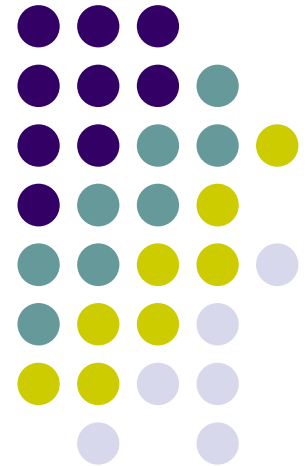




# RESEARCH

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**Summer Festival of Bridge**  
**January 2011**



# Sub-segments – mostly pre-retirement and retired

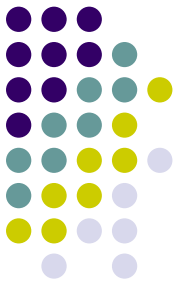


- Survey forms – *no-one interviewed*
- 173 respondents
- Employment status of respondents

Retired	99
Employed	44
Self-employed	9
Semi-retired	3
Home duties	2
Unemployed	1

**Observation:**

Overwhelming majority of respondents possess tertiary qualifications. Either retired from, or currently working in, professional positions.



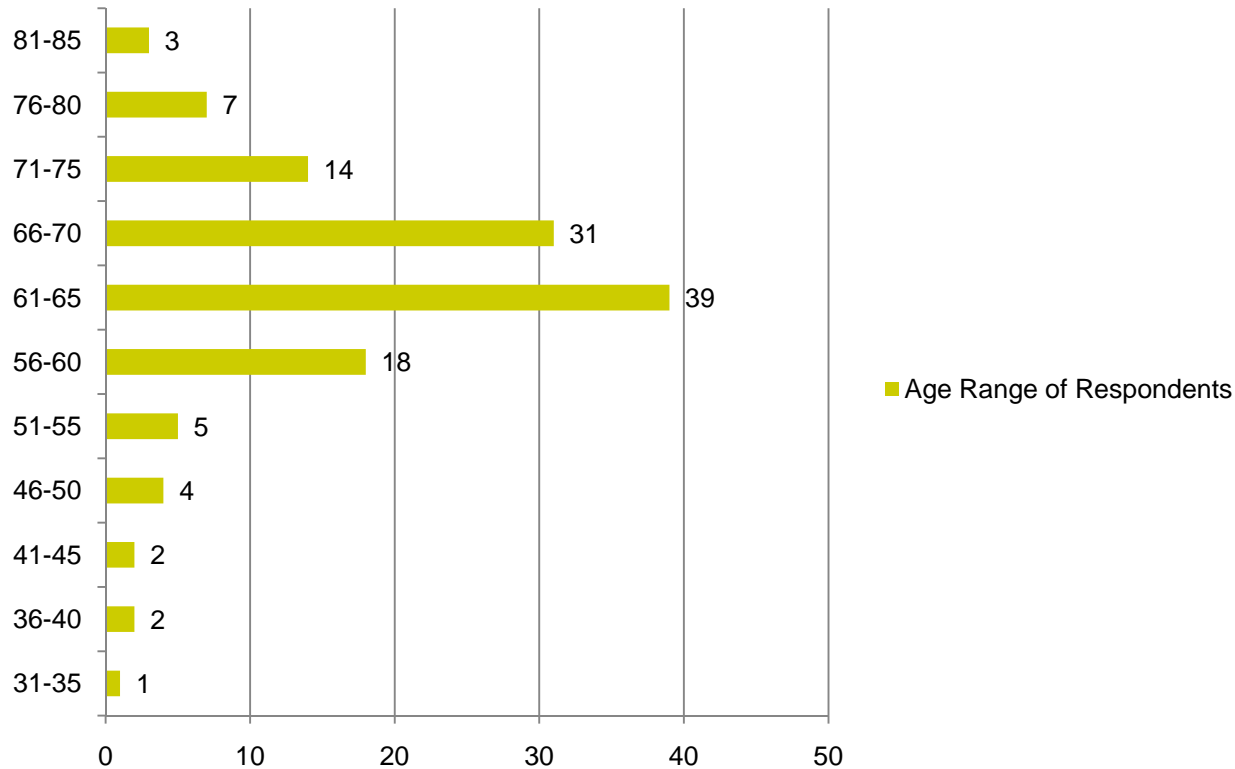
# English not first language

Language	No
Hungarian	2
Polish	2
German	1
Slavak	1
Italian	1
French/Russian	1
Dutch	1
Greek	1
Philipino	1

