

ABF Marketing Survey Jan 2018

Comments and Suggestions

The objective of the survey was to get to know more about our members, their views on a number of aspects of bridge and what they want out of bridge

The ABF Marketing Survey was conducted online in January 2018 and was distributed to 1,700 email addresses on the Pianola Events database which after 3% incomplete deliveries was reduced to 1,650

The email addresses were provided by the players to Pianola at mostly two major Australian congresses in Canberra or the Gold Coast - This is separate to the Pianola club database of about 60 clubs in Australia which includes all club members

It is important to understand that this database was of those who attended Congresses which is a relatively small *fanatical* part of our "tribe" – 70% provided their name and 56% provided additional comments

There were 512 respondents or a response rate of 31% which is a very high response rate compared to industry average of 10% -14%

Only 16 respondents or 1% had less than 100 Masterpoints compared to 70% of ABF members who have <100 MP

Despite the length of the survey over 56% people chose to add comments which demonstrates their interest and passion for bridge

The respondents were given two opportunities during the survey

Do you have any suggestions on how bridge could be made better and attract new players to grow our great sport?

Anything else you would like to add?

There were 183 comments to the first question and a further 105 to the second for a total of 288 comments

They are wide and varied and difficult to classify and I do not like to make a personal selection with its inherent bias

Comments by respondents to the ABF Bridge Questionnaire January 2018

Do you have any suggestions on how bridge could be made better and attract new players to grow our great sport?

- 1 Strong promotion of mental and social benefits
- 2 Should be taught in schools or school holiday programs to entice youth players
- 3 Yes improve behaviour at the table. Train directors to manage conflict.
- 4 Exposure everywhere
- 5 Hi Peter, I think you need a catch all field at the end - like 'Anything else you would like to add?' - I would like to add that I dislike going to Summer Fest and GCC when the weather is so good in Tassie and so hot in Canberra & GC but realise it is designed to coincide with holidays etc. Cheers and good luck with the survey - I have sent the link at the top to my father in law and a few others. Cheers, Andrew
- 6 Try to emulate what chess does. Chess is popular in schools, bridge is not.

- 7 Looks and feels tired and dated. Desperately needs rebranding. ABF web page is heavy, heavy, heavy. Better social element. Demonstrate benefits of bridge to community and to government - essential life and employment skills: strategy, team building, partnerships, STEM skills, planning, understanding, cooperation, respect; and health related benefits. Stop trying to be a sport, the battle is lost and is a constant negative. Focus on what bridge really is and promote it and get some positive energy flowing.
- 8 Where viable to cater to different levels of bridge. No Fear bridge.
- 9 Make bridge clubs more welcoming but not sure how that can be achieved.
- 10 One thriving club (Peninsula BC in Sydney) encourages its newer members to enter Novice/Super Novice events, both locally and Summer Festival and Gold Coast.
- 11 Promote bridge in senior school years as alternative to sport
- 12 I think it's very much up to individual clubs.
- 13 Social players and players aged 40+ , who played bridge when young, should be approached to attract them to play in clubs. Perhaps some free lessons and duplicates could be offered. Clubs should keep a database of players who have played and contact those who stopped playing to understand the reason.
- 14 More media coverage. (Our taxi driver in Canberra wondered why he hadn't seen our congress news on tv or in papers) maybe it was there but he didn't see it.
- 15 better venues
- 16 There is an entrenched code of poor behaviour in bridge and a lack of welcome to new players. There is a strong bias towards new players and low level learning and little attention given to intermediate plus opportunities for improving those of Life Master and above
- 17 Possibly have more intermediate lessons to ease graduation to open play . I would also like to see the Gold Point pairs re-instated.
- 18 Push for bridge at the school level from age 13 onwards
- 19 Not to be put off by the apparent complex nature
- 20 Clear that overall target market is older players. Expand restricted events.
- 21 Not to be put off by the apparent complex nature
- 22 More sessions you can attend without a partner, better facilities, more red point events out of office hours
- 23 Consult with the Polish bridge community to get ideas on making bridge a cool activity for Uni students.
- 24 More correction of bad behaviour at the bridge table in clubs & competitions
- 25 There should be more evening sessions
- 26 Emotional based marketing - the focus should be on what individual needs that taking up bridge means to people. Maybe more stories and profiles about ordinary club players eg the 91 year old fellow I play with occasionally in Bowral whose mother taught him to play bridge and can still execute great declarer play - its a great story. Romance? Profile stories on people who met someone through bridge. Social needs. Need for competition. Need for intellectual stimulation. All needs shown through the stories?
- 27 Focus on the fun - don't worry about people playing bridge perfectly, or even well
- 28 Get rid of the bullies - bring in yellow and red card procedures, applicable in all states. Analyse difference between private and committee clubs - why do private clubs grow faster?
- 29 Support Teaching Programs
- 30 Friendlier players willing to share information
- 31 Yes - come down strongly on rude players
- 32 restricted tournaments need to be on a level playing field. Players in non-affiliated clubs (eg grand slam clubs) and overseas players need to be deemed masterpoints equivalent to their level of experience. To do otherwise makes a nonsense of restricted events, and player become resentful.
- 33 Profile some successful players for/in mainstream media
- 34 Need to market outside of already players like Poker has done
- 35 Target selected secondary schools re bridge as an xtra curricula activity
- 36 Free lessons, ongoing mentoring and coaching, opportunity to play with better players. more interesting competitions eg team of three.
- 37 Schools and universities, including what is already happening. Sure they many will stop playing but some will come back later in life.

