



2016/2017 BUSINESS PLAN

Presentation to National Conference

Wellington

June 11th 2016





MISSION

To facilitate, maintain and grow the game of
Bridge in New Zealand.



VALUES

- Recognise and value the efforts of our volunteers
- Be tolerant, respectful and courteous
- Nurture and retain our new and existing players
- Be fair and professional in all our dealings
- Demonstrate honesty and integrity
- Be consistent in decision-making and problem solving
- Be open and accountable
- Be receptive to new ideas and creative in approach





STRATEGIES

1. Come to know the bridge community and in turn ensure that the bridge community knows us.
2. Provide a service to the bridge community that is relevant to its needs.
3. Provide the framework for the bridge community to flourish and grow in the future.
4. Be the conduit for participation in the International bridge community.





TACTICS

NZB administers, communicates, fosters and promotes the participation and enjoyment in the sport of bridge in New Zealand, by directly supporting affiliated clubs and Regional Committees. This will be achieved by excellence in management and assistance with new technology, marketing and teaching material, and administrative support.



NZBridge

STRATEGY	TACTIC	RESPONSIBILITY
1. Come to know the bridge community and in turn ensure that the bridge community know us	a) Mandatory self-registration for Masterpoint access	Players
	b) Continue to gather information on our community.	Board, BDO
	c) Exchange relevant communications with our community based on knowledge gained.	Secretary, Board, BDO
	d) Enhance NZB website and other social media to present relevant comms.	Board, BDO
	e) Single channel communications provides regular flow of info from BDO, Secretary, Board.	Secretary, Board, BDO



NZBridge

STRATEGY	TACTIC	RESPONSIBILITY
2. Provide a service to the bridge community that is relevant to its needs	a) Continue to provide resources for those teaching the game of bridge and seek opportunities help players advance.	BDO
	b) Ensure that Bridge is played in accordance with prescribed regulations and properly regulated as per the NZB manual.	Board, Chief Director
	c) The Board continues to provide governance and administration of the game of bridge at the highest possible standard.	Secretary, Board, BDO



NZBridge

STRATEGY	TACTIC	RESPONSIBILITY
2. Provide a service to the bridge community that is relevant to its needs	d) Acknowledge the many volunteers and officers throughout the country that ensure that the game of bridge can be enjoyed by the maximum number of participants	Board
	e) Provide video clips of lessons and directing topics	BDO, Chief Director
	d) Provide appropriate support mechanisms to Regional Committees so that they can support NZB to deliver on the Key Strategies as outlined in the annual Business Plan	Board, BDO, Secretary



NZBridge

STRATEGY	TACTIC	RESPONSIBILITY
3. Provide the framework for the bridge community to flourish and grow in the future.	a) Explore options for increasing participation in club, inter-club, regional and national events.	Board
	b) Provide support to clubs seeking to increase membership via marketing strategies and coaching resources.	Board, BDO
	c) Raise the profile of bridge at national level using available means.	Board, BDO
	d) Encouraging members of non-affiliated clubs to become registered players.	Board
	e) Investigate the way in which players fund NZB with a view to comparing user pays versus all pay.	Board



NZBridge

STRATEGY	TACTIC	RESPONSIBILITY
4. Be the conduit for participation in the International bridge community	a) Contribute to International Bridge forums as the opportunity presents	Board
	b) Provide opportunities for players to represent NZ in international events.	Board
	c) Ensure that International players sign the Code of Conduct and Declaration of Availability, and have an approved training schedule prior to the events they attend.	Chef de Mission



PROPOSED ACTIONS

- **Communication**
 - Renewed website - have one channel for all communication such as weekly news items, articles and forums.
 - Advertising on website – provide return for sponsors
 - Self-registration to encourage “hits” on site
 - Increase “facebook” profile



PROPOSED ACTIONS

- **Increase membership**
 - Work with RC's and clubs to use marketing Package
 - Target 40+ age group (empty nesters)
 - Meaningful Regional Conferences to action this – engaging guest speakers as appropriate
 - Maintain and update teaching material
 - Retain current and new members – transition from lessons to play sessions, buddy system



PROPOSED ACTIONS

- **Increase participation**
 - Positive experiences – be considerate, social, welcoming
 - Tournament play – complete tournament review process - more for newbies, social events, Congress packages
 - Supervised bridge sessions, ongoing seminars



PROPOSED ACTIONS

- **Increase profile nationally**
- Ad for movie theatres (continue)
- Branding and slogans developed (marketing group)



PROPOSED ACTIONS

- **Maintain good administration**
 - Provide sound financial management
 - Use of technology – keep abreast of new technology and help clubs remain informed
 - Update the Manual and Constitution as the need arises



PRIORITIES for 2016

1. Work in conjunction with Regional Committees to deliver on the key strategies.
2. Work with clubs to lower the number of players exiting the game.
3. Continue developing the 'single line of communication' strategy.

