

The following information should be used only as a guide to discussion and planning. The way your club conducts its barefoot program should form part of your business plan. At the very least it should form part of the clubs marketing plan. This is, after all, probably your best chance of getting new people to see your club and sample your service.

EVENT TYPES

The list is endless, with unlimited possibilities but some types include:

SOCIAL

- Recruitment/open day
- Casual
- Parties
 - Christmas
 - Birthday
 - Reunion
 - Farewell
 - Bucks
 - Hens

CORPORATE

- Team building
- Conference activity
- Networking session

COMPETITION

- Corporate league
- Beginners league

PACKAGES

Packages should vary in price according to what is on offer, everyone has different needs and the more you can cater towards these needs the further ahead of your competition you will stand.

BUDGET PACKAGE (\$10 per person)

- 2hrs of Bowls
- Bowls Hire
- Green Fees

SIZZLER PACKAGE (\$20 per person/minimum 20 people)

- 2hrs of Bowls
- Bowls Hire
- Green Fees
- Sausage Sizzle

PLATTER PACKAGE (\$25 per person/minimum 20 people)

- 2hrs of Bowls
- Bowls Hire
- Green Fees
- Jumbo Platters (Could include chips, nuts, dips, salsa and delicatessen meats to be enjoyed upon arrival)
- Hot Platters (Hot Cocktail food delivered to greens while playing)

GOLD PACKAGE (\$30 per person/minimum 20 people)

- 2hrs of Bowls
- Bowls Hire
- Green Fees
- Jumbo Platters (Could include chips, nuts, dips, salsa and delicatessen meats to be enjoyed upon arrival)
- Hot Platters (Hot Cocktail food delivered to greens while playing)
- Sausage Sizzle

BBQ PACKAGE (\$45 per person/minimum 20 people)

- 2hrs of Bowls
- Bowls Hire
- Green Fees
- Sausage Sizzle & Steaks
- Delicious Kebabs
- Corn on the Cob

DELUXE PACKAGE (\$55 per person/minimum 20 people)

- 2hrs of Bowls
- Bowls Hire
- Green Fees

- Jumbo Platters (Could include chips, nuts, dips, salsa and delicatessen meats to be enjoyed upon arrival)
- Hot Platters (Hot Cocktail food delivered to greens while playing)
- Sausage Sizzle & Steaks
- Corn on the Cob
- 2 drink tickets per person (tap beer, house wine or soft drink)

SESSION TIMES

The best way is to have a calendar of green space available (always check what green space is being used by the men's and women's bowling clubs) and when someone wants to book an event, whenever possible – stay customer focused and fit them into a suitable time.

EVENT PROCEDURE

TIME OF BOOKING

- Event/Function is booked
- Collect Deposit
- Event/Function form produced for all key stakeholders (Supervisor, staff and greenkeepers)

LEADING UP TO EVENT

- Ring the client and confirm attendance/number attending
- Confirm green space is available
- Confirm any catering is sorted
- Confirm any staff/volunteers for the event are booked

DAY OF EVENT

- Prepare the facilities
 - Greens marked
 - Mats and Jacks placed on the bank
 - Bowls at end of each rink
- Ensure the staff/volunteers are at venue early and ready for participants to turn up
- Collect payment on arrival or ensure the group has paid

EVENT

- Short Introduction
 - House rules and safety instructions
 - Quick and Easy explanation on “How to Bowl”
 - Get everyone bowling...
- Continual monitoring of the participants but also giving them distance to enjoy the day
- REMEMBER THESE PEOPLE ARE HERE TO ENJOY THEMSELVES NOT TO BE COACHED!
- Provide any catering involved in package booked

FOLLOWING EVENT

- Provide any participants with information about joining the club if they seem keen
 - Give them a brochure
- Ensure bowls are packed away
- Do any routine evaluation for club events
- Gather participant details (phone number, email, facebook) for future contact, participants can be enticed to do so by a small monthly giveaway

BASIC EVENT RULES

Basic rules include:

- No drinks on the green
- Respect the greens
- No driving
- At completion please replace all bowls as a matched set of four
- Don't stand in the ditches
- Don't drop bowls on the green
- Offensive language will not be tolerated
- Broken glass? Please advise staff as soon as possible

ACTIVITY GUIDES

Most parties will just play amongst themselves or if they have formulated a competition to play amongst themselves prior to the event they will run it themselves. Corporate and beginner leagues are run just like your normal competitions just with different rules such as:

- Length of games
- Participants
- Jack Re-spot

MARKETING PLAN

Like all marketing your approach needs to be consistent. Ways that clubs have used to advertise Barefoot Bowls include:

- Discount Groups such as Living Social and Groupon
- Local Newspapers
- In-house Advertising
- Radio – commercial and local community
- Website
- Social Media

PUBLICATIONS AND FLYERS

Bowls Australia has flyers, brochures and posters that can be personalised to your club needs. Please see attached items.

STAFFING REQUIREMENT

There is no designated requirement for the amount of staff for certain amount of people but the club should be realistic when assigning people to each group. Considerations that should be taken into account are:

- Type of event
- Amount of people
- Group ability
- Ability of the instructor/staff (trained or untrained)
- A rough ratio is 1:30

PAID or VOLUNTEER

This is all up to the club and the individuals who will be conducting the sessions. WHO The people conducting your session/s will be the face of your club, great attributes include:

- Friendly
- Knowledgeable
- Safety conscious
- Qualified Coach (Introductory Coach Courses are perfect for Barefoot Bowls Instructors)

DUTY STATEMENTS/RESPONSIBILITIES

A job description for the instructor of your Barefoot Sessions is great to make sure the person is accountable for their role. Such a description would include what the person would do from the lead up to each event until everything has been packed away.

BRIEFING PRE ACTIVITY

This is the most important part of any session. Important elements include:

- Brief but not too brief – you want the group to gain enough knowledge to have a safe fun time without going over the top
- Explain house rules and safety information
- Demonstrate a delivery– the simpler the better, no need to get into the finer points
- Get everyone bowling ASAP

LEGAL INSURANCE

Best to consult with your insurance provider, all clubs has different insurance policies.

SIGN IN

Clubs should abide by the Registered Clubs rules relating to signing in.

FUNCTION INDEMNITY FORM

Generally only the person booking the event will sign one of these forms and it will cover the use of any photos taken by the club and inform of the unlikely event of injuries.

GENERAL SAFETY AND INJURY CLEARANCE

All instructors/volunteers who run barefoot parties should be either employed by the club (to be covered under insurance) or a qualified coach. These people should also provide a clear safety brief at the start of each session to the participants, this will help cover against any injuries.

ADMINISTRATION

The two main areas of administration are the booking of the event and the data collection during the event. Clubs can also ask for each person's information to add to a database for future promotions or bowls recruitment days.

LOGISTICS

Logistical needs for a session include:

- Green space
- Bowls (These can be old, new, big or small – first off, you need bowls and then you can look to have a vast range to suit all participants needs)
- Mats
- Jacks
- Storage (Bowls, mats and jacks)
- Shade
- Bins
- Drinking water for participants during every event
- Sunscreen
- Drink stands (can be great for advertising – discussion point during corporate events)
- Lights – some events are held during the night under lights. If clubs have lights then this is a great option to use, if not there is no real loss.