

Each year the Southwest men's and women's division publishes a directory of all the membership in the division. If you look closely at the directory, from year to year, you will notice that many clubs struggle to maintain existing membership let alone grow their membership. To better understand the makeup of the division members a demographic study was devised. The study begins with question that help to understand the makeup of the division by age, sex and financial background. Other questions investigate why members lawn bowl. Asking what benefits they receive from lawn bowling?

To date we have had 112 responses. That represents roughly 8% of the division's membership. If you have already taken the survey, thank you. If are interested in taking the survey please follow this link. <https://forms.gle/qWJ1hwYn4MLavnX26>

How will the information be used? There are multiple ways to utilize the information gleaned from the report. (Please note that there are no questions that require a member to identify themselves.) At first glance much of the primary information, age, sex, income and employment are not surprises. However that should be a big heads up too many clubs who struggle for membership and help them to understand that to survive they will need to make changes in the way they market themselves to a younger demographic. Additionally the information about why people lawn bowl should be a benefit to those clubs who want to attract a group of individuals who view lawn bowling as a way to stay physically and mentally fit.

As a club board of directors, if you are interested in understanding your clubs demographics better add the link to the survey and specifically ask them to take the survey. We can sort the data by club and share it with you.

Gary Barnes, Secretary SW Men's Division and Councilor BUSA