new looking committee!**

New faces and new direction with lots of positive ideas and of course high in confidence, this group of enthusiastic bowls administrators want to assist in leading bowls as a sport to new heights in both Membership and Marketing.

As per circular 23/2016 we quote: "Part of the NSCM&M committee's strategy is to build a positive brand and image of bowls in our country. To do this the plan is to create a winning culture through creating a winning image. There are numerous examples of positive work being done that put the image of our sport in the exact light we wish to portray. We want to spread the good news of all the positive achievements achieved at Club, District and National level".

The Standing Committee request is for Districts and Clubs to "share their good news and give recognition to those members who have gone the extra mile promoting our sport". Therefore "Districts and Clubs are encouraged to contribute to this venture and help create the image our sport deserves". M&M will be publishing a monthly publication where they will share the achievements and success stories and this will hopefully have the add-on benefit of creating an environment where these stories stimulate others to follow on their success.

We request Districts and Clubs to submit Articles and Photos to the editor, Anina Black and/or directly to their National M&M appointed committee member "who will make regular contact with you to ensure that every Club and District gets positive coverage. Sharing this newsletter on **our social media sources** such as our website and Facebook will extend our readership footprint and hopefully engender the image and goals of M & M". The "success of the project is dependent on positive input from everyone and the M & M committee look forward, with your support, to creating the image and brand that our sport deserves.

It would also be appreciated if Districts would appoint a Media Officer, preferably from their local M&M/Development Committee to feed bowls information to Anina Black and to our Media Officer, Alan Simmonds". Thank you all!



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Alan Simmonds [twickers@gmail.com](mailto:twickers@gmail.com)



Monthly M&M news

ISSUE 01 APRIL 2016

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### CONVENER'S CORNER

Future M&M issues will have a **Convener's Corner** (like the top magazines have the editor giving comment and highlights in connection with the issue) and to start it off we introduce you to the Convener, Ilze Bakkes!

See pg. 2 for the story.

### M&M and BOWLS SA

Bowls SA will give important and positive feedback — help us find the right name for it!

See pg. 3 for the feedback!



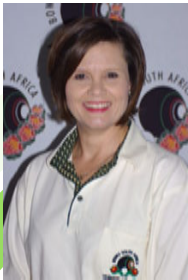
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Sport and Recreation South Africa  
REPUBLIC OF SOUTH AFRICA





# GET IT ROLLING

## CONVENORS CORNER



**ILZE BAKKES,**  
**CONVENER**  
 National Standing  
 Committee  
 Membership &  
 Marketing

Introducing YOU to the  
 Person **Ilze Bakkes**

Born: Natal  
 Lived in: Kroonstad and Bloemfontein  
 Married: Herman (SA and A cricket player)  
 Children: Brendan  
 Andrea  
 Work: University of the Free State  
*...and yes, she LOVES HER WORK!!!*  
 Bowls Club: Municipals  
 Role Models: Prof Jansen  
 Brand Pretorius  
 General: Assist SFS Bowls with PRO  
 Studying further  
 Mad about cats



Note from editor:

President of Bowls SA **Kallie Haupt** presented Ilze with a friendship badge at the Prize giving.

**M**y first encounter with Bowls was almost five years ago. Ewie Cronje from Hillandale Bowls Club got the kids in the neighbourhood hooked on the game and before long, we as parents joined in on the fun. However the concept I remember the most, and often refer to, is when he said before my first lesson started: **“Bowls is a game of good manners and etiquette. Remember that at all times.”**

During the week of 28 March to 1 April, I witnessed that, and am proud to say, I was involved in the u/19 Development Tournament held in Bloemfontein. I saw the essence of Oom Ewie’s first lesson in true spirit and sportsmanship. Good manners and excellent etiquette prevailed on and off the green. **At this point I want to acknowledge the parents and the managers who impart their knowledge and experience to these young players. Without your dedication, coaching, love and example, this show of sportsmanship would not be possible.**