# Age Range



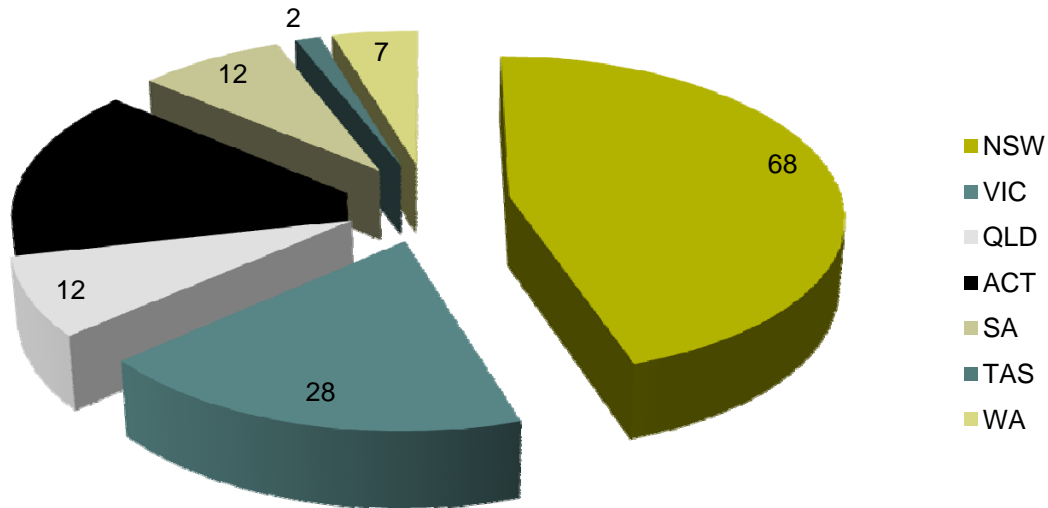
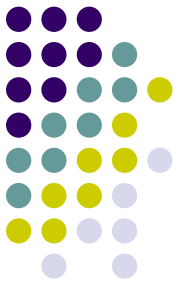
## Age Range of Respondents



### Observations:

- Need to attract more younger people to events
- Reflective of general membership?

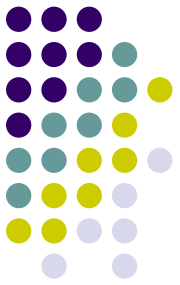
# Respondents from:



## Comment:

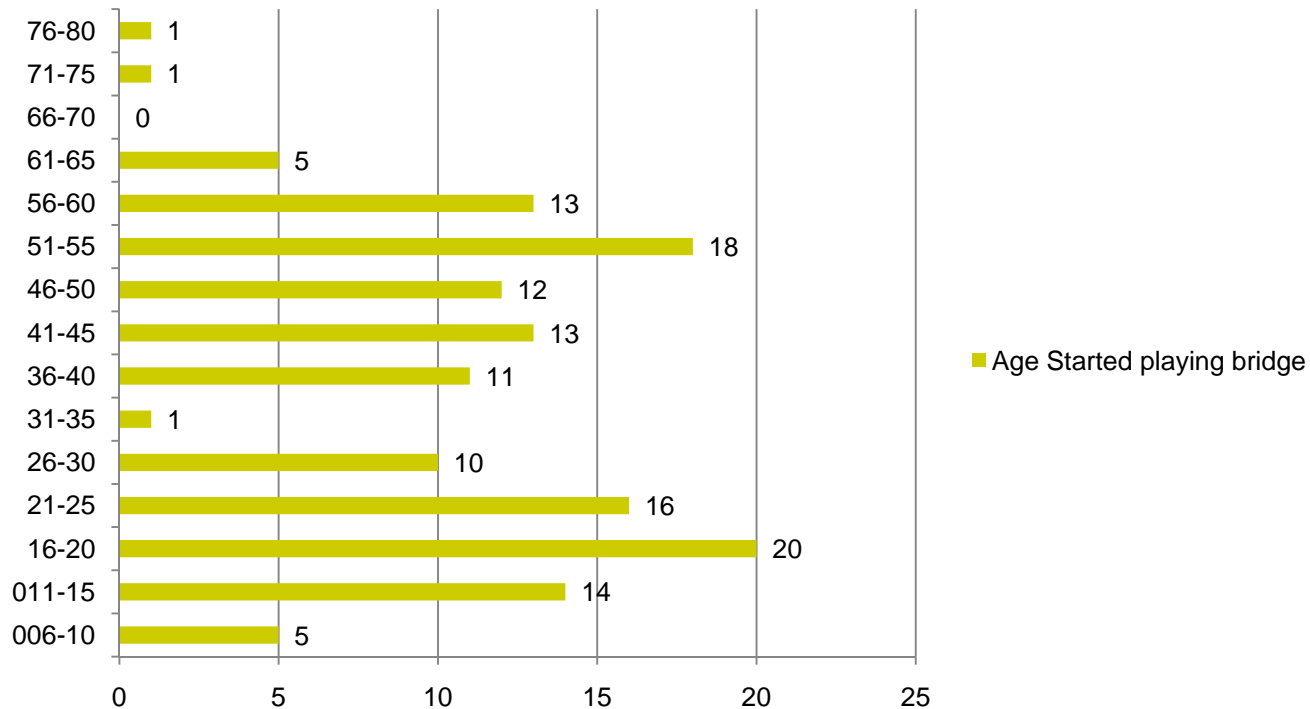
Majority of people from:

