

# COMMUNICATIONS STRATEGY

## METHODS USED

Email  
Face to Face  
Facebook  
Noticeboards (at Clubhouse)  
Phone  
Social Selector Notices  
Text  
Website

## OCCASIONS

### **Bowls Cancellations – Championship, Representative and Special Events**

If a non-social bowls game is cancelled or postponed, face to face, phone or text should be used to communicate with the Greenkeeper, Umpire Coordinator, Bar Manager and, if required, the Catering Coordinator. If the game was postponed, further communication is required with these same people on rescheduled dates.

### **Bowls Cancellations - Social**

If a decision is made before 11.00AM to cancel bowls that day, notification should be placed on the Website and Facebook. Face to face, phone or text should be used to communicate with the Greenkeeper and Bar Manager. The on-duty Selector should be at the Club from 11.00AM to answer phone calls.

### **Bowls Committee Communication**

Face to face, phone, text and email can all be used to communicate between Committee Members with the main emphasis being on email for expediency sake.

### **Championship Bowls Draw & Results**

After nominations close, the draw for the championship event should be placed on the Notice Board and updated after each game with the results. The results will also be placed on the Website. The next games will be placed on the Website.

### **Championship Bowls Nominations**

The Nomination Sheet, which includes dates, is placed on the Notice Board. Details of the Championship event can also be found in the SLBC Calendar Of Events on the Website. Information should be placed on the Social Selectors Notices. Individual oral communication should also be undertaken to encourage members to participate.

## **New Bowls Members**

Communications with new bowls members should follow the “Introduction for New Bowls Members” procedure. A photo of the new bowls members and a brief history of them should be placed on the website so current members know who they are.

## **Representative Bowls Draws**

Representative Draws should be placed on the Notice Board and Website. These Draws can also be found on the Governing Body’s website.

## **Representative Bowls Results**

Representative Results should be placed on the Notice Board and Website, along with progressive points tables. These can also be found on the Governing Body’s website.

## **Social Bowls Results**

Weekly Social Bowls results should be placed on the Website and reported to the Local Newspaper through email.