

# 01

## NSWBA Insight



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News from the NSWBA and affiliated clubs.

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Report on the Marketing Workshop jointly organised by the ABF and the NSWBA. Invite Sandra Mulcahy to host one in your region!

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No idea is too small – it's all in the implementation. Share one and try one.

## Keeping in touch with our club administrators

To all club administrators:

Welcome to Insight, a newsletter for the hard-working folks who are involved in running bridge clubs across the state. We hope it may help to answer a question some of you might occasionally ask viz. what does the NSWBA do for you? For example, in this issue we report on our success in seeking, via the ABF and Tony Bemrose Insurance Brokers, a uniform and advantageous rate for Worker's Compensation insurance for bridge clubs. We also hope that Insight will be a medium for exchanging news about how bridge clubs are doing things in relation to education, marketing and other activities that are supported by the NSWBA, as well as to share bright ideas.

The team behind Insight is Wing Roberts (formerly a member of the NSWBA Council and now the Office Manager, she has considerable experience in graphic design and marketing) working with Rakesh Kumar (a member of the

NSWBA Council and a regular columnist for NSWBA publications). If you have some news, an idea, or want to suggest improvements/additional sections etc, I encourage you to write to either or both of them (email addresses on the NSWBA website).

With the rising average age of bridge players, I'm sure you feel as concerned as I do about encouraging novice bridge players to develop, improve and remain members of the bridge-playing community. The NSWBA has focused in particular on how novice bridge players might feel overawed by the larger competitive events and therefore be reluctant to participate. This year, we worked hard to promote the Novice and Restricted divisions of the recently-held Spring Nationals, and the 25% increase in entries for the Restricted Teams, plus the near doubling of entries for the Restricted Pairs, were very encouraging.



One of the best stories out of the Teams event was that the NSWBA organisers helped introduce a player, who had not previously participated in a congress, to others who were looking for teammates. And the team finished second! We hope that in the future, club players with less experience of major competitions will "dip a toe in the water" by entering Spring Nationals events as novice or restricted players. This will obviously have benefits for clubs as well, so please do spread the word.

As the end of the year is fast approaching, I'll take this opportunity to wish you greetings of the season and all the best for 2017!

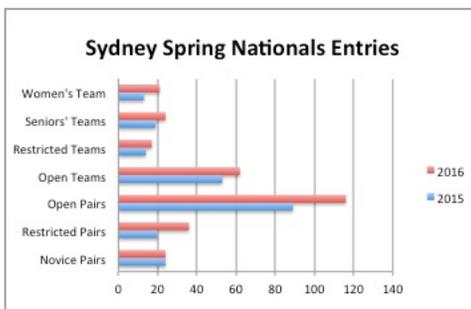
Julian Foster  
Chairman NSWBA



from the NSWBA Council



**Sydney Spring Nationals 2017**



Discussion about the Spring Nationals has been ongoing at the last two meetings of the NSWBA Council. The 2016 event was the last one to be convened by Marcia Scudder, whose untiring efforts have been greatly appreciated. From 2017 onwards, the convener will be Michael Prescott, the Manager of North Shore Bridge Club. He 'shadowed' Marcia this year, which should help to facilitate the handover. In 2017-18, the Spring Nationals will continue to be held at Canterbury Racecourse.



**Workers Compensation Insurance**

One of the significant costs for bridge clubs is Workers Compensation insurance. The cost of insurance differs quite significantly depending on whether a club is classified under "Interest Groups", "Other Education and Training", or "Sports and Services to Sport" (in NSW the respective rates are 0.804%, 1.011% and 1.936% of total declared wages). In response to a query from the Treasurer of Hunters Hill Bridge Club, via Trumps Bridge Centre, about what classification should apply to a bridge club, the Council initiated correspondence with the ABF's insurance brokers, TBIB. This inquiry has led to TBIB successfully negotiating a common rating factor for all clubs with GIO, which will apply to ABF-affiliated clubs not only in NSW but also ACT, WA, TAS and NT, provided premiums are purchased through TBIB.

GIO will be offering ABF members specially discounted premiums as well as a series of benefits such as Workplace Health and Safety training and accreditation and a range of compliant document templates and processes. In addition to this, ABF-affiliated clubs can earn Qantas Acquire points when they pay for their Workers Compensation premiums.

Contact TBIB on 07 3252 5254 or email Steve Weil (steveweil@tbib.com.au) for more information.

We have invited Steve Weil to write a column in a subsequent issue of this newsletter.

