

Executive Summary – November 2020



OUR BRAND: More than a successful Barefoot Bowls Club... “A Sought-after Players Venue”

1. **BPL CUP:** The success of our first BPL Cup Event at Merthyr sets the stage for Act 2 late this year. Bowls AUS has inquired about us hosting the event again, on a larger scale.
2. **MEDIA:** Merthyr had record media exposure. Our proactive media outreach resulted in large wins for our club!
 - A. my Village News. ‘**BOWLED OVER” Riverside gem crowned Australia’s best bowls club (5/12/20)** <https://myvillagenews.com.au/the-magazine/>
 - B. MakMAX. (20/11/20) Videotaped a testimonial with our newest sponsor. It beautifully displays of property! <https://merthyrbowlsclub.com.au/makmax/>
 - C. *Team Merthyr BPL CUP Video* for our website and Face Book (4/12/20) www.merthyrbowlsclub.com.au
 - D. Bowls AUS displayed article on Our Success (7/12/20) <https://www.bowls.com.au/merthyr-proves-bowls-clubs-are-the-place-to-be-this-summer/>
Bowls AUS Showcases ***Team Merthyr BPL CUP Video & New Website to national audience !***
3. **IN HOUSE:** Directional signage/flag at the entry and large Best Bowls Club AUS banner draped at Bistro has caught everyone’s attention. The use of videos on our website & Facebook has brought the center to life! ***Team Merthyr BPL CUP*** is going viral in the Bowls space. Energy, teamwork and a little fun on display. A new greenside speaker system soon in place to play pleasant / clear music for our valued customers and club players.
4. **CUSTOMER DATA BASE:** Our new newsletter has already captured over 500 interested guest contact details WOW! A new campaign that allows all dining guests to enter their contact details at each table via mobile device will start soon. “Win a free recreational membership”
5. **PROGRAMS:** 2 New Premier Sponsors signed up for approximately \$12,000. We want 3 more. The new Recreational Membership is now ready to expand customer experience by offering discounts on dining and drinks.



MERTHYR IN THE NEWS



07 3358 1291 info@merthyrbowlsclub.com.au



MERTHYR PROVES BOWLS CLUBS ARE THE PLACE TO BE THIS SUMMER

BY LACHLAN WILLIAMS

One Queensland bowls club is proving your local club is the place to be this summer, riding the wave of a recent award with huge success. Travel website Wotif recently crowned Brisbane's Merthyr Bowls Club as Best Bowls Club in Australia in their 2020 Uniquely Aussie Awards.

Following the announcement in October, the club has been inundated with interested bowlers and patrons. So much so, they are booked out for barefoot bowls until next year.

LATEST NEWS FROM BOWLS AUSTRALIA

- 1 Merthyr proves bowls clubs are the place to be this summer
- 2 RBM Round Table - Part VIII
- 3 Secure your place in the 2021 Australian Open!
- 4 Oxley and Bright given a Helping Hand

Riverside gem crowned Australia's best bowls club

By Ellen-Maree Elliot

Merthyr Bowls Club has been crowned the best in the country by a national travel brand as the club goes from strength to strength to attract new members and a major competition. Wotif gave the riverside club at 60 Oxley Drive, New Farm, the going based on customer reviews. Volunteer guest experience manager Al Hunt asked Wotif for the most used words were "friendly", "affordable", and "experience".

"There are 1000 bowls clubs that were in contention for this award, what's magical to me is they've voted us the best in Australia - think what that had to have meant," Mr Hunt said.

"They might have gone once and they were so impressed by this historic, iconic, tiny club with only one green.

"Then when you read the comments they made, they all say the service was impeccable, and the

quality of food was on the money. "For years, the club's only been known by locals. Wotif put us on the map - well, it didn't just put us on the map, it put us at the top of all the other clubs."

The publicity helped the club score preliminary matches for the Bowls Premier League (BPL), the sport's made-for-television, showpiece event, described by the sport as the "2020 of bowls".

"What's cool about the BPL is any club can put a team together, it's like a rags to riches Cinderella story if you will," Mr Hunt said.

Mr Hunt said the bowls community had struggled for new members. "The myth is that bowls clubs are all grey-haired seniors who are looking for something to do - for some of the industry it is rebranding as a game that's for all ages," he said.

"Of all the people who play at Merthyr, 85 to 90 per cent are under 50 years old."

He said that was down to the club's strategy to attract and keep new



Merthyr Bowls Club wants the community to know that lawn bowls offers something for all ages. Picture by Shona Bryer

members - and the driving force behind that strategy was simple. "The future of bowls clubs is barefoot bowling," he said.

He said the club was one of the largest barefoot bowling venues in Australia - and was already booked out for corporate and family events until January.

