



**BOWLS**  
AUSTRALIA



# JACK ATTACK CLUB SUCCESS STORIES

[www.jackattack.com.au](http://www.jackattack.com.au)



# TABLE OF CONTENTS

**3 INTRODUCTION**

**4 BOWLS AUSTRALIA/REGIONAL**

**BOWLS MANAGER SUPPORT**

**6 PROGRAM COORDINATION**

**10 PROGRAM PLANNING & MARKETING**

**12 PARTICIPANT RECRUITMENT**

**13 PROGRAM BENEFITS**

**14 GENERAL ADVICE**



**BOWLS**  
AUSTRALIA





In 2020, Bowls Australia (BA) collected data via surveying Jack Attack Clubs across the nation with the purpose of creating a resource for prospective and current Jack Attack Clubs. This resource captures the survey responses and outlines the steps and processes it takes to run a successful Jack Attack program, from pre-program planning and marketing through to completion. Bowls Australia would like to extend their thanks and appreciation to all of the Jack Attack Clubs who have been involved in the creation of this resource.



# CLUB SUCCESS STORIES



# **BOWLS AUSTRALIA/ REGIONAL BOWLS MANAGER SUPPORT**

**Questions one and two of the survey asked clubs to outline the support they received from either Bowls Australia (BA) or their Regional Bowls Manager (RBM) prior to commencing Jack Attack, throughout program delivery and after completion of the program.**

***“Excellent support and encouragement to run a successful program...”***

**“Numerous flyers from BA to get out and about which our local district, Cunningham, supported us with.”**

**- Boonah Bowls Club, QLD**



## ***1. What support did you receive from Bowls Australia and your Regional Bowls Manager in the lead up to your first session?***

“After registration to BA for the Jack Attack Program we received a good supply of posters, scorecards, introduction to the game and polo’s for the coordinators to run the game. The RBM then met with us at the club to deliver a short introduction to the game.”

**- Silkwood Bowls Club, QLD**

We received additional score cards as requested. JA Crew Shirts were provided in sufficient numbers to outfit all our JA volunteers. This was a real benefit and it seemed make these volunteers feel an even greater commitment to the program and turned up regularly without having to be asked. Our RBM is only a phone call away if needed. Rockhampton Bowls Club is very happy with the support that BA provides to our Jack Attack Program.”

**- Rockhampton Bowls Club, QLD**

“We received all required information & templates (e.g. Score cards, flyer, rules, format etc.).”

**- Manning Memorial Bowling Club, WA**

## ***2. How did your RBM support you during your program delivery?***

“Our RBM was always available as we progressed for information leading up to and during our event.” **- Quinns Rock Bowls Club, WA**

“Our RBM was and still is extremely supportive to help roll out our new venture into Jack Attack. She organized a meeting at our club with the Management Committee members to explain what could be involved, establish the link between BA, herself and our club to address any future inquiries. Her meeting with us was very informative and encouraging.” **- Silkwood Bowls Club, QLD**

“Our RBM gave me the idea and confidence that I could run it on behalf of my club and was there to support us on night one and at my request he gave basic coaching to a whole new group of potential Lawn Bowls participants. At the start of 2019, Eastwood Golf Bowls Club had never run a Jack Attack competition or had music on the green. We ran our first competition in January 2019. One year later we have come from nothing to successfully running three competitions. Two mixed competitions each running over six consecutive weeks (with eight teams) and a female competition running over four consecutive Wednesday nights (six teams). This all started at a meeting I had with our RBM in late 2018.” **- Eastwood Golf Bowls Club, VIC**

“Our RBM was there upon conclusion of our Jack Attack program, he helped with advising us of what we could offer for prizes at the end of program presentation. Evaluations were sent back and collated by BA so we could understand our participants” **- Benowa Bowls Club, QLD**





# PROGRAM COORDINATION

*Questions three to seven related to who was responsible for running the program, how many staff or volunteers they had helping, what actions were taken and how long it took to organise the program. This section also gave clubs the chance to indicate how they decided to structure their Jack Attack program.*

***“I would strongly recommend that one person be in charge...”***

***“It creates continuity of messaging, central point of contact and streamlines program delivery. I am accountable to my club for the success or failure of the program. You will always need volunteer helpers but one person is co-ordinating to avoid confusion.”***

***- Eastwood Golf Bowls Club, VIC***





### **3. Who assumed responsibility of your club's Jack Attack program? Would you recommend having one person at the club solely in charge of Jack Attack? Why/why not?**

"Our Bowls Coordinator assumed responsibility as of session one of the first program. I got support from other managers and volunteers when I needed it. My advice is that it is desirable to have one person in charge and as the main contact for any program. It allows for streamlined organisation and less confusion of tasks that need to be done. It lets the person in charge ask for help and delegate tasks when they need to. Too many people involved can equate to confusion."

