



ABF MARKETING PLAN

2014-17



MISSION STATEMENT

The Australian Bridge Federation's (ABF) Marketing Stream is responsible for pursuing National marketing strategies and initiatives and for supporting affiliates in their marketing endeavours.

GOALS

The ABF Marketing Stream is committed to the following goals.

- 1) Increase the number of:
 - a. players registered with the ABF Masterpoints Centre; and
 - b. ABF affiliated clubs in Australia.
- 2) Enhance the exposure and profile of bridge to the Australian community.
- 3) Increase the playing frequency of members of ABF affiliated clubs.
- 4) Increase in the number of players competing in ABF and ABF licensed events by 2017.

Goal 1 : Increase both the number of players registered with the ABF Masterpoints Centre (a) and the number of affiliated clubs in Australia (b).

Objective	Strategy	Responsibility	Timeline	Cost (\$ Est)	Measure / Indicator
1(a).1 Assist clubs to make becoming a member as attractive as possible	Develop and submit a proposal for the 1 st year of membership to be free of ABF affiliation fees to the ABF Management Committee for consideration and approval (<i>State bodies to consider adopting a similar policy</i>).	National Marketing Officer	For 2015 12 month period	30,000	Achieve affiliated club membership growth rate of 4% per Region each year from 2014
1(a).2 Attract prospective players to bridge lessons around Australia	Undertake targeted, National campaigns with <ul style="list-style-type: none"> ▪ retirees; and ▪ professional Groups 	National Marketing Officer	2014-17	2,000	
	Design and implement an ethnic pilot in one State/Territory		2015	2,000	
	Regional marketing contacts make clubs aware of promotional material available on ABF website – including posters, advertising templates and flyer – eg http://www.abf.com.au/marketing/docs/ABF_Handout_2_v2.pdf	Regional marketing contacts	Ongoing	-	
1(a).3 Provide incentives for bridge players on cruise ships to sign-up to their nearest club	Develop and submit a proposal for capturing new players on cruise ships to the ABF Marketing Committee	National Marketing Officer	2014	2,000	
1(a).4 Recapture the interest of <i>lapsed</i> members	Encourage clubs via an ABF Marketing Update to Club Administrators to follow-up lapsed members to find out reason for non-attendance and consider offering: <ul style="list-style-type: none"> • free game vouchers (5) • find a partner etc. 	National Marketing Officer	August 2014	-	

Objective	Strategy	Responsibility	Timeline	Cost (\$ Est)	Measure / Indicator
1(a).5 State/Territory Secretaries take advantage of Government grants available to fund marketing strategies and approaches in their Region	Investigate what is available to assist in funding marketing strategies at a State and Local Government level.	Regional marketing contacts	ongoing	-	
	Advise what is available from the Commonwealth Government to fund marketing activities – via Marketing Updates to State/Territory Secretaries	National Marketing Officer	ongoing	-	
1(b).1 Target existing non-affiliated clubs with a view to having them affiliate with their relevant State / Territory Association	Identify locations of non-affiliated clubs via each State/Territory Secretary	Regional Marketing contacts	2014		Each Region sign-up 2 currently non-affiliated clubs each year
	Liaise with non-affiliated clubs with the aim of ' <i>making them affiliated</i> ' with the relevant State/Territory Association – see resource at http://www.abf.com.au/marketing/docs/Case_for_affiliation.pdf		ongoing		
	Consider adopting and promoting the SABF initiatives provided to affiliated clubs – ie excellence in client service and support (<i>as outlined in the Marketing Update to State Secretaries in November 2013</i>)			2014	
1(b).2 Determine whether the establishment of ' <i>satellite</i> ' clubs would work in each Region	Assess whether the SABA model for establishing ' <i>satellite</i> ' clubs suits your Region (<i>as outlined at the workshop by Tim O'Loughlin</i>)	Marketing officer in each Region	-		
1(b).3 Implement a mentoring program for new or ' <i>potential</i> ' clubs	State/Territory Associations provide advice and materials (as necessary) to support new or <i>newish</i> clubs in their Region	Regional Marketing Contacts	Ongoing		
1(b).4 Establish a bridge club in every community with a population in excess of 50,000	Obtain research data from the Australian Bureau of Statistics in regard to target communities	National Marketing Officer	Oct 14		Clubs opened in targeted communities (3 <i>Nationally per year from 2015</i>)
	Refer the target communities data to Regional Marketing Officers to action	National Marketing Officer	Oct 14		

Goal 2 : Enhance the exposure and profile of bridge to the Australian community.

