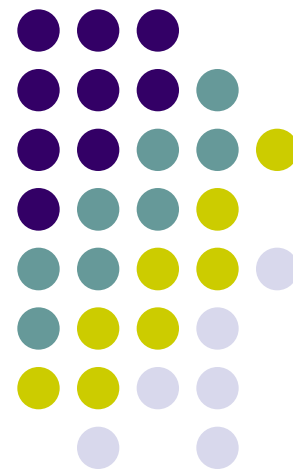




# RESEARCH - NOVICES

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**Summer Festival of Bridge**  
**January 2012**





# Research Methodology

- Survey forms provided to all participants in novice event at SFOB (*approximately 100*)
- 23 completed forms lodged at event enquiry desk



# Sub-segments

Retired	17
Employed	4
Semi-retired	2

## Observation:

Majority of respondents possess tertiary qualifications. Either retired from, or currently working in, employment categories including:

- Teaching (4)
- Finance (4)
- Real estate (3)
- Public service (3)
- University lecturer (1)
- Nursing (1)
- IT (1)
- Armed Forces (1)
- Motel industry (1)
- Farming (1)
- Secretarial (1)
- Not specified (2)

# English not first language

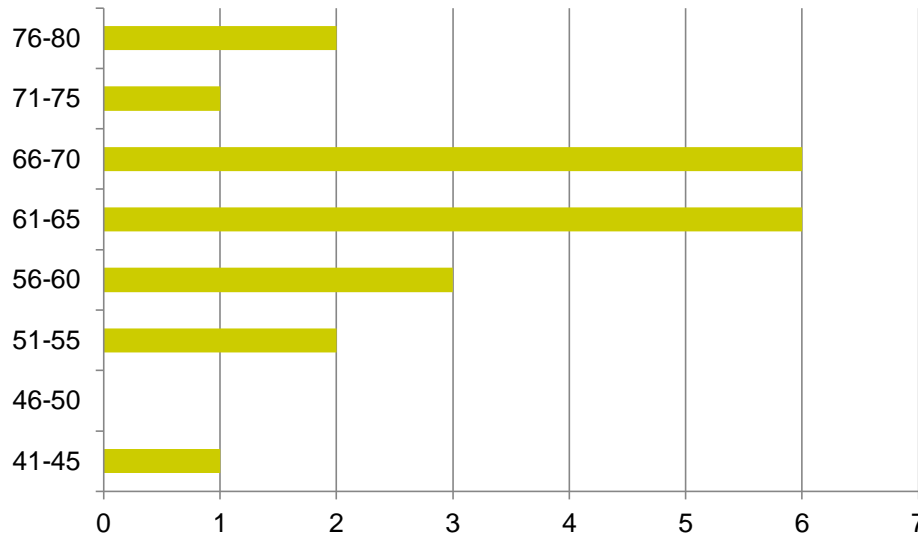


Language	No
Hungarian	1

## Observation:

It would appear that the majority has English as their first language. However, people for whom English is not their first language may not have found it easy to complete the survey form.