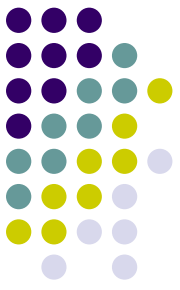
1. New South Wales (68)
  1. City (41)
  2. Country (27)
2. Victoria (28)
  1. City (13)
  2. Country (15)
3. ACT (22)
4. Queensland (12)
  1. City (6)
  2. Country (6)
5. South Australia (12)
6. Western Australia (7)
7. Tasmania (2)



# Age started playing bridge

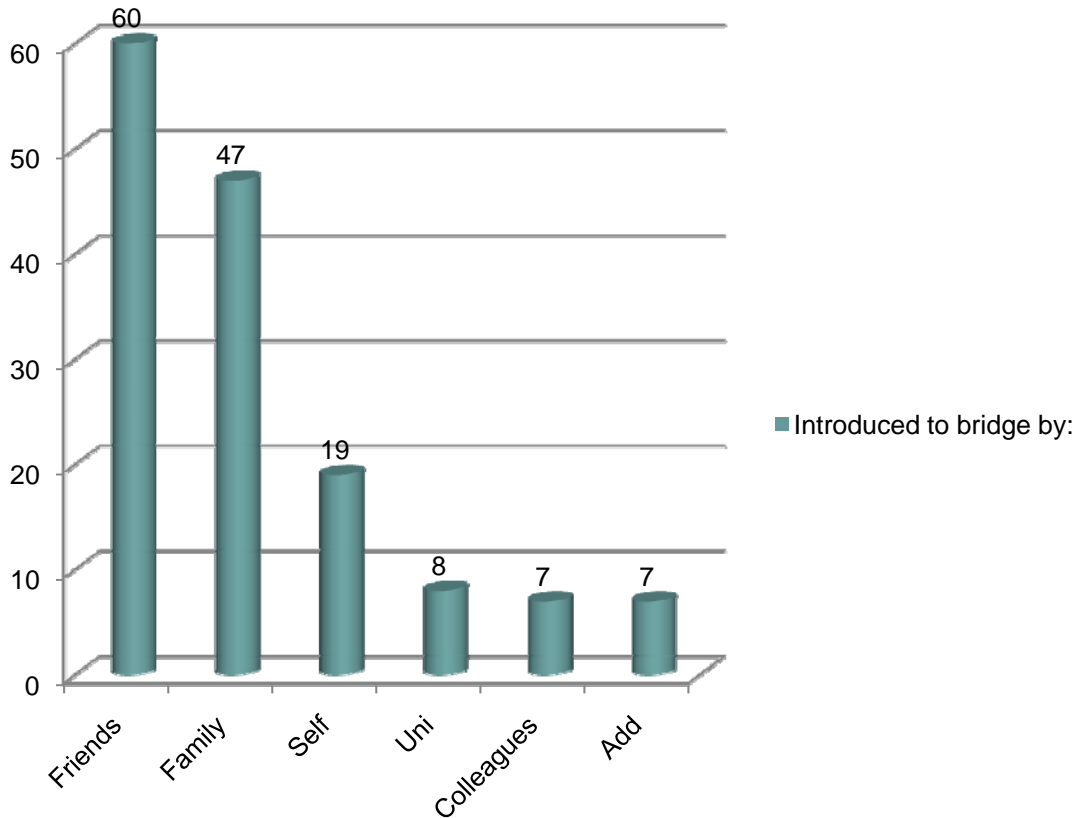
## Age Started playing bridge





# Who/what introduced to bridge

## Introduced to bridge by:



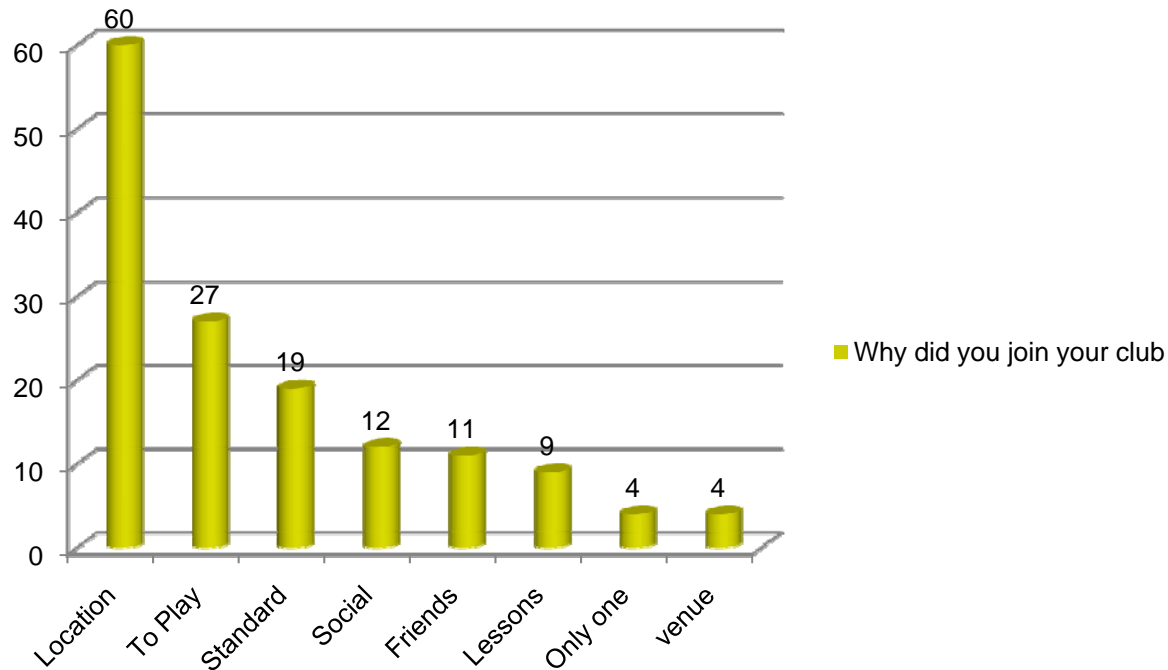
### Observations:

