

# GET IT ROLLING



## BEAUFORT WEST U15'S SHINE

Sometime last year Western Cape Bowls (representatives from Boland, Eden, WP and the newly formed Central Karoo) visited and took part in the Karoo Cup in Beaufort West to discuss the future of bowls in this region. During the social gathering the idea came up that Beaufort West should enter a youth team to participate in the annual Envar Buys Youth Tournament, the biggest Western Cape Junior Event, (now in its 4th year) during October 2016 in Worcester. It was also then decided that the next Envar Buys Youth Tournament will take place in Beaufort West in October 2017.

The four young players from Beaufort West came 6th overall at the 2016 Tournament in Worcester, their first ever tournament! A wonderful achievement for a new team at this level. This Under 15 team was represented by brothers, Brian and Rynard van der Schyff, Luchka du Toit and Arno Barnard.

It was decided to send

them, as is, to take part in the newly announced u/15 section of the Bowls SA Interdistricts during 2017 in Bloemfontein.

The team, accompanied by their President, Kobus van Wyk, excelled once again. They eventually played out for a place in the semi-finals, which they unfortunately lost against the very strong JBA team. However they gained valuable competition experience.

During the past month the Oudtshoorn Youth Tournament took place and once again the youngsters from Beaufort West were there to take part. Being a trips format only, the three young men (between 11 and 13 years) entered. To the astonishment of all, they

won the u/20 Newby Section with an excellent display of dedication, spirit, competitiveness, sportsmanship and courage. They were 0-9 down two thirds into the final game against Hermanus but just kept on trying, eventually winning it.

If this is an indication of what is to come then Eden district can feel very proud and honoured to have such excellent ambassadors of our sport. We will eagerly be watching their bowling careers in the years to come.

The coach, Magda Hoon, was congratulated for her sterling work over the past months. The support of parents and friends in assisting the team with transport to the various venues is to be applauded.



WCB Vice Pres. Theo van Aswegen seen here with Ian Loubser (left) and local Council Member Hendrik Ruiters (right) from the Oudtshoorn Municipality with the U20 newby winners Brian vd Schyff, Rynard vd Schyff, Arno Barnard

WARWICK

WEALTH

NSC: M&M News from around South Africa

## ISSUE 14

### HIGHLIGHTS:

INDOOR BOWLS AT PIKETBERG	P. 2
CONVENER'S CORNER	P. 3
RICHARDS BAY USES TOOLKIT	P. 4
TOOLKIT PROMO	P. 4
BGN YOUTH DAY CELEBRATIONS	P. 5
A YEAR OF MARKETING	P. 6
WINNING MORE MEDALS VISION OF DISTRICT	P. 7
WOMEN'S MONTH	P. 7



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ISSUE 14—2017

## PIKETBERG'S INDOOR GREEN

Jannie Fouche

The Piketberg Bowling Club on the West Coast recently started playing on their very own indoor bowling green.

At Piketberg the municipal sporting grounds, of which the bowling club and golf club used to share a club house, has now come to a possible sad end. The municipality has a vision to use the grounds for local housing.

The fact that PPC De Hoek has a very lively four star recreation club, which makes provision for golf, tennis, squash, badminton, rugby and swimming, means there is no need in a small community to have more than one club. So the golf club and tennis club moved over. However there is no bowling green at PPC de Hoek and, in various discussions of the way forward, both the municipality as well as PPC de Hoek felt it is not viable to create a new bowling green for the number of local members taking part in the sport.

Since the golf members left their club, vandalism has become evident in the area which has taken its toll on the facilities and the greens of the bowling club. The club and members faced a huge decisions – to either amalgamate with another club like Moorreesburg or Porterville (+28km away), to close down completely, or to use one of the tennis courts

at PPC de Hoek and convert it to an artificial green... but the cost was far too high.

Leon Meyer from Boland suggested that the club should investigate getting indoor mats. With PPC de Hoek being willing to assist, the old recreation hall on the premises was made available to the bowling club, so the club will be using the hall but also making use of the general recreation club facilities, a financial plus for the members.

With the assistance of the Western Province district, Boland Bowls and the National M&M member appointed to the district, the club managed to get mats from various clubs. The R11 000 mats will be paid for by the club. Only four mats are used to make up a rink and the club hopes to get another two in the nearby future in order to have at least 2 rinks which can at least accommodate 16 players.