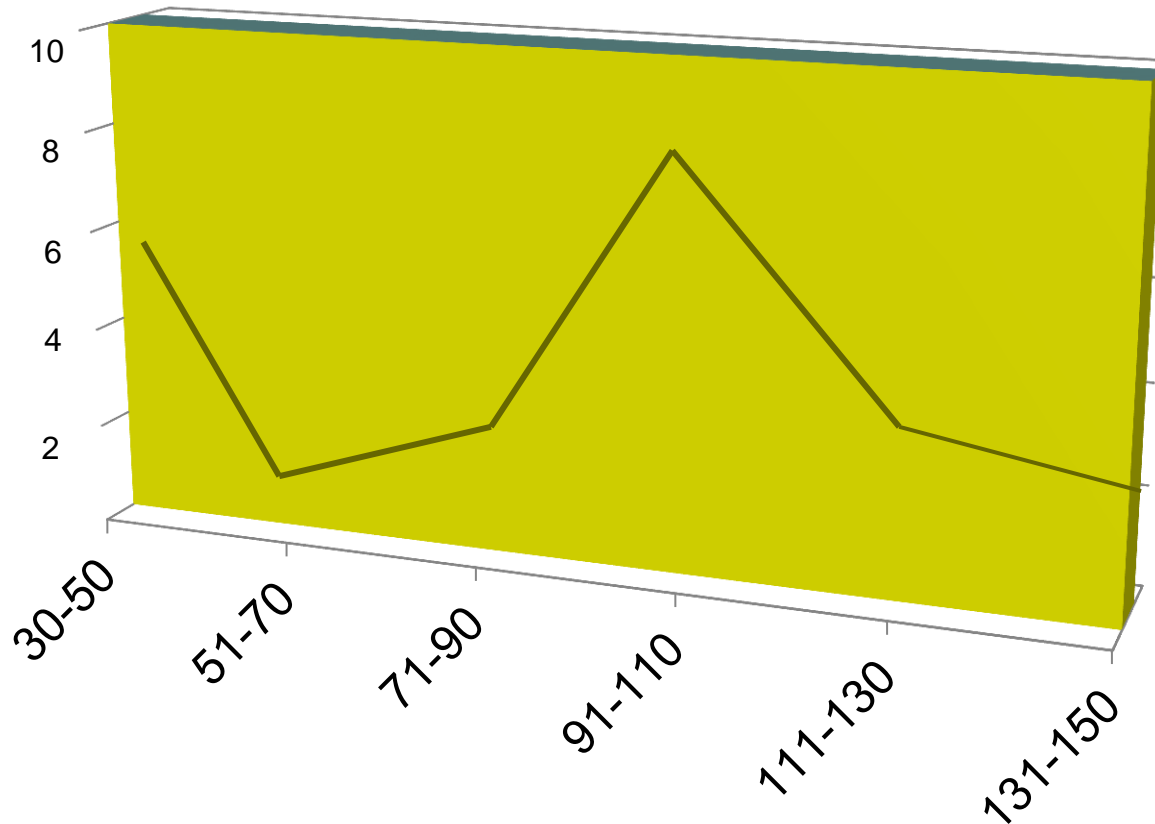
# Age Range



## Observations:

- Need to attract more younger people to event (*and the sport*)
- Reflective of general membership
- Average age at novice event – 63 years

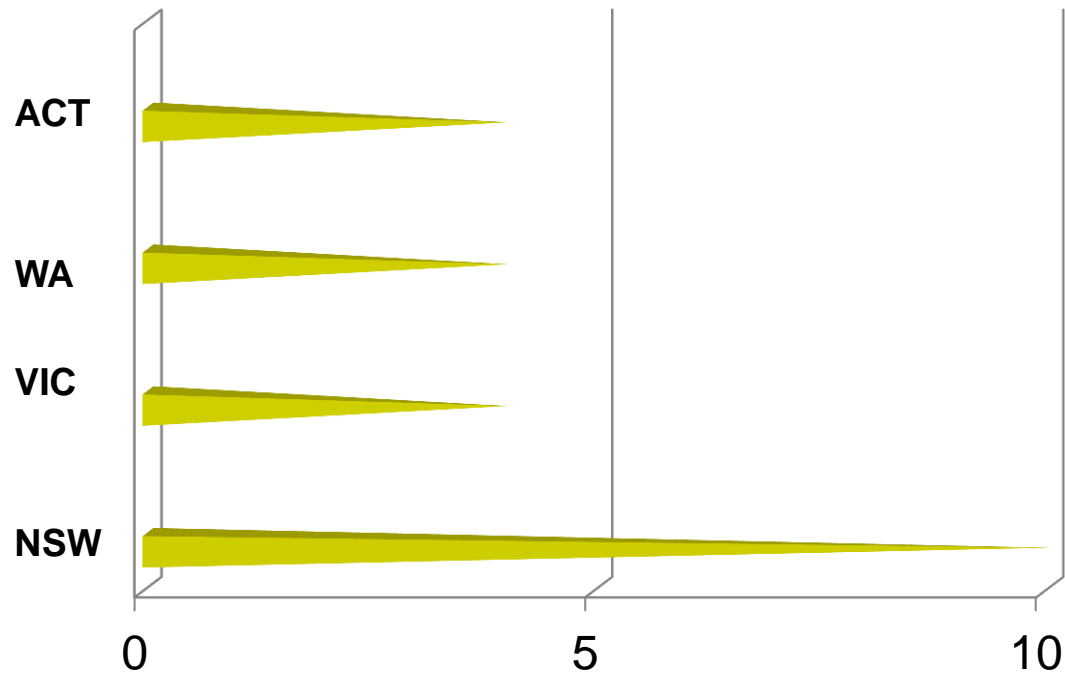
# How many masterpoints?



