

Publicity report 6 March (Page 1 of 2)

Its been a busy month. During February I produced a newsletter. It was produced after I received several responses to a questionnaire I drafted. Going forward I will continue to help our readership as per their replies. I know that a lot of people don't go on Facebook and are not confident hunting through a website.

1. Do you read the newsletters?
2. If not, why?
3. What is your greatest difficulty to bowl? Is it technique, time restraints, accessing a team, money, transport, ???
4. any other thoughts about what could be included in a newsletter

Here are some of the responses.

Technique

Content for newer bowlers.

Dynamic content

For sale / swap page bowls and equipment.

Health Issues.

Heat in afternoon.

Accessing teams difficult.

More access to coaching.

Poor technique, needed coaching at the start

Would Like links to coaching

Enjoy player profiles. Who am I? when did I start bowling? Advice for others?

Importance of leads comment and a suggestion for tournament idea.

Like one to one correspondence as lack of internet savvy members.

Reinforce it is a sport for all ages. Not geriatrics.

Section for different parts of training e.g. etiquette, the mind game etc

Include pennant results

Difficulty in filling tournament fields, are there too many? Is it cost / travel?

Clubs having difficulty in catering, quite costly.

Facebook

This is a really good way of reinforcing and celebrating our successes to a very wide network. Also to communicate with those either without a bowls hub number or not included in a mailer. It is continuing to increase and there have been a lot of posts this month. The Arrowtown men's premier team topped as the most popular post.

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Website

Is holding its own. Hard to decipher those that are just visiting for Bowls Hub. People now have other ways of accessing Bowls Hub rather than visiting the website.

In the last 365 days about 1500 unique viewers have visited the website. Its down a little bit.

I will try to redesign the home page in the winter.

Emails

These are working well. Simple to advise when draws are up etc. Very similar to Bowls NZ.

Coaching Tips

Slightly reluctant to share with other centres therefore will keep to newsletters. There are countless sites and information on the internet however I think the readership just want a little bit by email maybe.

Clubs

Please encourage sign up of all members to full members with a bowls hub number. They then can be emailed and kept up to date taking the onus off their clubs.

Also to sign up to Central Otago Facebook to get notifications.

From Barbara Wilson 6th March 2026

