

Report to Affiliated Clubs on RBM project – Year 1

GROWTH

Summary

- Player numbers across NZ have increased by 1.74% (13,517 to 13,752 – 235 players)
- NZ Bridge has not grown by over 0.7% since the turn of the millennium.
- Player numbers have not been this high since 2012.
- Player numbers in clubs not receiving RBM support have increased by 1.42%
- Player numbers in clubs receiving RBM support have increased by 5.38%
- 85% increase in new students at RBM focus clubs
- 120% increase in new students joining club after lessons at RBM focus clubs
- 125% increase in retention rates from lessons at clubs with an RBM
- 918 more tables playing at RBM focus clubs in 2018 compared to 2017 – 7.8% rise* (*reporting 12 out of the 15 focus clubs - split year for platform upgrade has impacted statistics)
- 3.5% increase in tournament attendance – 24,292 to 25,164 – increase of 872 players

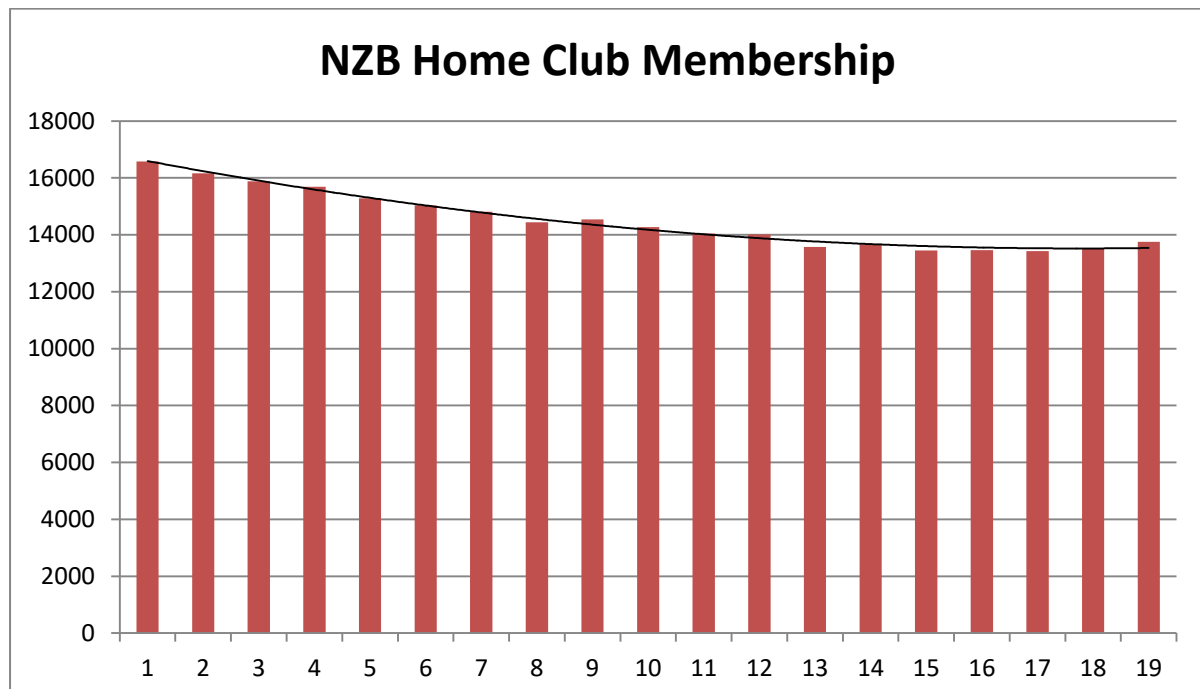


Figure 1: Player Numbers New Zealand 2000-2019

RBM TARGETS

- RBMs were not set individual targets, but overall ones as a group/part of the pilot
- Overall increase in membership at RBM focus clubs target – 5% - exceeded (5.38%)
- Overall increase in participation/table numbers at focus clubs – 5% - exceeded (7.8%)
- Overall increase in number of intermediates participating in IP trials – 20% - exceeded (52%)
- Overall increase in tournament attendances – 3% - exceeded (3.5%)