- This would imply that an 'event' marketing approach would be the most effective (*ie bring a friend/family member*)
- 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

## Why did you join your club



### Comment:

- Convenient location and self-motivated to play are probably linked?

### Observation:

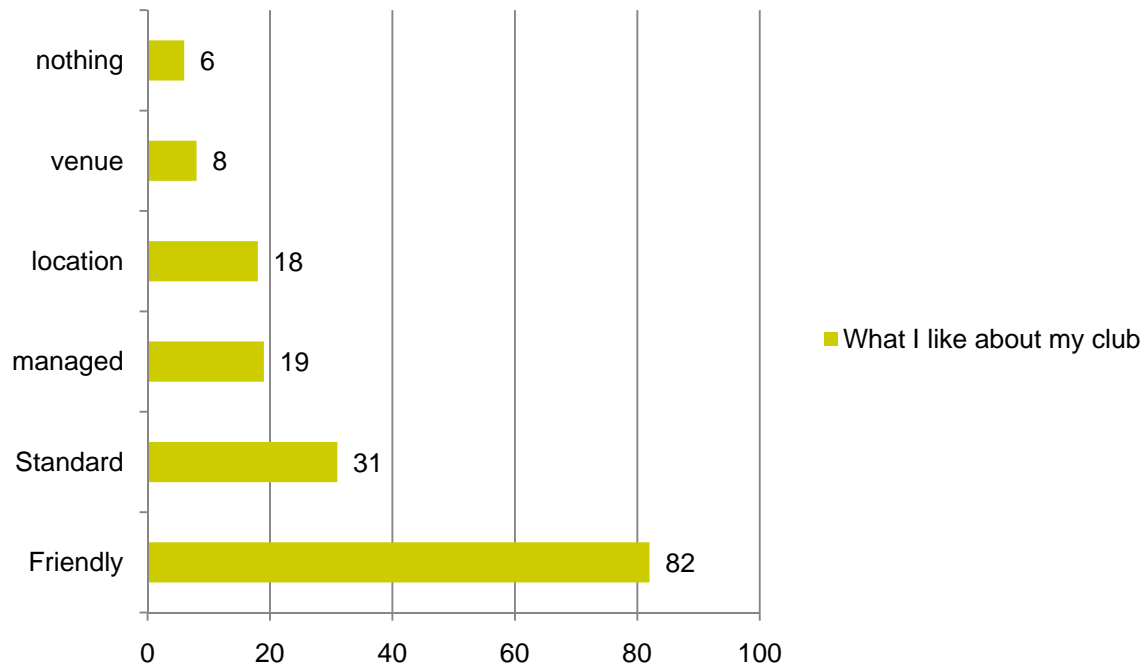
People will join the club located most conveniently for them.



# What do you like about your club



## What I like about my club



### Comment:

- Most important aspect for members is to have fun – social interaction.