38 There are 3 areas of potential.

1. Schools. I am actually a bridge teacher and I am going to offer my services to local schools in the area when I retire which is probably shortly.

I think there is merit in having an 'introduction to bridge, and how it can benefit students" brochure/flyer prepared as it will be necessary in most cases to sell it to the school as part of, or an adjunct to, their curriculum. In our area, I expect to get positive feedback from the schools and then it is a matter of getting a quorum of students interested.

An issue with students is when they play, but in co operation with several schools, it should be possible to run sessions/competitions just after school.

That might need some assistance from a local club, for boards, scoring etc. but that shouldn't be hard to organise.

Obviously not all areas are conducive to bridge, but private schools and selected suburbs could be targeted.

2. Older and newer players need more supervised bridge, preferably in the daytime. This is the most common comment I get. Sometimes the economics of running this are a problem, especially if it is run separate to normal bridge sessions.

3. Although it is an infrequent issue, clubs still need to remind their players about bridge etiquette and positive attitudes towards prospective newer players.

Easy to say, harder to do.

39 The ABCL introduced and sponsored bridge into schools as part of the curriculum many many years ago. It is very difficult for individual clubs, especially smaller clubs, to get a leg in the door with any schools. I feel this needs to be instigated by the ABF. I suggest getting a special Committee together and work on strategies to bring bridge into schools and teach people whilst they are still young. The majority of players starting lessons in my club are 68+ years of age when they start...very difficult to learn and remember. Another idea is to have a huge Australia -wide advertising campaign to help get the public into the mind-set of bridge - that it is not just an old persons game that you do when you retire. I am 58 yrs of age and had no idea of what bridge actually entailed until 10 years ago. I feel the ABF needs to allocate funding for advertising to the general public...perhaps television adverts..make people aware that the game exists.

40 Improve quality of international teams. Attract better management/business people to ABF and not simply bridge players and/state management.

41 perhaps more teams

42 Support for mentoring programs

43 Great opportunity to develop young players in schools with programs like chess

44 I learnt bridge in a week in my last year of school - every maths period! That is the right age to learn, but, unfortunately most clubs have nothing to offer young people. As our target group is now 50 or 60+ people, I fear we need to be more social, more supportive and less competitive

45 Educate people on attitudes to new players.

46 We need to promote an interschool completion with prizes for the school and individuals. It could be held on the internet for the most part with finals held at a venue. I think it needs a national approach to promoting and holding competitions in schools. The internet is the best thing we have going for us with young people. Another thing I have noticed is that a lot of the best players have ADD. The complexity of bridge appeals to the ADD brain.

47 Free games for a few months

48 Have lessons for teenage children in winter school holidays as a holiday camp

49 Advertise on social media or in newspapers to try and gain interest before reaching retirement age

50 More Congress's should have an intermediate section as the Gold Coast does

51 More Red Point Days for Clubs like Byron Bay.

52 Try to introduce bridge in schools. We need a younger recruitment base.

53 ACTIVE ON UNIVERSITY CIRCUIT : NATIONAL UNI CHALLENGE

54 Introduce in schools

More beginners lessons on weekends for those working

More education to public; Eg a free 'intro to bridge day or half day 'at a central location

Media coverage of youth teams and other national and international competitions

Somehow overcome the image of bridge as something for old people

- 55 Better use of technology
- 56 I think more needs to be done at Club level to create more events for less developed players to encourage competition, the Ballarat Festival in April is an eg. That event amongst others is building confidence for their members
- 57 teach grandchildren
- 58 Grade more sessions to ensure the best learning opportunities for all - and post play analysis by an expert.
- 59 Implement VBA system of stamping out bad behaviour in congresses by taking complaints seriously and getting rid of obnoxious sexist racist and bad mannered players
- 60 We need to teach bridge in schools. We have to get the players interested whilst they are young. Young Adults (late teens) cannot learn bridge in two minutes, so they are not interested. They also have so much available to them with the internet, social media, mobile phones etc. If we do not get the players whilst they are young we have very little chance.
This is why the age for Seniors is going up. We are all getting older.
- 61 Introduce Bridge to younger people. Not sure how but need to market the advantages and skills learnt even at the school level. Could be taught in schools as an alternative to other activities.
- 62 Get rid of the bad mannered and aggressive players
- 63 more events/activities for novice players
- 64 School sport participation. (It is compulsory subject from yr 5 in Indonesia.)
- 65 More welcoming tournaments for Novices.....the Gold Coast does it best! Do not combine Novice and Restricted fields in the one competition EVER AGAIN!
- 66 Teach bridge at school
- 67 Be more welcoming to nervous new players.
- 68 Very difficult issue. Help clubs to market in their areas.
- 69 Get rid of local teachers & start with someone decent
- 70 The masterpoint system could be simplified.
- 71 Welc0me new players and don't drag the. Lessons out give them basics to get then started introduce them into normal completion and don't make special sessions for them if they are really interested mentor tgem
- 72 Not easy but more younger players
- 73 Support lessons in all - esp small - clubs. Many small clubs ageing out of existence.
- 74 Bridge Lessons must begin at High School Level. Once introduced to Bridge it is a great way to make friends for the rest of your life. In a latest survey it is not Diet and Excercise that come top of the list for a long life. Number 1 is Social Integration. This you get from playing Bridge.
- 75 New players are lost through bullying, not by senior players but by Wannabees with 100-300 pts who fear bright new players will rise up past them.
Providing too many Restricted sessions encourages beginners to stay with beginners and not mix with the average members
- 76 More focus in clubs on developing players beyond the basics. Very limited opportunities and certainly no programmes.
- 77 Needs to be taught as fun less structure. players who have been playing a long time need to be less competitive against new players in run of the mill club play. New players hate having their contract constantly stolen by players who sacrifice because they know the new player will not double. Behaviour at all levels needs to be addressed and action taken that is supported by not only local club but the overarching organisation. Need to run TV adds even if it means a levee of \$1 from all ABF members to help fund. Look at lobbying media and try to get daily results on news sporting sections of major events. Lobby the superannuation companies and get a few minutes to talk about bridge and brain health and socialisation planning as well as financial at their preretirement seminars
- 78 No suggestions
- 79 Free school holiday lessons for teenagers -junior bridge club s
- 80 Some clubs (e.g. Kings and Queens) need their own members to support them more by playing in their congresses
- 81 Provide wine!
- 82 encourage senior bridge players in clubs, particularly congress players to mentor novice players in their early days in bridge. Encourage upcoming players to get involved in talking over sessions with hand records with senior players
- 83 Promotion to select groups; Enhanced website front page.
- 84 Encourage bridge to be taught to young people. Maybe holiday programs.

