

AUSTRALIAN BRIDGE FEDERATION INC
GUIDELINES - BRIDGE PROMOTION GRANTS

Aims and Objectives

The ABF wants to assist its State and Territory members to raise the profile of bridge in Australia and increase the number of people both playing and learning how to play bridge. It is recognised that the states and territories are likely to be much more effective in promoting bridge at the grass roots level. To this end, the ABF has reviewed its arrangements for promoting bridge and has decided to increase its financial support to the states and territories for a wide range of promotional activities including teaching. The previous marketing/advertising grants and teaching subsidies have now been amalgamated into new Bridge Promotion Grants. For 2008, the ABF has approved the following grants: Northern Territory - \$4,000; Tasmania and the ACT - \$6,000; and New South Wales, Queensland, Victoria, South Australia and West Australia - \$8,000 all plus GST (where applicable).¹

Responsibilities

- a) The ABF Treasurer will be responsible for the distribution of cheques in the amounts stated above to all State and Territory members of the ABF as soon as practicable after 1 April 2008.
- b) State and Territory bodies will be responsible for:
 - deciding upon the policy for the overall allocation of this funding within their jurisdiction consistent with the basic objective of a fair and non-discriminatory sharing of the funds available where practicable.

(The ABF prefers that states and territories either:

- (i) make all clubs aware that funding exists for bridge promotion including teaching and invite applications; or
 - (ii) for regional or state-wide initiatives plan for equal access and/or equal benefits where possible.)
- receipt, review and endorsement of applications from clubs for promotional funding. The States and Territories can determine their own processes in regard to this function;

¹ The new level of payments for 2010 (inclusive of GST) are NTBA (\$4,600), ACT/TAS \$6,900 and the remaining states \$9,200.

- receiving brief reports from clubs allocated promotional funds with a view to being satisfied that funds have been spent in pursuit of agreed promotional objectives;
- maintaining a database of all applications received from affiliated clubs and amounts distributed;
- providing to the ABF Secretariat, by the end of February 2009, a brief report saying how the grants were disbursed and briefly for what purpose. Where possible this report should highlight any indicative figures with respect to increased player numbers, numbers of people in teaching activities, success of particular initiatives etc. Failure to submit a report by this date will jeopardise future grants.
- Unspent funds in one year may be carried forward to the next year up to a maximum of 20% of the total grant for that state or territory before it affects the allocation in the following year. Over that amount the ABF may decide to reduce the grant allocation in the following year proportionately.

The ABF retains the right to review and change the conditions and the Guidelines at any time if they feel the basic objectives of the grants are not being met.

Possible uses for the Promotion Grants (not an exhaustive list):

In the reports submitted in 2008 for the 2007 grants the following uses were indicated:

Posters or leaflets for local distribution
 Localised or regional advertising including regional newspapers, Yellow Pages
 TV Advertising
 Design and erection of new Club signage
 Promotional roadshows including stalls at local shows/community events
 Improved websites
 Beginners books and lessons
 Intermediate and higher level teaching tours by recognised teachers
 Bridge Laws – copies provided to local clubs
 Funding of regional marketing or promotional officers