Player Numbers – Clubs v RBM focus clubs

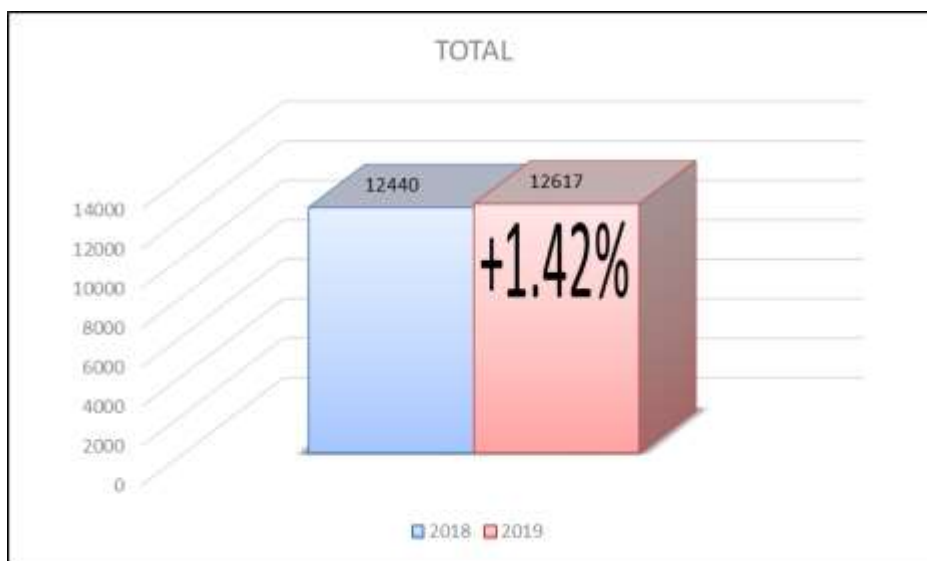


Figure 2: Player Numbers (non-RBM Clubs) at 31 March 2019

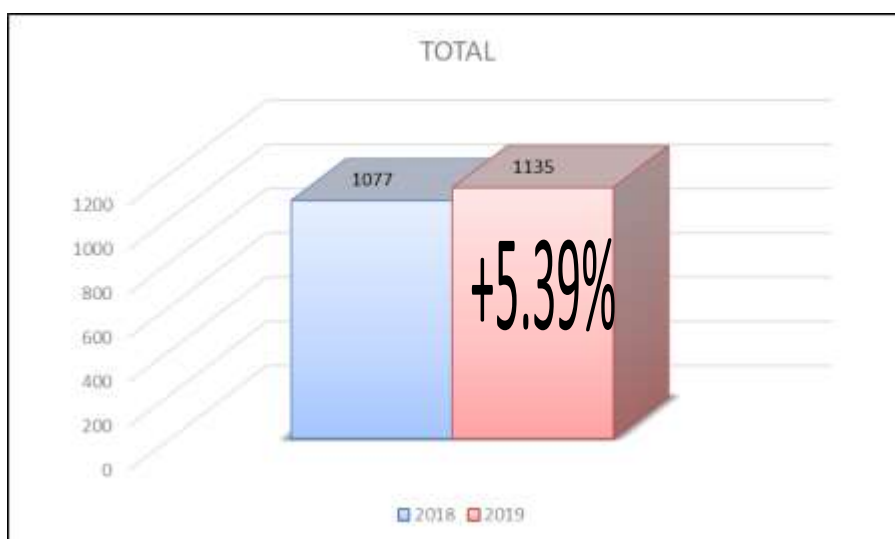


Figure 3: Player Numbers (RBM Clubs) at 31 March 2019

STUDENTS JOINING CLUB FROM LESSONS