**- Benowa Bowls Club, QLD**

"As Venue Manager I have assumed the control of our Jack Attack program, but I get a lot of help from others within the club. We have a marketing person here two days per week and she has put a lot into advertising, emailing and co-ordinating all aspects of behind the scenes with me. I have three members, the CEO, the Bowls President and a life member who put a lot of effort into the running of the program and who attend all games. I would certainly recommend one person to co-ordinate and be in charge, but they need to be passionate about making it work and even then they will need help from other people within the club."

**- Fernree Gully Bowls Club, VIC**

"Jack Attack at Manning has traditionally been run by experienced senior bowlers. One person should be responsible for coordinating Jack Attack and there needs to be a team of assistants (minimum of three) to help the new and less experienced bowlers. If the majority of Jack Attack bowlers have played before less supervision is required."

**- Manning Memorial Bowling Club, WA**

"We had a group of four people running the program. It is important to have a few people who know what is going on. Duties including the following were divided amongst the four of us: flyer design, banner creation to display at club and around neighbouring streets, upload the flyer on the website and Facebook, collate the entries and put teams together, buy and prepare food platters, organise club house set up and bowls/mats/jacks to be ready on the day, promote the program to members on bowling days and to pro-actively invite friends and family members and neighbours to try out Jack Attack."

**- Killara Bowls Club, NSW**

### **4. What did you do in the lead up to Jack Attack and on the night that made the program successful?**

"In the lead up our club promoted Jack Attack to members initially and got them to invite family members and friends to join. We also promoted to our barefoot bowlers which worked very well - we have several teams playing both formats. One of the members is a coach and this was extremely helpful for the players that haven't had any prior exposure to bowls. We also used the club website and social media to promote the program, along with flyers that were issued as part of our Jack Attack Kit."

**- Quinns Rock Bowls Club, WA**

"We put the list of teams up prior to the first session, and I called teams the day before the night to confirm they were still coming. At the end of the session I would ask who was available for the following week. I got to know the teams and individuals this way. Every team got some sort of prize in the presentation held at the end of the program. We also provided players with a sausage sizzle at the end of every session."

**- Benowa Bowls Club, QLD**





## ***“Promotion of the program is important...”***

***“We got a spot on Radio 4RO’s sports segment each week for about four weeks prior to the program starting, plus articles in the local press and flyers in CBD businesses. Communicate well through emails. Ensure that they all know it’s all about having fun as this makes them want to come back week after week. Be encouraging and supportive of every team. We provide nibbles and bar snacks during our halftime breaks, between sets. We play great 80’s/90’s music over the green. Our volunteers on the green are told not to coach but to encourage good shots and give a tip or two and ensure rules are followed. Children too young to participate are given rubber bowls to play with. Participants become club Jack Attack members for a 12-month period.”***

***- Rockhampton Bowls Club, QLD***

## ***“We had four volunteers...”***

***“One to help get teams organised as they nominated to play, one that ran everything out on the green (e.g. music, interviews, announcing teams and generally having a bit of banter prior to and during play). Two members inside on the night taking team names down and getting cards ready for each week”***

***- Quinns Rock Bowls Club, WA***





## 5. How much time was spent organising Jack Attack in the lead up to the first session? Did you receive any help?

“Time has been required setting up for all three competitions. The hardest thing of all is to get people of today to commit. We’ve found that short four to six-week competitions suit our customer-base and our clubs resources. For our female competition three current club members assisted in getting the teams together which was great assistance.” - **Eashwood Golf Bowls Club, VIC**

“As we’ve now run successful Jack Attack programs for several years now, all of our administrative processes are well in place. We offer a BBQ dinner so there is some catering matters to organize. Our volunteers consist of one BBQ cook, one or two assisting in the kitchen prepping salad and issuing the meals. We have two volunteers taking green fees and issuing meal ticket and tickets in the meat tray door prize, plus one or two staff in the bar. Once bowling starts we generally have about four or five volunteers supervising on the green. Team photos are always taken and often used for publicity.” - **Rockhampton Bowls Club, QLD**

