

## Engadine Bowls Club NSW

Engadine bowling club is a medium to large club and has just completed 2 million dollars worth of extensions. It has full club facilities including a first class restaurant/bistro, quiet lounge and a Platinum TAB. Bowling membership is around 300 with social membership around 6500. NSW State Representative and member of Team Henselite, **Shane Garvey**, explains the club's recent rise in membership numbers and new bowlers.

### What was the problem?

With poker machine taxes and new smoking laws we noticed a considerable down turn in trade and profits which affected how much we were able to spend on bowls within our club e.g. tournaments, prize money, player retention for Premier League, club grants to the bowling club.

### What was your solution?

My position is Bowls Coordinator at Engadine bowling club and one solution I came up with is Barefoot Bowls.

The first step was to acquire an ABN and then I purchased over 300 hundred sets of coloured bowls. The reason for purchasing these coloured bowls was mainly to attract younger people to our club, as they are the ones with the disposable income.

Basically, I wanted to make bowls brighter and louder to attract these younger people. Bright bowls, loud music and young instructors helped with its success.

### How did you promote it?

The first thing I did was to structure a business plan, which detailed exactly how we would achieve our goals.

I registered and trademark my own name (Barefoot Bowls Party), and designed an eye-catching logo. I promoted barefoot bowls through my own constructed web page and the club one as well.

Bright posters and some retractable signs made it really easy to get things up and moving. My profile as a state representative was also very helpful.

www.barefootbowlsparty.com

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0410 866 187 shanegarv@hotmail.com

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## ***How successful was it?***

The success of barefoot bowls within our club has been overwhelming; basically it has generated enough income for our bowling club to be self-sufficient and more importantly it will not be a burden on the club limited during these trying times. Because of its success it has now given me the opportunity to approach other clubs that are struggling and help them by promoting Barefoot Bowls Party within their clubs.

## ***What worked best and what didn't work?***

To be honest it was trial and error on some things but more importantly every thing we set out to achieve was only going to benefit the club, I am lucky to now be able to branch out and take my business into other clubs and manage barefoot bowls within their club. Every one wins!!!

## ***What advice would you give other bowls clubs?***

My advice to other Bowling clubs that are looking at barefoot bowls to generate income within their club is not to be afraid to ask questions and more importantly make sure that your club and its geographic area can attract the age bracket which is conducive for barefoot bowls.