



# Marketing Sub-Committee

7.30 pm, 1 March 2013  
The Waves Apartments, Broadbeach

<b>Chair:</b>	Allison Stralow, ABF Management Committee member/Executive sponsor
<b>Secretariat:</b>	Sandra Mulcahy, ABF National Marketing Officer
<b>Attendees:</b>	Allison Stralow, Executive Sponsor, Marketing Joan Butts, ABF National Teaching Coordinator Sandra Mulcahy, ABF National Marketing Officer
<b>Apologies:</b>	Charles Page, Marketing Sub-Committee member, Queensland Andrew Richman, Marketing Sub-Committee member, Tasmania
<b>Agenda Items</b>	
<b>ABF Website</b>	<p><b>Launch date</b> Allison Stralow advised that the launch date is imminent – ie approximately one week away. Technical issues have unfortunately caused delays.</p> <p><b>Teaching Component</b> Joan Butts advised that the new website will include two new videos – these can currently be viewed at <a href="http://www.youtube.com/user/ausbridgefoundation">www.youtube.com/user/ausbridgefoundation</a> .</p> <p><b>ABF Communication Strategy</b></p> <ol style="list-style-type: none"><li>1. Information is provided in the current issue of the ABF Newsletter (March issue) – from the Management Committee</li><li>2. Information will be included in the next Marketing Update to clubs affiliated with the ABF.</li></ol> <p><b>National Promotional Campaigns</b> Once the new website has been launched, ‘push’ marketing will be undertaken referring people to the National website. However, as beginner classes mostly occur mid-year, any campaign will be timed to coincide with this.</p> <p><b>Action Items:</b></p> <ol style="list-style-type: none"><li>1. Allison Stralow to advise if Facebook will be part of the initial release of the new ABF website and if so, who will be the ‘administrator’ of the function.</li><li>2. Allison Stralow to ensure that the <b>ABF Vision</b> is included on the home page of the new ABF website (1<sup>st</sup> sentence only).</li><li>3. Sandra Mulcahy to ask States/Territories to capture and share information about how people are ‘attracted’ to beginner classes so that we have some ‘measure’ of the effectiveness of National campaigns.</li></ol>
<b>Summer Festival of Bridge</b>	<p><b>Overall review of effectiveness</b> Charles Page was not able to attend the meeting to report on this topic.</p> <p><b>2012 Novice Strategy</b> Noted that whilst numbers were down on expectations, competitors appeared to enjoy the event – including the new Super Novice category of up to 20 masterpoints. Also noted that the Rookie event (up to 10 masterpoints) at the Gold Coast Congress is focused on ensuring that these competitors enjoy their experience. All these competitors will hopefully go back to their respective club and talk about their enjoyment of the event/s. This should</p>

	<p>help build numbers at future congresses.</p> <p>Joan Butts suggested that she conduct a one day "Preparation' workshop for novice players prior to their event at the next SFOB.</p> <p><b>Event Patron</b></p> <p>Allison Stralow advised that there has been very positive feedback in regard to the Minister for Sport, Senator Kate Lundy, officially opening the SFOB. A formal letter of appreciation was issued by the ABF President to Senator Lundy shortly after the event.</p> <p><b>Downtime activities for 2014 SFOB</b></p> <p>Sandra Mulcahy advised that guided morning walks, bus trips and free transport to major attractions will probably be provided in 2014. However, morning walks may be commenced a little later in the morning and the Gold Creek bus trip may be replaced with a trip to a local winery. Planning will get under way shortly with the event organiser, Sean Mullamphy.</p> <p><b>Action Items:</b></p> <ol style="list-style-type: none"> <li>1. Sandra Mulcahy to approach Senator Lundy to be Patron of the event in 2014 (subject to Federal election outcome).</li> <li>2. Sandra Mulcahy to commence planning for SFOB in 2014 (with Sean Mullamphy) shortly.</li> <li>3. Sandra Mulcahy to refer 'Preparation Day' proposal to Sean Mullamphy for consideration.</li> </ol>
<p><b>Marketing 'Special Projects' Grant</b></p>	<p><b>Process to date</b></p> <p>Sandra Mulcahy advised that :</p> <ul style="list-style-type: none"> <li>▪ The February Marketing Update for State/Territory Secretaries contained information about the grant – the guidelines were attached. Stressed that the grant is for expenditure in 2014.</li> <li>▪ The March Marketing Update for club administrators, proposed to issue shortly, will provide information about the grant. People will be encouraged to contact their State/Territory Association for information.</li> </ul> <p><b>Teacher training an option</b></p> <p>Joan Butts reinforced the fact that she would be happy to provide skilling sessions for any level of player as part of the grant process. This has been included in the Marketing Update sent to State/Territory Secretaries. Discussion also centred on the possibility of providing upskilling of teachers (ie the <b>what</b> rather than the <b>how</b>) as part of the grant funding.</p> <p><b>Draft Guidelines</b></p> <p>These were issued to key stakeholders in February with a deadline for applications to be with the ABF National Marketing Officer by 28 June 2013. Recommendations will be made to the ABF Management Committee in August – as developed by the ABF National Marketing Officer and the ABF National Teaching Coordinator.</p> <p><b>Action Items:</b></p> <ol style="list-style-type: none"> <li>1. Sandra Mulcahy to develop a set of criteria for how recommendations will be made about submissions.</li> <li>2. Joan Butts and Sandra Mulcahy to develop a proposal for Regional upskilling workshops for teachers.</li> <li>3. Sandra Mulcahy to issue a reminder to State/Territory Secretaries end of April – get your applications in by due date!</li> </ol>
<p><b>Relationship with TBIB</b></p>	<p>Sandra Mulcahy advised that information about the new travel insurance arrangements has been updated on the ABF website and that information has been provided to State/Territory Secretaries in the February Marketing Update.</p>