The PPC de Hoek management is extremely excited about the project, seen as a partnership between the two clubs, which has brought people together.

*The Piketberg BC expressed their gratitude towards the Management of PPC de Hoek, Leon Meyer (Boland) and Ronnie Cloete (Boland and member of*



*NSC M&M) for the road to achieving their very own indoor bowling green. Congratulations Piketberg!*

### NSC: M&M Committee Members

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### Membership & Marketing



Get it rolling!

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ISSUE 14—2017

## CONVENER'S CORNER

### COMING SOON TO SMART PHONES NEAR YOU...

Whenever we post details about a national event on Facebook, the very first question always is “Will it be on TV?” and our immediate pre-packaged answer has always been: “No, it will not be shown on commercial TV because that is too expensive (as in MASSIVELY expensive) and we are a minor sport so sponsors are not interested.”

That was before 2017.

In the meantime, things like Netflix and Showmax have arrived on the South African scene and suddenly more and more people are watching their movies, doccies, soapies and newsies online. Welcome to the digital world of cheaper and more accessible content. A further step along the digital route was Facebook and other social media launching “live streaming” facilities. Now when the grandkids down under are playing on Bondi Beach you can see it live and happening as you comment and send them little bouncing heart icons.

Not days later, but immediately, with live two-way interaction as part of the fun. If that can be done then why on earth should we not be using that for sport?! Actually it already has been, as some of our Protea bowlers sent us live footage during the recent Australian open. The Aussie cousins, always trying to be one step ahead of all of us, broadcast full games every day using Facebook Live and it worked a treat. The trick is having the right equipment to keep the

smart phone steady and a good external mic with wind barrier to keep the wind out.

So what is holding us back? Nothing in fact! We challenge all districts to pick up on this facility and to also experi-

ment with Facebook Live for their tournaments, so that we can all develop our skills in this area. Here is one way we can easily take our sport into homes and offices worldwide.

*Yours in bowls, Owen*



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ISSUE 14—2017

## TOOLKIT USED AT FUNDRAISING EVENT

Danie Schoeman

On 17 June 2017 the Boardwalk Shopping Centre in Richards Bay held a "Walkathon" to raise funds for CANSA. Companies and sport clubs were encouraged to set up stalls in the centre and help raise funds for this very good cause.

Five of the members of the Richards Bay Bowling Club made use of this opportunity to promote the game of bowls and to raise funds for CANSA by challenging shoppers to try their hand at carpet bowls at a cost of R5. By hitting the jack or stopping in the circle, they were rewarded with a lollipop!

The BSA M&M Toolkit was used with great success and pamphlets were handed out and a slide show was played showing bowlers of all ages, genders and cultures in action. Lots of fun was had and a good amount was raised for CANSA. Members of the public that showed interest where requested to give their contact details in order for the club to follow up for future get-togethers. Those that indicated interest (and the players from their business league) will be invited to join the club in a social event to play a game or three of bowls.

The Richards Bay Bowling Club hosts their business league twice a year and has been requested by this group to hold an event during the winter months too. They also have a number of parents that have showed interest and are working on a project to ensure the parents with school-going kids can be drawn to play bowls. The club has a handicapped player and dur-

ing the past year the club held a variety of fundraising functions in order to send the member to the Nationals – all expenses paid!

*Well done Richards Bay Bowling Club! We like the fact that this club is trying various avenues to attract members!*



Since launching the Toolkits in September last year, we've found that the initial drive to download and order material was high and that the clubs that ordered in the beginning have put their marketing material to good use, but the clubs that have yet to take note of or make use of the Toolkits are still operating under a few misconceptions. Let's tackle them here:

**The cost of the Toolkit:** The individual items are available for download at no cost, or you can order a complete Toolkit from us,

## TOOLKIT PROMO

delivered to your door. You'll find the download links, prices and order form here:

[www.bowlssa.co.za/index.php/marketing/m-m-toolkit](http://www.bowlssa.co.za/index.php/marketing/m-m-toolkit)

**My club already has its own marketing materials:**

We encourage clubs to use the complete Toolkit as the materials work best as a unified marketing campaign, but your club is under no obligation to buy a Toolkit or to use the material supplied. You are welcome to use your own marketing material, or that of your District. However, if you find that you're not getting the results you want from your own material, there's no harm in trying

something new!