Yes, great skill was on the menu everyday too, but to me the good manners were tops. This brings me to the next thing. Are we as club members and management setting the right example for new and fellow bowlers? Are we leaving behind a legacy of sportsmanship, good manners and etiquette? Although clubs should create a social space as well, it should first most showcase a solid value system for all members to commit to. On Sunday evening the 2nd of April, during the live interview on SABC, one of our young players, Xavian, said quite honestly that some members are grumpy. Is that the case in your club? I want to appeal to every club member to do a bit of introspection and critically evaluate your example that you set. I challenge every club president to evaluate the club’s culture and **“Get it Rolling!”** and change the culture to be more accommodating of all players, of all ages and skill levels.

As **Convener of the Membership and Marketing NSC**, I am honoured to be part of a hugely talented, motivated and committed group. I salute **Fonny, Anina, Henk, Owen, Malcolm and Oom Ronnie** for your contribution and for taking up the challenge to change the tide. I saw this machine in action at the u/19’s and am delighted and excited about the future. Under the leadership and guidance from **Trevor Davis, our Exco Liaison, Bowls in South Africa** will grow and become a sport of choice for everyone. Change management is not an easy process, but we are geared to provide support and guidance where clubs require us to give.

Yours in Bowls  
**Ilze Bakkes**

# & KEEP IT ROLLING



## TEACH THE TEACHERS

The face of bowls is changing and where better than in George in the Garden Route. Part of Eden Bowls, their link to the schools is once again making news!

George has been in the news over the years, from the start of young learners being introduced to bowls, to the playing of bowls as part of the Inter Schools Bowls project which was due to the dedication and hard work of Johan Havenga. Oom Johan, as we all fondly call him, has steadily grown youth bowls in the area. **The Eden U'19 team received gold in 2011.**

**This year the district sent three teams to the 2016 U'19 tournament where one team received silver!**

Due to the Western Cape Department of Education agreeing to Bowls being a school sport, George BC have decided to get teachers and senior players involved with the coaching of bowls. Both Oom Johan and Hilton Prins were involved with this project to run a coaching course for teachers. Led by Trevor Davis, executive member of Bowls SA, who is experienced at international level, seventeen candidates took part and represented George High, Parkdene High, Heatherlands High and Pacaltsdorp Primary Schools.

The teachers had to demonstrate their new experience to learners that, for the first time are being introduced to the sport. **The young people's enthusiasm was,** as always, addictive! The George Bowling Club already had an upset this year when the junior team beat several senior teams to win the league! The new initiative will now be taken to other clubs in Eden, but the teachers are all so eager that they have already challenged each other and soon we will see the schools having teachers playing off!

**Congratulations George** and especially Hilton, Oom Johan and Trevor for your dedication and continuous work.

JH/04

### What is your club or district doing?

Share your **good news** of growth in membership, marketing, development, youth bowls, under 45's, administrators and feel good moments with us!

WEB  
DETAILS



**Do you want to get positive news on bowls?** Then do not delay, add us today! Follow us on Google and on Facebook. For the links see the Bowls SA Website.

To receive the "Get It Rolling" Newsletter electronically please send an e-mail to [blackanina@gmail.com](mailto:blackanina@gmail.com) with the heading "GET IT ROLLING NEWSLETTER." The newsletter will also be placed on the Bowls SA website.



# GET IT ROLLING

Monthly M&M NEWS

ISSUE 01 APRIL 2016

## 2016 JUNIOR TOURNAMENTS

### STATS OF THE BOWLS SA UNDER 25 TOURNAMENT

The Under 25 Inter District Tournament was played at the Municipals BC in Bloemfontein where participants played:

In two sections.

A total of 15 teams.

From 11 districts (and as always a warm welcome to Namibia.)

Two teams for each of 3 districts being Ekurhuleni, Southern Free State and also Western Province.

Playing on a league basis over 15 ends

Three games per day.

