

NZBridge Strategy Summary 2017-2020

Our vision is to facilitate, maintain and grow the game of bridge in New Zealand.

Our Mission is to increase New Zealand bridge membership each year

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 NZB regions. This will be achieved by excellence in management and assistance with new technology, marketing and teaching material, Bridge Development Officers and administrative support.

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 approach

1. The Board composition and function meet the needs of the NZ Bridge community

2. Come to know the bridge community and in turn ensure that the bridge community knows us

3. Provide a service to the bridge community that is relevant to its needs

4. Provide the framework for the bridge community to flourish and grow in the future

5. Be the conduit for participation in the International bridge community

6. Provide clear financial reporting that reflects NZB priorities

1. The Board composition and function meet the needs of the NZ Bridge community

- ♣ Refocus the Board to be more Governance only – visionary and strategic in its focus
- ♣ The Board governs and administers the game of bridge to the highest possible standard.
- ♣ The NZ Board Constitution is relevant and supports the implementation of the Board and organisation's goals.
- ♣ The review of the NZ Board Constitution considers the ability to appoint members to the Board, the associated cost and the ratio of elected to appointed Board members.
- ♣ Board members have specific portfolios and are accountable for these.
- ♣ Ensure good induction and training.
- ♣ The Board meets at least twice a year for a full day in one place, and uses video and telephone conferencing technology and sub committees if needed for other meetings (be focused on best use of time, resources and funds). Board to increase its engagement with Regions, Clubs and Members.
- ♣ The Board works closely with the ABF in all areas of mutual interest.
- ♣ The Board is an exemplary employer.

2. Come to know the bridge community and in turn ensure that the bridge community knows us

- ♥ The NZ Board seeks input from its members to partake in project work where particular expertise is needed and available.
- ♥ The NZ Board has a clear communication strategy, which incorporates that the Board will consult with its members any significant change it proposes.
- ♥ The NZ Board is transparent and open in its relationships and communications.
- ♥ Numbers attending bridge lessons and subsequently joining a club; number leaving and reason are monitored by us all as a measure of success.
- ♥ The two year pilot implementation, training, and support of Regional Bridge Mates occurs to grow club membership.
- ♥ The NZB website is relevant to the bridge community and is the main communication channel.
- ♥ A bridge marketing sub-committee is established
- ♥ Social media such as FaceBook is used more to increase the profile of clubs and its lessons.
- ♥ Clubs use a radio advert to raise awareness about bridge
- ♥ A targeted campaign is developed to attract "empty nesters" to the game.

3. Provide a service to the bridge community that is relevant to its needs

- ♦ A review of the tournament and ranking / grading system occurs so that the outcome increases tournament participation.
- ♦ Develop new and update current teaching resources for those teaching the game of bridge and seek opportunities to help players at all levels advance their game of bridge.
- ♦ The Board organises the annual NZ bridge congress
- ♦ Support every club to have access to Improver lessons within its region
- ♦ Provide appropriate support mechanisms to regional committees so that they can support NZB to deliver on the key strategies as outlined in the NZB strategy and annual business plan.
- ♦ Acknowledge the many volunteers and officers throughout the country who ensure that bridge can be enjoyed by the maximum number of participants.
- ♦ Ensure that bridge is played in accordance with prescribed regulations and properly regulated as per the NZB manual.
- ♦ Facilitate the introduction of a "buddy" system at each club for new members.
- ♦ Promote a supportive learning environment eg non-competitive bridge session and ongoing seminars to both support the hesitant club member and develop a passion for bridge in developing players.

4. Provide the framework for the bridge community to flourish and grow

- ♣ Consider how the Regional Committees can be better resourced to support, promote and encourage locally, while delivering under some clear directives to ensure consistency of delivery.
- ♣ Develop a youth bridge strategy
- ♣ Provide an opportunity to encourage the building of local capability and encourage the creation of working regional links
- ♣ A review is undertaken to assess the added value that regional committees bring to the bridge community.
- ♣ The NZB website is developed to administer the Masterpoint system
- ♣ Explore options for increasing participation in club, inter-club, regional and national events.
- ♣ Provide support to clubs seeking to increase membership via marketing strategies, improving membership experience, coaching and other resources.
- ♣ Raise the profile of bridge at national level using available means.
- ♣ Encourage members of non-affiliated clubs to become registered members.
- ♣ Investigate and review how and where scale may benefit clubs.

5. Be the conduit for participation in the International bridge community

- ♥ Contribute to International Bridge forums as the opportunity presents. Funding needs to be affordable and proportionate.
- ♥ Provide opportunities for players to represent NZ in international events.
- ♥ Ensure the International players sign the Code of Conduct and Declaration of Availability, and have an approved training schedule prior to the events they attend.
- ♥ Successful International players give a talk at two clubs in their home region on their experience to motivate other players to develop their game.

6. Provide clear financial reporting that reflects NZB priorities

- ♣ There is financial transparency
- ♣ Review the presentation of the budget and the accounts to members.
- ♣ There is a clear strategy on how NZB 'gives back' to clubs eg underwriting overseas speakers, funding support for isolated areas (directors, etc.), sharing ideas and coaching etc.