



BOWLS
AUSTRALIA

VALUE OF A MEMBER

The income from bowlers

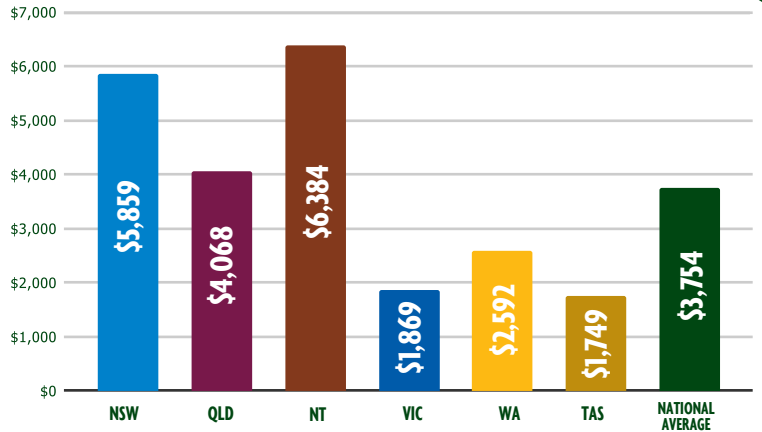
Our national data shows that over the course of a year, an individual playing member will spend an average of

\$3,754

within their bowling club



ANNUAL MEMBER SPENDING PER STATE/TERRITORY



INCOME BREAKDOWN

- 47% Bar Revenue
- 4% Membership Fee Income
- 11% Green Fee Income
- 11% Food Revenue
- 6% Raffles
- 8% Club Tournaments
- 14% Other

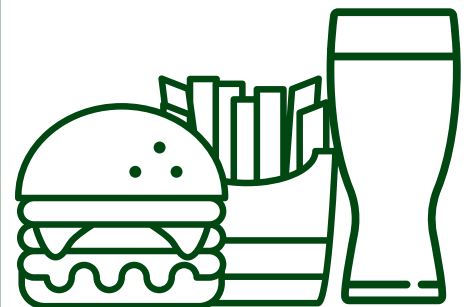


150,149
playing members
nationally



Feeling lucky?
Your members certainly are,
contributing **\$243**
towards raffles
each year

47% of playing member
revenue is spent over
the bar and bistro



Annual Fees and Green Fees
account for just **15%** of
a playing members'
financial
contribution



BE CREATIVE

Promoting new initiatives
and providing incentives can
encourage members and
families to spend more time
within the club environment