**The new NSWBA Constitution**

Over the past several months, there has been much effort invested in updating the NSWBA Constitution to bring it into 21st century. The first set of revisions, which is solely to comply with current legal requirements and involves no changes to the specific provisions of the Constitution, will be presented for approval at the **Annual General Meeting of the NSWBA on 21 December**. It is anticipated that thereafter, the Constitution will be reviewed in terms of recommending amendments/improvements to a subsequent AGM.



**Change of equipment hire fee**

Finally, the Council has recently approved a modest increase in the amount that NSWBA charges for hire of equipment. Specifically, NSWBA currently hires out Bridgemates and provides access to the Bridgemate Server, but charges only \$2 per Bridgemate per day and \$5 per day for server access. This does not cover the annual cost of replacement of lost/damaged units. Therefore, from January 2017 the hire charge will increase to \$5 per day for Bridgemates, while access to the server will cost \$10 per day. 🇩🇪



## Peninsula celebrates its 50th Anniversary

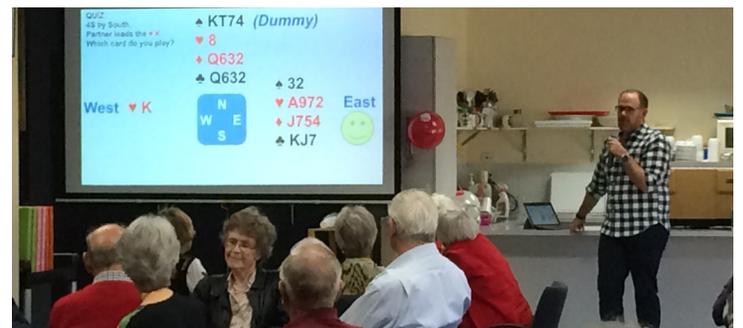
Peninsula Bridge Club celebrated its 50th Anniversary on Saturday 3rd September 2016. 180 members attended and enjoyed bridge followed by a splendid lunch. There were a few speeches, of course, with humorous anecdotes and some reflection on the history of the club by ex-presidents John Castle and Sue Riley. Others spoke of the friendliness of the club and the work of the the Bridge Education team. A new member related his positive experience coming in through the education program and enjoying the supportive environment.

Event organiser Sarah Young sought to have the anniversary covered by the local media and prepared a press release. On this occasion, the publications approached showed interest but did not actually print anything. Sarah told NSWBA she learnt that the long lead times of monthly magazines meant they needed more advance notice than one might have thought. NSWBA is happy to assist with preparation of press releases if you would like to promote your club. Why not have a go? You might not get your publicity on the first attempt, but never mind, keep trying – after all, it's free. 📰



## SBC supports the Stroke Awareness Day

Sydney Bridge Centre continued its support of the Stroke Recovery Association with a Stroke Awareness Day on Thursday 15th September. More than \$1000 was raised via table money, raffle tickets and sales of merchandise, with all monies donated to the Association. Will Jenner-O'Shea opened the event and Allen Rosenberg, whose wife founded the Stroke Recovery Association, gave a speech. The prize for the winners of the charity event was High Tea for Two at the QVB. Next year, National Stroke Awareness Week will be 4-10 September 2017. Mark it in your calendar of events for the new year! 📰





# Development & Marketing

We invited Sandra Mulcahy, the ABF National Marketing Officer, to conduct a marketing workshop on Friday 3rd June 2016 at North Shore Bridge Club's Lindfield Centre.

At the suggestion of John McIlrath and Cath Whiddon (the NSWBA Education Councillor) we invited some of our clubs to join us in a highly interactive marketing workshop. Also present were ABF Chairman Bruce Neill and NSWBA Chairman Julian Foster. We were pleased to see 21 attendees, from 12 different bridge clubs, exchanging ideas with one another. Sandra Mulcahy emphasised that no one marketing formula can suit all clubs, but each can create their own by keeping a few key points in mind.

## Novice players are our main clients

Do you have a good understanding of your membership? Are you organising classes / activities to their standard / needs? The National Membership Profile shows that more than 70% of our members are novice players with less than 100 masterpoints. Sandra had an interesting experience when a club administrator questioned this information – she ran an individual analysis for the club and proved that their membership profile simply mirrored the national data!

The NSWBA is very much aware of the importance of novice players, hence the introduction of the UHMP (Under Hundred Masterpoints Pairs) Championship last year by Warren Lazer (the Councillor who chairs the Tournament Committee). We hope this event will help club administrators to engage novice players. This year it was held through September-October, with finals in November.

## The experience is the key

Different club administrators have mentioned one of their daily operation challenges is addressing rudeness and handling disputes. Sandra showed research which demonstrated that a friendly and welcoming club culture is the key to growing membership, across all levels of players. It's important to ask and to listen, rather than to presume you know what your members want.

