



Marketing Workshops

The Future of Bridge with Peter Cox

ABF Head of Marketing - marketing@abf.com.au



I come from a corporate background as an executive and consultant to the media, leisure and communications industries for over 35 years.

Hence my first step was to analyse the history and current state of bridge in both Australia and internationally, the competitive market place, the trends in players and club numbers and to look at the challenges and opportunities in the future.

In the US ACBL members, clubs and number of tables are falling, similarly in New Zealand. Bridge in Australia is struggling to hold its position against competing leisure activities, a time poor market, changing consumer behaviour, aging members (ave age 70) and growing attrition.

A common perception of bridge is a card game for old people, we have difficulty attracting younger players, retention rates of beginners is low, night bridge for workers has largely died and some tournaments are challenged. We are at the tipping point of declining like golf, tennis, cricket, bowls and rugby have already.

ABF Marketing had conducted a number of initiatives for Australian bridge in the future including:

- **Written a report “The Future Of Bridge” which looks at the performance of bridge and other participant sports Internationally and in Australia and hopefully establishes the need for change**
- **Conducted a major research project “ABF Marketing Survey Jan 2018” to understand our members and what they want out of bridge**
- **Created an ABF Marketing stand at major congresses, visited state bodies and a number of bridge clubs to gain the views of many of our leading administrators and experienced players**
- **Prepared an ABF Marketing Plan 2018-2020 which establishes the marketing vision, objectives and plans for the future**

If you would like to have me visit your club or state body to conduct **Marketing Workshops with your committees and members please contact me at petercox@ozemail.com.au or on my mobile on 0413 676 326.**