

ONTARIO 5 PIN BOWLERS’ ASSOCIATION
“SURVIVAL” PLANNING MEETING
APRIL 2, 2006

PRIORITY – MEMBERSHIP – GROUP 1

Losing centres and leagues within centres. Volunteer retirement/burnout.

1. What do we need to do?

- Things To Start:
 - Shorter season from 8 mos. To 6 mos. – start after Thanksgiving (26 weeks)
 - Eliminate 1 or 2 tournaments – fewer calendar conflicts
 - Split season? Reduced #'s in 2nd half
 - Promotion - \$ incentive
 - Make it easier for league secretaries – fewer tournaments, less paper
 - How to attract more seniors short of free membership – 2 for 1, special discounts, O5 seniors only tournaments
- Things To Maintain/Enhance:
 - Advertising – what’s the message and what demographic group are we trying to reach?
 - Tournaments, trips, \$?
 - Co-operation with proprietors.
 - Better promotion of bowling buddies and 2 for 1. Is the cost of joining a deterrent? – NO
- Things To Reduce or Delete:
 - Paper card or no card – reduce O5 costs. No change in \$10 membership fees.
 - Score Card – cost savings – Not many people use it.
 - Reduced time commitment – shorter season.

2. Goal Statements:

- Keep the leagues we have
- Attract new bowlers –
 - i. 2 for 1
 - ii. Seniors
 - iii. Young adults

2. Priority Actions and Initiatives

<u>Strategy/Initiative</u>	<u>Priority</u>	<u>Timeframe</u>
• To maintain current #'s and attract new bowlers by reducing the time and \$ through a shorter bowling season and fewer tournaments. This would help ease volunteer burnout.	SD	MT
• To cut O5 costs by eliminating Trucash and the embossed card since few bowlers take advantage of card discounts.	CD	ST
• To determine what member programs and benefits would appeal to the growing senior population, short of free membership. More O5 tournaments and promotions for Seniors only?	SD	MT
• To develop new initiatives and league format options to attract young adults and get back former YBC bowlers. Reduce the time commitment and promote other bowling centre activities.	MD	ST

PRIORITY – MEMBERSHIP – GROUP 2

1. What do we need to do?

- Things To Start:
 - Make visitation by an O5 executive mandatory to a Zone/DC. Meeting attended also by a proprietor (education of proprietors).
 - More benefits for going 100% membership (ie. skip regionals and go to provincials).
- Things To Maintain/Enhance:
 - DC's for Dummies Marketing Package
- Things To Reduce or Delete:
 - Is Trucash really a selling feature? Look at air miles, etc. as a sponsor instead.

3. Goal Statements

- To make DC package for new DC's current and easy to understand (outlining pros and cons, benefits and costs).
- Graduate costs for new DC's.
- To better communicate with bowlers, O5 board, DC board and especially proprietors – benefits for 100% membership.
- To provide information to youth bowlers about bowling opportunities as young adults, at school, etc. as well as incentives to join adult leagues such as free membership in O5 for first year.
- Trucash
- Advertising – ad versus article

4. Barriers and Solutions

Barriers

Present DC start up procedures & costs
Lack of volunteers
Proprietors

Loss of YBC bowlers when moving, etc.

Solutions

Current procedures, costs, etc. updated
Incentives
Communication with O5 board, DC board, proprietors, etc.
a) package to graduating YBC bowlers about bowling options at school, etc.
b) YABA info package to program directors
c) free membership into O5 first year after YBC