## Observations:

- Don't appear to be attracting novices with less than 30 MPs - ie roughly **25%** of ABF members
- Majority has between 91-110 MPs - *the average is 89 MPs*
- Lowest number of masterpoints in the novice event - 33.

# Respondents from:

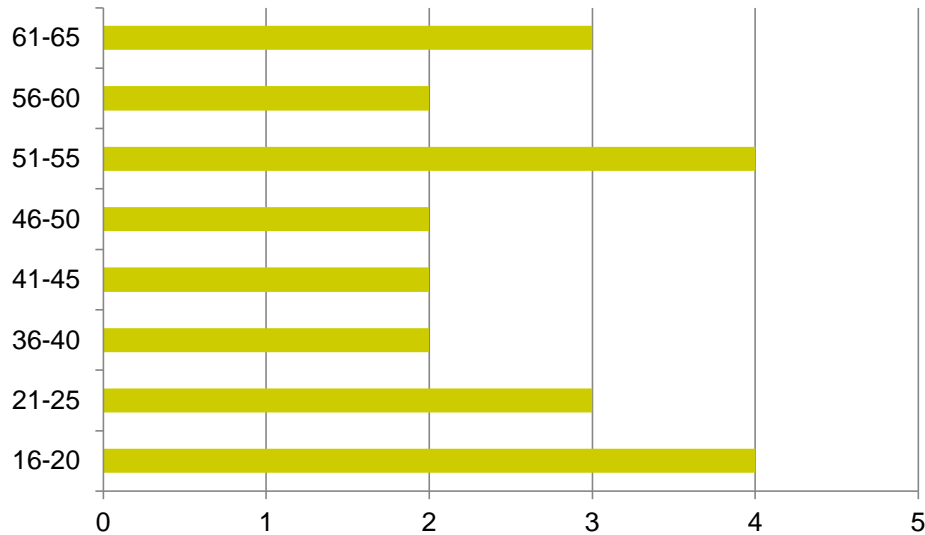


## Comment:

Does holding 2 major tournaments so close together (ie Canberra and Gold Coast) reduce the *audience* at each as we force people to choose which one to attend?

Note: No respondents from Queensland.

# Age started playing bridge



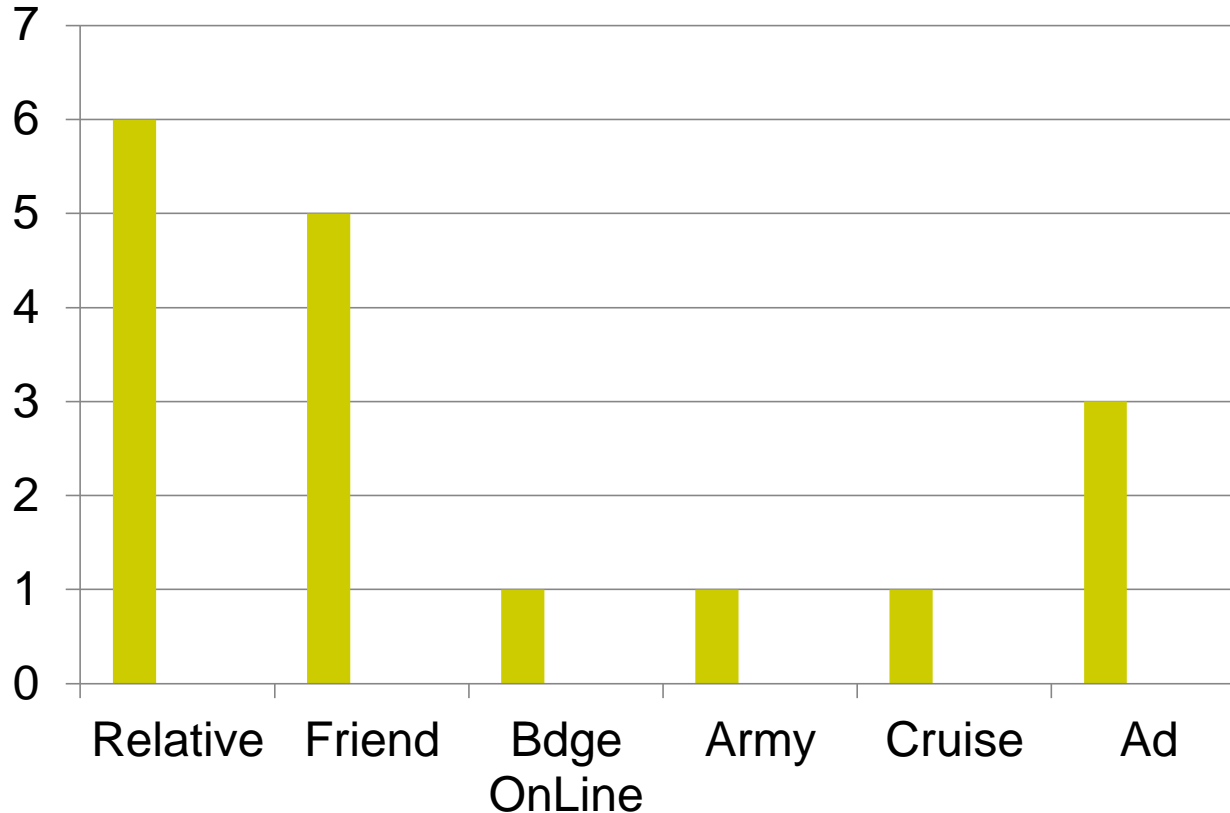
## Observation:

It appears that the majority of people learnt when teenagers or alternatively when in *pre-retirement* mode.

The average age for starting to play bridge amongst this group was 43 years.



# Who/what introduced you to bridge?

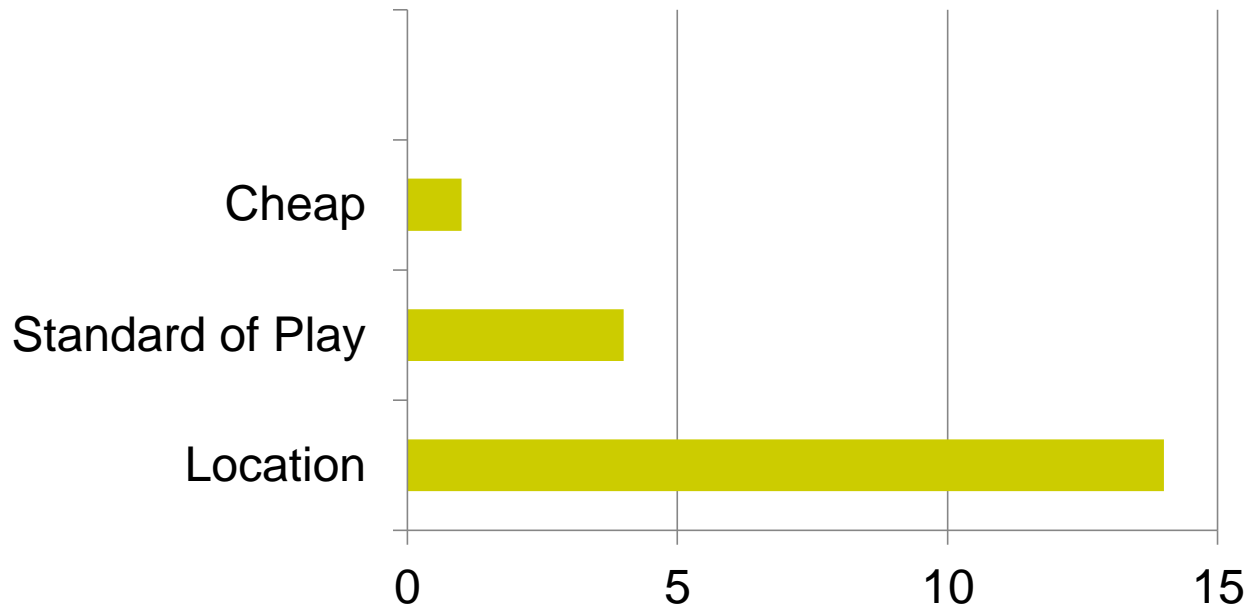


## Observations:

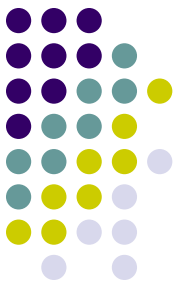
- This reinforces previous research that an 'event' marketing approach would be the most effective (*ie bring a friend/family member day*)
- Perhaps a well publicised, well prepared, National 'bring a friend' day?
- Newspaper ads don't appear to be successful – *too passive?*