Our introduction of Case Studies in the next day's Regional Representatives' Meeting was right on time to support Sandra's point. Gather a few clubs in your area, and contact your regional representatives to run a similar session with your colleagues.

## Who will be our new members?

**Ethnic Pilot** | Some cities have a large population of a specific ethnic group, e.g. Chinese in Sydney, Turks in Victoria, etc. Sandra believes these are untapped markets for new members. Is there an appropriate member who has the language skills and interpersonal skills to be your Ethnic Pilot?

**Baby Boomers & Generations XYZ** | There are distinguishing characteristics of the pre-retirement group and the younger generations. Sandra pointed out these could be important to consider in developing recruitment plans.

**Occupational Group** | Sandra placed a nationwide advertisement in Health Times Magazine,

whose readers are mainly mid-wives, nurses and healthcare professionals, in the March and September issues. Was it just a coincidence that Cath Whiddon's last Beginners' Course attracted nine nurses?

## Marketing Support

If you are interested in having a workshop held in your region, please get in touch with your zonal NSWBA representative:

Helen Milward (Outer Sydney Metropolitan)

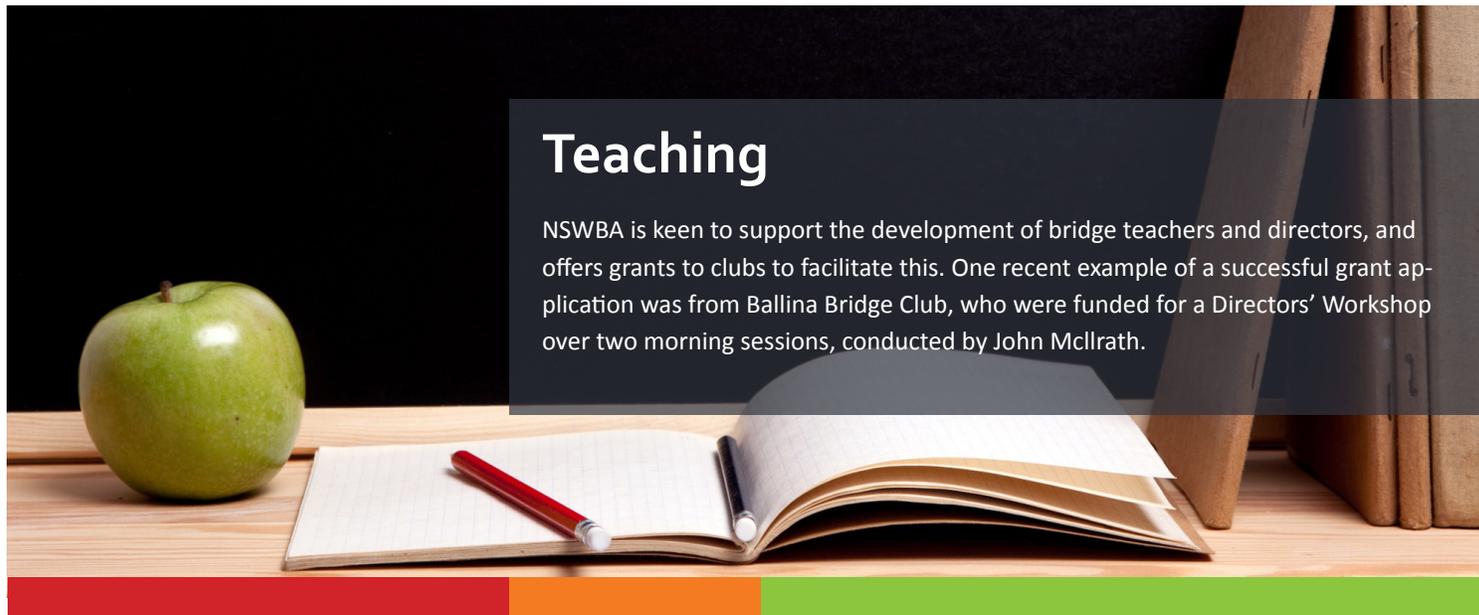
Bruce Tier (Northern Country)

Kaye Hart (South and West Country)

Sandra also holds professional development sessions in NSW, most recently at Peninsula Bridge Club in mid-October. These might be of interest to you! 🇷🇺

*"Just a note to say thank you for arranging the Marketing Workshop. Sandra came up with some very interesting suggestions and hopefully we can put some of the ideas into action and thereby increase our membership numbers."*

Beverley Whitelaw  
Secretary, Ku Ring Gai Bridge Club



## Teaching

NSWBA is keen to support the development of bridge teachers and directors, and offers grants to clubs to facilitate this. One recent example of a successful grant application was from Ballina Bridge Club, who were funded for a Directors' Workshop over two morning sessions, conducted by John McIlrath.