## 6. How did your club choose to structure Jack Attack?

“One session a week, six weeks a season, two seasons a year.” - **Fernree Gully Bowls Club, VIC**

“Mixed Jack Attack is six consecutive Wednesday nights starting in the last week of January until the first week of March. Our customers are now aware of these dates and I think it will make it easier in the future. Our female competition is four consecutive Wednesday nights in November. We arrived at these dates by surveying our participants.”  
- **Eashwood Golf Bowls Club, VIC**

“We run two seasons each bowling season. Our first season runs for eight weeks from late October until mid-December. Our second season runs for ten weeks from mid-January until late March.” - **Valley Bowls Club, WA**

“We now generally run the program over eight consecutive Friday nights. However, the first night is an introductory night where players are taught the basics of bowls, rules etc. We get teams to score just to get familiar with the score card but scores don't get recorded as part of the competition. We also try to have two Jack Attack seasons per year. As we only have one green we need to get our Jack Attack program into our club's yearly bowls calendar as early as possible.” - **Rockhampton Bowls Club, QLD**

## 7. How many staff/volunteers did you have and what were their roles at each Jack Attack session?

“We had one Jack Attack Coordinator, one volunteer to oversee the collection of money, one person running the BBQ, one person on the bar, and four club members as markers at the head. That was the minimum. If you can have one or two spare members to assist with last minute jobs on the night that's very helpful.” - **Eashwood Golf Bowls Club, VIC**

“Volunteer numbers will depend on the number of teams and the experience of the players. Our suggestion for a competition involving 12 to 16 teams would be: one Jack Attack Coordinator and three other volunteers assisting. For a program with less than 12 teams, you would only need two extra volunteers assisting. Whereas for a program with 16 to 24 teams, I would suggest you would need four volunteers assisting. Volunteer duties include: setting / packing up equipment (e.g. bowls, mats and jacks), assisting new and inexperienced bowlers (e.g. rules, technique, etiquette), to measure and score when required. Getting to know the teams and the players is also really important.” - **Manning Memorial Bowling Club, WA**



# PROGRAM PLANNING & MARKETING

*Questions eight and nine asked clubs to outline the way they marketed their program, from hardcopy posters or all online or a mixture of both, and their identified target market. Clubs were also asked to outline the lead-in preparation time it took prior to program delivery.*

***“Social media, constant display of the chosen ad...***

*”...for the entire length of the program (four weeks). Ads should be eye catching, informative of venue, time, contact person and telephone... use draw cards like free BBQ, prizes and music in the background. Word of mouth is very important - one has to be ready to see and take every opportunity to promote the event. Put posters everywhere permitted. For example, shopping centres, caravan parks, local shops, market places, local community.”*

**- Silkwood Bowls Club, QLD**



## 8. Ahead of your Jack Attack season, how much time was spent on marketing and planning for Jack Attack?

“One to two months preparation prior to running the very first Jack Attack program. Once we ran our first program we found that the planning stage prior to the first session of each program didn't need to be as long.” - **Benowa Bowls Club, QLD**

“A lot of time was spent on planning and in hindsight I am so glad we did. For me it was important that the club presented as professionally organised and ready to provide a friendly, social and enjoyable event for our customers.” - **Eastwood Golf Bowls Club, VIC**

“Approximately six to eight hours over four weeks was spent marketing and planning before the first session, this included time communicating and registering teams.”  
- **Manning Memorial Bowling Club, WA**

“Approximately six weeks with active promoting for four weeks.” - **Quinns Rock Bowls Club, WA**

## 9. What was your main form of marketing? What worked best for your club?

“Most of the people who attended were friends, family and neighbours of some of our members. Once they came for the first series, they were eager to return for the second series. Some of them actually reminded us that they were waiting for the next one to come or wanted us to host more events. Walkers around the Killara area attended because they saw our banners displayed on the street corners. Therefore, I would say word of mouth and posters (display of big banners on the street).” - **Killara Bowls Club, NSW**

“Social Media, word of mouth and texting team captains.” - **Chalambar Bowls Club, VIC**

“Word of mouth and putting the hard word on playing members to get friends and family involved. In our first season we allowed members to play but they had to play left handed. In the second season we had more interest and more repeat attendees and did not allow members to participate.” - **Mosman Park BC, WA**





# PARTICIPANT RECRUITMENT

*How clubs recruited participants was addressed in questions 10 through 12, with a focus on the demographic of participants, if participation incentives were offered, and the cost per participant.*