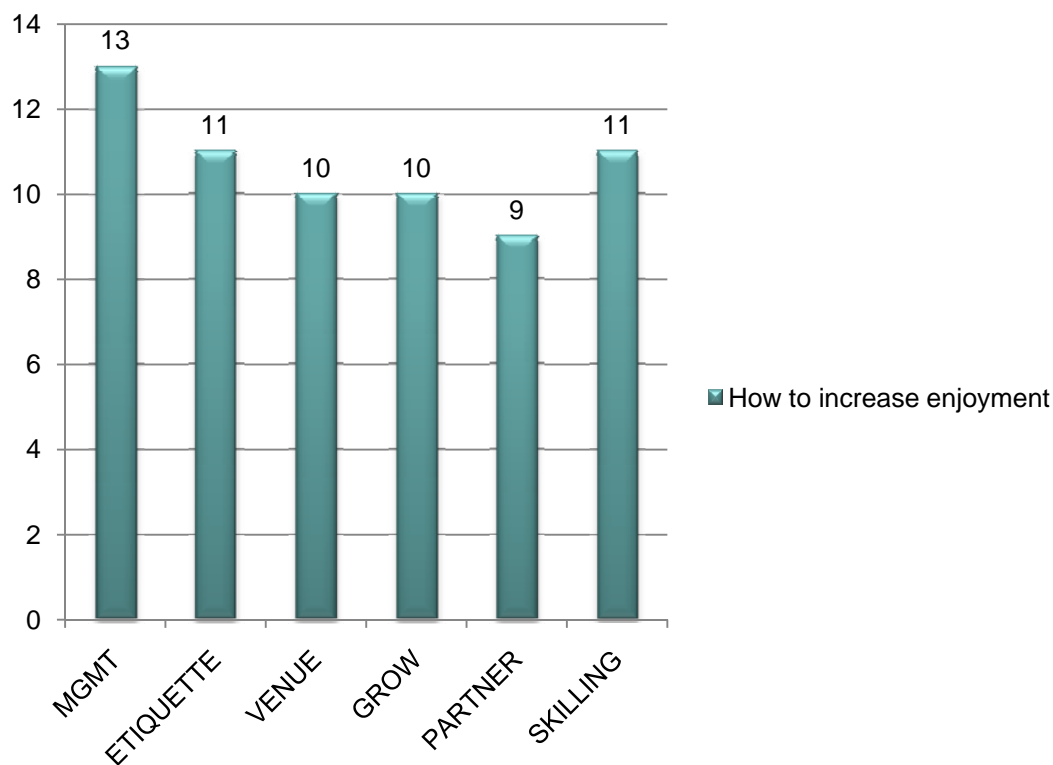
### Observation:

Convenient location the main reason people join a club but a friendly atmosphere is what *holds* members to a club.

# How could club increase your enjoyment



## How to increase enjoyment



**Better managed:** Pre-dealt hands/hand records/ computer hand-outs/lower noise levels/ Bridgemate/ stick to time limits etc

This may of course be limited due to size of membership and subsequent funding issues.

**Etiquette:** Make sure everyone knows the etiquette (players/directors/trainers).

**Skilling:** Provide lessons – particularly for intermediate and country players.

**Venue:** Better premises and amenities (including access for disabled, air conditioning)

Again, could be limited due to funding.

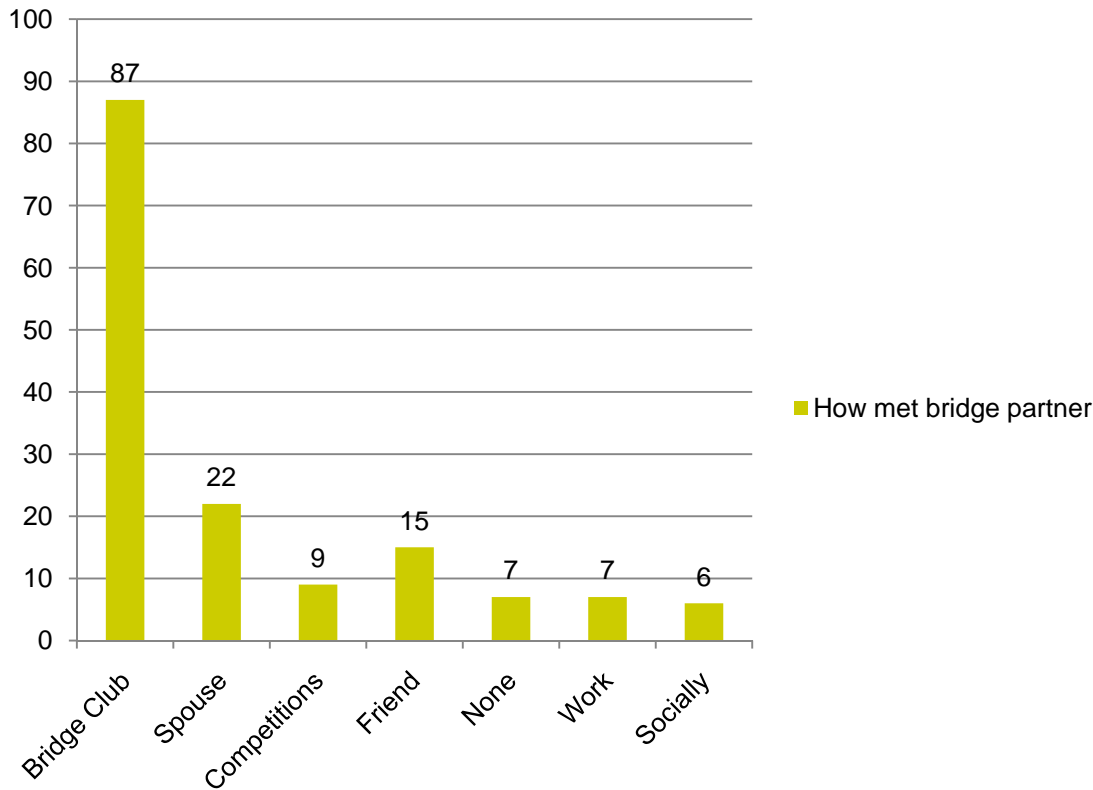
**Grow:** More members – including youth.

