



BOWLS
AUSTRALIA

INFORMATION FOR HOST CLUBS



JACK ATTACK
FUN, FAST &
FOR EVERYONE

www.jackattack.com.au

**Fast
Fun
Social
Inclusive
Short
Sharp
Competitive**



INFORMATION FOR CLUBS

TABLE OF CONTENTS

5 What is Jack Attack?

5 Why Jack Attack?

7 How to run Jack Attack

9 How can Bowls Australia help?

13 How Jack Attack works

15 Promoting Jack Attack

15 Retaining participants

17 Cost of the program

19 Where to now?



A woman with brown hair tied back, wearing a dark blue baseball cap with a white logo and a blue polo shirt. The polo shirt has a 'JACK ATTACK' logo on the left chest and a 'BOWLING' logo on the right chest. She is smiling and looking towards another person whose back is to the camera. She is holding a red clipboard and a pen.

**“THE PROGRAM HAS CAUSED
QUITE A BUZZ WITHIN THE
CLUB...”**

THE CLUB NOTICED A 40% INCREASE TO TRADE
ON THE FIRST WEEK AND A 70% INCREASE IN
THE SECOND WEEK.”

Gael Evans-Barr, Riverina

WHAT IS JACK ATTACK?

Jack Attack is similar to the style of play of the Bowls Premier League (BPL), Bowls Australia's televised biannual Bowls competition involving teams from around Australia with faster play, modified rules and colourful clothing.

A social, shorter format of bowls, Jack Attack provides a pathway for novice players or barefoot bowlers to get involved in a more structured competition.

Our national bowls census clearly shows that traditional membership is declining in line with modern society, in fact that's happening in nearly all adult club-based sports. It also shows that there is a large number of bowlers who love to participate in the sport but are not transferring into traditional product offerings.

Jack Attack encourages participation with non-bowls audiences by appealing to people with its easy rules, fun atmosphere and inclusivity. Intended, to be run as a four to six week competition, clubs can schedule games any time that suits their club and audiences.

WHY JACK ATTACK?

There are many benefits and opportunities to being part of Jack Attack. As a national program in a sport with many versions and rules, the concept presents the opportunity for clubs all across Australia to offer the same format under the same recognised brand.

Bowls Australia has a range of services available to support clubs and facilitate promotion of programs through campaigns and marketing resources. By being a Jack Attack venue, clubs can also be found on the Jack Attack portal (www.jackattack.com.au) 'Club Finder' function.

BENEFITS TO THE CLUB

Research conducted in 2019 with successful clubs has also found Jack Attack has led to:

- New participants involved with the club and conversion to playing members;
- Significant increases in revenue through secondary spend at the bistro and bar;
- New links with local community groups and businesses (i.e. through sponsorship & teams);
- Better utilisation of facilities and interest in bowls from social members/casual visitors; and
- Enhanced community reputation leading to interest from commercial partners and success with grants, through innovating to grow participation and targeting new markets.





**HOSTING A JACK ATTACK PROGRAM
CAN HELP SECURE THE FUTURE OF
YOUR CLUB.**



HOW TO RUN JACK ATTACK

A successful Jack Attack program needs a passionate coordinator who will embody the fun and energetic nature of the game.

The Club Support Manager in your area can assist your club in selecting and supporting your Jack Attack Coordinator. They are only a phone call away and will visit your club free of charge.

Bowls Australia will provide each Host Club with one Jack Attack branded polo shirt to be worn by coordinator during the program.

THE IDEAL COORDINATOR

Some characteristics to look for in a Jack Attack Coordinator is someone who is:

- Friendly and outgoing with a smile on their face;
- Passionate about sharing their love for bowls with the community;
- Welcoming to individuals from all walks of life; and
- Energetic and willing to encourage participants to try something new.

TIPS FOR SUCCESS

Successful Jack Attack clubs have shared their top tips:

- Encourage team 'captains' (not skips) and players to come early for a 'practice'.
- Offer a prize, for example small cash (e.g. \$250) or local sponsor donation (e.g. meat tray).
- Host the competitions on nights with existing activity for ready-made atmosphere.
- Give participants multiple reasons to attend a program such as live music, meal deals, raffles.
- Have a club member on each rink to help Jack Attack players with the rules and learn to play.
- Discreetly seed the competition so all abilities have a good time and chance of success.
- Capture participant details and develop a Jack Attack database to market new programs.
- Deliver a free practice/demonstration event prior to the competition as part of the build up.
- Focus on fun and communicate green etiquette clearly but with a light-hearted approach.
- Have a low cost social membership option available to promote as a pathway in to the club.
- Regularly promote Jack Attack via social media to attract and retain younger audiences.

***Jack Attack is one of
the most important ways
to increase the number of
participants in bowls.***



HOW CAN BOWLS AUSTRALIA HELP?

