

Promoting the Game of Bowls

Welcome fellow bowlers to the new section on Port Natal Bowls, which is all about Promoting the Game of Lawn Bowls.

As normal in real life there has to be good and bad news so I will start off with the good news.

At last the powers to be have changed the name from "Development" to the more appropriate one of "Promotion and Development" this in my opinion was because when one heard the word Bowls Development it conjured up the image of teaching school kids how to bowl, whereas Promoting Lawn Bowls should and must be to attract more people to the game and also dispel the image of bowls being "Old men's Marbles" amongst other misconceptions.

Unfortunately the bad news is in the form of a wakeup call to all in the bowling fraternity, recent figures released from BSA indicate that from 2014 - 2015 forty bowling clubs have ceased to exist these figures alone are frightening but viewed along with figures from 1994 to 2015 that a total of 135 clubs have closed really brings home the need to promote the game if it is indeed to survive?

The next Question I am normally asked is how can we hope to compete with rugby, football and all the major sports that get all the media coverage and sponsorship and attract more people to the various games? When was the last time you seen lawn bowls being demonstrated in public places or seen an article in your local newspaper about the health benefits of bowling?

How many clubs have members who have contacts in the newspaper industry, doctors that can explain the benefits of bowling or how many members would be willing, if given the equipment would demonstrate bowls in a shopping Mall? This is how you get across to the public what fun bowling can be.

All the statistics are available about the decline not only in members but of the amount of club closures and should the trend continue in 20 years time our grand kids are going to ask what was lawn bowling all about because you may not be able to show them as very few clubs will exist.

Should any Club or individual be interested in how one can promote bowls coupled with ways that a club can improve their financial position all this information is ready available or if any club would be interested in a more depth talk on the future of bowls or require any literature please do not hesitate to contact the secretary Port Natal Bowls.