## 10. Where did you recruit participants from?

"It started with friends and their contacts, word of mouth around the club and club members' contacts. Advertising and social media were used but became better when the competition was running." - **Ferntree Gully Bowls Club, VIC**

"Full & Social Members - word of mouth to family and friends, local business (flyers and suggesting staff enter a team), local tennis and football club, local schools (targeting staff to enter a team)." - **Manning Memorial Bowling Club, WA**

"Most of our participants came from local community and sporting clubs."  
- **Chalambar Bowls Club, VIC**

## 11. Did you offer any participation incentives for players?

"We offer the following; a percentage off entry fee is awarded in prize money and/or prizes, four weekly bar vouchers for touching the jack (first after the whistle), weekly win & runner up prizes, overall competition winners and minor placings (1st to 4th). We also have special awards, such as - best team uniform, most improved, and best team name etc."  
- **Manning Memorial Bowling Club, WA**

"Souvlaki's, trophies for the best rink and we ran an overall tournament winner."  
- **Chalambar Bowls Club, VIC**

"At the end of the program we run a BBQ on finals night, but all teams play regardless of ladder positioning. At first we put up some team cash prizes but we found that players just donated it back across the bar, so we revised it to free admittance to the winning team next season and a set of bowls drawn via raffle on the finals night to an individual. I am encouraging loyalty to the game and the club with the more sets we give away." - **Ferntree Gully Bowls Club, VIC**

"We have our BBQ with salads each week. Nibbles after the game which brings them into the clubroom and helps the bar takings. We also have a raffle which is drawn when games are finished." - **Valley Bowls Club, WA**

## 12. How much did you charge per participant/team?

"\$10 per person." - **Boonah Bowls Club, QLD**

"\$8 per team for up to six players for four weeks." - **Mosman Park Bowls Club, WA**

"\$20 registration fee (one off). \$36 per team sheet each week." - **Eashwood Golf Bowls Club, VIC**

"We have a one off registration fee of \$10 per player each season. Each week is \$5 to cover bowls hire, lights and sausage sizzle." - **Valley Bowls Club, WA**

"Teams were charged \$180 for the six week program which included covering the costs of BBQ and prizes, whatever was left went to green fees" - **Ferntree Gully Bowls Club, VIC**



# PROGRAM BENEFITS

*Outlined in questions 13 and 14 are the ways in which these Jack Attack Clubs benefitted from delivering a Jack Attack program.*

## **13. Following your program, did you gain any new social or full bowling members? If so, please describe.**

"We promote social membership to all Jack Attack players and approximately 50% join as social members. Approximately two to four players per year become playing members and play pennants." - **Manning Memorial Bowling Club, WA**

"We got two or three pennant bowlers out of our first season." - **Mosman Park Bowls Club, WA**

## **14. What were the main benefits of Jack Attack for your club?**

"Being aware of a faster game of bowls. Having approximately 40 participants on the green each week for four weeks, including young folk. Great to see. The Sports Club would have appreciated extra bar and meal sales" - **Boonah Bowls Club, QLD**

"Bar takings and meals from the kitchen are both up when Jack Attack is being played, increased membership including pennant players, the broadened database of players allows the club to promote other events/functions more widely. Many Jack Attack players attend Friday night for Happy Hour. Increased awareness of the club facilities has resulted in increased function hire." - **Manning Memorial Bowling Club, WA**

"People may come back and book our facilities for birthdays, weddings, wakes etc. An eight-week season of Jack Attack with ten teams, most with five players plus kids brings in significant income from green fees and bar sales. Even though we play a competitive Jack Attack program all the teams really get on and interact very well. Teams return season after season so I think we have the balance about right, However we continue to improve the experience for all participants which we hope will benefit the Rockhampton community." - **Rockhampton Bowls Club, QLD**

"Income from the green fees, but mainly sales from the bar were good. Friendships developed, request for membership demonstrated enthusiasm for the sport with the discovery that lawn bowls is a very under rated sport activity. Discovery of natural talent for the game was surprising." - **Silkwood Bowls Club, QLD**

**"Most of our Jack Attack players became social members..."**

**"We have also got a number of full bowling members that have come through the Jack Attack/Community Bowls program."**

**- Valley Bowls Club, WA**





# GENERAL ADVICE

*The final question allowed clubs to share any advice with prospective Jack Attack clubs who are considering purchasing a Jack Attack license, or for clubs who have a license but are struggling to get their program running successfully.*

***“Give it a go...”***

**“We had great support from our RBM and BA. Jack Attack provides the variety of offering a quicker game instead of always playing the traditional ones.”**

**- Boonah Bowls Club, QLD**



## 15. Based on your successful program, what is your advice for current or future Jack Attack clubs considering running a program?