The finals being over 21 ends.



**B**oth the Bowls SA Under 19 Development and the Under 25 Inter District tournaments have just been completed in Bloemfontein—with huge success!

### The finals were exciting.

There could not have been a closer and more nail biting finish than that of the **under 25's!** Playing in the finals were Ekurhuleni “A” versus KZN Country “A”. The Ekurhuleni front and back rank was solid right through with them drawing, driving and executing the task at hand. The game swung a couple of times and Ekurhuleni seemed to take the upper hand more than once. But KZN Country, who only joined the under 25's this year, did not make it through this far for nothing! Skip of KZN Country, Brendon von Vreden was drawing beautifully and was seemingly relaxed. *Breathless the spectators were watching closely!* **In the 20th end KZN Country Bowls went up by two shots. Ekurhuleni required 3 shots for a win.** In the last end the jack got moved several times with the front rank seemingly hiding it from any attack! In the most amazing play of the back rank, the jack was moved again and when the skip of Ekurhuleni, Shimanda Nepgen popped the jack out and drew another shot Ekurhuleni equaled the score! **Playing another end** to determine the winner, KZN Country showed their match temperament (experience from being in this position before at the under 19's) and settled down for the last end. The young men of the KZN Country team won the game by one shot. **Congratulations!**



### KZN Country

Brendon van Vreden, Walter Moore, Alwyn Martignone, Flip van Vreden and team manager Andries Fouché



### Ekurhuleni

Kallie Haupt with S Nepgen, W Klopper, G Green, E du Toit and team Manager

**A**s the two teams got together on the green afterwards for their team's “war cry” one could but only look on with **a smile and a tear** with a special thought towards these **wonderful young ambassadors** of our sport that we have had the privilege of seeing at play. **They showcased such sportsmanship!**

**We salute all the players of the Under 19's and the Under 25's that participated in the 2016 Tournament.**

# & KEEP IT ROLLING



## EKURHULENI YOUNG TALENT

The young players from Ekurhuleni are reaching for the stars! Recently the district send these bowlers off to play in Bloemfontein in both the under 19 and under 25 tournaments. Four sides were entered, two under 25 and two under 19 sides. **The district have a wealth of talent to choose from.** Already the schools program, where youngsters from previously disadvantage schools are introduced to bowls, is paying off. Yet a large number of young bowlers are introduced by family. Four of the players in one of the under 19 teams started their inter-district careers in Pietermaritzburg! The other side, with the exception of one player, achieved silver medals at the 2015 tournament. The under 25 sides are made up of players that played before as well as some new faces.

**What is your club or district doing?**

Share your **good news** of growth in membership, marketing, development, youth bowls, under 45's, administrators and feel good moments



Some of the eager, young Ekurhuleni district bowlers with Under 19 Manager, Jenny Jones, holder of National Colours and Life Member of Edenvale BC before leaving for Bloemfontein

## EKURHULENI INTRODUCES...

### Shimanda Nepgen



One of the players that skipped the Ekurhuleni "A" team this year and played in the finals against KZN Country, was 22 year old **Shimanda Nepgen**. She was both a winner in the Singles and the Pairs for the District during 2016 and was invited to attend the Junior Master's Bowls Tournament earlier this year where she received a silver medal. Shimanda is now the holder of three Silver medals with the rest of her team at the Under 25 Inter Districts. Shimanda has recently been selected by Bowls SA to represent the country as one of our **Junior Proteas in the International Quadrangular**. Congratulations Shimanda!



**Shimanda Nepgen**, skip of Ekurhuleni "A" at the Under 25 Inter Districts receiving a Silver Medal from Kallie Haupt, President Bowls SA



## 2016 JUNIOR TOURNAMENTS

The Bowls SA Under 19 Development Tournament teams took part in four different sections. After the final rounds were played the winners of the Purple Section were Sables “B”, that of the Green Section Gauteng North “A” then the Blue Section was the team from Ekurhuleni “A” and in the Red Section Eden “A”.