### Directors' Development Weekend at Ballina

**B**allina Bridge Club in the NSW Northern Rivers area has over 340 members and runs playing sessions 6 days a week. We run Open, Restricted and Supervised sessions each week, and add special events for Novices, hold Congresses, and have Gala days regularly so we need our roster of some 21 active directors to cover these events.

To add to the burden, we are all playing directors, so need to be on top of the technical side such as computer scoring as well as the playing side such as taking calls and running the movement smoothly. Our sessions typically average 20 tables.

Our Head Director holds scheduled meetings and training sessions covering rules, questions, movements, technological and program issues, and is constantly helping to keep the skill levels of our directors up to the mark.

Still, as we have not had any training by an outside agency for many years, we made the decision to ask the NSWBA for help in sourcing a top level director to take us through a development process. Accessing new ideas and innovations through the professional sites on the web is one thing, but the opportunity to question and learn from a national level director was irresistible.

John McIlrath was asked, and readily agreed to come to Ballina for a weekend of training and information sharing. As a non-playing director he had to adjust his thinking to cope with our unique problems.

We invited all clubs in our region to participate and in total 24 directors attended.

The weekend was enhanced for the directors and our members by John's agreement to direct our Saturday afternoon session, with 21 tables. We did encourage our players to call the director (!) and so John answered some 16 calls during the afternoon.

On Sunday, John went through all the calls he took and his decisions. John's visit opened us up to some new thinking; he has added energy to our group, and as a result of his weekend visit we will be implementing some changes - some minor and a couple of more important ones. We believe these are changes that both directors and members will

appreciate.

We are grateful to Julian Foster and the NSWBA for their support. We pride ourselves on having a club that is considered friendly to players and an enjoyable experience for visitors. Keeping abreast of new ideas and technology is a constant challenge and this directors' weekend fitted well with that goal.

Rebecca Rogers  
President, Ballina Bridge Club

Explanation of Web Mitchells was great!

I knew I was in the hands of a capable, no fuss director. (Saturday session)

It brought up several areas of directing and concepts that I had not considered.

I liked his (JM) laid back style because he was open to audience requests.

The informal posing of questions and discussion of possible answers was thought provoking and productive.

**If your club is interested in applying for support for teaching activities (e.g. courses for Beginners, Improvers or Directors) or for general promotional activities, please complete and submit a subsidy form. The latest versions of the respective forms are available at [www.nswba.com.au/clubs/grantsnswba.asp](http://www.nswba.com.au/clubs/grantsnswba.asp)**



Cont'd from Teaching...

### Teaching During the Summer School Break

The summer School Holiday break in NSW is from 21st December 2016 to 30th January 2017. Have you thought about doing something for children? Matt Raj Mal from Central Coast Leagues Club Bridge Club is planning to run some classes in the summer break to introduce bridge to school kids. Cath Whiddon, the NSWBA Education Councillor, has supported him with the teaching resources kit.

Will Jenner-O'Shea from Sydney Bridge Centre also decided to run a 3-day Junior Bridge Class from 3rd – 5th January, targeting children aged 6 or over. Parents are welcome too.

The NSWBA office has had some success in seeking sponsorship from film studios and StudioCanal is going to provide tickets to the musical fantasy film "Ballerina" as prizes. We are sure this will be a win for the children, the sponsor and the club!

More resources can be found on our website: <http://www.nswba.com.au/clubs/schools.asp?M=9>

**THE NSW BRIDGE ASSOCIATION**

A great Christmas gift to your loved ones  
**JUNIOR BRIDGE COURSE**  
A 3-day introduction course for anyone aged 6 to 25

**3<sup>rd</sup> – 5<sup>th</sup> January 2017 (Tue – Thu)**  
10AM – 1PM at L1, 162 Goulburn St, Surry Hills  
by Will Jenner-O'Shea

ENTRY FEE \$50 PER CHILD (Includes morning tea)  
Optional side game for parents & grandparents

Please call 9264 8111 or email [office@nswba.com.au](mailto:office@nswba.com.au) for booking!

[www.NSWBA.com.au](http://www.NSWBA.com.au)  
1st Floor, 162 Goulburn Street, East Sydney 2010 | 9264 8111 | [office@nswba.com.au](mailto:office@nswba.com.au)



### More opportunities for Red Points!!

Want to run more red point sessions in your club? There are some important changes coming in 2017 that will allow you to do this.

