



Guide to Growing Your Bridge Club

Club Management Workshop

at WABC on Thursday 4 November 9:30am – 11:30am

7 Odern Crescent Swanbourne

Peter Cox BEc MBA is the leading economist, analyst and public speaker on the management of the media, leisure and sports industries in Australia. For over 35 years he has provided strategic advice to corporations, governments, operators and investors. He has also been interviewed on hundreds of TV and radio programs and in all the major newspapers and written many feature articles including for the Financial Review and The Australian.

Peter has researched and analysed the history and current state of bridge in both Australia and internationally, the competitive marketplace, the trends in players and club numbers and the challenges and opportunities for bridge clubs in the future.

Bridge clubs are facing declining memberships because of the ageing members (average age over 70) and growing attrition, the decline of night Bridge and a highly competitive market for leisure activities. Now they face the additional challenge of the effect of the clubs being closed for months and how to win members back.

We need to attract more people to bridge and to retain them through the beginner's classes and supervised stages to becoming regular club players and members.

TEN POINT PLAN FOR BRIDGE GROWTH

1. **Social** – creating a very friendly club and an activity perceived as good for mental health
2. **Members** - 35,000 strong Sales force – understand and motivate them to bring friends
3. **Traditional marketing** – emails, leaflets, media releases, local papers and radio
4. **Social Media** – advertising with Facebook, Google, Instagram is more highly targeted
5. **Teaching** – Bridge teaching on Demand, Online Teaching in the future
6. **Retention** – the Buddy System to retain beginners to members
7. **Incentives** - Grants and Advertising subsidies to encourage local advertising
8. **Online** – embrace in F2F clubs, convenience, partners not required
9. **Congresses** – select and promote social aspects, location, accommodation, restaurants
10. **Workshops** - Marketing and Management advice available free to all clubs

The presentation takes about 2 hours. Members of all WA clubs are welcome to attend because there are many suggestions on how everyone can make your club a more welcoming, social and community experience. In particular all club officials, directors, teachers, volunteers and those who would like to contribute to the success of your club.

There is no fee to attend but bookings are essential and can be made via the BAWA website Enter a Club Congress section.

Peter Cox is a highly energetic, enthusiastic and entertaining professional speaker having spoken at over 70 industry conferences and conducted seminars or workshops for thousands of executives.

If you have any further questions contact Peter at petercox@ozemail.com.au or Sheenagh Young at bridge@wabridgeclub.com.au or 0409 381 439.