- 85** Start in schools. Appeal to young chess players. Continue emphasis on etiquette. mentoring of newer players, mentoring of promising players. Perhaps free mentor training for good players, free games for mentors.
- 86** Target 50+year olds, play bridge and a sport promotion, seniors mags, cheap lessons
- 87** more awareness of rookie and novice support available. Maybe some demonstration events in clubs?
Currently a person starts at a club by being enticed by friends to do lessons. Often they do not know what they are coming in to. I enjoyed the ABF summer school last year. I do not play at Canberra (live in brisbane) but do play at gold coast. Qld has novice coordinators who are great, but you need to already be in bridge to know about them. You could promote them at the demonstration events "come along and find out what it is all about".
- 88** Emphasise a friendly culture in clubs: welcoming, at the table and teaching.
- 89** Facilitate arranging partners for state and national events!
- 90** More community initiatives, work with like minded organisations like rotary, bowls, golf, chess. Inter organisational comps ie EY v KPMG
- 91** Zero tolerance at ALL levels in ALL clubs for bad behaviour
- 92** regular beginner classes at clubs and beginner sessions.
- 93** focus on intermediate players who still need lessons and learning opportunities
- 94** To attract: the learning curve scares off many new players. MiniBridge (no auction, straight to play) is a nice way to sell bridge, and I'm sure we could come up with better ways too. Also, I am a young bridge player, and whenever I mention it to young people, 90% of the time they respond "I thought that was an old ladies' game". This association is so strong that only the nerdiest / most open-minded individuals give it a chance. I only got a chance to play it because I was unemployed for six weeks once, otherwise I wouldn't have known about it. Had I played a one-night version with friendly young people, I would be hooked. My friends and I will be running a one-night intro at an upcoming games festival to see if that works.

To retain: a rude encounter in the first and often last club game is enough to put many potential players off, some for life. The highest emphasis should be on welcoming and friendly behaviour (not on strict etiquette or rules, just basic courtesy and respect).

- 95** Social gatherings after bridge
- 96** Some financial support for smaller clubs to conduct teaching
- 97** More evening sessions at a later time so that you can get home from work, have a quick meal and then go to bridge. Our club starts at 6:45 and we are often late arrivals because it's just not do-able due to my bridge partner's work/traffic etc.
- 98** Players need to be much much nicer at the table to both partner and opposition.
- 99** Wide advertising
- 100** Our club needs to connect with and encourage young players
- 101** Higher media coverage. Showcase celebrities that play bridge.
- 102** encourage more mentoring within the older clubs, encourage and teach them how to use the (scoring programme) to better standard. Tamar is hopeless. Encourage the clubs to advise and encourage the members to enter all national sessions e.g. Bridge for Brains, to even advise us that it is available. Supply Ron Klingers books on the Birdge for Brains hands. Encourage more tournaments for Novice Players to give confidence. Perhaps all these things already happen from your end but our Club does not tell us. Thats the problems with older members doing their own thing
- 103** A touring event involving 5 or 6 clubs hosting would be interesting.
An ABF bridge cruise would be very well supported in my view if the entire ship was hired by the ABF. I think this has potential to be an extremely popular bridge holiday supported by international visitors as well as many Australian players.
- 104** Promote beginners, young players and rookies through the magazine. You say there are approx 35,000 players in Australia - we only hear about the top 20-30.
- 105** Better experience for newcomers (feeling welcome, better teaching)
- 106** Lobby State Governments to have it taught in schools. So many benefits on so many levels.
- 107** That's a toughie. Getting younger players to take up bridge is the challenge but don't know how you can do that!!
- 108** Offering classes in schools

- 109** I loved loved loved the womens group run a few years ago by Anna St Clair and Dee Harley - Friday evenings lessons + meeting & socializing with other intermediate + players. Doenst have to just be women - I think a similar intermediate level group would be excellent as well - lessons + social chat after.

As a very keen intermediate player I find the hardest part of the game is finding good partners - who are on the same page + willing to do the same amount of work etc.