The one semi-finals were played off between **Ekurhuleni and Eden**. Playing beautiful bowls, changing the length of the mat, drawing and even driving, the young men from Eden, under the caring guidance of Oom Johan Havenga, were up the whole game. Due to bad light play was stopped after Ekurhuleni won both the 11th and 12th ends. The following morning proved crucial for both teams. Ekurhuleni were holding a possible 5 shots in the last end. However Enrico Slinger kept his cool and drew the shot which gave Eden “A” a convincing win of 20 points to 10.



**Eden “A”**  
Dillon Booysen,  
Reagan Meas, manager  
oom Johan Havenga,  
Enrico Slinger, Keenan  
Williams



**BGN “A”**  
Bradley Lottering, Ernst  
Wagner, Tommy Minnie,  
Christian du Plooy and  
manager Frances Channer

**Believing after seeing** is certainly more than one new manager’s view-point after arriving at **Orangia BC** for the 2016 U’19 Development Tournament!

155 kids all playing bowls at the same venue under the age of 19.

Battling out in four colour sections with 9 teams in each.

**Boland** must be commended for fielding **5 teams!**

Border, Gauteng North, Eden, JBA and KZN Country all had 3 teams.

Two teams each were Ekurhuleni, Natal Inland, Northern Cape, Sables, Southern Free State and Western Province.

North West, Mpumalanga and Limpopo with one team each.

In the other semi-finals **Sables played against the BGN team**. The youngsters from BGN, boasting brand new look shirts, **had not lost a game in the tournament** and were fired up to keep going! But they were in for a tough game, as the Sables team, with some experienced players like *Nomatier Muvhango and Carmen Jacobs* was not going to go down without a fight! It was a close game with some fine drawing and lots of changes to the head over 15 ends. At the end it was the steady play of the whole BGN team under the watchful eye of their manager, Francis Channer, that closed off the scoreboard at 16-13. **Now for the**

**The finals in the Under 19 Development Tournament took place between Eden “A” and BGN “A”** and up till the 6th end all were equal. Even the weather changes did not stop play. Ernst Wagner and , Bradley Lottering played positive bowls and slowly the BGN team got the upper hand in the game. Motivated, they kept calm and played to their best ability as a team. The final score was 21—12 for Gauteng North “A”, a deserved win for a team that won all their previous games! **Congratulations to the BGN team and proud manager!**

# & KEEP IT ROLLING



Being Under 19 at a Bowls Tournament is great! The youngsters that were at the tournament before met up with friends from around the country. New friends were made and new faces to the Sport of Bowls at school level were seen for the first time! But this tournament, as much as the win does matter, is not just about the win. It is about **sportsmanship**, about playing, about high fives, about endurance, about being in a new place and more! It is a week of being part of something bigger. But a week of bowls is never easy even if you are under 19! It is hard work and concentration, but as we all know, bowls is good for us.

## 2016 JUNIOR TOURNAMENTS



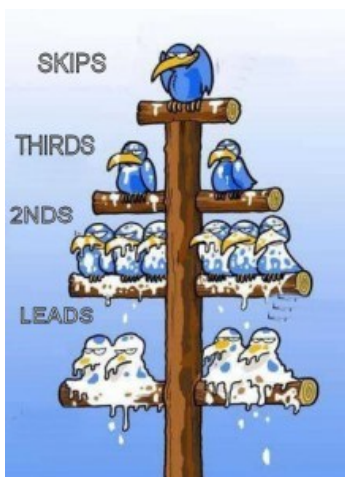
### Youngest PLAYER

## Courage and Sportsmanship

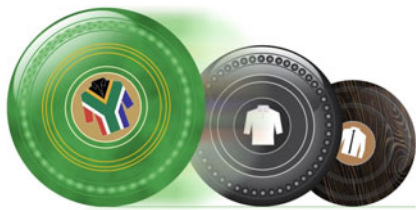
One team that played at the U'19 tournament consisted of reserves from each of the teams that brought reserves with them. These youngsters had a super time and if it was not for the fact that they were there, we would have had players sitting out every round. **Thank you to each of you!** The team were all thanked at the U'19 prize giving.