	<p>TBIB has invited the ABF National Marketing Officer to a meeting with Allianz Insurance staff who will be responsible for administering the travel insurance program. This visit will take place on 5 March in Brisbane.</p> <p><b>Action Item:</b></p> <ol style="list-style-type: none"> <li>1. Sandra Mulcahy to provide information/flyer to Club Administrators in the March Marketing Update to issue to them.</li> </ol>
<b>State/Territory marketing portfolios – an update</b>	<p>Sandra Mulcahy updated the Sub-Committee members on the network of marketing people around Australia, including interactions of note.</p> <p>A visit will be undertaken to WA mid-year and an offer will be made to Tasmania for a similar visit (both of these funded by the ABF). To date, visits have been made to Victoria, South Australia and NSW.</p> <p>Allison Stralow advised that there may be merit in conducting a Marketing workshop in 2014 to help shape and prioritise activities around Australia.</p>
	<p><b>Action Items:</b></p> <ol style="list-style-type: none"> <li>1) Sandra Mulcahy to email proposal for 2014 workshop to State/ Territory Secretaries to determine level of interest.</li> <li>2) Sandra Mulcahy to offer planning workshop and/or management committee briefing to Tasmanian Bridge Association – funded by the ABF.</li> <li>3) If interest sufficient, Sandra Mulcahy to budget for this in 2014. (Any workshop to be held in central location to minimise costs.)</li> </ol>
<b>General Business</b>	<p><b>Marketing Report in ABF Newsletter</b></p> <p>Allison Stralow advised that the ABF Management Committee is keen for the National Marketing Officer to provide a ½ page article each issue of the National Newsletter on activities undertaken and upcoming events of interest to the general 'membership'.</p> <p><b>Marketing Grant Reports for 2012</b></p> <p>Allison Stralow advised that Marketing Reports have been now received from those States/ Territories interested in receiving a grant for 2013. The deadline for submissions has now passed.</p> <p><b>Congratulations from WABA</b></p> <p>Allison Stralow advised that the WABA has written and congratulated the ABF National Marketing Officer on the quality of the documentation which recently issued (<i>ie the Marketing Update for State/Territory Secretaries and the 'Special Projects' Grant Guidelines</i>).</p> <p><b>Individual Clubs seeking advice</b></p> <p>Sandra Mulcahy reported that there is a growing number of clubs contacting her direct for information/ advice/ assistance.</p> <p><b>New Zealand Contract Bridge Association</b></p> <p>Sandra Mulcahy advised that the NSCBA approached her recently and is keen to obtain copies of any papers/guidelines/tips etc which are developed. They have accessed all marketing information on the ABF website but would like to be included in any mailouts etc.</p>
	<p><b>Action Items:</b></p> <ol style="list-style-type: none"> <li>1) Sandra Mulcahy to provide ½ page Update for each issue of the ABF National Newsletter.</li> <li>2) Sandra Mulcahy to provide an assessment of the 2012 Marketing Grant reports from the States/Territories to the ABF Management Committee - by end March 2013.</li> <li>3) Sandra Mulcahy to provide NZCBA with information which is considered suitable for broad exposure.</li> </ol>