



# Marketing Sub-Committee

4.00 pm, 5 March 2011  
First Floor, Convention Centre, Broadbeach

**Chair & Secretariat:** Sandra Mulcahy, ABF National Marketing Coordinator

**Attendees:** Allison Stralow, Executive Sponsor, Marketing  
Charles Page, Marketing Committee member, Queensland  
Andrew Richman, Marketing Committee member, Tasmania  
Joan Butts, ABF National Teaching Officer

**Guests:** Andrew Braithwaite (Education Program – Celebrity Speaker)

**Agenda Items**

**Introductions** Andrew Braithwaite was introduced to members of the ABF Marketing Sub-Committee. Sub-committee members thanked him for his contribution to the success of the celebrity speakers education program held at the Gold Coast congress.

<b>Review of Action Items – 22/1/11</b>	<b>No</b>	<b>Activity</b>	<b>Status</b>
	1	Provide David Stern with early draft of youth findings and recommendations	Completed
	2	Provide David Stern with updated version of brochure	Completed
	3	Discuss youth training issues with National Training Officer	Sandra Mulcahy and Joan Butts have discussed this issue.
	4	Provide Youth Plan to Marketing Sub-Committee once input received from David Stern	Draft Youth Marketing Plan on agenda for today's meeting – completed
	5	David Stern to provide NMC with link to research undertaken in Poland	Open
	6	State Presidents to be contacted to distribute club questionnaire	Completed – process under way
	7	SWOT analysis to be forwarded to Management Committee and Tournament Committee members	Management Committee completed. Tournament Committee distribution list to be clarified with Allison Stralow then issued by Sandra Mulcahy.

**Education Program**

**Celebrity Speakers**  
Joan Butts reported that:

- Huge success at Gold Coast – roughly 140 people per session with another 50 turned away at some sessions
- Range of teaching styles on display (PowerPoint slides/lecture/exercises/hands on whiteboard)
- Session notes available on ABF web site

**Proposed teaching approaches**

	<p>Joan Butts advised:</p> <ul style="list-style-type: none"> <li>• Will move to provide more teaching opportunities on-line (<i>videos via u-tube/ handouts etc</i>)</li> <li>• Graham Tuffnell has an impressive on-line, interactive program for teaching bridge which could be attractive for ABF members</li> <li>• Need to clarify relationship between the ABF National Teaching Officer and the ABTA.</li> </ul>
	<p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• Joan Butts to consider 'grading' any future sessions (<i>ie advanced, intermediate, beginner</i>)</li> <li>• Joan Butts to build cost of future events into teaching budget</li> <li>• Allison Stralow to raise under General Business at the Management Committee meeting tomorrow – <i>placing a link on the ABF web site to Graham Tuffnell's site</i></li> <li>• Joan Butts to develop a 'waiver' form for presenters to sign (<i>intellectual property issue for placing material/video on ABF web site</i>). This waiver to be approved by ABF Counsel asap.</li> <li>• Allison Stralow to raise under General Business at the Management Committee meeting tomorrow – <i>relationship with ABTA</i>.</li> </ul>
<b>Teacher training days</b>	The National Teaching Officer has scheduled teacher training days in a number of locations.
	<p><b>Action Item:</b></p> <ul style="list-style-type: none"> <li>• Joan Butts to include in budget submission the cost of conducting teacher training days.</li> </ul>
<b>Bridge for Brains</b>	<p>Allison Stralow mentioned that the Bridge for Brain Research Challenge is scheduled for 1-7 May and the ABF has set as an objective for 2011 <i>to conduct the most successful event to date</i>.</p> <p>Promotional material appears in the March edition of the ABF Newsletter and Bruce Neill is responsible for marketing the event.</p>
	<p><b>Action Item:</b></p> <ul style="list-style-type: none"> <li>• Sandra Mulcahy to offer marketing assistance for this event.</li> </ul>
<b>Youth segment</b>	The draft Youth segment marketing plan was endorsed. It was agreed that the strategies outlined in the draft be incorporated into the ABF Marketing Plan.
	<p><b>Action Item:</b></p> <ul style="list-style-type: none"> <li>• Incorporate the youth strategies into the ABF Marketing Plan.</li> <li>• Forward the ABF Marketing Plan to the ABF Secretary for out-of-session consideration by the ABF Management Committee. Once approved by the ABF Management Committee, the paper will be made available to attendees at the ABF AGM in March 2011.</li> </ul>
<b>Research findings – from SFOB</b>	<p><b>Teaching</b></p> <p>Feedback from SFOB participants highlights:</p> <ul style="list-style-type: none"> <li>• huge demand for teaching (<i>at intermediate level in particular</i>)</li> <li>• country people feel neglected</li> <li>• people keen for material to be provided on-line</li> <li>• members would like accredited teachers (<i>contrary to club survey feedback on this issue</i>)</li> <li>• some teachers considered ineffective</li> </ul>