I also see that good partnership skills are lacking at a higher congress level - lots of cowboys, playing their own game and barely tolerating their ever changing array of partners.

Also think the concept of a "squad" of players deserves investigation. Under an experienced leader - an interchangeable group playing same systems with feedback and reviews of results etc etc

I havent looked at your facebook page for a while but and active page there with some sort of BBO online group may also work . . .

I actually have millions of ideas - I think about bridge a lot!

- 110** Promote it in schools, years 11 and 12, thru the Education Depts.
Have more interactive teams matches with commentary which can be watched on home screens
Organise for clubs to televise championship matches with commentary and arrange for it to be viewed on large screen
Market the Australian Nationals to locals and organise a teams match which can be viewed on large screen where the players are participating.
- 111** Adopt Nesting Pairs programme from New Zealand and roll out nationwide - helps small clubs with limited learning opportunities to run a course themselves.
More photos on website - less formal and austere - more fun.
Promote Pete Hollands BBO weekly tournament - so great to hear a good player thinking through hands you have played.
- 112** Simplify the initial systems. Many people have the impression it is too complicated to learn.
- 113** Start teaching bridge in schools. Was teaching my 8 year old g/s and was amazed how quickly he picked it up.
- 114** Teach bridge in schools. As a teacher, it would be great for teaching consequences, counting and logical deduction. Children could find fun in it and change the perception that it is a game for old people!
- 115** Increase visibility & publicity, try to get our national & international champions in the press, on radio, on tv. Where are the potential new players? Your research should identify at least 2 areas, youth & retirees. Continue to expand the beginner programs, 'without fear' games (which encourage commitment & build social cohesion, partnerships etc.) rookie & novice events.
- 116** focus on schools to get younger people involved. At the moment there are too many old people - many of whom die and so the average age seems to be increasing :(
- 117** I think it would be good for new players to be inter grated in the main competitions without the pressure of time restrictions, the players can pass on the boards without penalty and receive an average. The new players would play at the same table and be able to see their results as the boards come through them. This method is relatively simple without electronic scoring. The new player table would use manual scoring. I have found at my club the fall out occurs due to embarrassment of their results. Supervised bridge is a good start but it is very hard to get the novice to move up to more competitive play. I have started by asking at my club for experienced players to allocate dates for playing with new players and this is working extremely well. The new player finds it satisfying to find the better players are not as intimidating as they think. Unfortunately I've noticed at other clubs some players do not remember they were once novices.
- 118** More opportunities for children and youth players.
- 119** Members are the best advertisers. They appreciate of the friendly nature of the bridge club. They bring back players to the game and encourage their friends to take up bridge at a club that has beginners lessons with followup supervised lessons and training program to progress the skills of all players.

- 120** More effort should be made to start teaching bridge in schools. The old reason of "tickets to the devil" shouldn't apply now with all the access that young people have to social media. With programs to encourage the young especially with travel opportunities both in Australia and beyond it should be a marketable proposition to attract schools to participate.
- 121** More proactively promote bridge to Uni students - younger players for longer tenure. Bridge is having popularity with retirees so promote to empty nest pre-retirees.
- 122** Keep on suggesting it to people who don't know about it!!!!
- 123** Perhaps introduce bridge into the high school curriculum as an option to sport
- 124** Stronger attempts to encourage schools and universities to form clubs and lessons
- 125** Many people take up bridge later in life with no greater desire than to play an interesting game in pleasant company. Their failure to improve is dividing the bridge world into two. They need to be stimulated by accessible lessons but their attitude, for the most part, shows little commitment to improve. Availability of good teachers is an issue.
- 126** Attract broader feeder group by combining with physical activity eg gym
- 127** There needs to be a high school state team competition culminating in a finals with the winners from each state competing as well as a universities competition on the same lines
- 128** Esteemed players could improve behaviour in order to be role models for our community
- 129** Demystify the game and make playing it accessible
- 130** Make all bids and plays in tempo
- 131** Not sure
- 132** Perhaps more speed-ball and rubber bridge (\$1 a 100) events
- 133** Free lessons for students.
- 134** Get rid of rude players from clubs.
- 135** I know that chess is taught in primary schools. I think bridge should also be taught in primary schools. Helps with maths & also helps build strategic skills.
- 136** Continue to promote teaching
- 137** Swiss Pairs are a flawed format. The Datum is rubbish. If you are against the games and the slams you will lose no matter how good you are. For MP Pairs, try a tournament where you only get value for what you bid and make - overtricks count 0. Then we can ditch IMP Pairs if it works. Also, new players have great difficulty fitting into a Club. There are some pretty grotty people who don't make beginners welcome. And some Clubs can be very cliquy. They can't help themselves perhaps, but it's very hard to get people like that to be nice.
- 138** Greater online innovation. ABF tournaments on BBO , ABF seems to see online as a threat. It should be seen as an opportunity. Recently FFA endorsed an e game . Soccer embracing online .
- Surveys like this are ideal. Ask what people think not only for ideas but for engagement.
- 139** Develop ways to interest kids
- 140** To have a representative from the ABF overseeing all the smaller bridge clubs around at golf club bridge clubs etc. ie the Long Reef Bridge Club at Long Reef Golf course. There are a lot of golf players who would like to learn bridge, and would prefer to do it through the golf club and not at a Bridge Club.
- 141** promote it in high schools & universities
- 142** Need more youth but we all try. Restore glamour of the thirties
- 143** Please help deal properly with poor etiquette, especially repeat and long-term offenders. Maybe Bridge could be introduced into Schools (like Chess), emphasizing the cooperation and teamwork aspects.
- 144** Facilitate upcoming players to play with experienced players. Also new players should not be intimidated by senior or experienced players
- 145** Emphasis on getting them young, scholarships, incentives for students in primary and secondary schools. develop age championships as in Chess
- Playing conditions should not be so cramped as in the Hotel REX
- 146** The older players have to make way for the newer younger players to come through in all aspects of the game including organisation and administration. The problem in just about every social organisation is that the older members stick around for too long.

