



ABF GUIDELINES

APPLICATION FOR AN ABF MARKETING 'SPECIAL PROJECT' GRANT- 2015

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A. Background

At its July 2014 meeting the ABF Management Committee decided to fund another Marketing Special Projects Grant program for implementation during 2015.

The committee released an initial amount of \$20,000 for this purpose. This funding will be made available in 2015 to successful applicant/s. However, applications exceeding this amount should not be discouraged from applying. Projects can be spread over a 2 year period.

These guidelines have been developed to assist State / Territory Associations in either applying for a grant for their Region or alternatively to coordinate applications from individual, affiliated clubs within their Region.

B. Guiding Principles

As a result of deliberations at the ABF Annual General Meeting held on 24-25 May 2014, both the ABF Council and the ABF Management Committee are committed to the following guiding principles, as outlined by the ABF President on the ABF Homepage in June and in the ABF National Newsletter – July 2014 issue:

1. Enhancing the enjoyment / experience of players; and
2. Increasing the number of active players.

C. Objectives

The objectives of the program are to implement initiatives for 'restricted' level players. However, if a worthy proposal is received that does not involve the restricted level it will be considered.

Proposals should aim to either:

1. transition them from one level of play to another – eg supervised club play to rookie/super novice competitions; *or*
2. increase the number of events, particularly restricted events, for members of ABF affiliated clubs.

Restricted level players for the purpose of this grant program are those with up to **300** masterpoints.

Note: Priority will be given to initiatives which increase the number of restricted events.

D. Timeframe

Applications for a Special Projects Grant for 2015 must be submitted to the ABF National Marketing Officer at marketing@abf.com.au in the specified format (see Section H) by Friday 10 October 2014.

Each application lodged must include the name and contact details of the person responsible so that any queries the ABF National Marketing Officer may have can be clarified.

The ABF Management Committee will consider all applications for a grant at its meeting in November 2014.

All applicants will be advised of the outcome of their grant application in November 2014.

E. Responsibilities

- a) The ABF Treasurer will be responsible for the distribution of cheque/s to successful applicant/s.
- b) Each State/Territory body will be responsible for:
 - 1. notification of the grant program to all clubs within its jurisdiction
 - 2. provision of these guidelines to interested clubs within its jurisdiction
 - 3. coordination of applications from all interested, affiliated clubs within their jurisdiction, ensuring that the full name, address and telephone contact number of the Club and the Club contact person is provided
 - 4. submitting applications, in the required format, on behalf of their Region to the ABF National Marketing officer by Friday 10 October 2014.

- c) Individual clubs will be responsible for lodging an application, in the specified format, by the date advised by their State/Territory body.
- d) The National Marketing Officer will be responsible for:
1. Notifying all State Bodies about the grant program by mid-August 2014 – via an issue of the ABF Marketing Update for State Secretaries
 2. Informing clubs of the grant program through an issue of the Marketing Update for Club Administrators
 3. Arranging for placement of information about the program on the ABF website under ‘Latest News’ –with a hyperlink to these guidelines
 4. Answering any queries in regard to the program and/or the process
 5. Submission of all applications to the ABF Management Committee in time for their November 2014 meeting.
 6. Notifying successful/unsuccessful applicants of the outcome of their application in November 2014.
 7. Monitoring and reporting on the implementation of the approved initiatives throughout 2015.

F. Research Material

ABF research material can be accessed on the ABF website at <http://www.abf.com.au/abf-marketing/abf-marketing-research/>. It is recommended that before any strategies are designed that this information be accessed and considered as it represents the views of members of our affiliated clubs.

The information can provide insights into important issues associated with this grant program.

G. Brand Management

Each successful grant applicant is to acknowledge this ABF initiative on any paperwork, web site, entry form or advertisement associated with the issue of a grant. The ABF logo can be obtained from the ABF Secretariat at secretariat@abf.com.au for this purpose.

In accordance with the ABF guiding principles, the ABF Management Committee strongly encourages all event organisers to display posters at their event from the “*Please be Considerate*” suite of products available on the ABF website at <http://www.abf.com.au/abf-marketing/materials/>.

H. Marketing Grant Application

Each application for a marketing grant should be provided in the following format:

- Club/Region:** Name and Location
- Contact:** Name/Position/Contact Number/Email address
- Goal:** The outcome you seek?

Target Audience	Strategies	Person Responsible	Timeline	Cost	Evaluation methodology	Signage

Goal: Identify what outcome you are seeking to achieve. Also, highlight any particular 'theme' for an event (*eg 2015 will be the 90th birthday of contract bridge so you may wish to celebrate this*).

Target Audience: Where applicable, identify which 'demographic' or 'masterpoints range' you are targeting with your strategies.

Strategies: This requires details about what activities will be undertaken to achieve the specified goal.

Person responsible: Who will be responsible for each strategy listed?

Timeline: When will each strategy be implemented?

Cost: What is the expected cost of each strategy?

Evaluation Methodology: This could be by way of either a direct measurement or, depending on the goal, an indicator. Note that the evaluation must be related to the goal, not the individual strategies.

Signage: What promotional material or signage will be used at/for the activity?

I. Selection Criteria

The ABF Management Committee will consider each application against the following criteria:

1. The possibility of a one-off event being expanded into a Region's calendar as an annual event
2. The potential return on the investment, monetary or otherwise (ROI)
3. How the ABF guiding principles will be promulgated at an event
4. Effective promotional strategies outlined
5. Sound evaluation methodology in place

Note: The selection criteria will be used as a guide and the final decision of the application of the grant funding is at the sole discretion of the ABF Management Committee.

J. Assistance

Anyone requiring assistance with the marketing grant application process is encouraged to contact the ABF National Marketing Officer at marketing@abf.com.au .