



15 April 2024

Newsletter No 2 2024

## Hi Everyone

In 2017 we adopted a 3-year strategy plan focused on restoring confidence, improving communications, and advancing the game. Whilst we made good progress our planning and execution was overtaken by Covid-19.

Whilst Covid-19 is still present in the community, formal barriers and controls have been removed, allowing an opportunity for us to reinstate our planning.

We have completed a review of our operations and agreed upon a fresh approach to the future. In summary the Board has adopted the following.

### Vision

A vibrant, prosperous, appealing sport for New Zealanders.

### Mission

Raise the profile of bridge, improve player engagement to and participation, and maintain the standards of game throughout New Zealand.

### Strategy Priority

1. Support and resource the Clubs to build engagement and participation.
2. Raise the profile of the game.
3. Future proof our systems and resources (eg. Education, Website)

A two-day workshop allowed us to identify what is considered important and what we want to achieve. A perception that the game is cool and is a game for all ages. A higher profile with more people knowing about the game. That we are regarded as a sport and contribute to society in a positive manner. Whilst recognizing online, face-to-face and the club environment will continue to be a core aspect of the game in New Zealand. We want to see clubs grow and prosper. However, we need to raise the profile to capture anybody and everybody playing the game, no matter where and when.

Traditionally many new members have come from word-of-mouth to family and friends into our traditional club environment. While club play will always remain our number one priority, it benefits the game and leads to increased potential for club play, if we extend our profile to those who either play or are interested in playing socially, online and in other environments. We are investigating strategies



to engage more with this group and create offerings that better serve their needs for the benefit of bridge growth in New Zealand.

We agreed on the following actions-

### **Learning/Engagement**

1. Plans to retain new members- teaching, facility, environment.
2. Investigate why learners are not continuing as club members.
3. Providing opportunities to learn more.
4. Teaching material up to date, relevant, and contemporary.
5. Equipping teachers who after all are ambassadors of the game.
6. Broaden the network and connect with more people.

### **Profile/Knowing**

1. Improving our visibility.
2. Raise the profile and stature of the game.
3. Achieve recognition as a sport.
4. Recognised as a major contributor to education/intellectual benefit.
5. Celebrate the bridge community.
6. Secure media interest
7. Change the perception and create the 'buzz'.
8. Create a sponsorship opportunity.
9. Create an environment that stimulates waiting lists for events and lessons.

### **Participation**

1. Reactivate players at all levels.
2. Develop a new player pathway.
3. Maintain core aspects of fellowship, enjoyment, and fun.

### **Standards**

1. Reviewing rules and regulations.
2. Rewriting the manual in common English.
3. Templates for club use- standards, policies, procedures, training.
4. Succession planning
5. Risk Management
6. Directors.
7. Fewer complaints.

In late March and early April, we look to approve our budget for the ensuing year. Unfortunately, over the last few years expenses have outstripped income. Something you can only sustain for a short period of time before having to make structural changes. We have undertaken a comprehensive review eliminating \$135,000 of expenditure. Even with this we will run in deficit in 2024/2025. The Board approved a change in the affiliation fee which will take effect from 1 April 2025. The change equates to an increase of 63 cents a month. Details have been provided to your club.

Cheers Allan