Bowls Australia believes the Jack Attack program is the most important vehicle to increase the number of participants in the sport of bowls. By hosting Jack Attack at your club, you are also securing the future of your club.

PROMOTION

Bowls Australia will provide assistance to clubs with all their advertising requirements. Items and services that are included when signing up are:

1. Flyers

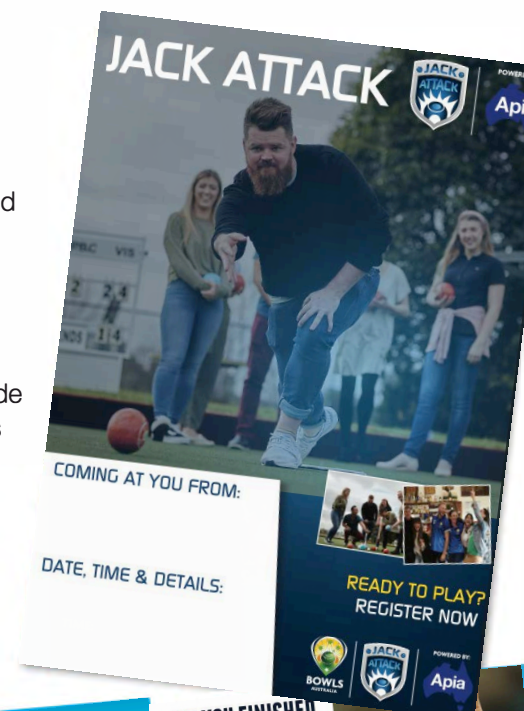
Bowls Australia will provide each standard and plus licensed club with 50 promotional flyers to distribute as they wish and will provide digital versions of all market collateral so clubs can always access more if they need.

2. Bowls Australia website

A link from the Bowls Australia and STA websites will be available that will direct individuals to the Jack Attack website.

3. Media Pack

Licensed clubs will be provided with marketing materials to assist with player recruitment. This can include press releases, newspaper articles, promotional videos, images and signage.





SOCIAL MEDIA IS A PIVOTAL
TOOL TO SHARING THE JACK
ATTACK STORY.

4. Club Support Managers

The Bowls Australia Club Support Managers are in your community to assist bowls clubs with their endeavours. With the Jack Attack program, the CSMs are there to provide as much guidance and assistance as possible.

5. Scorecards

Bowls Australia will provide each registered club with a supply of 150 Jack Attack branded scorecards to be used throughout the tournament.

Clubs can request more scorecards for future Jack Attack programs from Bowls Australia as needed.

6. Competition management

BowlsLink allows for each Host Club to create an online player registration and competition management system. Bowls Australia will assist clubs with system set-up, a Jack Attack BowlsLink manual and usage.

7. Branded Merchandise

Bowls Australia will provide each registered club with Jack Attack branded merchandise such as: pens, stubby holders, sports bags, coffee cups and bowls stickers

This merchandise can be used by your club as deemed fit, but have in the past been used as raffle prizes, incentives, mini prizes for Jack Attack teams/participants.

8. Program & Participant Evaluation

Bowls Australia provides each licensed club with an online post-program evaluation form for participants complete upon conclusion of their Jack Attack Program.

These forms are submitted digitally via the Bowls Australia website.

Once the Program Evaluation data is collected, Bowls Australia can provide relevant data to the host club around: participant demographics, how they heard about Jack Attack, their previous experience of bowls, their Physical Activity levels prior to and after Jack Attack program satisfaction and opportunities for improvement.

Participants have the choice of leaving their contact details on the evaluation form, should they be interested in participating in future Jack Attack programs at your club. These details are not used for any Bowls Australia promotion and for the sole use of your club to contact for future Jack Attack programs.

The Evaluation Report assists your club in recognising where your program marketing, resourcing and delivery has been successful so you are able to appraise the overall program and make any necessary improvements for future programs.





**MAKE IT ENJOYABLE
TO ENSURE ALL PLAYERS
ARE HAVING FUN**

HOW JACK ATTACK WORKS

FORMAT OF PLAY

Below are the guidelines of how Jack Attack is played:


- Two bowl triples (with teams able to be registered for more players to accommodate for absentees and/or busy working lives).
- Substitutions permitted.
- Two sets of five ends.
- A sudden death tie breaker if required.
- Approximately 60-75 minutes in duration of matches.
- The season is four to six weeks in lengths, and ideally on a midweek evening or late afternoon on a weekend.

RESULTS AND SCORING

- Scoring is traditional bowls format where shots for closest bowls are worth 1 point each.
- Winning a set is worth two points.
- Drawing a set is worth one point to each team.
- Winning a tie-breaker is worth two points.
- Cumulative shots also count for tied ladder positions.
- Participation fees are up to the club to determine with a recommendation of \$8 (plus GST) per person per night or \$25 (plus GST) per team per night, or discounted entry fees for individuals and teams registering for an entire program upfront.