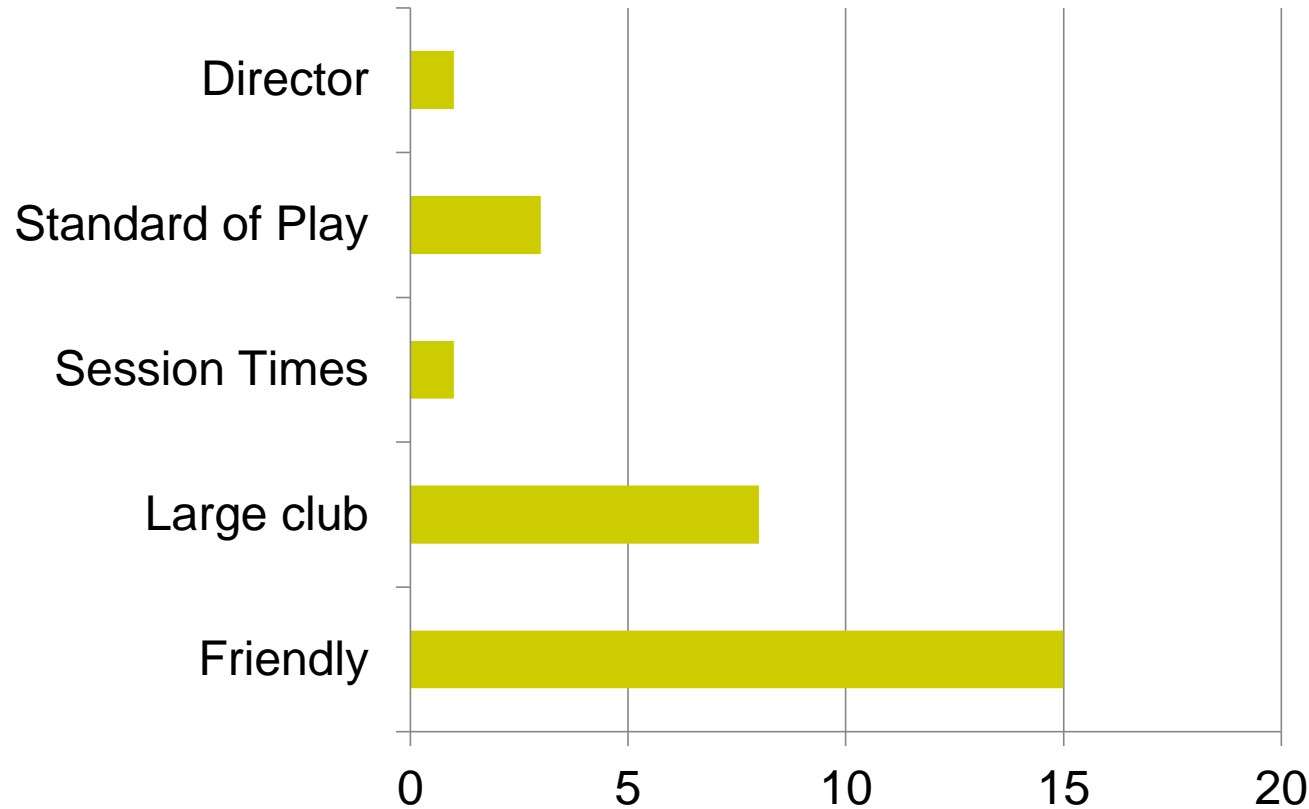
# Why joined their current club



**Comment:**  
Reinforces previous research that convenient location the prime reason people join a particular club.



# What do you like about your club



**Comment:**

Reinforces previous research that the most important aspect for members is to have fun – *social interaction*.

**Observation:**

Convenient location the main reason people join a club but a friendly atmosphere is what *holds* members to a club (*and the sport?*).