- 147 Greater online innovation. ABF tournaments on BBO , ABF seems to see online as a threat. It should be seen as an opportunity. Recently FFA endorsed an e game . Soccer embracing online .
- Surveys like this are ideal. Ask what people think not only for ideas but for engagement.
- 148 School program properly funded and run
- 149 Present as a non elitist pastime
- 150 Improve bad behaviour at the table. More trained mentors.
- 151 Directors to actively enforce behaviour standards
More congresses mid week
- 152 An attitude in all bridge clubs which accepted and fostered new players welcoming them for games and a cessation of present attitude of some more seasoned players of an insulting class system.
- 153 The reason I am no longer playing bridge is that my club (Batemans Bay) does not support a mentoring program for intermediate players and it is run solely as a social bridge club. Rules are not enforced and players regularly breach bridge etiquette. Training offered at Batemans Bay comprises of supervised play on a Monday when more experienced players tell you what to play and not why you are playing it. (Fine for beginners) And then Thursday play where beginner players are matched with other beginner players and only simple bridge is played. The more experienced players play together. This system does not transfer knowledge or skill.
I believe that clubs receiving monetary support from the ABF should provide active mentoring and intermediate training for players who wish to play in congresses. I have now decided to withdraw from the game and will no longer be playing. I wonder how many other people have give up on the game for this reason.
- 154 A proper bridge club to accommodate growing numbers. Last week the club was not able to accommodate players some were seated outside lavatories.
- 155 1. Walk-IN and play with whom ever assigned at all Non-Trophy events. A CLUB is for ALL members not just those who have a 'nice / clever' partner! 2. NO PLAYING Directors 3. Individual points allocated FOR EACH BOARD according to success percentage AS WELL AS overall event performance 4. More IMP scoring events for PAIRS rather than all Match Point scored daily events 5. Winning a match at a tournament irrespective of what grade earns EQUAL GOLD POINTS! 6. QUALIFYING boards/matches for OPEN tournament championships events 7. The ABF Masterpoints system for any individual is merely a statement of 'having a better partner than others!' The use of the Masterpoints system to solely provide judgement of any player's standard is an abomination 8. The rules need to state clearly that 'it IS the player's responsibility to know the rules and accordingly demonstrate' then upon infringement the Director applies the applicable actions and or penalties 9. Teach BEGINNERS THE RULES! 10. Require in all club regulations that during an event there is always a break to eat and refresh. Hungry bellies = mean faces & behaviour!
- 156 Improve the player table manners
- 157 Beginner's lessons should be 85% play 15% lessons - this is more fun less dropouts.
- 158 Keep up your encouragement and support of young players
- 159 Publicise celebrities who play bridge; organize event including celebrities (such as the House of Lords vs House of Commons in UK; Cricketers vs Tennis, etc.
- 160 im guessing throwing bid dollars at advertising making it "cool" and fashionable yo younger players may start the ball rolling again.
- 161 We play a lot of under and over events always get more tables for these sessions, though I believe any more than 4 a year would be too many, this does encourage the newer players, we have drinks and nibbles afterwards a great friendly event and fun, under state plays with over state
- 162 improve opportunities for players to transition from learning to competent players - this includes better behaviour of some players towards beginners
- 163 More lessons at club level and more competitions for those under 300 master points...there's a big difference between a player at 101 & a player at 299! Lots of things for Novices but the next stage is almost forgotten!
- 164 Peter after 20+ years in the advertising business I can tell you that Facebook advertising is the most cost effective medium for advertising I have ever seen. It blows other mediums out of the water and can be very
- 165 stamp out poor behaviour and manners, no frills tournament with only a simple system allowed, with a mandated system card

- 166 Market strongly at universities; schools even. Clubs that find suitable partners and a partner for singles who turn up. Good teachers and pleasant mannered directors
- 167 Approach schools, unis
- 168 On the gold coast there is not 1 gnot at night or weekends for people still working. Seems very unfair and says something to the people still young enough to work.
- 169 Bridge seems to exist for elite players. Masterpoints are irrelevant. Bridge administration is stuck in the 1960's?
- 170 I believe that word of mouth is the best form of advertising in all leisure pursuits.
- 171 more emphasis on grass roots
- 172 promote No fear bridge
- 173 Too many beginners are scared off by fear of mistakes because of complicated lessons. More emphasis should be on playing a great game for fun. Clubs need to encourage beginners to play with a variety of partners early so that they are not "stuck" with an unsuitable one. More encouragement for youth bridge, for regional areas as well as cities.
- 174 University initiative to attract younger players
- 175 We need to cater even more for players in 0 to 100 category
- 176 better governmental recognition of its benefits
- 177 consider more activity in schools and universities, get some well known media personalities to promote
- 178 Very often directors favour reputed players. Treat all the players fairly. All the players should be treated as equals.
- 179 interaction with the various governments for retiree learning and also in schools via mathematics by stealth
- 180 Saba in Adelaide does this really well, lots of lessons and supervised sessions
- 181 Introducing Bridge in schools to attract younger players.
- 182 More opportunities in clubs to be taught how to teach bridge. Perhaps bridge lessons on line and/or in schools.
- 183 Learner bridge should be over a 10 week period... at least once a week

Anything else you would like to add?