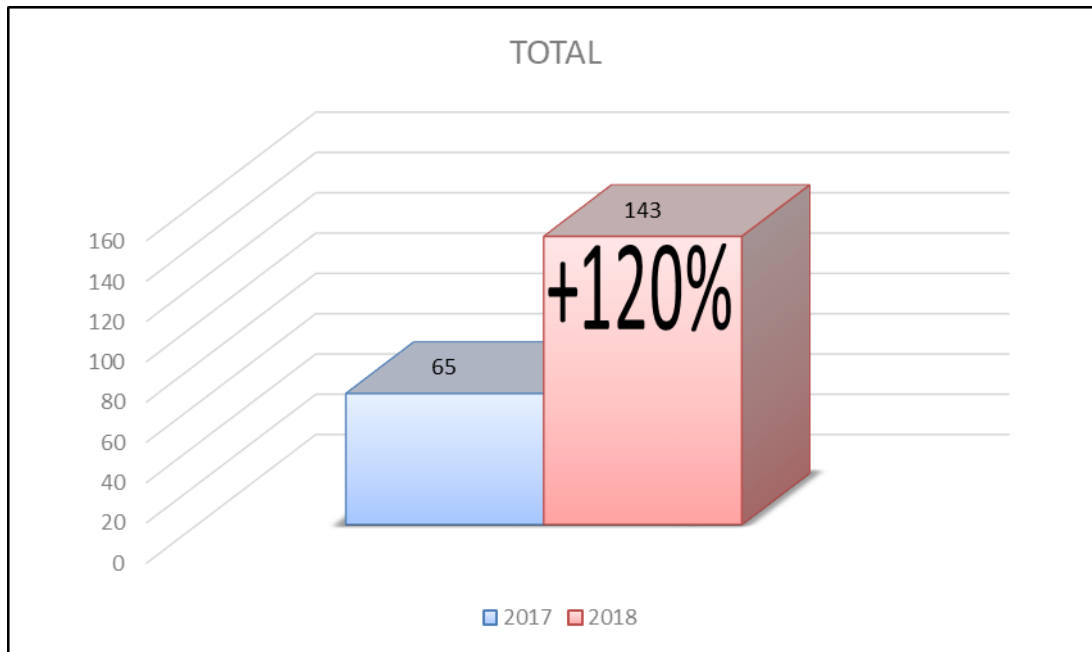


Figure 4: Students Joining Club (Total - RBM Clubs)

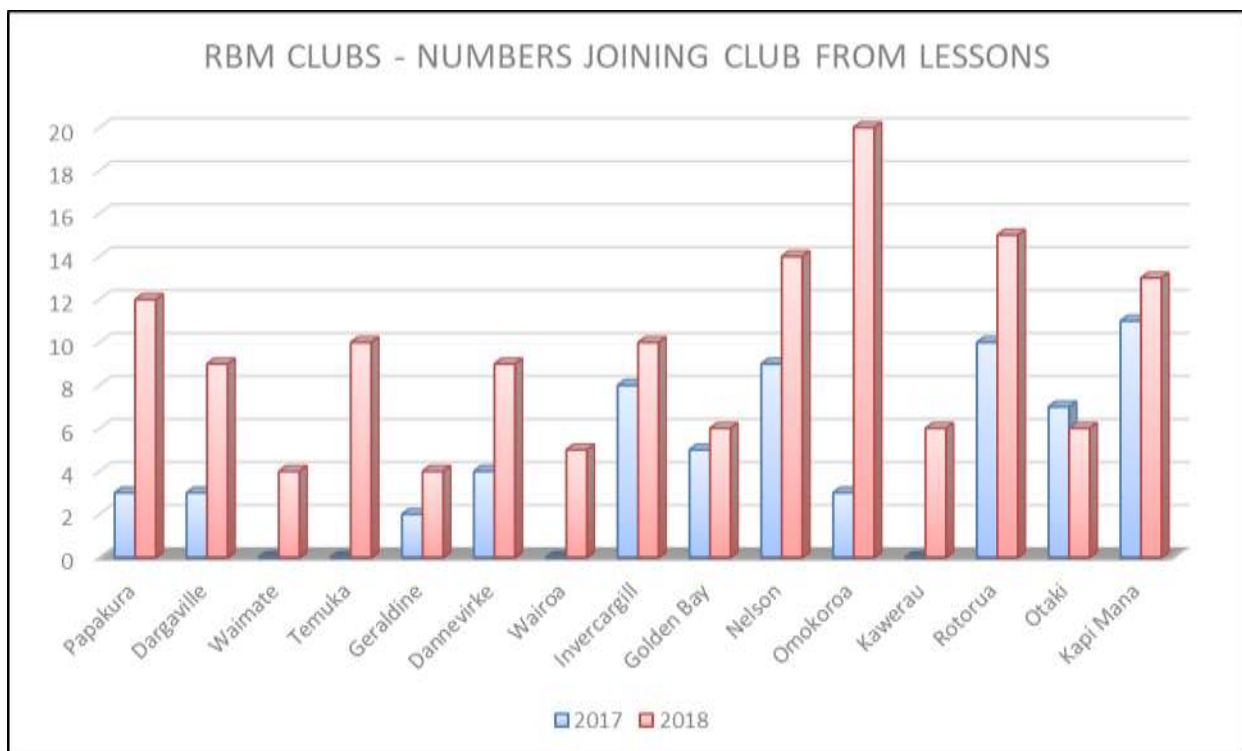


Figure 5: Students Joining Club (All RBM Clubs)

PLAYER RETENTION

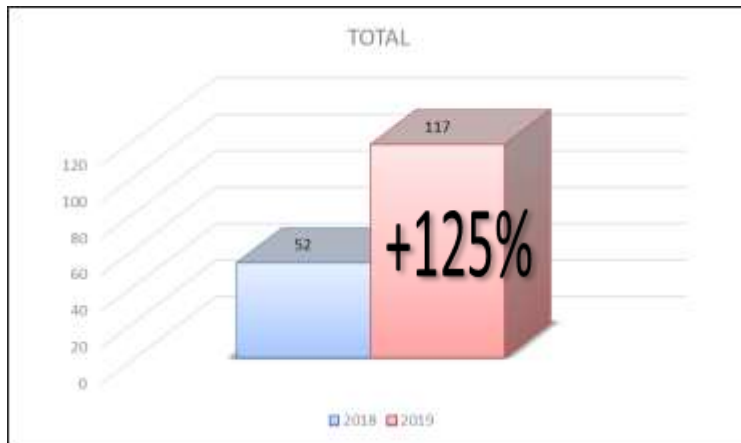


Figure 61: Player Retention (Total - RBM Clubs)