RULES

- Make it enjoyable to ensure all players are having fun!
- Players can participate in consecutive order (one bowl at a time) or they can bowl out of turn – whichever they prefer, eg. last end winner goes first.
- The jack is placed wherever the team wants to from the mat (minimum 21m).
- All players remain at the mat end to ensure the social atmosphere is maintained, ie. no skips.
- Closest bowl scores one point and additional closest bowls from the same team score additional points.
- Each team gets to have one power-play per set. A power-play is where the score is doubled for that end. This is to be nominated before the first bowl for that end.
- Jack in the ditch is re-spotted to the "T".
- Result of each end is declared by a coordinator/facilitator.
- Music to be played over the greens whilst play is taking place.



**WE'VE HAD 8 INDIVIDUALS
SIGN UP AS FULL MEMBERS
OF THE CLUB AND 20 AS
SOCIAL MEMBERS SINCE
PARTICIPATING IN A JACK
ATTACK PILOT PROGRAM.**

BROADBEACH BC QLD

PROMOTING JACK ATTACK

Planning and wide promotion of your program are the most important way to attract participants to Jack Attack.

Bowls Australia can support your club to promote its Jack Attack program by providing various marketing materials to help attract participants, such as flyers, signage, videos and press releases.

Please contact your Club Support Manager (CSM) to assist with ways that the program can be promoted in your area. Contacts details can be found via the Bowls Australia website (www.bowls.com.au) or via phone 03 9480 7100.

PROGRAM TIME FRAME

The Jack Attack program should run for four to six weeks, with a session duration of 60-75 minutes. It is recommended that clubs are strategic with when they commence their sessions, making the most of climate, demographics and local calendars.

Scheduling the program at times when there is other activity at the clubs creates a lively and welcoming environment. Host Clubs have found that Monday to Thursday were most popular evenings for Jack Attack competition.

RETAINING PARTICIPANTS

When discussing the requirement of new players, it is important not to forget the retention of existing participants. A few steps to help ensure Jack Attack participants return to the game of bowls are:

DATABASE

It is vital that all registered participants are captured in your clubs BowlsLink database. Participants who register online will automatically be entered into the database, but participants who manually register, must be entered into the system by a Coordinator or another club member.

EMAIL

Regular communication and updates via email can help players and members feel connected to the program and your club.

Clubs can send promotional materials via email ahead of their next Jack Attack program to encourage past players to re-register.

An email with a recap of past competition results, anecdotes and photos can remind past players the fun they had at their last Jack Attack program.

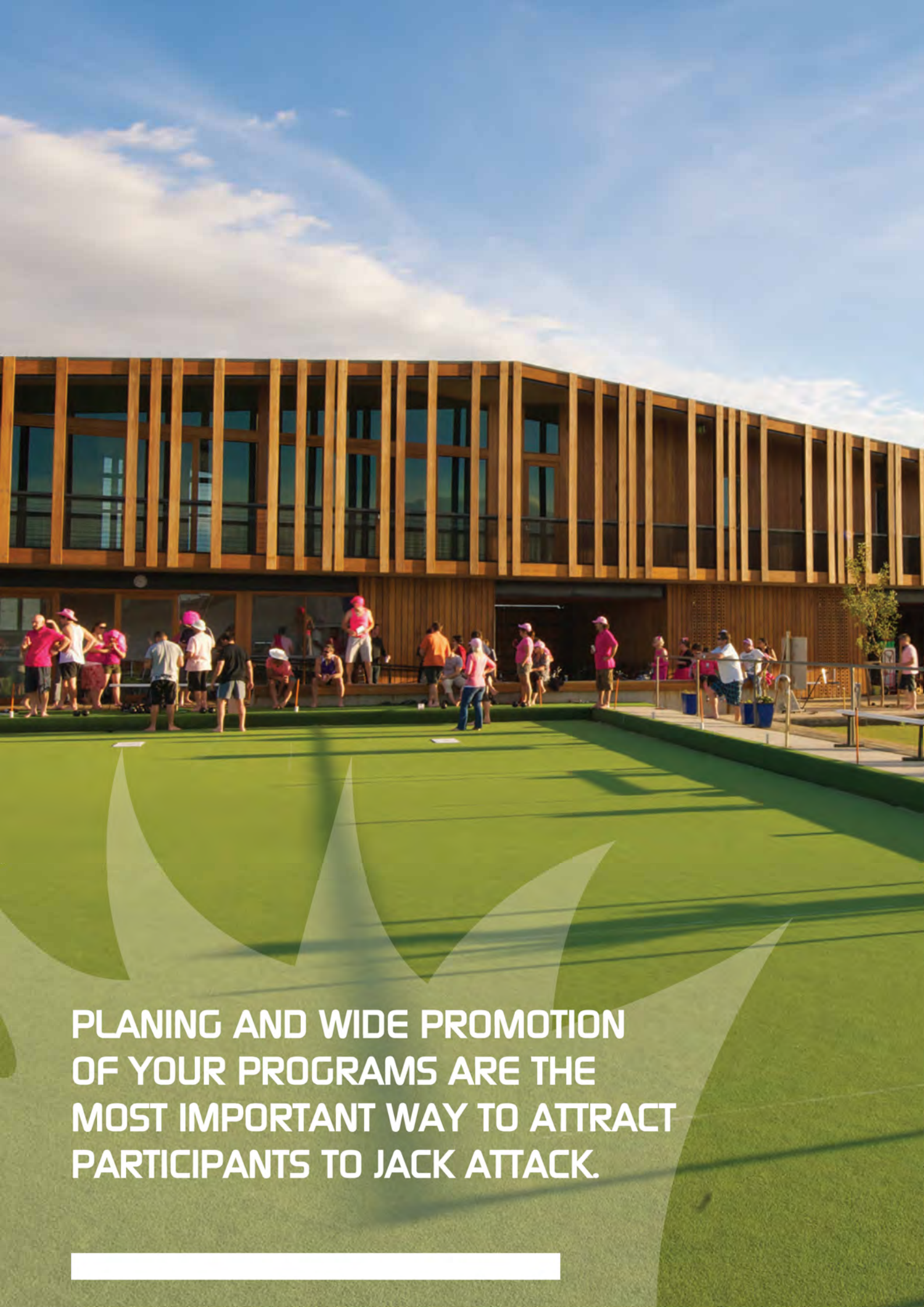
With a BowlsLink system you will be able to email your entire database in a few simple steps.

