

Bowls Planning Information: BDBA and Clusters

Using information available from public statistical records, reports have been prepared to provide the District and its clusters with demographic information specific to the District and each cluster.

Information about the Population in our District and Clusters

Separate PDF reports have been prepared for

- **BDBA**
- **Central Cluster:** *Red Hill, Ashgrove, Newmarket, Gaythorne, Enoggera, Everton Park, Stafford, Grange*
- **Western Cluster:** *St Lucia, Toowong, West Toowong*
- **Ferny / Samford Cluster:** *Ferny Grove, Samford District*
- **Eastern Cluster:** *Merthyr, New Farm, Windsor*

[Each of these detailed [60pages each approx.] reports are available for download from the District web site - under District News.]

As a bowls community we are seeking to have good quality facilities and services available in each cluster to meet the existing and potential bowlers markets in each catchment.

The following table outlines some key points of interest from each demographic report.

Summary Information from Demographic Reports for each Cluster

Cluster	Total Population	% of population over 65	Population 45-65
Central	102,000	10	20,000
Western	84,000	10	16,000
FernySam	53,000	13	13,000
Eastern	64,000	8	11,000

Market Research into Sport

Research undertaken for the Australian Sports Commission indicates that there are three prime market segments who offer the highest potential for attraction to sport.

1. Sidelined Sportsters
2. Club Wary
3. Ponderers

A description of each of these segments is at Attachment One, together with an estimate of how many Australian's fall into these categories.

Based on the market research, we can estimate the number of people who could fall into the segments and then estimate their potential interest in bowls. Applying this to our cluster

population numbers above, gives us the following 'indicative' numbers for those people who fall into the Ponderer segment.

Potential future bowlers in each cluster based on market research

Cluster	Population 45 -65	% likely to be ponderers	% possibly interested in bowls
Central	20,000	4000	680
Western	16,000	3200	544
FernySam	13,000	2600	442
Eastern	11,000	2200	374

The researchers have developed a framework for us to consider in promoting our services to those 'ponderers' in our cluster. This information is set out in Attachment Two.

Current Bowlers in Each Cluster

The current situation regarding current bowls clubs and their members is as follows-

Current Club and Member Numbers Across BDBA

Cluster	Number of Clubs	No. Male Bowlers	No. Female Bowlers	Total Bowlers	Bowlers as % of Total Population
Central	7 *	453	167	620	0.61
Western	3 #	217	77	294	0.35
FernySam	2	231	92	323	0.61
Eastern	3	148	64	212	0.33
Total	15	1049	400	1449	0.49

* Does not include Newmarket but does include Stafford [operating at Everton Park and Red Hill which is included in this cluster and not Western.

Does not include Bardon

Bowls clubs are quietly disappearing: in the last 12 months we have seen Bardon, Newmarket and Stafford move to different footings. Bardon is no longer affiliated, Newmarket has gifted its land to BCC and Stafford is operating its bowls out of Everton Park. Clubs have limited resources and volunteers are being called on to do more and more. Also, ladies membership has ebbed to a point where membership at more than half the clubs is now below 20! The competitive framework for the ladies game is now at a critical tipping point in the District and a significant rethinking will be needed to re invigorate the

future competitive landscape.

On a positive note there are also some very good 'case studies' - Samford District Club has demonstrated a model which proves that with astute management and careful planning, clubs can develop and improve services to members. However, Samford operates in a very different market place to others and copying their blue print will not necessarily work in other markets. St Lucia club has proved that through strong planning and offering effective 'come and try' promotions, clubs can gain new members. These are two examples of clubs that are 'bucking the trend' - most others are doing a 'wonderful job' in their own context but as a sport we are losing ground every day.

Future Targets

If we look at a 'best case scenario' the table below illustrates the numbers that would come to our sport: if we were able to 'convert' every person in the 'Ponderer' segment to becoming a bowler - we theoretically could increase our numbers across the District to about 3400. This is the number of members that were bowlers in the Brisbane District in 1990. However, in order to attract that number of bowlers again our clubs would need to offer very very different services and memberships. If you need any convincing of this read the market research at Attachment Two again.

Best Case Scenario: Recruiting every possible "Ponderer" would return us to 1990 levels of membership.

Cluster	Total Current Bowlers	% possibly interested in bowls	Maximum likely potential if all 'possibles' recruited to bowls
Central	620	680	1300
Western	294	544	838
FernySam	323	442	765
Eastern	212	374	586
Total	1449	2040	3489

This **Maximum likely potential if all 'possibles' recruited to bowls** [3489] equates to 1.15% of the population which is about on par with the overall Australia wide estimate of current bowls participation against the total population. However, as a District there is only net reduction in numbers and this has been the trend for many years: **so something very different needs to happen.**

Cluster Planning and Collaboration

What can each of our clubs do

1. Operate collaboratively to engage with the market place of bowlers and

potential bowlers in your cluster

2. Work with other clubs to share operating costs and consider ways of doing things differently (instead of 'the way we have always done it')
3. Review the market research and see if you can offer new and flexible services and memberships
4. Consider a basic 'cluster plan' that helps each club know how it can contribute to a better shared future
5. Realise that the club beside you is NOT a competitor - it is a fellow traveller and if you don't work together it will hurt you both!

BDBA is seeking to support and promote cluster plans that will see us move to a different footing for operating bowls development in our District. Two 'general meetings' each year will be set aside for our clubs and their delegates to share ideas and case studies for future improvement and growth in our sport.

The Central Cluster has started work on the Stafford Greens project and this may provide an opportunity for developing a 'premier' club that will also support surrounding 'satellite' clubs in this cluster.

All Club Primary Delegates are requested to share this report with your Management Teams and consider future steps. Please speak with the BDBA for support and guidance.

Dr Neil Peach
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BDBA Management Team
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ATTACHMENT ONE

ATTACHMENT TWO