



Statewide Come & Try Month – October 2023

Attention all QLD Affiliated Bowls Clubs – Will you join us?

Bowls QLD would like to invite your club to organise a date(s) and time for a club Come & Try session(s) in October, 2023 as part of a Statewide push to get more people to try our sport.

This could be an Open Day, Barefoot Bowls Session, Bring a Friend, Bring a Relative, Family Fun Day, Community Day, fancy dress theme or whatever you may like to call it that would be popular in your area.

Bowls QLD will promote October as Bowls Statewide Come & Try Month on BQ Facebook through promotional posts, BQ website and the QLD Bowler Magazine.

Bowls QLD offer promotional material if your club would like to utilise it. We have included a Starter Kit with examples of which we hope you will find helpful. If you do not require promotional material, still let us know the date(s) you have planned so we can help promote.

The Starter Kit includes:

- Helpful Hints – How to hold a club Come & Try Day
- Sample Promotional Poster and Sample Letterbox Drop leaflet
- Club Registration form to be part of the Statewide Come & Try Month

When you register your date and time with Bowls QLD, we will customise a Promotional Poster and Letterbox Drop leaflets for your club/date/time and supply electronic versions via email. **BQ will also mail to your club a starter pack of 10 promotional posters (A4) and 300 letterbox leaflets.**

If October does not suit your club, BQ will still provide the above for your club during another month.

Bowls QLD will promote your Come & Try day/time on our Facebook and Website.

What your club should do next:

- 1) Set a date and time for your Come & Try session(s), sometime in the month of October or a date that suits your club.
- 2) Send the details through to BQ. You can fill out the registration form (attached) or online (click on the banner on the BQ website home page) or simply email us the details admin@bowlsqld.org
- 3) Let us know if you would like BQ to supply promotional material. If so, we will supply promotional material (personalised for your club) as soon as we receive your registration.

Thank you to those who are able to take part and please let us know if we can help with anything. Your local RBM will also be able to assist you with planning your Come and Try Day(s).

Brett Wilkie
CEO



HELPFUL HINTS COME & TRY DAY

Which is the best day to hold an Open Day?

If during the week is your club's preferred time, the best timing is usually after work hours to cater for workers and their families.

If your club has a bistro or restaurant, you could schedule the Come & Try session when food is available to bring in extra revenue.

Saturday is a popular choice for a Come & Try session but because so many people play sport on Saturdays, a late afternoon or early evening time can be the best choice. Sunday is generally the most successful day to schedule a Come & Try session.

Best recommendations:

- Tuesday – Thursday, after 4pm
- Saturday, after 2pm
- Sundays, anytime

How to publicise your Come & Try Day?

Social Media – Facebook

Use posts, shares and you can even use paid boosts for your club page advertising the upcoming event.

Local Radio

Is there a sports programme you can line up someone from your club to be interviewed - about the sport and the Come & Try Day?

Local Newspaper

Let your local paper know the day is on.

Club Website

Put the details on your club website.

Local Council

Ask your local Council to put your day on their website and drop some flyers at the Council office for visitors to pick up. You could invite a local Councillor for a roll up and ask the local paper to come and take a photo for extra publicity.

Local Businesses

Will local businesses put up a poster in their window? Invite them along too.

Letter Box Drop

You can pay someone to do this or volunteer members may take an area.

Personal Invitation

This is the most important! Never underestimate the power of a personal invitation from your club members to their family and friends. Many will be curious to find out why you're so passionate about bowls.

Your Club

Put up posters, leave flyers on tables and bar to let your members and any social visitors know.

What to do on the day?

Step 1: When participants arrive on the day, welcome them and direct them to a Registration Desk. Have a sign in sheet which requires name, email, phone number. This will help your club connect with these players for future events. Give them a quick verbal orientation of the club pointing out the facilities and rinks. Allocate your participant a rink for the activities. Volunteers needed: 1 or 2

Step 2: The participant goes to the nominated rink and is greeted by a volunteer. Pick your volunteers carefully. You want the session to be fun for the participants not overwhelming with lots of rules and tips. Volunteers needed: 1 or 2 per rink, depending on numbers.

Step 3: Have bowls set up on the rinks you'll be using. Have a range of sizes to suit women and children. If your rink volunteers have coloured bowls, they may allow visitors to have a try with these, to add more appeal than the traditional black bowls.