**What's in the Toolkit:** For photos and details of what's inside, see the Toolkit catalogue:

[www.bowlssa.co.za/files/mm/toolkit//Toolkit%20catalogue.pdf](http://www.bowlssa.co.za/files/mm/toolkit//Toolkit%20catalogue.pdf)

**How to order a Toolkit:**

To order a ready-made Toolkit or individual items from the Toolkit, contact your District Secretary to place your order along with other clubs to receive a bulk discount. To download the individual items and print them at your club's own cost, visit:

[www.bowlssa.co.za/index.php/marketing/m-m-toolkit](http://www.bowlssa.co.za/index.php/marketing/m-m-toolkit) and select the Order Form.

# GET IT ROLLING



ISSUE 14—2017

## 14 TEAMS ENTER BGN YOUTH DAY CELEBRATION

Bowls Gauteng North arranged a special Youth Day event for 16 June 2017 at the Wingate Park Bowling Club.

Under 20 and Under 35 teams participated in two events on the same day. In total 14 youth teams entered - a first for BGN!

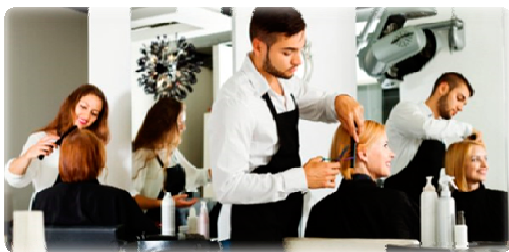
The format of play was quick, high impact and most enjoyable for all the entrants. It consisted of ten ends played with two bowls as a trips team and 101 scoring format (Pro Ten 2 Bowl Trips format).

As the younger players are not much into "drinking tea", it was scrapped altogether, instead having 20 minute breaks between

games. By 15:00 all teams had played 4 games and had a late lunch!

The total prize money of R2 500 was offered to the winners. Gauteng North sponsored R1000 as a contribution to Youth Day.

Well done BGN!



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# GET IT ROLLING



ISSUE 14—2017

## A REFLECTION ON A YEAR OF MARKETING

The 1st of July 2017 marks one year for me as Marketing Officer for Bowls South Africa. I thought I'd celebrate this with an update, to give you an idea of what happens behind the scenes and how far we've come in 12 months...

The celebrities of the last year have undoubtedly been the Toolkit, 1Sport4Life and social media. Within these three categories, the NSC M&M team, Trevor Davis and I have been focussed on the future of bowls: How to keep our members happy, how to keep our sponsors happy, and how to attract new bowlers to our sport.

The Toolkit has seen mixed reactions from clubs and Districts. We did of course go into this project with the aim of helping clubs that are struggling to attract new members and, for many clubs, the assistance was welcomed. For others, the fear of change, cynicism or lack of digital communication was a barrier. It's a challenge that has resulted in some new grey hairs for our team, but we will continue to reach out to every club and District in the months to come.

If you're on Facebook and you play bowls, hopefully you've taken a moment to follow the Bowls SA and 1Sport4Life pages. Tracy Meyerdricks, Trevor and I are the admins for the BSA Facebook page, and I started the 1Sport4Life Facebook page with the campaign launch. The former is aimed at existing bowlers and features national bowls

news; the latter is aimed at South Africans who are interested in sport but haven't heard much about bowls before. It's also where I promote individual clubs that have signed up on the 1Sport4Life website.

*Did you know we're on Twitter and Instagram too? We enjoy hearing from each of you and we appreciate the support during our event updates!*

I set up the 1Sport4Life website with the launch of the campaign last year too - a place where new bowlers can find information on how to get started with the sport and a place for people to find their nearest bowling clubs. The response from clubs in the beginning was overwhelming, with many of my nights and weekends spent entering club details onto the map. Exactly the positive response we were hoping for! If your club hasn't signed up yet, visit [www.1sport4life.co.za](http://www.1sport4life.co.za) and have a look...

I was saving the best for last... Despite the general opinion that the number of bowlers is still declining in South Africa, did you know that membership growth has increased by just over 4% so far this year alone? Well done to all the clubs who have been proactive in welcoming new bowlers and the youth!