**Partners:** Help members find a partner – both permanent and casual (*and advertise this service widely*).

# How did you meet your partner

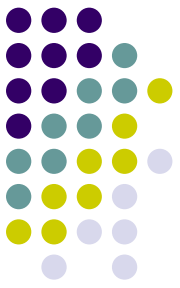


## How met bridge partner



### Comment:

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



# Bridge Background

- Did your parents play bridge?
  - No – 103 (but majority played cards)
  - Yes – 56
- Did you play cards when younger
  - Yes – 147
  - No – 12
- Have you had any formal lessons
  - Yes – 93
  - No - 68

## Observations:

1. Overwhelming majority of competitive players played cards as a child.
2. Need to focus on getting children playing cards.
3. Significant number of our competitive players received no formal lessons.

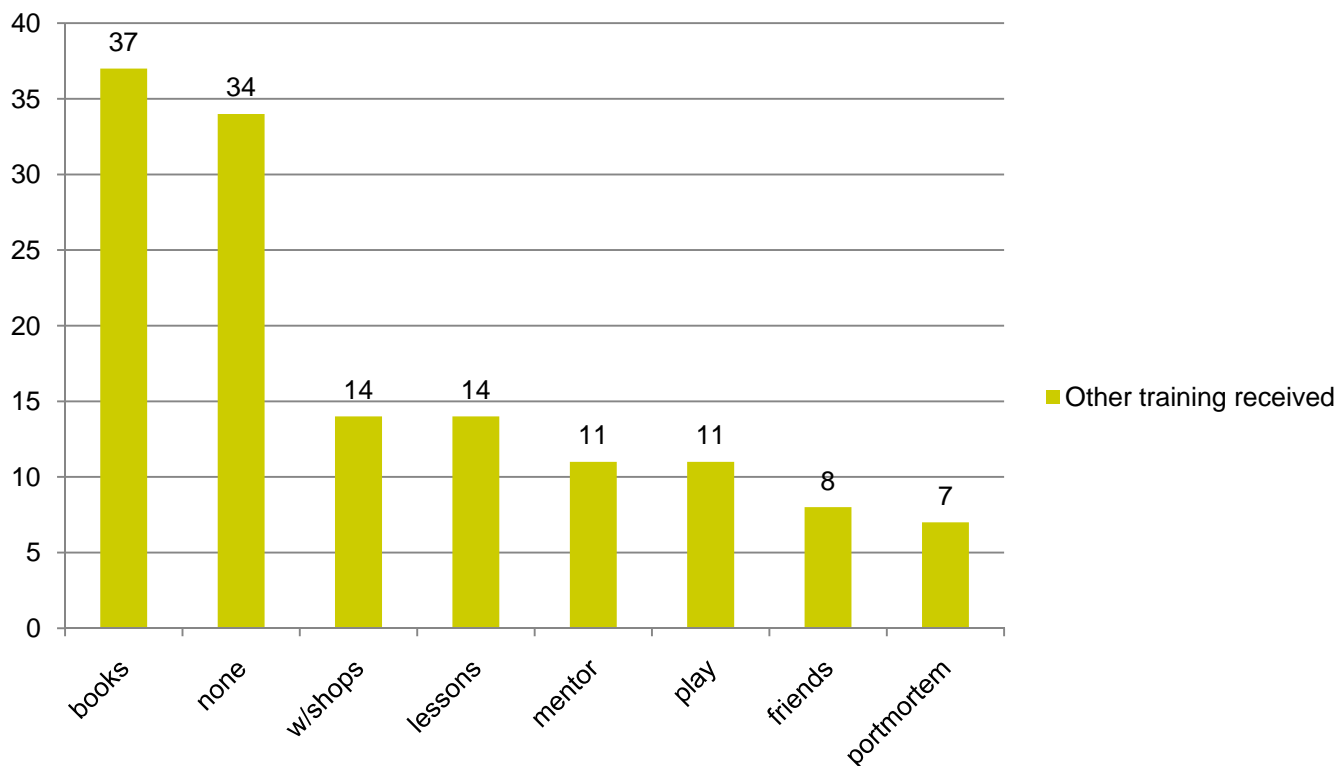
## Issues:

1. Encourage members to play cards with children/ grand-children.
2. Need to step-up amount of lessons provided to players.

# What other training have you received



## Other training received



### Questions:

1. What is the ABF role regarding upskilling?
2. Does ABF want to build an internationally competitive standard of play in Australia?

### Comment:

This information provided to ABF National Teaching Officer (*who is also a member of the ABF Marketing Sub-Committee*).