- 184 The Tournament Committee should not be a "black hole" to my suggestions ie actually respond to suggestions
- 185 Encourage handicap winning at clubs
- 186 I hope there is push from the beginners to early players at club level to enforce bridge rules at the table to avoid infarction and learn what is right and what is wrong. This applies particularly to unauthorised information across the table. Early bad habits are really difficult to eradicate !
- 187 Will my email address ever be sold by the Abf to a potential advertiser or sponsor?
- 188 ABF should have direct 2 way communication with players
- 189 Will my email address ever be sold by the Abf to a potential advertiser or sponsor?
- 190 I love this game and it is my sport, my dream is for it to be in the olympics and for myself and my partner to compete. I have however met the most rudest most socially repugnant people ever born. I dream that international recognition will improve the people. There is little you can do to improve the systems and knowledge of the game, much has to be done to improve the attitude and people that play it. As a younger person ie under 35, I have experienced what only could be described as prejudice, all clubs say they do all they can for a dying game amongst the next generation but this has not been my experience. I love this game and will never stop learning or playing it!!

Thank you and I'll see you at the table.

- 191** Hi,
although I started early, I had a long gap and have only recently returned to Bridge. I still have significant family commitments on weekends etc and that limits my ability to play in Congresses and in evenings. I actually have more ability to play in daytime during the working week.(WRT Congresses 10am start times aren't always helpful especially if there journeys home etc).
I think a big hurdle is to get Club players involved in better events and improve their game and THE game. This should be the times they usually play, eg Red/Gold Pointed multi-session events as I think many are reluctant or unable to vary their routine.
Also, beginners tend to want to stay in the Beginners sections. Either they should play with better players (who should mentor them (but often the better players are excluded from those sessions)) or alternatively have a "Handicap" system as well as Scratch (total points for the Session unchanged). In other words, players are rewarded for playing better than usual ie better than "par" for them eg if a beginner scores 50% that is like a "win" etc.
Cheers,
- 192** Hi Peter - I read news media online mostly ABC site - so was difficult to answer that question. This survey is a good start and might be worthwhile to run some focus groups of players from different "needs" groups to explore their pathway to bridge.
- 193** Why do I like bridge . It's the people
- 194**
My partner and I, and our fellow team members, were very disappointed with the running of the Under 100 MP's team competition in Canberra this year. We went along expecting to play against players at our level and instead we were included in the Under 300 MP's competition. We only played against two teams at our level in eight matches - and they were our only wins. The whole thing was quite demoralising, and not at all enjoyable.
- 195** Plenty, but I'd rather do it confidentially (at Gold Coast?)
- 196** Bridge in Clubs in WA doing well. State ans ABF need motivation and drive
- 197** Important to have social drinks after competitions, maybe also quirky spot prizes for those who will never win top prizes eg first person to win a trick with a 2 etc etc
- 198** I noted at the Gnot how old we looked - not a good look.
- 199** I play and use computer bridge resources daily.
- 200** We play in small country club which is growing in numbers. Regular teaching and also teaching in schools is the key to our success. We need to do more to support and encourage young players otherwise the sport will die.
- 201** I work in the media, in marketing, sales and promotions as well as being a bridge teacher. I'm happy to assist in marketing activities. I will be doing something with schools in my area anyway shortly
- 202** I can see that there has been a lot of time and effort put into getting this survey together and I really appreciate that. My only other comment would be that it was perhaps a tad too long...but I guess you have a goal in mind..so well done.
- 203** Being a full-time carer for my disabled spouse means bridge is my diplomatic asylum!
- 204** It's time for the ABF to get serious
- 205** I mostly play at East Lindfield which I enjoy and it runs very well
- 206** Great idea to do survey thank you
- 207** More fun when you lose fear of failure
- 208** Please don't have someone phone me offering investment advice
- 209** I think it is important for people to visit other clubs to learn different ways of doing things.
- 210** Bring back the GNP
- 211** I would like a more friendly "clubby" atmosphere , possibly discussions from expert players on difficult hands after play. I would like either prize or some form of recognition for competition winners 2nd and 3rd.
- 212** I'M NOT REALLY SURE ABOUT THE ROLE OF ABF VIS A VIS VBA. THIS IS PARTICULARLY NOTICEABLE GIVEN MY INVOLVEMENT WITH THE VBA DISCIPLINE COMMITTEE - BUT ALSO MORE GENERALLY.