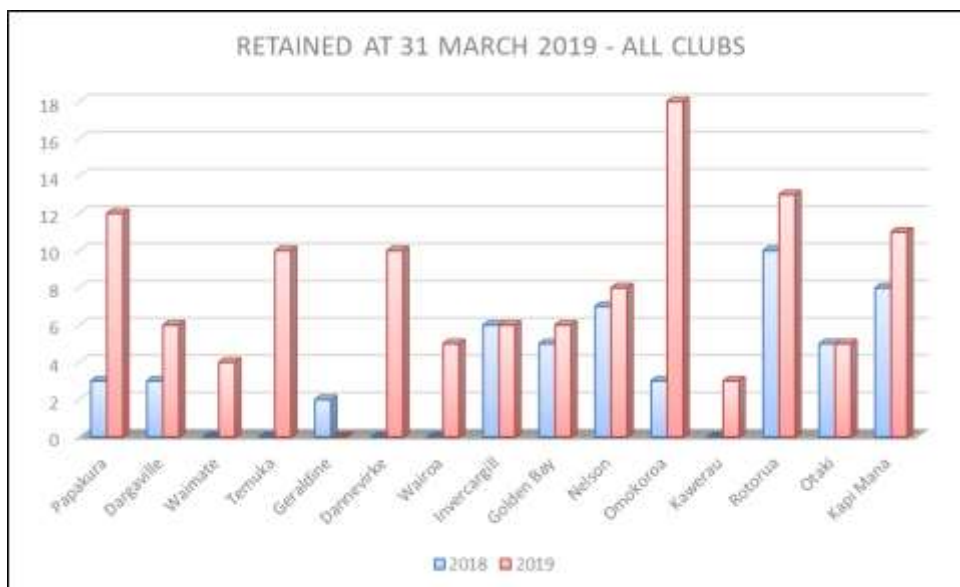


Figure 2: Player Retention (All RBM Clubs)

TABLE NUMBERS

NOTE: These numbers are incomplete

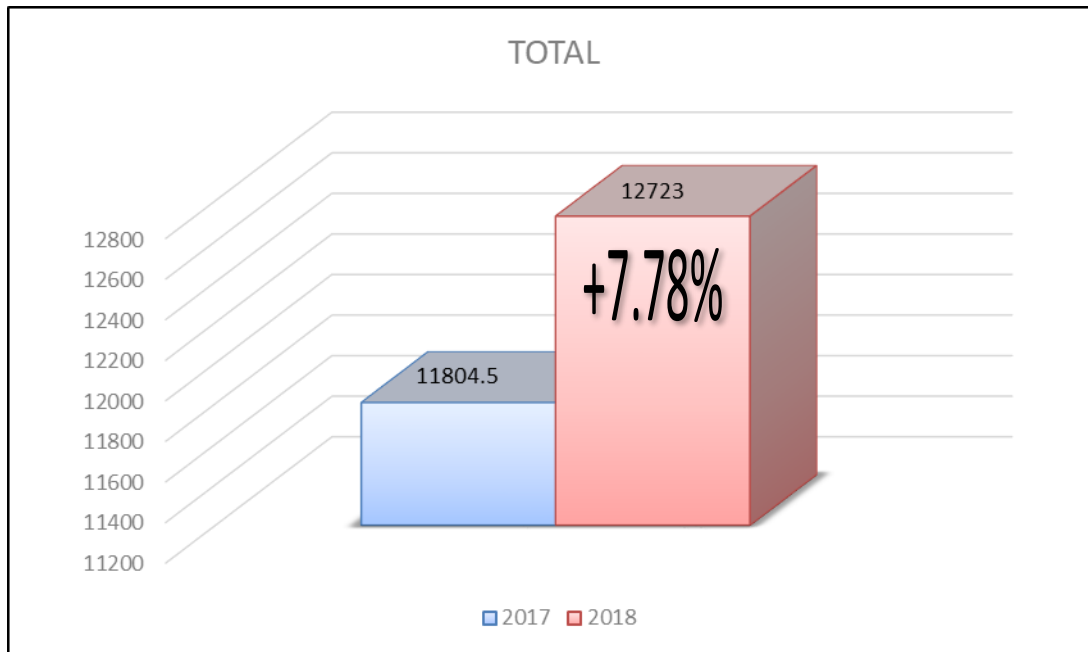


Figure 83: Table Numbers (Total - RBM Clubs)