# About bridge playing patterns

- Majority of respondents play 2-4 sessions of duplicate per week
- **110** said play daytime & **108** play night time

Prefer day time because	Prefer night time because
Too tired at night	My partner works
More convenient	Work commitments
Health reasons	Only session available
Can't sleep after night play	Stronger competition
Transport a problem	Daytime players too old



- 95 play social bridge
- Majority of respondents play 3 major competitions a year
- Play on-line bridge (106 No – 57 Yes)
- Average on-line session is 2-3 hours

#### Issues:

1. Emerging Issue – age of membership may ultimately deplete numbers playing at night – *or is this already happening?*
2. Should we run more competitions during daytime?
3. Majority of respondents considered social bridge dull and unchallenging. Some play with partners who can't easily travel any more.

#### Observation:

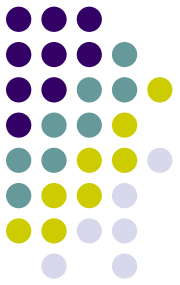
Scope to capture social players in a '*bring a friend*' day.



## Those who play on-line said:

What I like about on-line	What I like about 'in-club'
BBO always available	Idiots on-line
Lots of friends	Social interaction/more fun
Can play in nightie or PJs	Partner doesn't disappear
Overseas friends	Meet rude people on-line
Improve your game	Like to see opponents
Teaching purposes	Regular partner
No travel	Better standard





- 41 on Facebook - 117 not on Facebook
- 5 use other forms of social media
- 83 respondents have less than 50% of their friends involved in bridge – 67 have over 50% involved in playing bridge

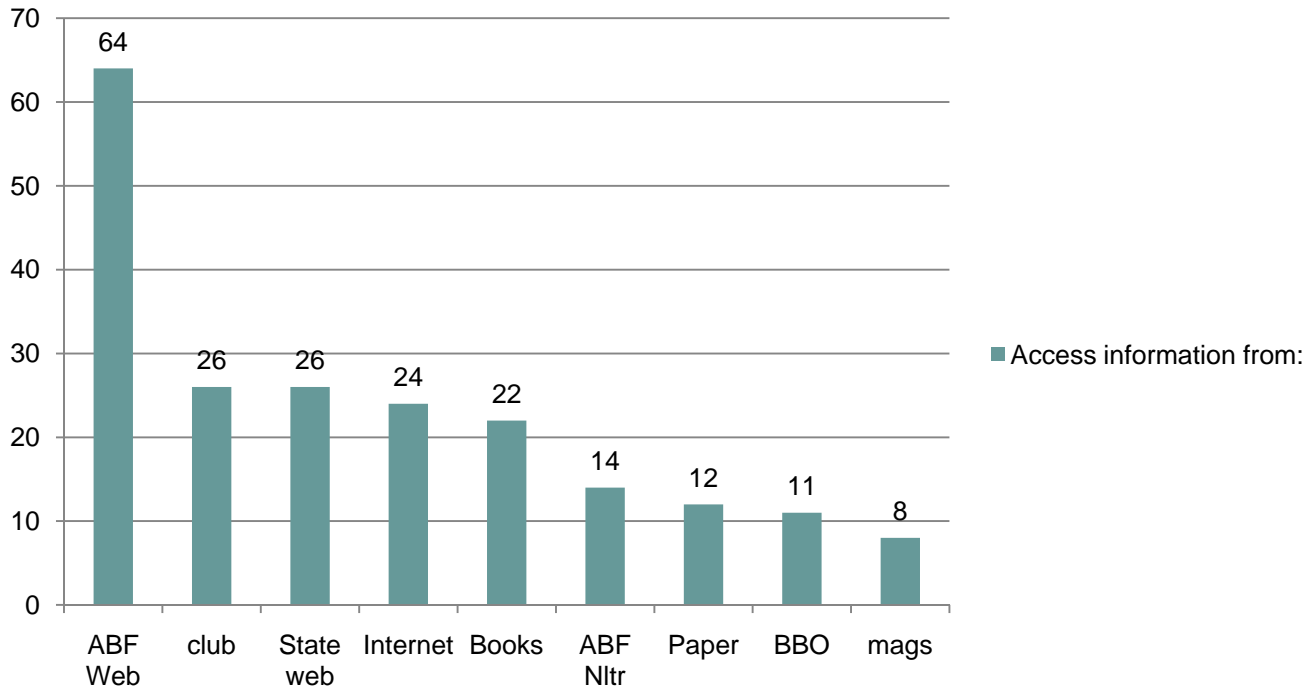
**Observations:**

1. Social media not a viable communication channel for this group. Main communication channels are email and ABF/bridge club web sites and ABF Newsletter.
2. Lots of scope to draw members' friends into the game?

# Where do they access information



## Access information from:



## Observation:

ABF and State/ Territory web sites, and the ABF Newsletter, excellent marketing and communication tools!!!



# What do you like about bridge

Mental challenge	144
Competition	144
Social interaction	126
Ongoing learning	91
Inexpensive	56
Travel opportunities	45
Collaboration	44
A hobby can share with life partner	2

## Observations:

1. These provide useful data for **promotional** purposes – *for material pitched at the pre-retirement, retired age groups.*
2. The issue of competition could be a turn-off for beginners as they may lack confidence until their game is reasonably robust.