Step 4: Running a BBQ on the day is usually a good idea, to attract people to the club and encourage them to stay a bit longer. How you charge for this is at the discretion of the club. Some do a free sausage sizzle, others might ask for a gold coin donation to a charity. Volunteers needed: 2-3

Step 5: Once the participants have finished bowling, it's important to give them something to take away. Perhaps a flyer about your club with the following details:

- What are the options at the club for barefoot, social and competitive bowls?
- Organise a follow-on event to attract them back like Jackattack, corporate bowls, Business house type of activity over a number of weeks.
- How much does the sport cost?
- Free coaching?
- What time of year is Pennant/Championships?
- Restaurant opening hours?
- Club trading hours?
- What nights are raffles/badge draws on?
- Who to contact at the club for more information?
- Club's email details and phone number.
- Membership options.

Equipment needed for a Come & Try Day

- Coloured bowls if possible, otherwise traditional black bowls
- Mats and jacks
- Drinking water, shade, sunscreen, bins.

If possible:

- Rookie Rollers kit to keep the children busy while their parents try bowls.
- Bowling Arms – If the club has an Arm at their disposal, it is useful for participants who would like to have a try but find it a challenge to bend.
- Your club might like to apply for grant funding for a few sets of colourful club bowls for Come & Try Days?

Important Points to Remember

- Keep it short. It will be easier to get volunteers if they don't have to give up their whole day. A 2-3 hour window is sufficient. EG Weekday 4pm – 7pm. Sunday 11am – 2pm.
- All participants should sign in. This enables the club to follow up and ask for feedback. Did the participant enjoy the day? How could the club do it better?
- Some members might be prepared to bring along their own coloured bowls for participants to try. The array of colours looks appealing.
- Send visitors home with a flyer about your club. You could add a cut off section offering a discount voucher for their next meal, drink or a free barefoot bowls session.

Games or activities to make it more fun

- Corner to corner challenge (bowling to a jack in a diagonal corner).
- Spiders (bowling towards a centre jack).
- Next toucher wins a drink.


Extra activities to attract families:

- Face painting.
- Jumping castle.
- Music played out over the green.

What else?

It could be a good thing to have a Basic Rules Guide on display at your club for Barefoot Bowls sessions which could also apply to a Come & Try Day:

- No drinks on the green.
- Respect the greens.
- No driving.
- Don't stand in the ditches or on the edge.
- Don't drop bowls on the green.
- No offensive language.
- Broken glass? Please advise staff ASAP.



**HAVE YOU
TRIED IT YET?**

OCTOBER

**is Bowls Queensland's
COME & TRY MONTH**

**BOWLS - GET IN THE GAME
AT A CLUB NEAR YOU**

YOUR BOWLS CLUB NAME

Your date of 'Come & Try'

Your time of the event



Phone: (07) 3354 0777 Email: admin@bowlsqld.org Web: www.bowlsqld.org

#whatareyouwaitingfor #agameforeveryone #wishifounditearlier #getinthegame





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OCTOBER

**is BQ statewide
COME & TRY MONTH**

GET YOUR COMMUNITY IN THE GAME - AT YOUR CLUB!

Give non-bowlers a chance to get more active and 'Come & Try' our sport!
Organise a 'Get in the Game' session at your club in October or any other month.
We'll promote your event on our Facebook page and send you a customised "Starter Pack" that includes a 'How To' sheet, A4 posters and letter box drop leaflets.

Your local RBM will assist where possible.

It is not just up to Bowls QLD, clubs and districts - we need you!

Invite your non-bowling family and friends to come along and try our great sport!

REGISTER YOUR CLUB WITH BQ NOW!

Phone: (07) 3354 0777 Email: admin@bowlsqld.org Web: www.bowlsqld.org

Can't do October?

Come & Try can be held during ANY month! Contact BQ, we can help.





BQ STATEWIDE 'COME & TRY' MONTH Club Registration Form

CONTACT DETAILS	
Club Name	
Postal Address	
Contact Name	
Position Held	
Daytime Contact Number	
Club Email	
EVENT INFORMATION	
Date of Event:	
Time of Event:	
How will you advertise it?	
Any sort of catering?	
Disabled access?	
Are children allowed to participate?	
Do volunteers have Blue Cards?	
Are you supporting a charity? If yes, which?	

Additional Comments

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Signature: _____ Dated: ____/____/____

****Clubs will receive up to 300 flyers and 10 A4 posters, as required.
The promotional material will also be made available online for download by clubs.**

Email: admin@bowlsqld.org or Fax: (07) 3354 0788

****PLEASE REGISTER ASAP SO WE CAN PROMOTE YOUR EVENT ON BQ FACEBOOK****

BQ Office Use Only

Actioned by:		Date materials sent:	
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