SOCIAL MEDIA

Social media is a quick and easy way to keep existing and new participants connected to your club.

Encourage all participants to Follow or Like your club's social media platforms, such as Facebook, Instagram or Twitter. Post photos, short videos and share upcoming Jack Attack competition details to remind participants to register. Bowls Australia can help support your club with its social media promotion.

Contact your Club Support Manager for information.



**PLANING AND WIDE PROMOTION
OF YOUR PROGRAMS ARE THE
MOST IMPORTANT WAY TO ATTRACT
PARTICIPANTS TO JACK ATTACK.**



COST OF THE PROGRAM

To become a licensed Jack Attack Host Club there is a single registration fee of \$450 (inclusive of GST). Each club will then be able to determine the amount they wish to charge the participants, which can then be used to run related activities in conjunction with the program or as the club desires.

HOST CLUB REGISTRATION

- All host club registrations need to be completed online (www.jackattack.com.au). The signup fee must be paid in full in order to receive all the related program information and marketing material that was listed on page 9.

PARTICIPANT REGISTRATION

- All players that wish to participate in a Jack Attack program must register with a licensed Host Club. Registrations can be done via the Jack Attack website or by completing a manual registration form and submitting it to the host club.
- Host club registration can be completed online on the Jack Attack website. Host clubs are encouraged to register participants via BowlsLink, with instructions on how to do so also on the website. All players that wish to participate in a Jack Attack program must register with a licensed Host Club.





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

WHERE TO NOW?

GETTING STARTED

- Contact your local Club Support Manager to discuss any further questions you may have about the Jack Attack program. Details can be found via the Bowls Australia website (www.bowls.com.au)
- Determine a preferred day and time to conduct the program – this should be done in conjunction with the club committee to ensure there is no clash with other club activities.
- Register your interest in hosting the Jack Attack program via the form on the website. Get in early to ensure staff have enough time to promote your program.
- Get your participants online to register for your tournament via BowlsLink.
- Appoint a Jack Attack Coordinator to plan and run the program, please refer to page seven of this booklet for information on the ideal candidate.
- Start promoting your Jack Attack program via newsletters, local shops, social media and surrounding clubs.

BOWLS AUSTRALIA CONTACTS

If you would like to discuss the Jack Attack program, please contact the Bowls Australia office via info@jackattack.com.au or your Club Support Manager. Contact details for each CSM can be found on the Bowls Australia website (www.bowls.com.au).





BOWLS
AUSTRALIA

www.bowls.com.au



www.jackattack.com.au



BOWLS
ACT



BOWLS
NEW SOUTH WALES



BOWLS
NORTHERN TERRITORY



BOWLS
QUEENSLAND



BOWLS
SA



BOWLS
TASMANIA



BOWLS
VICTORIA



BOWLS
WESTERN AUSTRALIA