**Tinaye Rungano** at the age of 9 was the youngest player at the Under 19 Development Tournament 2016. Here he is seen with Trevor Davis, BSA Executive Member.



One person in the reserve team **received the certificate for Courage and Sportsmanship**. As not one of these reserves ever played in the back rank, let alone that of skip, a person was required to lead the reserves! The person that stepped forward was **DeWalt Ferreira** and not only did he play skip for the reserve team but also did so most of the games they played. **Well done and congratulations to DeWalt Ferreira**.



# GET IT ROLLING

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**Xavian Kramer**, one of the youngest and indeed one of the shortest seen here with team mates from JBA. Xavian was the first receiver of a new prize, the FB or Facebook Personality of the Under 19 Development Tournament. See the u'19 and u'25 FB site for the link to a SABC interview with Trevor, Terry, Thabo and Xavian.



## BUSINESS LEAGUES

- Does you club host a business league?
- What format do you play and have you got a trophy?
- How long have you been running a business league?
- How many teams do you attract?
- How many casual players has been drawn to your bowling club (and joined) to enjoy this sport and use the facilities?

**We want to hear from you!**

We want to share to assist other club's. We want to grow our bowls community. Please send us your club's information, the Business league format and of course some photo's!



# ODDS & ENDS

## FEEL GOOD STORY The Aaahh moment

**Gamiet Fortune** from Peninsula Blind Bowlers in Cape Town arrived one day to his club with his granddaughter. They played together on the green that day and since then, **9 year old Tahira** has been her grandfather's bowls director. Gamiet has been playing bowls since 2001 and although Tahira is still new to it we hope to see her on the green playing this game not too far in the future. Seen on FB

# & KEEP IT ROLLING



## GOOD NEWS



The members of the Hillcrest BC seen here on their 3rd Green

## A THIRD GREEN FOR HILLCREST



The unveiling of the name of, "Endeavour" is Vice President Derick Motto-Ros with Charles Levy representing Bowls SA

The HILLCREST Bowling Club in KZN has recently opened its new third green. Hillcrest BC, in a show of faith, courage and determination, decided to set themselves up for the future well-being, strength and stability of the club and its status in the district. Green construction was a DIY affair, built by a small dedicated group of club members and financed by individual club members, significantly supported by donors and sponsors from the local business community. This was truly a Hillcrest community effort.

About 120 members and guests attended the ceremony to celebrate the official opening. Club president Jimmy Clark presided over the proceedings.



Guest of honour, Charles Levy, representing Bowls SA, rolled the traditional first bowl and unveiled the plaque naming the green, "Endeavour". Councillor Gill Noyce was also present to witness the occasion. Hillcrest Bowling Club is 83 years old and forms part of the Hillcrest Sports Club operating on the William Gillitt Sportsground in central Hillcrest. After the opening and naming ceremony, the crowd were addressed first by Keith Sanderson, club president during the initiation and construction period. He first read out a message from Mrs Alison Gillitt, chairperson of the William Gillitt Sportsground Trust, on behalf of the Gillitt family. Keith described the background to the new green and gave accolades to those members who had significantly contributed to its construction and funding. He summarised: "You have just witnessed the completion of a bold project that sets our club up for long-term stability and success in the bowling world of the future." Charles Levy, representing Bowls South Africa, confirmed that Hillcrest Bowling Club has indeed moved against the general trend of declining numbers of bowlers and bowls clubs around the country and the world. He congratulated the club on this positive and bold achievement.