- 213** My husband and I are entering our fourth year of playing bridge and very keen to learn how to improve our play. We are both at a similar level and would love a mentor to assist us with our progress. We have sought assistance from more experienced club members but as it is a small friendly country club, there isn't a lot available from current experienced members for novice players to improve their play. We visit other clubs for playing experience and try to pick up pointers along the way.
- 214** We need to attract younger people to start learning bridge. At Toowoomba Bridge Club, our beginners are in their 70s!!
- 215** all clubs advertising lessons on one site so all state members can access. Very difficult to know where and when lessons are on
- 216** Some of my neutral answers (e.g. re: teaching) were because I have no idea about the teaching programme, not because I think it's mediocre.
- 217** I read Car magazines - I am a petrol head. :) I also regularly restore EH Holdens.
- 218** Some of your survey questions needed more explanation - there was not a 'not applicable' section. I play weekly in a regional area; and the only reason that I don't play more is because I am too busy minding grandchildren and doing other things. After I had my lessons 35 years ago, I have never attended any other lessons because I have been too busy to go. None of my 'friends' play bridge, but I have made a lot of friends AT the bridge club.
- 219** Most years since 1994 played in Canberra-- Hotel REX: run down, dirty, poor breakfast, playing area OK, not close to cafes and restaurants.
- 220** Social media used multiple times a day is Gab - bit like twitter but doesn't censor
- 221** Some of my Neutral answers mean that I am not familiar with the topic.
- 222** The Age abandoned its bridge column some years ago yet the SMH still has one, most days? You could pressure the Age to have the same as SMH.
- 223** Good job Peter. I hope this survey proves worthwhile.
- 224** Start now to introduce Bridge at High School level. I feel it is the only way that Bridge will survive in the future. It is a fantastic game. We must ensure it's survival.
- 225** Get into the school system somehow
- 226** In leisure pursuits you did not include music
- 227** had a long break from bridge and only returned after retiring and disappointed to see the club size had dwindled and in the latter stages of non bridge time never heard or saw anything bridge related in the media except for Tony Jackman's column in the Courier Mail. The lack of support for the country clubs is disappointing. Profile has to be lifted. Look forward to talking with Peter at the Gold Coast Congress.
- 228** I think people will participate in anything they perceive gives them an enjoyable experience and good value for their money & time. To grow participation, I believe we need to improve the experience of players in clubs & events.
- 229** I love reading bridge books and I am our club's librarian. There is a wealth of bridge stories that are delightful to read about. This is another reason for playing bridge. Thanks for the survey.
- 230** I would like to acknowledge Rob Quirk as an outstanding leader of Waverley bridge club as the committee chair. I have worked on the committee with Rob and have found him to be one of life's gentlemen. He sets a tone of fairness, respect, endeavour and professionalism. No gossip is tolerated, (in the gentlest of manner) all dealings are open, balanced etc., every member is heard! Male or female! I believe it also helps that the club has paid management, so is not reliant on same volunteers.
- 231** Culture is the key to developing bridge. Clubs need to be nice places to be, invitational and nurturing of new members.
- 232** You may NOT add my email to any sponsor's list. I do NOT wish to receive marketing of any kind. Also, questions that give a choice of daily or weekly cannot be correctly answered if the answer is in fact 2 or 3 times a week; the survey should have had that option e.g. I said I check social media daily but it's less than that but more than weekly.
- 233** I think it's great to contribute finances to grass roots bridge and perhaps offering grants in return for 'bums on seats'. Start up clubs, etc would be better run from ABF not state bodies. That way the message is consistent
- 234** some of questions outside scope
- 235** Get young people playing. Offer bridge lessons in schools.
- 236** some of the questions were ambiguous or difficult to respond to
- 237** Please don't give my contact details to anyone (no spam please). Thanks
- 238** I only play when I am in Melbourne approximately 60 percent of the time and play 3 to 4 times a week. That's why I use bridgebase. No bridge club within 150 km of my favorite holiday places.

- 239** Am not interested in teacher accreditation because I am a retired teacher who was very involved with new teacher accreditation and I am over it! Also have 40 years teaching experience.
- 240** This is an excellent way to start things off. Please let me know if there is anything I can do for you.
- 241** I wish I had found bribe earlier. Our club needs to do more for youth bridge.
- 242** I congratulate all volunteers I appreciate all they do for bridge
- 243** I love Bridge
- 244** Our club appears to be thriving. Management and good competition seems to work.
- 245** Can social bridge be promoted by an affiliated bridge club? It seems a very grey area which needs to be addressed by the ABF. It is proving to be very divisive in the Redcliffe Bridge Club. Players develop very bad habits and do not progress beyond social bridge which is detrimental to the game.
- 246** More could be done to develop directors in computer technology.
- 247** Some of the questions were actually irrelevant as I actually own and run a bridge club and am an accredited teacher. May meet you at the Gold Coast.. I don't think we have met. Margaret Morgan
- 248** Friendliness/understanding of newer players. Play with lesser players to ease them into the Game.
- 249** Abandon 20 board matches in Canberra and the numbers will increase. The GCC listen to their participants; Canberra doesn't. Emulate them.
- 250** If you want Bridge to survive, get more young people involved
- 251** Some of the questions regarding how bridge is run I know nothing about, there was not an option to say so. I had to leave lots of answers vacant as what was on offer for many subjects had no option for me to say what was appropriate for me.
- 252** At first attempt Microsoft Edge did not allow all responses - circle boxes could be clicked but not square boxes (they were black filled and nothing could be registered). I then switched to Google Chrome and had success. I was pleased you mentioned google in your email.
I did not attend the Summer Festival of Bridge in Canberra this year so could only respond to two items.
When at the local library, I check out bridge columns in other newspapers.
- 253** Prefer 16 boards 4 matches a day at Summer Festival.
- 254** need to get young people involved, promote ABF as more than masterpoints
- 255** Good luck with your survey great job
- 256** I think the inequity of single field Swiss Pairs needs to be addressed and resolved. Do not dismiss my idea with the on average advice. On average the Australian household has 2.4 people in it!! What does .4 of a person look like
- 257** You forgot to mention the bridge column in the Sunday Times W.A.
- 258** The ratings system should be improved, it is much more useful than master points.
- 259** Would like to travel more but am getting infirm
- 260** I read news on Internet
- 261** The Rex was good for food and accommodation but the space was too small between tables and there was little space for scoreups. I don't know why you don't go to Natex in Canberra. National Tally room is a Huge venue. The Wargamers use it every year. The GNOT is too biased to the big city teams. No byes!!! How often is the Swiss a waste of time? And it pays out too many Gold Points. There has to be a way to ensure people stay for prize givings. It's rude to leave straight away!! But people do it...
- 262** I hope information can be used to increase the interest in the youth of our society in bridge. We are battling the increased use of social media and the internet, and the impression that it is a "grey zone" full of "old" people.
- 263** Thank you for asking and conducting the survey.
- 264** Good luck!
- 265** Good luck!👏👏
- 266** Too much pandering to elite players by ABF and other power brokers in bridge. Up the real people who truly support bridge as a great lifestyle

