



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.																								
Review of Action Items – 22/1/11	<table border="1"> <thead> <tr> <th>No</th> <th>Activity</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Provide David Stern with early draft of youth findings and recommendations</td> <td>Completed</td> </tr> <tr> <td>2</td> <td>Provide David Stern with updated version of brochure</td> <td>Completed</td> </tr> <tr> <td>3</td> <td>Discuss youth training issues with National Training Officer</td> <td>Sandra Mulcahy and Joan Butts have discussed this issue.</td> </tr> <tr> <td>4</td> <td>Provide Youth Plan to Marketing Sub-Committee once input received from David Stern</td> <td>Draft Youth Marketing Plan on agenda for today's meeting – completed</td> </tr> <tr> <td>5</td> <td>David Stern to provide NMC with link to research undertaken in Poland</td> <td>Open</td> </tr> <tr> <td>6</td> <td>State Presidents to be contacted to distribute club questionnaire</td> <td>Completed – process under way</td> </tr> <tr> <td>7</td> <td>SWOT analysis to be forwarded to Management Committee and Tournament Committee members</td> <td>Management Committee completed. Tournament Committee distribution list to be clarified with Allison Stralow then issued by Sandra Mulcahy.</td> </tr> </tbody> </table>	No	Activity	Status	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.
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Education Program	<p>Celebrity Speakers</p> <p>Joan Butts reported that:</p> <ul style="list-style-type: none"> • 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 <p>Proposed teaching approaches</p>																								

	<p>Joan Butts advised:</p> <ul style="list-style-type: none"> • Will move to provide more teaching opportunities on-line (<i>videos via u-tube/ handouts etc</i>) • Graham Tuffnell has an impressive on-line, interactive program for teaching bridge which could be attractive for ABF members • Need to clarify relationship between the ABF National Teaching Officer and the ABTA.
	<p>Action Items:</p> <ul style="list-style-type: none"> • Joan Butts to consider 'grading' any future sessions (<i>ie advanced, intermediate, beginner</i>) • Joan Butts to build cost of future events into teaching budget • 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> • 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. • Allison Stralow to raise under General Business at the Management Committee meeting tomorrow – <i>relationship with ABTA</i>.
Teacher training days	The National Teaching Officer has scheduled teacher training days in a number of locations.
	<p>Action Item:</p> <ul style="list-style-type: none"> • Joan Butts to include in budget submission the cost of conducting teacher training days.
Bridge for Brains	<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>Action Item:</p> <ul style="list-style-type: none"> • Sandra Mulcahy to offer marketing assistance for this event.
Youth segment	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>Action Item:</p> <ul style="list-style-type: none"> • Incorporate the youth strategies into the ABF Marketing Plan. • 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.
Research findings – from SFOB	<p>Teaching</p> <p>Feedback from SFOB participants highlights:</p> <ul style="list-style-type: none"> • huge demand for teaching (<i>at intermediate level in particular</i>) • country people feel neglected • people keen for material to be provided on-line • members would like accredited teachers (<i>contrary to club survey feedback on this issue</i>) • some teachers considered ineffective

	<ul style="list-style-type: none"> want more play and less bidding information <p>Joan Butts advised that early trends in the club capability questionnaire reveal that :</p> <ul style="list-style-type: none"> some beginner classes too long – <i>10-14 weeks</i> a number of clubs using their own notes as training material retention rates vary – but not very high. <p>Marketing Sandra Mulcahy advised:</p> <ul style="list-style-type: none"> research relates to pre-retirement and retired market sub-segments most access information from the ABF website or from their club. The ABF Newsletter is also an effective communication tool. vast majority of members joined because of a friend or family member (<i>advertising not very effective</i>) poor behaviour seen as a huge deterrent to people continuing in the game more lessons a huge issue (this is being addressed by the National Teaching Officer) it would be useful to develop best practice for matching people with permanent and/or casual bridge partners (majority meet via their club) <p>The most common recommendations in regard to increasing membership were:</p> <ul style="list-style-type: none"> raise community awareness about bridge (highlight ‘mind game’ and mental health aspects) improve etiquette of members – this is a major deterrent to beginners promote the game to youth obtain sponsorship provide more support to clubs (lessons, how to get more members etc).
	<p>Action Items:</p> <ul style="list-style-type: none"> Joan Butts to work out the average retention % for ABF clubs (<i>this will serve as a benchmark</i>). Sandra Mulcahy to provide the research document and recommendations to ABF Secretary for circulation to the AGM attendees.
National Marketing Officers – network	<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>Action Item: Sandra Mulcahy to draft an email request to State and Territory Presidents for consideration by Allison Stralow. Once agreed, the message to issue.</p>
Articles for ABF Newsletter (March edition)	<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"> ▪ Introduction to National Teaching Officer and Marketing Coordinator ▪ Article on the Toowong Club following the recent flood; and ▪ Promotional material for the upcoming Bridge for Brains challenge. <p>Proposed for the May issue are:</p> <ul style="list-style-type: none"> ▪ Article on the Management Committee – with a profile on the President ▪ Feedback on the SFOB research
	<p>Action Item</p> <ul style="list-style-type: none"> ▪ Sandra Mulcahy to circulate article on SFOB to Marketing Sub-Committee members for approval prior to submitting for publication.
Presentation content for AGM meeting	<p>Teaching Joan Butts advised that she will make a brief presentation to the forum on key issues.</p> <p>Marketing Sandra Mulcahy advised that she will make a brief presentation in regard to research findings and the ABF Marketing Plan.</p>
	<p>Action Items:</p> <ul style="list-style-type: none"> • Sandra Mulcahy to develop PowerPoint slides for the AGM (ie recommendations around the SFOB research and the ABF Marketing Plan).
General Business	There were no items of general business.
Next Meeting	Next meeting will be face-to-face at the ANC being held in Melbourne (23-30 July).
	<p>Action Item: 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>