

8 May 2023

To Clubs, Regions, and Players

A key role for NZ Bridge is to ensure we provide an environment and the tools for the game to grow across New Zealand. We want future generations of players to have the same enjoyment and fun from the game as we presently do. Growth and increased participation are critically important to the future of our game.

To achieve that it is important that we think beyond the now and put in place actions that invest in our future. In March we met with the regional committees, and then the Board met over a weekend in April, to focus on the long-term future of the game, keeping the needs and priorities of all stakeholders uppermost in our mind.

Below we detail the initiatives we plan to implement, and our thinking behind our decisions.

Historically growing membership has rested with clubs, and rightly so. But we are acutely aware that all clubs in one way or another are facing challenges: resources in staffing to support the club, adaptation to the way bridge is played these days, and the maintenance of membership in a more fluid, time poor world.

The starting point in our considerations was that we wanted to provide more assistance with Club growth. If we can raise awareness of the game of bridge across New Zealand, and improve the education resources and opportunities to play, every Club across New Zealand should benefit. Also, we want to increase the connection points we make with the Clubs, improving the resources and help we can provide.

To that end

1. We have created a new position - Communication, Marketing and Relationship Manager - and will be recruiting in the coming weeks. We have attached the advertisement we will be using through various channels and hope that you will circulate it through your bridge community as well.
2. We will be investing in the development of a **Club and Regional** toolkit of resources and support, that with the creation of a pool of skilled contractors, will provide practical support at club level, from administration, governance to marketing and beyond. We believe direct support will be more beneficial in meeting specific needs. Inevitably the work historically undertaken by the regional bridge mates will change as we look to the future.



We are in the fortunate position of having sufficient reserves to meet the costs of supporting the Marketing for Growth strategy in the short term but recognize to leverage this plan to deliver to its potential we will need to consider increasing funding streams in the future.

Having reviewed our options, and wanting to minimize the impact to club play, we have decided to increase the cost of A and B point tournament pair sessions and the cost of team and swiss events only. No change in the cost of fractional masterpoints. The cost of A and B point events last changed in 2007, and our expectation is that tournament players will support the increase, recognizing that it is going back into the welfare and development of the game.

Having reviewed our options, and wanting to minimize the impact to club play, we have decided to increase the participation fees for tournaments*:

- The participation fee will increase from \$1.00 (+gst) per player per session to \$2.50 per player per session (+gst)
- For teams and swiss pairs tournaments where the charges are calculated on a “per board played” basis, the fee will increase from 4 cents (+gst) per board per player played to 10 cents (+gst) per player per board played.
- There will be no increase in the charges for fractional and full A points awarded.
- There will be no change to the participation fees for club sessions.
- There will be no change to the player levy.
- These changes will not come into force until 1 November 2023 allowing sufficient time to review and amend the cost of your events if that is required.

In the coming days we will add a second “cost estimator” to the following page on our website so that indicative costs can be calculated for events scheduled from when the increase will take place. <https://www.nzbridge.co.nz/estimator-for-tournament-masterpoint-fees.html>

In addition to the provision of a toolkit for clubs we now plan to extend the service to include a toolkit for the regions.

Clearly the additional funds derived from the changes mentioned above mean we will have more funds available to support the grass roots of the game by providing general and targeted support; help with growth and improved participation; and raising the quality and skills of our players.



In summary:

1. The engagement of a marketing, communications, and relationship manager.
2. Pay for the development of a club and regional toolkit.
3. Creation of a pool of skilled contractors who will be available for clubs to access.
4. Increase in the cost of **tournament*** participation fees - \$1.50 per session for pairs events, and for teams and swiss events 10 cents per board, all +gst.
5. Change effective from 1 November 2023.

An exciting time ahead as we add resources and services and position our game to thrive in the future. As always feel free to contact me or Alister should you require additional information.

Cheers Allan

*Applicable to events on the NZ Bridge tournament calendar.