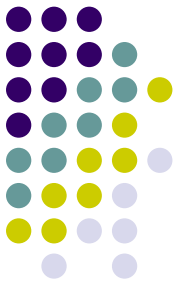
# How to improve your enjoyment of bridge



1	Player etiquette – eliminate unacceptable behaviour
2	Lessons for intermediate players
3	Competitions for all levels of players – <i>eg &lt;20 MPs</i>
4	Increase membership – <i>particularly younger players</i>
5	Improved amenities at clubs - <i>particularly air flow</i>
6	More lessons for country areas
7	Bridgemates
8	Firmer directors – <i>enforce times/behaviour</i>
9	More night sessions at congresses
10	Organise invitational games for top players – <i>make the top 100 in bridge meaningful</i>

## Issues:

- Bridge etiquette has emerged as a constant theme in responses. Issue needs to be addressed as it is impacting on our members' experience (ie a brand issue).
- The National Teaching Officer will consider issues relating to lessons/ skilling.
- Invitational for top players a good idea?



# How much does ABF invest annually

Amount (\$)	No
2,000,000	3
1,500,000	1
1,000,000	5
600,000	1
500,000	6
400,000	3
300,000	3
250,000	4
200,000	3

## Comments:

- The overwhelming majority of respondents could not even hazard a guess. They had no idea – and said so.
- This is a brand issue for the ABF. These are our more experienced, longer term players!
- Comments included:
  - Spends heaps, invests nothing in the game
  - Not enough spent on country areas
  - Not enough invested back into the game
  - Too much on wrong things (*ie elite players*).



# Any issues when playing bridge

1. Need to discipline rude players
2. Lack of lessons beyond beginner level
3. No lessons for people who work
4. Numbers declining – *need to address this*

## Comment:

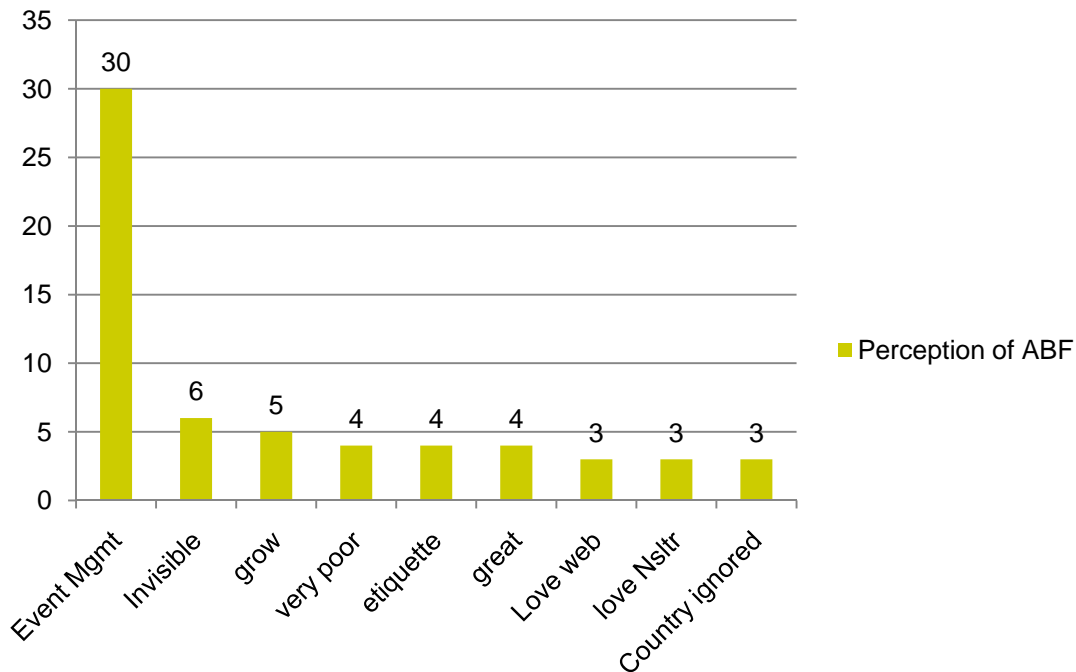
- Issue of etiquette a strong theme throughout the survey responses.

This is a **critical brand issue** for the ABF to address.



# ABF's handling of bridge

## Perception of ABF



## Brand management issues for the ABF:

1. Improve event management
2. Raise the profile of the ABF and the management committee
3. Develop an ABF Marketing Plan
4. Standard of behaviour (*by bridge players*) needs to be improved.

## Strengths:

1. ABF web site
2. ABF Newsletter



# How to attract more members

1. Raise community awareness about bridge (highlight '*mind game*' and mental health aspects)
2. Improve etiquette of members – this is a major deterrent to beginners
3. Promote the game to youth
4. Obtain sponsorship
5. Provide more support to clubs (*lessons, how to get more members etc*)