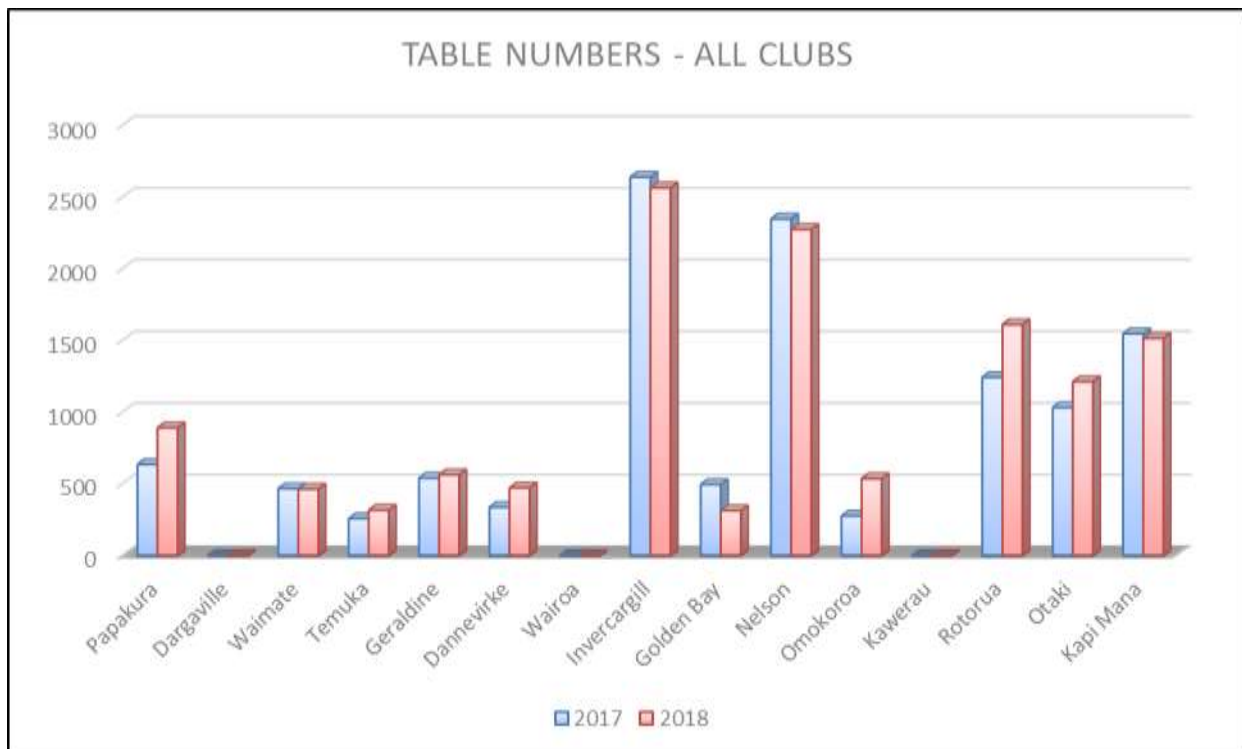


Figure 9: Table Numbers (12 out of 15 RBM Clubs)

TOURNAMENT ATTENDANCE

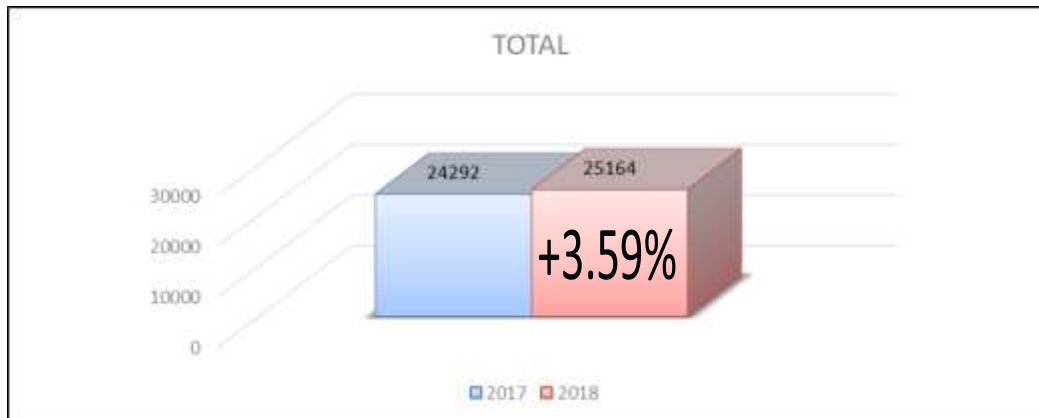


Figure 40: Tournament Attendance (Total)

