



# YOUTH INVOLVEMENT

## HOW DO WE GET THEM INVOLVED?

- Birthday parties at Bowling Centres
  - Have information hand-outs available for parents on the YBC program
    - O5 will send the brochure we developed a couple of years ago for Proprietors to use as a hand out, to all Zone and DC Presidents. Bowl Ontario turned down our request to have these sent out to their member centres – but for those Associations who have a good working relationship with their proprietors, they may be able to use these.
  - Put up banner on the lanes promoting YBC so that it is visible to the children and parents when they are bowling.
    - It is thought that sometimes posters on walls are not always read – it needs to be right in front of them
- Bowling in the schools
  - Need to get into the schools at the elementary level to reach children at a young age
  - Suggest bowling as a field trip
- Need more media exposure for 5 Pin
  - Utilize local cable
    - Have them come out to Youth Challenge Provincials.
  - Local community newspapers
    - Send bowling news of tournament wins or high scores for local youth bowlers to sports editor for publication. i.e. Youth Challenge Provincials and National results.
- Set up a Youth section on our facebook page and website (Kid's Corner)
  - Ask for a Senior YBC to volunteer to administer the facebook section
    - Would need to submit postings to O5 for our approval before publishing
  - This can also be done at the Zone / DC level.
- Celebrity endorsement
  - i.e. Justin Beiber – he is a local Canadian whose mother lives in Stratford. He just may want to endorse a “Uniquely Canadian Game” to help us increase youth involvement in our game.
    - Develop a letter to send.
    - Seek out people in Stratford who may be connected with his family so we can get information in the right hands.
- Cost
  - Bowling is one of the least expensive sports for children
  - Need to ensure we keep costs down to attract parents to put their kids into the YBC programs.
  - Low income families can get government assistance (if they meet the requirements) to enrol their children into sports programs.
  - Parents can request tax receipts from Bowling Centres for their children's participation in YBC that can be used for deductions on their income taxes.

- Transition to adult leagues
  - Local associations could sponsor a Senior YBC team into an adult match play league by paying the lineage for one year, to give them exposure to competitive bowling.
  - Utilize YBC Seniors as spares in competitive adult leagues. This gives them exposure at no cost to them.

## HOW DO WE CREATE LEADERSHIP SKILLS?

- Mentoring
  - Encourage graduating seniors to become a certified coach
  - Encourage them to become a member of the local association board as a youth advisor
- Social Media
  - Become an administrator of a Youth Section on O5's facebook page.
  - Have them help out with the Open live streaming
- YBC
  - Get them involved in working on statistics
  - Have them involved in the selection process of year-end awards
  - Have Seniors mentor and work with Pewees and Bantams
    - Volunteer hours

## WHAT PROGRAMS CAN WE MAKE MORE INTERESTING FOR THEM?

### YOUTH CHALLENGE

- Take the Youth Challenge team that wins the Provincials to the Nationals.
- It would be better if we sent the team intact instead of selecting by high averages for the event.
  - Logistically this would be hard to do as we only send one mixed team to the Nationals – three boys and three girls.
- Is there a way we can run the singles for the Youth Challenge the same as we do for the Open?
  - Might not be able to accommodate this into a one day schedule.
- Advertise the Bowling School at the Youth Challenge
  - It is thought that there are many participants in the Youth Challenge that do not know anything about our Bowling School.
    - Provide information (use poster that is developed each year) to hand out
    - Show videos
    - Sell raffle tickets with the winner (or winners depending on amount collected) given a free trip to the bowling school.
    - Change name of Bowling School to **“Bowling Skills Development Camp”**
      - This name is more in line with what the Government requirements are.

- List names of Zone winners on O5 website and facebook – just like we do for the Open and Senior Open.
- Create more exposure for Youth Challenge
  - Develop a one pager to be sent to all program directors for them to hand out to their Seniors

### **MISCELLANEOUS**

- Develop a tournament that would create 4 to 5 person teams by average group
  - Since 4 steps teams have now been reduced in size to 2, it would provide the youth with another team tournament to participate in.
    - Could be men's, ladies and mixed
- Develop a combination Youth/Adult tournament using a scotch double format – similar to the Master Senior event
- Can we run a Regional Bowling School for those youth who can't afford to go to the 4 day Bowling School?
  - Would be a one day event run in 4 different regions

### **SHOULD WE CREATE A YOUTH ADVISORY POSITION ON THE O5 BOARD?**

- It was felt by all 3 groups that for the time being this should be at the Zone/DC level and that Zones/DC's should seek out a qualified Senior YBC member to become part of local Association Boards.
  - This would be a great testing ground for perhaps having a Youth Advisor on the O5 Board.
  - We have already discussed above in Leadership Skills how they can be involved.

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