	<ul style="list-style-type: none"> <li>• want more play and less bidding information</li> </ul> <p>Joan Butts advised that early trends in the club capability questionnaire reveal that :</p> <ul style="list-style-type: none"> <li>• some beginner classes too long – <i>10-14 weeks</i></li> <li>• a number of clubs using their own notes as training material</li> <li>• retention rates vary – but not very high.</li> </ul> <p><b>Marketing</b> Sandra Mulcahy advised:</p> <ul style="list-style-type: none"> <li>• research relates to pre-retirement and retired market sub-segments</li> <li>• most access information from the ABF website or from their club. The ABF Newsletter is also an effective communication tool.</li> <li>• vast majority of members joined because of a friend or family member (<i>advertising not very effective</i>)</li> <li>• poor behaviour seen as a huge deterrent to people continuing in the game</li> <li>• more lessons a huge issue (this is being addressed by the National Teaching Officer)</li> <li>• it would be useful to develop best practice for matching people with permanent and/or casual bridge partners (majority meet via their club)</li> </ul> <p>The most common recommendations in regard to increasing membership were:</p> <ul style="list-style-type: none"> <li>• raise community awareness about bridge (highlight ‘mind game’ and mental health aspects)</li> <li>• improve etiquette of members – this is a major deterrent to beginners</li> <li>• promote the game to youth</li> <li>• obtain sponsorship</li> <li>• provide more support to clubs (lessons, how to get more members etc).</li> </ul>
	<p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• Joan Butts to work out the average retention % for ABF clubs (<i>this will serve as a benchmark</i>).</li> <li>• Sandra Mulcahy to provide the research document and recommendations to ABF Secretary for circulation to the AGM attendees.</li> </ul>
<b>National Marketing Officers – network</b>	<p>Sandra Mulcahy advised that there does not appear to be a network of marketing people in the States and Territories. She proposed sending a request to each President to identify volunteers in their ‘region’ who would be interested in getting involved in marketing events/approaches for our market segments.</p>
	<p><b>Action Item:</b> Sandra Mulcahy to draft an email request to State and Territory Presidents for consideration by Allison Stralow. Once agreed, the message to issue.</p>
<b>Articles for ABF Newsletter (March edition)</b>	<p>Sandra Mulcahy advised that the following articles were placed in the March edition of the ABF Newsletter:</p>

	<ul style="list-style-type: none"> <li>▪ Introduction to National Teaching Officer and Marketing Coordinator</li> <li>▪ Article on the Toowong Club following the recent flood; and</li> <li>▪ Promotional material for the upcoming Bridge for Brains challenge.</li> </ul> <p>Proposed for the May issue are:</p> <ul style="list-style-type: none"> <li>▪ Article on the Management Committee – with a profile on the President</li> <li>▪ Feedback on the SFOB research</li> </ul>
	<p><b>Action Item</b></p> <ul style="list-style-type: none"> <li>▪ Sandra Mulcahy to circulate article on SFOB to Marketing Sub-Committee members for approval prior to submitting for publication.</li> </ul>
<b>Presentation content for AGM meeting</b>	<p><b>Teaching</b> Joan Butts advised that she will make a brief presentation to the forum on key issues.</p> <p><b>Marketing</b> Sandra Mulcahy advised that she will make a brief presentation in regard to research findings and the ABF Marketing Plan.</p>
	<p><b>Action Items:</b></p> <ul style="list-style-type: none"> <li>• Sandra Mulcahy to develop PowerPoint slides for the AGM (ie recommendations around the SFOB research and the ABF Marketing Plan).</li> </ul>
<b>General Business</b>	There were no items of general business.
<b>Next Meeting</b>	Next meeting will be face-to-face at the ANC being held in Melbourne (23-30 July).
	<p><b>Action Item:</b> Sandra Mulcahy to attend the ANC for a few days to gain an appreciation of the event (<i>and build this into marketing budget</i>).</p>