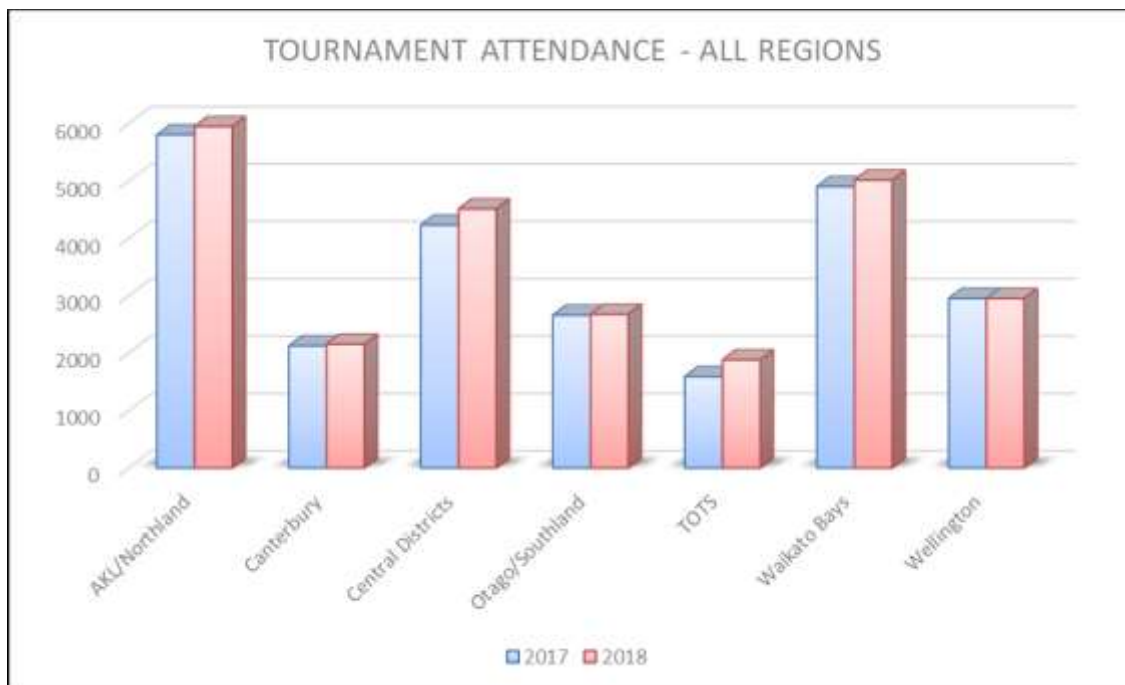


Figure 51: Tournament Attendance (All Regions)

INTER PROVINCIAL INTERMEDIATES PARTICIPATION

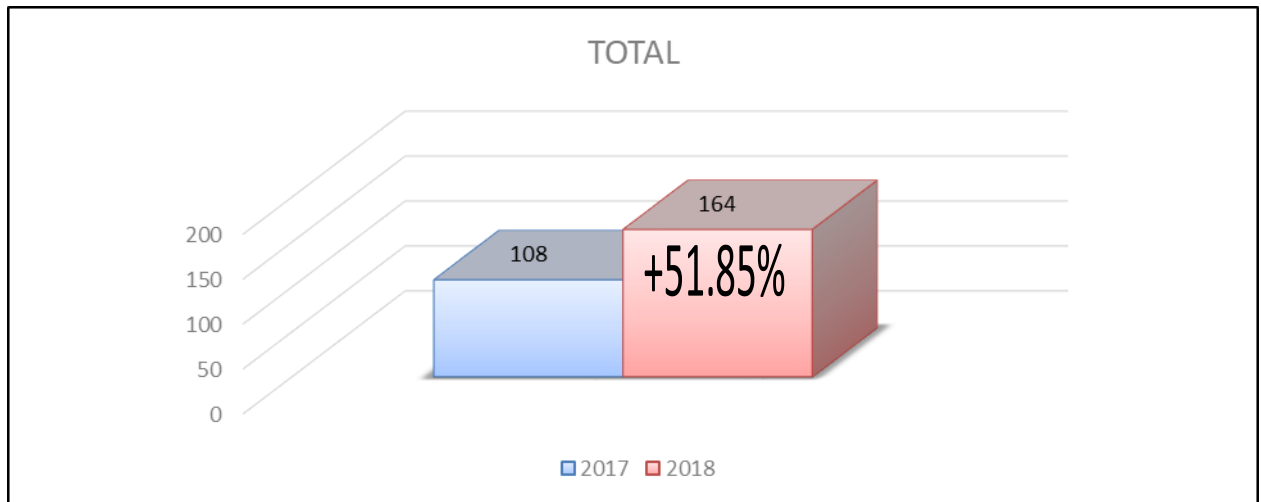


Figure 13: Inter-provincial Intermediates Participation (Total - Regions)