Objective	Strategy	Responsibility	Timeline	Cost (\$ Est)	Measure / Indicator
2.1 Have bridge mentioned in strategic, National <i>conversations</i>	Appoint a celebrity, politician, business person or sporting figure to be a bridge ambassador Obtain testimonials from ' <i>celebrities</i> ' and promote Nationally	National Marketing Officer All	Asap	tbd	Promotional activities successfully implemented at a National, Regional and local level.
2.2 Increase the visibility of bridge within the Australian community	Create posters with familiar faces for placement in local libraries, shopping centre notice boards etc	National Marketing Officer			
2.3 Conduct Australia's first Mind Sports event	Develop a strategy for consideration by the ABF Marketing Committee (<i>then approval of the ABF Management Committee</i>)	National Marketing Officer and Tim O'Loughlin, President SABF	2015	tbd	
2.4 Utilize social media more effectively	Ramp up the 'activity' on the ABF Facebook page and ensure it promotes major events to 'followers'.	Jane Rasmussen	Ongoing	-	
2.5 Promote the health benefits of bridge to relevant groups within the Australian community	Obtain research data and use to promote health benefits through: <ul style="list-style-type: none"> ▪ interviews on radio programs and in print media ▪ information on website of target groups. 	National Marketing Officer	Ongoing	-	
2.6 Enable and empower members of affiliated clubs to become bridge <i>ambassadors</i>	Provide each State/Territory Secretary with BBQ cards to distribute to members of their affiliated clubs	National Marketing Officer	Asap	2014	
2.7 Provide suggestions for continuous, incremental improvements to ABF communication channels	<ul style="list-style-type: none"> ▪ Develop a channel strategy for 'pushing' the ABF National Newsletter to greater electronic usage ▪ Provide suggestions for improvements to the ABF website to make it more attractive for attracting and retaining members 	National Marketing Officer	asap		

Goal 3 : Increase the playing frequency of members of ABF affiliated clubs.

Objective	Strategy	Responsibility	Timeline	Cost (\$ Est)	Measure / Indicator
3.1 Provide greater flexibility to run different types of events within the masterpoints system	<p>Submit proposal to Masterpoints Secretary and ABF Management Committee highlighting possibilities:</p> <ul style="list-style-type: none"> • Allow shorter sessions (ie 8 boards) • Run events outside club – eg Universities, Aged Care, Retirement Village etc • Rewards scheme – set targets for clubs and if reached, give them a discount <p>Address imbalance in Masterpoints scheme – eg Matchpoints</p>	National Marketing Officer	Asap	-	5% increase in attendances each year from 2015.
3.2 Address poor behaviour	<p>Promote the ABF draft discipline / behaviour framework for adoption by clubs in each Region</p> <hr/> <p>Conduct a “Bidding pair” panel during lunch breaks at events – fun/inform/demonstrate good behaviour</p> <hr/> <p>Ensure all aspects /of perceived poor behaviour is addressed – fast resolution and/or escalation</p> <hr/> <p>Encourage all clubs to appoint a recorder to address issues around poor behaviour in club play</p> <hr/> <p>Encourage clubs to use the ‘Please be Considerate’ suite of products available from the ABF website at http://www.abf.com.au/abf-marketing/materials/</p>	National Marketing Officer and Regional Marketing contacts	Ongoing	-	
3.2 Provide a suite of options for competitors to better suit their needs	<p>Stratified results/events – restricted events</p> <hr/> <p>Rubber bridge KO competition (<i>at home, club, BBO</i>)</p> <hr/> <p>Eclectic events, handicap events</p> <hr/> <p>Clubs support/subsidise players to play in congresses – eg a ‘club team’</p> <hr/> <p>Pick up on ‘National themes” eg womens/ seniors/ volunteers / Inclusion etc</p>	Regional Marketing contacts	On going		

Objective	Strategy	Responsibility	Timeline	Cost (\$ Est)	Measure / Indicator
3.3 Provide more social opportunities at affiliated bridge clubs around Australia	Allow 'team name' in National Events	National			
	ABF prepare 'best practice' approach which picks up successful approaches eg food days / 80% ets etc	Marketing Officer And Regional			
	Non masterpoint events eg rubber bridge/ social bridge, drop-in bridge	Marketing Contacts			
	Work with tourist associations re location of clubs – bridge car crawl				
	Make it easy for players to attend congresses (eg car/ house rentals)				
3.4 Acknowledge and recognise our wonderful volunteers	Develop a National strategy for a day of recognition and include in the calendar of events	National Marketing Officer	2015		
3.5 90 th birthday celebrations (October 2015)	Include a celebratory event in the SFOB 2015	National	2015	-	
	Encourage clubs to celebrate this important milestone in October 2015 via issues of the ABF Marketing Update for Club Administrators	Marketing Officer			

Goal 4 : Increase in the number of players competing in ABF and ABF licensed events by 2017

Objective	Strategy	Responsibility	Timeline	Cost (\$ Est)	Measure / Indicator
4.1 Ensure that events are marketed effectively to capture the interest and participation of potential competitors	Utilize all existing communication channels to alert people to our Calendar of Events – <i>and specific events in a more timely manner</i>	Facebook – J Rasmussen ABF Homepage – P Gumby	ongoing	-	10% Increase in the number of attendees at ABF and ABF licensed events by 2017
	Provide information (<i>particularly for novice players</i>) about what events they can enter via the ABF Newsletter and flyers to State Secretaries	National Tournament Committee	Ongoing	-	
	Provide information (<i>particularly for novice players</i>) which will debunk mis-information about competitive play	All	Ongoing	-	
4.2 Attract ‘new’ competitors to our major events	Suggest to event organisers that they provide two free entries to each club – only for people who have not attended an event before	ABF National Marketing Officer	2014		
4.3 Encourage convenors to promote, encourage and reward good behaviour at events	Publicise and regularly reinforce the ABF values	Ongoing	2014		
	Make event convenors and club administrators aware of the guidelines for behaviour (<i>on the ABF website</i>) Encourage convenors to publicise the name and role of a recorder to proactively address issues around poor behaviour				
4.4 Attract more sponsors to our sport so that we can offer prizes at our competitions.	Target sponsors whose products have strong appeal to our players				
	Assist convenors and club administrators in their endeavours to attract sponsors and provide them with excellent returns on their investment (ROI)				