"Definitely consider running a Jack Attack program because it offers a different type of commitment than your regular pennant bowls which can see an entire weekend be taken by bowls. Jack Attack doesn't take that time away from people who are time-poor. I would recommend continuously following up with teams and individuals and on the night of the program, go around with a clip board and paper and ask everyone if they're right for next week and remind them of the start time and the time of the BBQ (if you're doing that). Not only did this allow me to get to know all the participants, I also had a week to find players if there were individuals or teams that couldn't play." - **Benowa Bowls Club**

"It's absolutely worth running, socially fun and hopefully gain new members. Just DO it."  
- **Chalambar Bowls Club, VIC**

"I honestly feel very proud of my club in what we have created and achieved in a short period of time. You find your niche in the market and deliver what they want. Not what you or your members think they want. Our part of the market at the moment is 25 - 50 year olds who want to take part in a short Jack Attack competition once a year. To continue our success we continue to listen to them." - **Eashwood Golf Bowls Club, VIC**

"Make sure the person running it is passionate about making it work, make sure they have the support of the members and club officials and don't get disheartened by any setbacks. It is a great way to get new and young people into your club so be tolerant with their ideas., It may not be the way the club has always worked in the past, but making some changes is a small price to pay when you are trying to increase your numbers." - **Ferntree Gully Bowls Club, VIC**

"Give it a go!" - **Killara Bowls Club, NSW**

"Have a team of willing volunteers who are passionate about promoting Jack Attack and achieving the desired benefits for their club. Build your potential participant database and ensure it is current to maximise promotion of Jack Attack. Have a marketing strategy to target the local community. Seek assistance from Bowls WA and clubs who have had success with Jack Attack to share ideas" - **Manning Memorial Bowling Club, WA**

"Be prepared to start with a small group of teams if the interest starts off a bit slow and then run another session either later in the year or the following season as the interest builds. Short and sharp. That is why we only went for four-week terms and also doesn't wear out the volunteers' interest. We did it the night before our pennant games given the organisers and volunteers are country based but play in the city so they were in Perth already for pennants the next day - so work out what best suits the helpers and the club." - **Mosman Park Bowls Club, WA**

"Have music playing and interact closely with players, have a coach wander around helping with format and rules and giving advice. Make it fast and don't waste time explaining rules and regulations. Most of all make it FUN. DONT TAKE THEIR BOWLING ABILITY AND THE OLD AND TIRED "ETIQUETTE" PART OF THE GAME into account." - **Quinns Rock Bowls Club, WA**

"Get into it now. Encourage your club members to realise that younger people are the only hope they have of their club being in existence in another 50 years. A Jack Attack program has the potential to bring new life into your club and at the same time provide a significant financial boost to revenue. Don't try and re-invent the wheel. Find out what works and just make it happen. There is a lot of sources of information and I am sure all clubs who have succeeded with their Jack Attack programs will be happy to provide advice. Just ask. Good Luck."  
- **Rockhampton Bowls Club, QLD**





**WHAT ARE YOU WAITING  
FOR, SIGN-UP NOW TO HOST  
JACK ATTACK AT YOUR CLUB!**

---



"I would recommend the following: provide information about what is involved in the game, with BA support via a simple website and contact the community, develop a plan of who is responsible, a plan for marketing in advance (it needs to be intensive), decide the play time length (e.g. 6-8pm), competition time and duration of weeks, select food and drink supplies, organise a music system and have some trophies, prizes etc. ready." - **Silkwood Bowls Club, QLD**

"I have found our players really enjoy the Jack Attack format and I believe it is very good for social bowls. I think the players enjoy all being down one end together. I am always amazed at the number of times a team can lose the first set to zero and come back and easily win the second. I feel it works well in either a more competitive corporate situation or social bowling. I would say give it a go, the seasoned players might grumble to start with but once they get used to it they will really enjoy it. Have some good lively music playing also as we have just started that and it is really appreciated." - **Valley Bowls Club, WA**

***If your club is interested in registering for a Jack Attack licence, or has a licence and needs support in delivering their Jack Attack program please contact your Regional Bowls Manager or the Bowls Australia office.***







**BOWLS**  
AUSTRALIA

[www.bowls.com.au](http://www.bowls.com.au)



[www.jackattack.com.au](http://www.jackattack.com.au)