The President of Hillcrest BC, Jimmy Clark with guest of honour, Charles Levy, representing Bowls SA seen here at the Green Opening Ceremony



# GET IT ROLLING

**NEW**  
**LOGO**

**Membership &  
Marketing**



**Get it rolling!**

Our slogan for Membership and Marketing is: "Get it rolling". This slogan has a multiple meaning. It symbolises the action that is needed in all spheres of the sport, not only M&M, to get momentum. It also links up with the logo giving traction to the momentum of the green wood. Through this slogan we encourage from top to down structure, to actually get off their comfy chairs, and get their hands dirty in working towards our future goals. That is to leave a legacy for the generations after us. "Get it rolling" also personifies the energy and eagerness in the M&M domain to facilitate change management – if we want better results, we need to get down to business and do things different and better. And then plainly – it invites everybody on all skill levels to just get it rolling and ENJOY the game of bowls.

The newsletter can only grow when you add your name to our fast growing e mail list—so do not delay and add it TODAY! All the details in every issue!!

## NEW LOOK & NEW DIRECTION

Like our young players grow in front of our eyes and with every year some of them finish off at either the under 19's or the under 25's, it is time for new directions and a new look for a great team! It is time for some new ideas, some movement in the ideas that work, and where the wheel does not have to be re invented, and to GET IT ROLLING and KEEP IT ROLLING in a continuous way to grow our sport!

**Our new look logo for Membership and Marketing is in its baby steps and will be finalized during the year. The logo shows the growth of our sport over the years in both the colour of our bowls to the change in our regalia!**

Around our country we hear about success stories of a new green and facilities. Our membership has grown with so many young people now playing the sport of bowls! We hear about the introduction of bowls to schools and teachers getting involved! These are exciting times and indeed a time for ALL OF YOU to GET IT ROLLING!

The newsletter can only grow when you add your name to our fast growing email list. So do not delay and add it TODAY! All the details in every issue!!



**Taking clockwise to the point!**

The newly elected **Bowls SA Standing Committee Membership and Marketing Committee** seen here with (at half past) Trevor Davis, **Bowls SA liaison for M&M**, Malcolm Webster, Ronnie Cloete, Fonny Meyeridricks, Anina Black, Henk Prinsloo, Owen Calverley and Ilze Bakkes, Convenor



# Get it rolling!

## Membership & Marketing

### One on One

with Trevor Davis,  
liaison Bowls SA  
Executive member



Ilze Bakkes and Trevor Davis recently at the U'19's Prize Giving



Trevor Davis seen with the Male and FB personality, **Xavian Kramer** at the U'19's Prize Giving 2016



This new and vibrant M&M committee under the guidance of Ilze Bakkes has amazing enthusiasm and a whole array of exciting new ideas. They have committed themselves to assist districts and Clubs to grow the game of Bowls and I am privileged to be the liaison executive member for Membership and Marketing with this group of champions. I am convinced that together we will create a more positive approach to the game and in the process grow Bowler numbers. As membership growth is vital to ensure the future of our sport, it is important that every district and club has a M&M committee to ensure that growth in membership stays a club focus point. The exact needs of each club are unique, as what works in another one region may not work at your club, but what is important is that it is given the highest priority and receives the attention it deserves. Important too is that everyone thinks out of the box when it comes to attracting new members.

We need to bring **back the FUN into our game** and make the game attractive to players from 8 to 108 years of age! We **need to spread the word** that bowls is a fun sport for everyone including persons with a disability. To assist with this task, marketing material will be produced for all levels of administration and the use of social media will be expanded. **The Facebook group** for the recent U19 and U25 tournaments **proved that there is an amazing opportunity** to keep our game in the front of people's minds as we share success stories with the world.

Together we can keep the "Bowls rolling" and I look forward to spending time in every District together with **Heather Boucher from Transformation and Ilze Bakkes from M&M** while on a road show taking us to every district within a year, so that together we can find the best way forward. **A positive mind set** is the key to success and we welcome any success stories at any level - please share them with us.

Yours in Bowls and the future of our game **Trevor Davis**

## Membership & Marketing

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