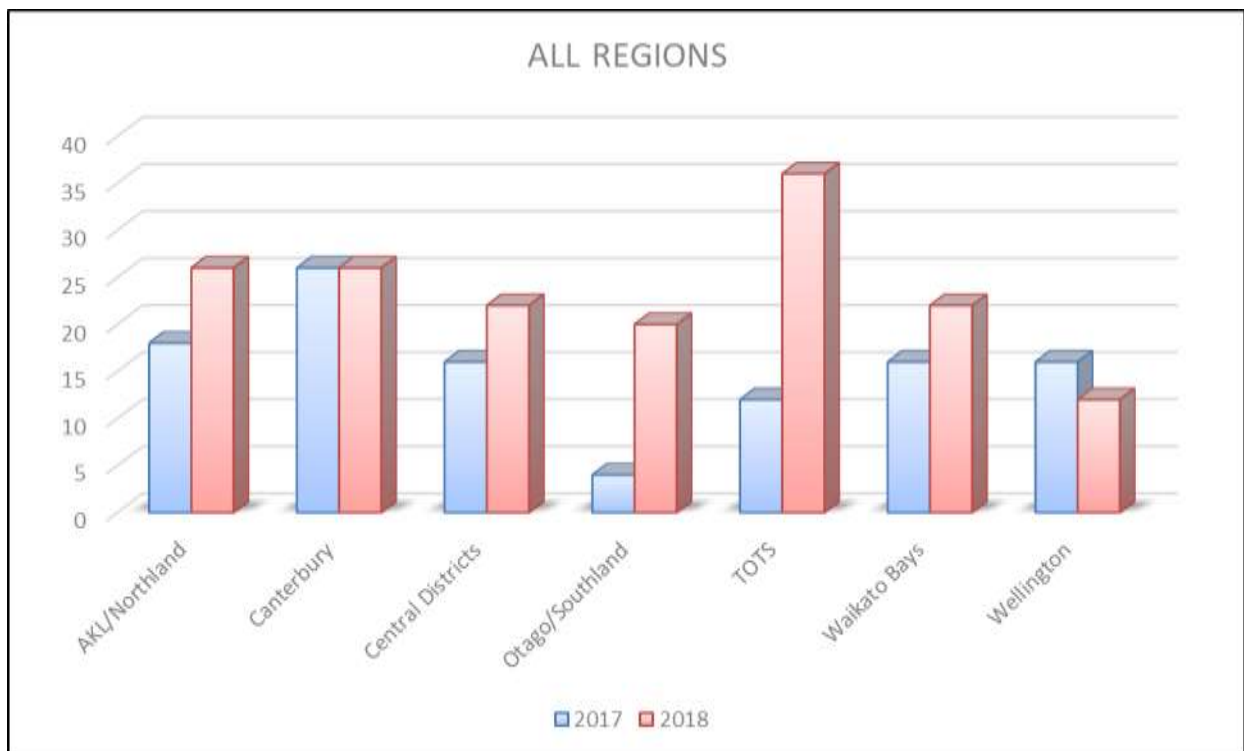


Figure 14: Inter-provincial Intermediates participation (All Regions)

IMPLEMENTING THE NZB STRATEGIC PLAN

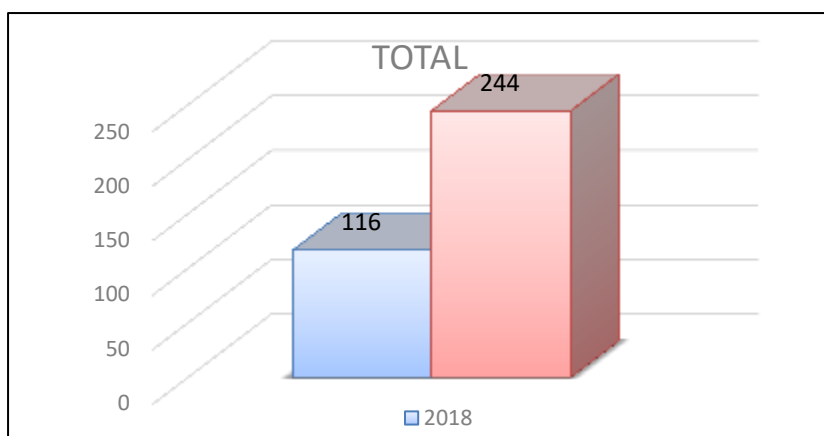
RBM's have had a key role in undertaking the work needed to implement strands of the NZB strategic plan. In all Regions where the Regional Committee have had projects aligned to the NZB strategic plan and have requested support from an RBM in delivering the project support has been given. In the absence of Regional projects to advance the NZB strategic plan, the RBMs have undertaken tasks to advance the NZB strategic plan. In Year 1 RBMs have combined to address 14 areas in the NZB strategic plan over and above their core work of growing the game at focus clubs.