### So where to from here?

Well, in addition to the above main projects (and some smaller on-going projects), M&M is also focussed on

bringing you better live coverage of major bowls events via social media. Although a limited budget makes it challenging to organise a social media pro, a commentator with a radio voice and state-of-the-art equipment at each major event, it's not in our nature as a team to give up when things get difficult, so watch this space - we are working on something...

We'll also be updating the BSA website in the months to come. Please stop by from time to time and let us know what you think.

Lastly, I'd like to send a shout-out to all the individuals and clubs that send us news and photos every month - it's a pleasure working with each of you and you've definitely set the example for other clubs to follow!

You're welcome to send me or Anina your club's good news ([mandm@bowlssa.co.za](mailto:mandm@bowlssa.co.za)), or stop by at the next major event and say hi! If you're any good at taking photos or managing social media, I might just rope you in to help... :)

Yours in bowls,

**Kim**

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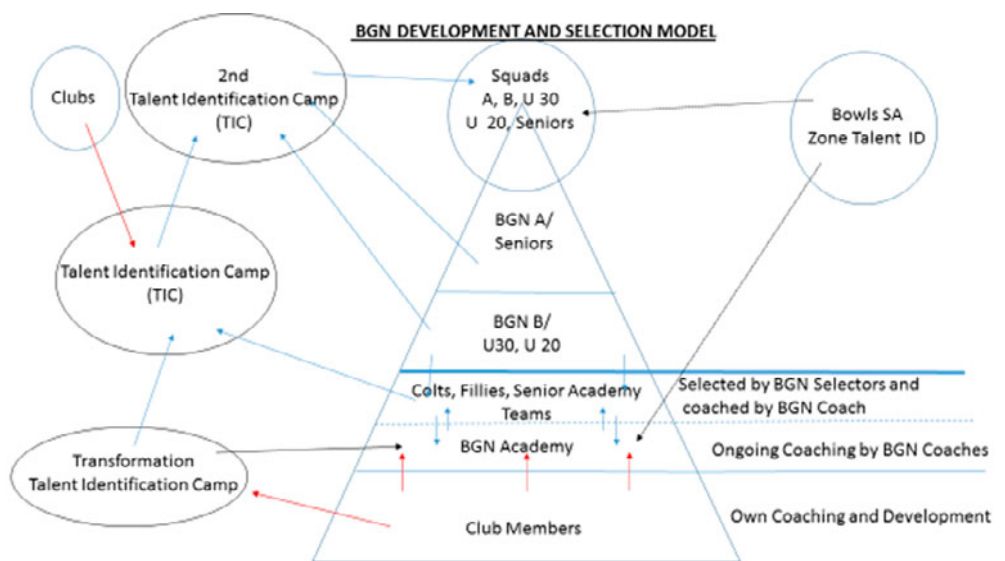
ISSUE 14—2017

## WINNING MORE MEDALS VISION FOR BGN

Bowls Gauteng North (BGN) is aiming to win more medals and eventually breed more national players. This will not happen overnight but with a concerted effort it will happen. The benefits will be seen in the medium term.

The newly formalised BGN Academy, managed by experienced Academy Manager Rudolf Killian got off the ground in the past few months and the initial interest was overwhelming. The first phase of the Academy, namely talent identification and sifting, took place with Rudolf kindly assisting those that could not make it at both sessions. The results of the 20/20 evaluation is better than expected and a 30- 35% efficiency rate would be the lowest talent that would be developed. The 96 Bowls Drill was challenging and many a player found that to be really tough.

There is a great interest at BGN from all levels of play; young, old, novices and experienced bowlers. The desire is there to develop, to play on more competitive levels than “tabs in” and



eventually for players to develop to levels of Colts and Fillies and a Seniors Academy team, to participate in Talent Identification Camps and to eventually be selected for Open and Senior Squads.

BGN is actively creating opportunities for players.

In order to add meaning to the Academy, the following will be the minimum aspects that will be covered during BGN Academy practices

- Evaluation and skill level determination
- General coaching
- Positional coaching
- Etiquette
- Rules
- Psychology

The Academy fits into and is a critical layer in the BGN development structures.



## WOMEN'S MONTH

**What is YOUR CLUB doing this month (or throughout the year) to encourage women and girls in bowls? Let us know!**