

# WLBC News and Views for June 2018

Interesting marketing from down under! Another City Club looking for a novel idea to attract members.

Attractive to the younger crowd, and those that like to be out after dark!



JUST as Twenty20 cricket attracted a new audience to the game, City Bowls Club members are hoping "glow bowls" can do likewise for their game.

Night lawn bowls has become an attraction for a social night out but the Victoria St club's greens are not flood lit so the club members decided to take the light to the bowls. "It's bowls without lights," City Bowls Club chairman Jim Cosgrove explained.

"We've painted bowls in iridescent colours, in different colours.

"It's great for functions or bare foot bowls, that sort of stuff.

"It's really good for a fun night out, or parties, 21sts and the like."



City Bowls Club members came across the concept when someone discovered a club on the Gold Coast and another in Brisbane which had introduced glow bowls and made it a success.

"We saw it on their website, actually," Mr Cosgrove said. "The Gold Coast club had it but they applied for a grant for lights and got it, and so we bought their bowls and the lights off them."

Mr Cosgrove said it was imperative lawn bowls clubs kept looking for innovative ways to attract members and patrons alike. "It's very hard in Toowoomba for bowls clubs to survive, you've got to be trying to do something different," he said.

"As a little club right in the middle of town we feel we have the ideal set-up especially now with Grand Central all around. "We're hoping to get into their market and get a lot of the office workers to come and play here after hours. "It's functions that keep little bowls clubs like ours going rather than just members playing bowls.

"It will always be a bowls club for members and the proper game of bowls will always be played but there's still room for a lot of fun with social bowls."