# How could club increase your enjoyment



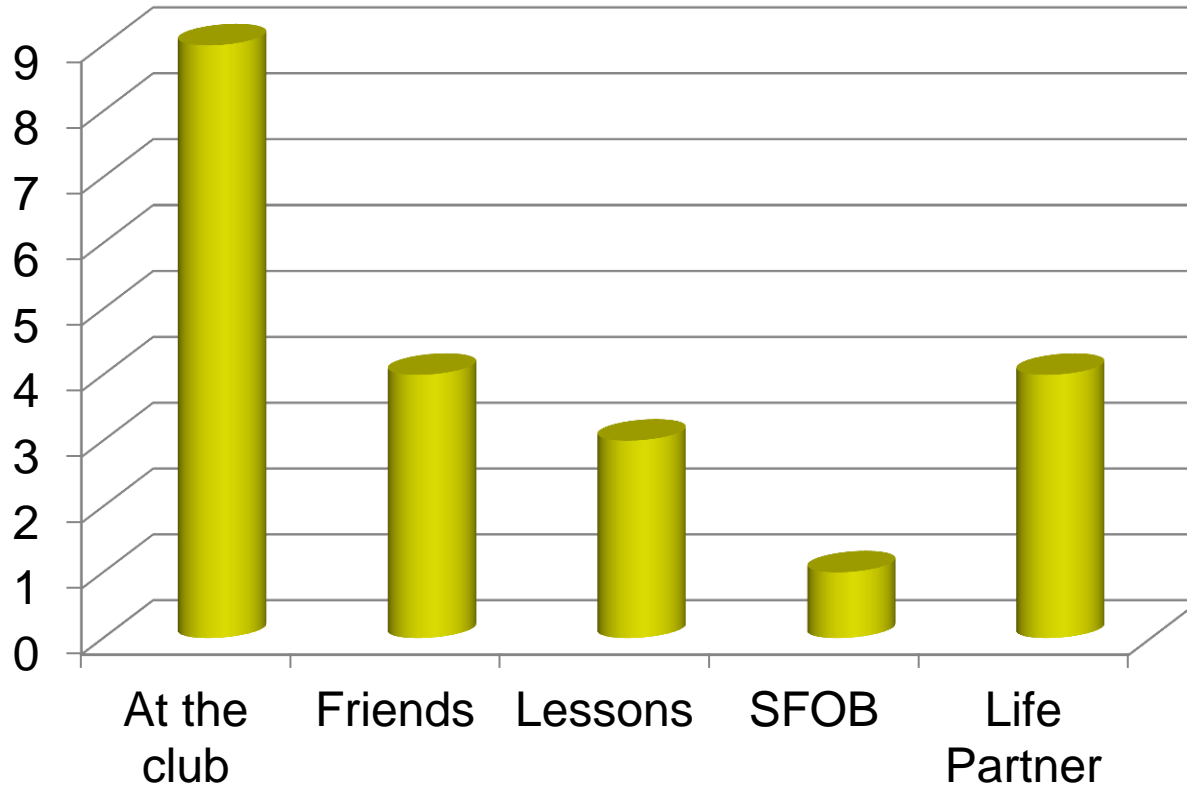
No	Issue	No	Issue
4	Increase membership	1	Publicise better
2	Provide more classes	1	Keep room quieter during play
2	More competitions	1	Full-time director
1	Better air-conditioning	1	Do more for beginners
1	Faster play	1	Retain new players
1	Social drinks after game	1	Not have supper ' <i>on the run</i> '
1	More night games	1	Members could share workload

## Observation:

Major issue in previous research was poor behaviour. Interesting that it is not mentioned by this group.