267

I would like to be asked my views on the summer festival of bridge in more detail. In all the congresses I go to we are asked for detailed feedback. I have not yet been asked (disappointingly) so I will provide it here. I found the whole Rex experience disappointing. The QT Hotel was much nicer for the same price. The snack food at the Rex was exhibit at (\$8 for a supermarket pie the first day which was decreased to \$7). The location of the QT was so much better. With the lake for a walk in the morning, closer to the Canberra Centre (I have done the google maps itinerary crossing the car park which is what we did to get to town) and lovely restaurants. It really felt like a luxury break. Rex felt not much better than uni dorms. Playing rooms were freezing and were completely uncomfortable. It made the whole experience awful to be sitting there shaking most of the day. If the scorers room were used at the QT it would create an extra room for tables abf be more than was sble to have at the Rex with needing to use the garden room. At the QT there were so many break out areas both in ground and level 1 to talk about hands whilst at the Rex there were a few sofas or sit with the smokers outside (with my 9 year old daughter this was not an option). The breakfast was so much better at the QT - a real luxury. I had my young daughter staying with me at the QT and the Rex and the QT provided a roll away bed for free. The Rex charged me \$30 per night and the room was more expensive. For breakfast I was told Molly would have to drink tea or coffee for her hot drink or pay \$5 per cocoa. When you are paying an adult price for breakfast this is not great. The QT said Molly could eat free and lwas able to invite a friend for breakfast having paid for 2 when booking. If you want diversity and for more 'younger' players with children to play bridge then these things are important as I certainly won't be returning to the Rex next year.

268 SFoB 2018 was good and generally enjoyed the two events that I played.

I suggest the following:-

1. Print the last round score results and those that want to collect can get them. I was disappointed with the lack of hand result information in both the seniors teams and the swiss pairs. Many people do not have smart phones that can access the results. Computer scorers said they don't print them. Why not?
2. Tables in the Teams and swiss pairs were too congested and crowded. Access to tables was difficult. There needs to be some defined aisles in the rooms.
3. Given the crowded conditions, I wonder how well the room could be evacuated in the event of an emergency. I do not recall hearing mention of the evacuation procedure or emergency egress during the opening remarks in both events
4. players have a terrible habit of hiding the table numbers. I suggest some wall mounted placards to give the searchers a chance to move to the right table and relieve the congestion more quickly.
5. I think the lunch break could be shortened by 15 minutes.
6. ABF should strive to get more publicity through bridge columns in the daily papers. Ron klinger's column (SMH) is very good. Could it be spread into different papers across the country

269 Thank you for asking and conducting the survey.

270 Campaign to stop pros playing with clients in ITS selection events

271 Do people with pets play better bridge? Well done, good survey except for there was no option to say I don't use social media.

272 Brisbane City Council could be more supportive in helping finance a new bridge club.

273 good luck

274 wish you all the best in improving bridge in Australia

275 There was nowhere to say it, but I chose my bridge club because of the director/owner, Matt Mullamphy.

276 Good luck with the job ahead, Peter !

277 Several questions do not seem to measure what the topic suggests you would like to measure. For instance,

278 I hope you succeed

279 Don't like "Chance to Win" ever, especially the time wasting TBIB debacle in Canberra

280 Bridge gives me great enjoyment and satisfaction and I try to convince friends that they should give it a go...sometimes successfully.

281 Some people thing SABA is the only club is SA, IT IS NOT

282 Some of the options were not flexible enough

283 I find it sad that we are having difficulty attracting young people. Would like to see a schools program in every state.

284 Sydney has Ron Klinger daily in the SMH. in Melbourne we have Sally Brick intermittently and Paul Marston once a week! Very disappointing

285

The ABF should abolish mastetpoints ... it's 20th century! Replace with a sophisticated rating system similar to a golf handicap which is used globally. It makes sense.... who cares that an 85 year old who has been playing for 40 years has 1500 mastetpoints but probably would not get 50% in a basic field strength at club level.

286 Summer Festival. Definitely not fair playing 20 boards and not getting to play even half the field....e.g. in the Womens...there were 24 teams, and we played only 9 of the teams!

287 You do an awesome job

288 When travelling I don't really have any of the overseas preferences offered.