- Run a qualifying event for the State Mixed Pairs. In the past you didn't get red points unless a participating pair was prepared to make the journey to Sydney to play in the weekend final, but this requirement has now been dropped. All affiliated clubs can now hold a qualifying tournament (of 1 to 4 sessions) awarding State Championship Grade B red masterpoints with a weighting of 3.75. The only proviso is that you do need to hold your event before the State Final on 27th and 28th May.
- Similar changes have been made for the State Open Pairs. The Grade B masterpoints for the Open Pairs have a weighting of 5.0 (twice the rate of B4c sessions). You can again hold up to 4 sessions in your qualifying event, but it needs to be finished before the State Final on 18th and 19th November.

That's 8 extra red MP sessions your club can run, but there are other advantages too.

- Grade B masterpoints are cheaper than Grade B4c masterpoints (\$1.20 instead of \$1.40).
- Who knows, maybe some of your pairs would like a trip to Sydney to play in the Finals. The NSWBA will pay a modest travel/accommodation grant to reps from country clubs. There's also a special Country Pairs Final and a consolation Swiss Pairs event on the Sunday.

Full tournament details for both events will be sent out to clubs in January. They will also be available on the NSWBA website [www.nswba.com.au](http://www.nswba.com.au). Follow the link to State Events under the Tournaments drop down menu.

**NSW BRIDGE ASSOCIATION**  
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Telephone: 9264 8111 E-mail: [office@nswba.com.au](mailto:office@nswba.com.au) Web: [www.nswba.com.au](http://www.nswba.com.au)  
ABN: 61 000 438 648

Request for Travel Subsidy

Event \_\_\_\_\_ Date \_\_\_\_\_  
Club \_\_\_\_\_  
Names of Applicants (Team or Pair): \_\_\_\_\_

Preferred method of Payment

Cheque  EFT  BSB \_\_\_\_\_ Account \_\_\_\_\_  
Submitted by \_\_\_\_\_ Email \_\_\_\_\_ Phone \_\_\_\_\_

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Request for Travel Subsidy

Event \_\_\_\_\_ Date \_\_\_\_\_  
Club \_\_\_\_\_  
Names of Applicants (Team or Pair): \_\_\_\_\_

# Bright Ideas

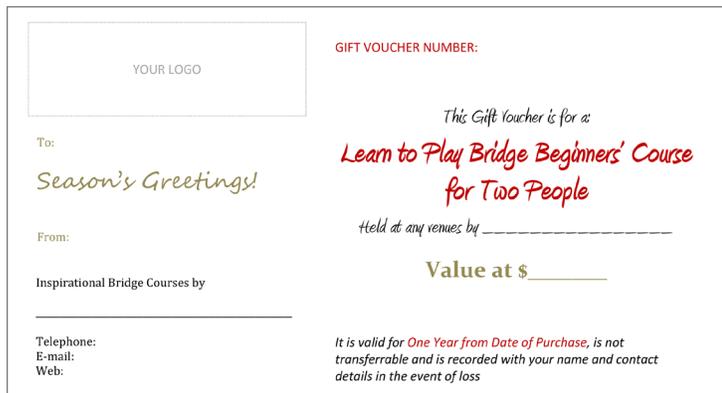
This final section of Insight is a place to share ideas about what does and doesn't work, or what might work, for bridge club management, promoting bridge, networking, scoring, teaching or anything else you think might be worth discussing.



## Sponsor Local Trivia Nights with Vouchers for Bridge Lessons

Here's a good idea from NSWBA Tournament Committee chairman Warren Lazer: how about offering bridge lessons as prizes in e.g. community trivia nights or other such gatherings of potential bridge players? Easy to implement if you can find the right setting – and it just might help to promote the game to someone who hadn't previously considered playing.

The following Gift Voucher template is created in word format, please feel free to click on the template to download and edit this.



Please contribute your bright ideas here!

## Valentine's Day Fun Event – KISS

Wing Roberts would like to share an idea for a Valentines' Day fun event called KISS. Mix experienced and novice players with a "Keep It Simple Sweetie" system. If you do not have a big field, make it "over / under (a certain masterpoint level)" and let players make up "mentor / mentee" partnerships for the day. If you have some real fun people in your club, prepare some lip print stickers for everyone, and let the participants stick them on their chest, then let those who successfully make their contract "steal a kiss" from the opponents for each such hand! Spot prizes can be randomly given away by "the biggest / smallest heart to win a trick in the next round". This would be a story local media would enjoy: your press release might start with "most people think bridge is a difficult game and bridge players are serious...". This fun idea could help change that public impression around.