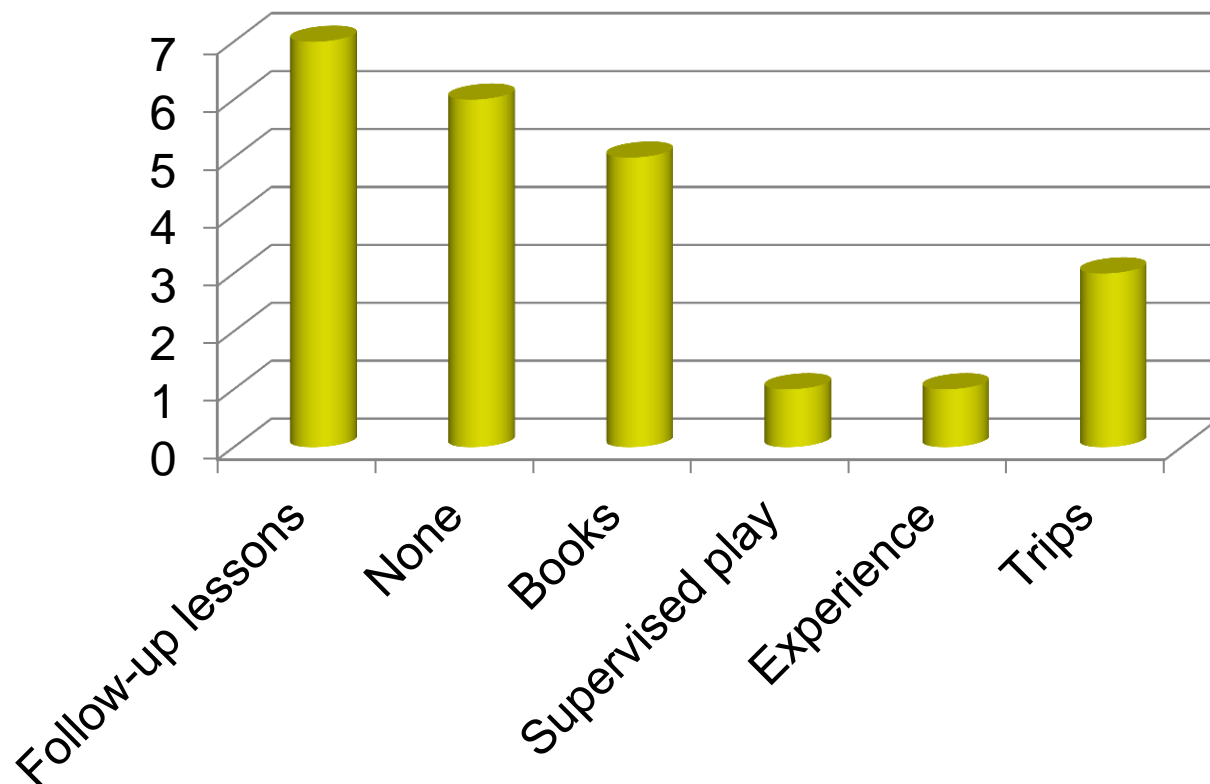
# How did you meet your partner



## Comment:

Given that the overwhelming majority of respondents met their bridge partner at their club, which reinforces previous research, it would be a good idea to develop best practice – *for both permanent and casual partnership arrangements.*

# What training have you received – *beyond beginner classes*



**Note:**

Beginner Classes: **20** respondents had received formal bridge lessons and **3** had no formal training.

**Observation:**

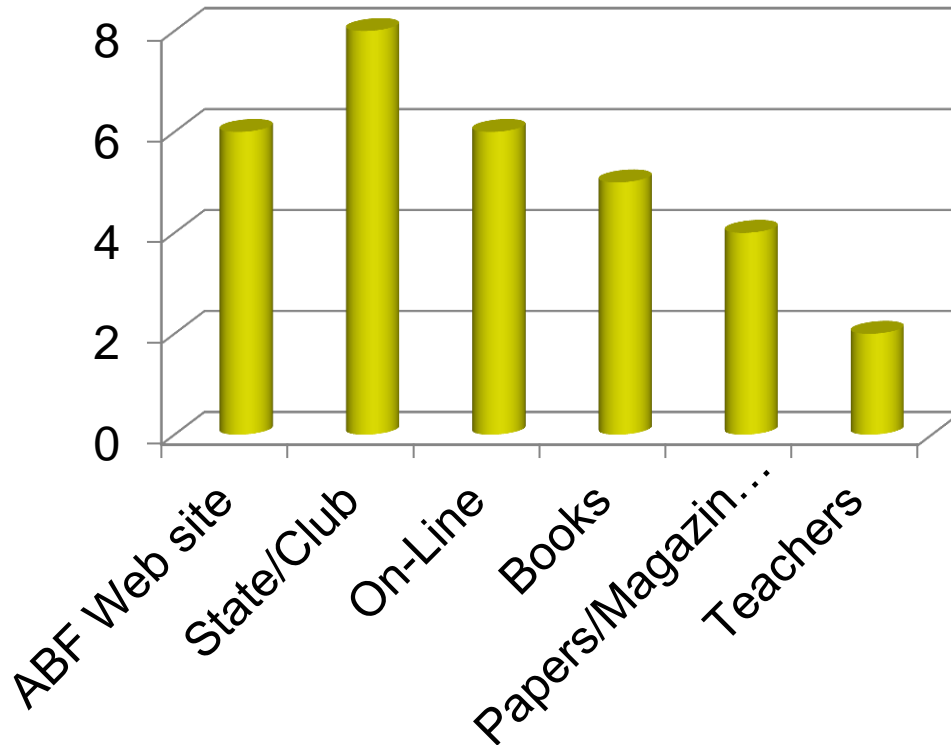
Large percentage of people have not had any follow-up training since their beginner class.



