



Australian Bridge Federation

**ABF Vision:** Australians recognise bridge as a sport which helps build their communities.

SEPTEMBER 2013

BRIDGE CLUB  
ADMINISTRATORS

MARKETING  
UPDATE

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### 1. Promotion of bridge

One of Australia's fastest growing clubs, the Peninsula Bridge Club in Sydney, is creating lots of **buzz** in their local area.

Cath Whiddon from the club recently crafted an article for the local Pittwater Life Magazine, which has a distribution of over 30,000. This clever, fun article resulted in lots of attention for the club and produced dozens of calls and emails. *Well done Cath!*

Check out Cath's article at <http://www.abf.com.au/abf-marketing/activities/> (Item No. 10 in 2013) and also the wonderful cartoon which was added by the newspaper. What a hoot!

The Peninsula Bridge Club has **380** members.

If you want to create a **buzz** in your local community, consider something similar. Ask your 'newbies' why they signed up for beginner classes and use their 'motivations' in any promotional activities for your club.

### 2. Club Events

Public relations and publicity can create a real **positive** for your club and our sport. The key is to be ready to take those opportunities. If your club is organising an event or a celebration, remember to alert your local community newspapers and/or radio station. You may choose to invite them to the function.

Suggestions for a themed event in coming weeks are:

#### a) Halloween (31 October)

Have a bit of fun and encourage your members to *dress* for the occasion. Decorate the club with 'props' from your local \$1 /

Overflow type shop and check out the websites at [www.taste.com.au/recipes/collections/halloween+recipes](http://www.taste.com.au/recipes/collections/halloween+recipes) and [www.food.com/recipes/halloween](http://www.food.com/recipes/halloween) for some recipes including Hags' chicken fingers, Halloween Eyeballs and Severed Fingers cookies – Yum!

#### **b) Melbourne Cup – Tuesday 5 November**

Invite your members to a Melbourne Cup day at your club. Provide a fabulous lunch and watch the race – *preferably after a bridge session in case the bubbly flows too freely!* Award prizes (*eg best dressed female, best dressed male, most original hat etc*) and run sweepstakes – start these before the event so all your members have an opportunity to be allocated a horse for the race.

#### **c) Oaks Day – Thursday 7 November**

Perhaps you could continue the theme from the Melbourne Cup festival and have an Oaks Day for women at your club. Award a prize for the best dressed on the day.

For any significant celebration or themed event, I would encourage you to write an article for your local newspaper and provide it to them together with photographs from the day. Simply email the article and photographs to them!

#### **Remember :**

- a. Seek the approval of anyone in a photo **before** you send it off to a journalist/newspaper.
- b. Notify me of **any** publicity so that I can effectively monitor and manage the ABF 'brand' in Australia.
- c. For tips and advice on free promotional activities go to the ABF website at [www.abf.com.au/abf-marketing/clubs/](http://www.abf.com.au/abf-marketing/clubs/) and look under *Promoting Bridge*.

### **3. Sharing best practice**

One of Australia's largest and most successful clubs, the North Shore Bridge Club in Sydney, has for the last seven years been managed by John McIlrath who has, unfortunately, recently retired from the role. John's enthusiastic and friendly, helpful manner has contributed greatly to the success of the club and he will be greatly missed. (*Bruce Minchinton has taken over the role.*)

Bruce has stated that *"Without doubt the success of North Shore Bridge Club has been the welcoming, friendly atmosphere created by John. This coupled with top flight directors, up to date technology and movements makes for a great game of bridge. It will be my task to continue this winning formula and bring additional member services."*

One of the many initiatives introduced by John was a very professionally presented package of information for new members. This package included:

- a folder containing the information (*this can be mailed or handed to the member*)
- John's Business Card providing both the Club and his contact details. On the back is printed "Come, have fun and enjoy" – a very positive message for a newcomer to our sport!
- a North Shore Bridge Club calendar with information about lessons, session times and all National/ State/ Regional and Club events for the year
- a plastic member's card for 2013 – members are asked to wear this as their name tag whilst playing bridge. Lanyards are provided for this purpose.
- the *ABF New Member's Information Kit* printed in hard copy
- a welcome letter from John which outlines the content of the information package and invites them to contact him if there is anything he can do to enhance the enjoyment of their game.

Attachment 1 provides some photographs of the information package should you be interested.

Fortunately, John will continue in his role with the New South Wales Bridge Association and as a club/tournament director.

The North Shore Bridge Club has **1040** members.

#### **4. Out and about**

In June I assisted the Bridge Association of Western Australia with the development of a State Marketing Plan. It was an absolute pleasure to work with such committed and energetic people and I thank Noel Daniel in particular for his assistance in organising the event.

Whilst there, I had the pleasure of playing bridge with Joan Butts, the ABF National Teaching Coordinator, who was in Western Australia at the same time providing lessons for a number of clubs in the State. (*We may have found time to also visit the Margaret River area to sample some wine!*)

See articles about the visit at <http://d7963.mysite.westnethosting.com.au/bw/focusonline/SF5.html> and [www.joanbuttsbridge.com/lessons-in-western-australia/](http://www.joanbuttsbridge.com/lessons-in-western-australia/).

On October 5 I will be working with the Tasmanian Bridge Association to develop a Marketing Plan for their State. I am looking forward to seeing their new premises and working with another group of committed and energetic people!

#### **5. Summer Festival of Bridge**

The theme for the Summer Festival of Bridge is again *encouraging emerging talent*. The education program for the festival will include:

- i. three **free** lessons for all novice players by the ABF National Teaching Coordinator, Joan Butts. The topics will be *Opener's Rebids, Responder's Rebids and What to Lead?*

- ii. a Celebrity Speaker program. Speakers will be Sartaj Hans, Matt Mullamphy, Joan Butts and Ron Klinger.

**New** in 2014:

- ✓ prize money – sessional prizes in all events as well as overall prizes in all events
- ✓ the ABF will offer the highest placed team in the NOT (that has **ALL** members eligible to represent Australia) a subsidy to play in the Commonwealth Games. This team will represent Australia in Glasgow, Scotland, in 2014.
- ✓ You'll be able to book a trip to a local winery – organised by the SFOB.

I have enclosed a flyer for your Notice Board. Please encourage your members to participate so that they gain the maximum pleasure and enjoyment from their sport. *(ABF research reveals that a lot of people join bridge because it enables them to have lots of social interaction and travel opportunities.)*

The Summer Festival of Bridge website can be viewed at [www.summerfestivalofbridge.com](http://www.summerfestivalofbridge.com) .

## **6. Need help?**

For information or advice please contact Joan Butts, ABF National Teaching Coordinator at [teaching@abf.com.au](mailto:teaching@abf.com.au) ; or Sandra Mulcahy, ABF National Marketing Officer at [marketing@abf.com.au](mailto:marketing@abf.com.au) .

*HAPPY BRIDGING EVERYONE !*



The New Member's Information package – North Shore Bridge Club