"If you think of the club like a stool, the experience is the top - the seat - then you've got the bar, the restaurant and bowls holding it up as the legs," he said.

"If you removed one of the legs it doesn't work, it falls down."

He's also insistent on the need for pathways for people to become more involved in the club to encourage them to sign up for a membership, from identifying social players who may benefit from more training, running school holiday programs to offering dining memberships and, of course, competitive sporting opportunities.

"Clubs, through better branding and targeting, can attract the newer memberships they want, it's going to take different thinking," he said.



"Merthyr Bowls Club enjoyed one of its best years despite the challenges Australia faced with COVID-19 pandemic. Not only do we have the strongest barefoot bowling following in Queensland, but was honored with being named the Best Bowls Club in Australia by Wotif travel services.

Large numbers of large and small groups taking advantage of our great food and service in a picturesque setting on the river. With a focus of creating exceptional experiences for the growing number of guests per month, we needed to consider fresh ideas.

Our guests love the openness of our bowling green and cool breezes that come across the Brisbane river. We needed to look for ways to keep this iconic club's history, while at the same time protect our guests from the direct sun and the occasional rain shower. Our existing umbrella cover, with scattered shade sails did not adequately protect those dining or waiting their turn to roll a bowl down one of beautifully maintained grass lanes.

Guest Targets

Committee Update
8.12.2020

Legend

BAR - DINING -REVENUE TARGETS

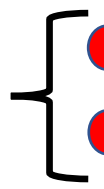
COMMUNICATIONS / WEB

KEY INITIATIVES/EVENTS

CUSTOMER FEEDBACK



Needs Focus



Metric	Definition	Lead	Update
BAR \$ Dining Revenue \$	NEW MENUS offering healthy food options and drive neighbourhood interest for frequent	Mark, Phil, Sue 10% improve over 2019	New menu moved to February to attract new customers Several process/admin. issues being worked now by GM
IMPROVE AVG REV / WEEKS	Monday-Wed, and Sunday mornings	Mark, Phil, Sue, Sam	Add a few additional Sessions 5-7:00pm Sam T. looking into City Council License process
IMPROVE \$ per member # PEOPLE BOWLING AT CORPORATE EVENTS	<ul style="list-style-type: none"> INCREASE average spend of \$35/guest Exceed 2019 Bowlers of 18 ,860 Improve Full Memberships 	Peter L. Susan, Phil Achieve \$45 per guest Achieve 50 Members	New Recreational Membership (Dining Only) Offered Mail Chimp Contact to all Barefoot Participants in Development Merthyr's News letter has acquired over 500 Quests Prospects
SPONSORS	Paid Advertisers (Best \$22K for 2 yrs.) Exceed previous best Rev \$ Recruit 5 Premier Sponsors	Al & Gary	Secured 2 Premier Sponsors at \$5900 each = \$11,800 MAKMAX & VICKI HOWARD Need to determine yes or no on existing sponsor continuance
WEB SITE/Improved Comms & Build Customer Database	Online Refresh / Develop Social Media Plan	Al, Sue, Sudip, Sam, Kate (vendor)	Website launched 10/11/20 – “BEST IN CLASS” Facebook Refreshed / Good team involvement ✓
Social Media Plan	Institute Campaigns that drive Instagram and other form of social media	Sam T., Al	Initial Launch of this plan Development forecasted late this month
SUPPORT COMMUNITY ORGANIZATIONS	Target organization and initiate approach (schools, local sporting groups, etc)	Phil (TBD) Secure 3 Organizations	
# OF ACTIVE PLAYERS On- Boarding	On Boarding	Ian, Anthony, Bron, Phil, Al	Rollout Stalled – Process not agreed to...
	Men (18 Now) Women (12 Now)	25 “Net” Men 18 “Net” Women	Plan Approved – Invite Business Cards to Printing First Sunday of each month (10:am-11:00)
PENNANTS FINISH	Place finished Place Finished Women	Peter L. Anthony Sam, Ian, Al Bron, Al, Ian Finish at 3 rd position / higher	Skills and Drills Successfully Launched * Onboarding program will help
SIGN SUB - LEASE	WITH RSL SED 5 years + 5 years	Phil – Approved MAR 2021	TBD
SITE IMPROVEMENTS	<ul style="list-style-type: none"> Confirm 2021-22 plans for garage ext Build Pizza over BBQ 	Phil - Signed Lease	Work in Process
HOLD FIRST APL EVENT	Secure APL commitment to hold early round at Merthyr	Phil, Sam, Al	Merthyr Bowls Selected to hold BPL CUP 28 Nov. 2020 “ 1 Yr ahead of schedule” Block off dates for this year with Bowls AUS ✓
MEASURE FEEDBACK	What our guests /members say about Merthyr Bowls	Al, Sue, Phil	Feedback process in place by Jan 2021 (Not Started)