INITIATIVES ENGAGED IN AND OUTCOMES BY RBMS

Initiative	Outcome
Core work with focus clubs	<ul style="list-style-type: none"> • Focus clubs given support, opportunity and resources to grow • Growth rate in focus clubs higher than without support • Growth plans provided to aid club culture, transition lesson to member, increase existing member participation
Social sessions for the lesser confident/novice player	<ul style="list-style-type: none"> • 410 novice participants • Introduced across 5 regions - supported in 6 regions • Email player database expanded to encourage junior tournament participation/improve communications with novice players
Increase intermediate player participation in IPs	<ul style="list-style-type: none"> • 56 more intermediates participated in IP trials (52% increase)
Join unaffiliated clubs to NZB	<ul style="list-style-type: none"> • 1 re-affiliated, 7 in progress • The successful work done at Greymouth is being replicated and a leaflet drawn up showing clubs the benefits of affiliation. • Engagements in seven unaffiliated clubs currently in progress or scheduled to begin in 2019
Summer holiday bridge camp	<ul style="list-style-type: none"> • 6 new players joined Timaru bridge club • New novice/junior night of play introduced at Timaru
Facebook engagement	<ul style="list-style-type: none"> • NZB fb followers increased from 570 to over 922.
Raising profile of game through Local/national print media	<ul style="list-style-type: none"> • 100s of press releases published in local newspapers and some national coverage • Co-ordination of releases starting to be managed
Lesson advertising materials	<ul style="list-style-type: none"> • Sample posters, fliers, newspaper advertisements have been distributed to all clubs. Includes specialised materials, eg. physiotherapy practices, Countdown supermarket cards
Director Cheat Sheets	<ul style="list-style-type: none"> • A series of flow charts dealing with the 8 most common director calls has been developed and rolled out nationwide during 2019
Study into Alzheimer/dementia/mental health improvement through bridge	<ul style="list-style-type: none"> • Professor Yoram Barak from Otago University and O/S RBM are working collaboratively on a study on the impact of bridge on the mind. The proposal is currently before University ethics committee for approval. University is the primary funder. In progress 2019
Opportunities for learning at improver, intermediate and advanced levels	<ul style="list-style-type: none"> • Developed a coordinated local bridge education programme where players and clubs hear of other learning events in their locality. Results from Waikato Bays pilot to be reviewed
Attracting new players from new population areas	<ul style="list-style-type: none"> • Akl/Nld RBM is working on methods to tap into new urban populations. If successful, a leaflet on "How to" will be produced for clubs

Hand Manual for clubs outlining best practice	<ul style="list-style-type: none"> Some clubs have sought help on what can be expected from different roles on committees/how to handle different situations and issues at clubs. A hand manual including job descriptions of committee roles is being developed for distribution to all clubs
Pre-tournament talks	<ul style="list-style-type: none"> The TOPS Regional Committee in conjunction with their RBM is trialling a series of different information promotion talks before tournaments. Plan to roll out to other regions where appropriate
Facebook lesson promotion	<ul style="list-style-type: none"> All affiliated clubs in New Zealand received an offer of targeted marketing via a “facebook boost” on the NZB fb page
Creating and maintaining bridge teacher database	<ul style="list-style-type: none"> Bridge teacher database now in place Improved communications with teachers nationwide
Creating and maintaining bridge player database	<ul style="list-style-type: none"> Partial player database now in place Improved communications with players – regular newsletters - national organisation more relevant to everyday player
Producing articles for club/Regional websites	Ongoing
Promoting championship leagues	Ongoing

We have one key measure in for the second year of the project - numbers entering lessons at the RBM focus clubs:



With 110% increase the trends shown from the first year of the project are continuing.

An interim report on Year 2 of the pilot is planned towards the end of 2019.

In the meantime, if Clubs want more information on this project or the work of their Regional RBM – please contact me.

Jane Stearns

RBM Manager

NZB