Publicity report at 8 October 2026 prepared by Barbara Wilson

The website
is progressing well. In the last 12 months there has been 3718 unique visitors in the last 12 months compared to 3267 the previous 12 months. This is very good increase drawing from people all over NZ. Noted in the 30 days to 8 October there was 587 unique visitors. There was a peak due to the uploading of our handbook on 10 September.

Facebook
collected an admirable reach of 41.4 K. The announcement of the development men recently, the Novice programme and Pauline's remarkable achievements has kept the interest up. Some compliments to Bowls Central Otago were noted with the inaugural Novice Tournament.

AI.
Many of our clubs are now producing posters made by AI on ChatGPT.com. Peter Dunne received a poster made by one of the development men which I posted. I ran a short session at Wanaka encouraging the ladies to embrace this technology both for the club and personal enjoyment.

Newspaper Article
Pauline Seaton excited our region once again with the Bowls NZ annoucement of "Umpire of the Year" . The ODT printed an article on 12 September based on the Bowls NZ overview. Noted this needed a follow up by phone.

Photo Collections for Awards Night
These are going well. Pleasing to get a link to an album from Queenstown.