

## REPRESENTING YOUR REGION

Successful trialists at the InterProvincial teams event are selected to represent their Bridge Region in the finals.

The cost of running the InterProvincials is around \$35,000 to NZB. The cost to each Region varies depending on where it is held – but it runs into thousands of dollars and is usually the single biggest spend item in any one year for a Region. Most Regions heavily subsidise their trials to encourage as many trialists as possible to step forward. Successful trialists usually have transport and accommodation provided to take part in the finals.

We need those who represent their Region to appreciate the wider picture in terms of this event and the costs involved and be willing to “give back” to the wider bridge playing community they represent. They carry the flag for all of the clubs in their Region, and it is the players at those clubs that ultimately foot the bill for IPs.

At NZB we are raising the profile of the event and trying to engage with the average club player so that they see “value” for the price they have paid. We want you to know how this affects you if you are a successful trialist.

How can you “give back” if you are selected to represent your Region?

1. Be proud to wear your team colours. Show all the players at the clubs in your Region that have paid for you to take part, that representing them means something to you and is of value to you. Literally, “fly the flag” on their behalf. Players in team uniform are taken seriously as a sporting entity by the media.
2. Take part in pre-event warm up interviews. Co-operate in sending photos and allowing stories about what it means to you to represent your Region appear in local press, on the NZB website and the NZB facebook page as needed. Share with the everyday player what it means to you to represent them.
3. Co-operate with photo calls at the event itself – showing players nationwide what it is like to take part in the IPs is an important part of growing the event and encouraging others to take part in the future.
4. If BBO is being operated – going on the Vugraph is a great way to share nationwide your involvement in the event. It is not compulsory and if you feel it will impede your game advise your CdM. The hope is that most players will be prepared to take part on the Vugraph if asked.
5. Co-operate with interviews post event if you are in a winning team. Photos and articles to local press are needed to highlight our sport and raise its profile with the general public. Success at the IPs is an ideal opportunity to gain some press coverage.

We invite media including newspapers and television companies to come to the finals to raise the profile of bridge in the non-playing community. We have no control over what they write, photos they take or who they film.

Being part of your Region’s IP team is a step up to a higher level of representation involving national and regional funding and brings added responsibilities. It means being part of a much larger team.

We need to all work together to raise awareness of our sport and give value to our clubs and players who support us. Thank you for trialing and Good Luck from New Zealand Bridge.

March 2019