# About bridge playing patterns

- Majority of respondents play **2-3** sessions of duplicate bridge per week
- **18** said play daytime and **12** play night time
- **9** said sometimes play on-line and **14** said they never play on-line

# Preferred Communication Channels



## Notes:

- 5 Respondents use Facebook – 18 do not.
- None use Twitter

## Observation:

Social media not currently a viable communication channel for this group – they are late adopters of technology. Main communication channels are email and ABF/State/Club web sites.

(This is expected to change fairly quickly as more people connect with their children and grand-children via social media – *particularly Facebook.*)



# What do you like about playing at a major event



No	Issue	No	Issue
8	The competition	1	Lots of games
6	Meeting new people	1	Intensity of play
4	Playing against better players	1	Hope of a good result
2	Combine play with holiday/travel	1	Validation of standing
2	Experience gained	1	Adrenalin
2	The challenge	1	Dinner with friends
1	Stretch the mind	1	Excitement
1	Enjoyment	1	Team environment

## Observations:

Reinforces previous research which shows people like:

1. Mental challenge
2. Socialising
3. Competition
4. Travel

## Note:

*These are the selling points for getting more novices involved in our major events!*

# How can ABF encourage more novices to come to major events?



Item No	No who Suggested	Suggestion
1	4	Prize money for winners
2	2	Explain to novices what is available for them to compete in
3	1	More events for novices
4	1	Encourage clubs to bring novice teams to each major event
5	1	Word of mouth from other novices
6	1	Treat them separately
7	1	Ensure players are welcomed
8	1	More help with team play
9	1	Marketing through clubs
10	1	Let them know it is <b>not</b> too scary!
11	1	Reduce costs

## Comment:

The National Marketing Plan for 2012 will place a lot of emphasis on novices as they represent 70% of our membership (1 – 100 MPs range).

These suggestions (*with the possible exception of Items 3 and 11*) will help inform strategies for this segment of our membership.

# How can we transition novices from supervised to 'open' play?



## Suggestion

Provide with 'shelter' – ie protected from complex bidding systems by opponents

Our club wants to know the answer too – novices need a bomb under them!

Push the point that it is OK to make mistakes.

Our club has some days with different sections for over and below 150 MPs. Perhaps clubs could also have different section for under 50 MPs?

Have mentor players to play with them for a while (*we do it at our club and it seems to work*)

We would love to know. We are trying to play one session a week with a new player to encourage them.

Play a by-table (*ie do the same boards but not be in the competition – learn time management – meet people*).

Encourage clubs to have novice section separate to experienced players.

Implement a buddy system in the clubs

## Comments:

1. These suggestions will be referred to the ABF National Teaching Coordinator for consideration.
2. Important issue if we are to retain players once they have completed their beginner classes.

# How to improve teaching



1. Keep developing the on-line/computer tutorials
2. Should be done at a younger age. Aim at computer game type environment.
3. Provide lessons to improve quality of our teachers.
4. Offer more support to the country so we have access to top teachers.
5. Provide more of it.
6. Would like to have teaching that helps with play.

**Comment:**

These comments will be provided to the ABF National Teaching Coordinator for consideration.

# How can we attract more people to the sport?



Item	Suggestion
1	National advertising
2	TV ads. Multimedia slots on you tube and Facebook for the younger generation.
3	Get more sponsors to offer more money?
4	More newspaper columnists
5	Make sure that some of the experienced players understand that when they are nasty to inexperienced players the consequences could be the loss of newer members.
6	Get bridge into schools as a sport subject
7	Have results published in local newspapers – a buzz for novice players.
8	Advertise bridge with young people playing it. Use celebrities like Bill Gates and Warren Buffet. Try sports personalities playing bridge.
9	More health related publicity. Ward off dementia.
10	More professional lessons.
11	Have a National day/week for bridge recruitment instead of a piecemeal approach.

## Comment:

Suggestions will help inform the development of the 2012 ABF National Marketing Plan.