



September 2012

Australian Bridge Federation Inc

Club Administrators – ABF Marketing Update

1. Promotional Materials for Clubs

The current issue of the ABF Newsletter encourages people to consider giving their loved ones a **Gift Voucher** for a free course of bridge lessons. Make sure you have Vouchers available should your members enquire.

As people are starting to think about Christmas presents, make sure you let your members know that you have vouchers available and that beginner classes have been scheduled for the new year. Remember also to advertise the dates etc on your club and State websites (*if applicable*).

An example of a Gift Voucher can be viewed at (*see Item 5 under Materials*) <http://www.abf.com.au/marketing/promotion.htm#mat> . If you want something tailored for your club and need help, send details to marketing@abf.com.au .

Car stickers promoting bridge are also available for interested clubs. Please email marketing@abf.com.au to place an order.

2. What's happening in Canberra – January 2013?

Arrangements for the Summer Festival of Bridge are well under way and the program and entry form are in the September issue of the ABF Newsletter. The event website is also up and running and can be accessed at <http://www.summerfestivalofbridge.com/index.php> .

The Australian Bridge Federation is delighted to welcome **Senator the Hon Kate Lundy**, Minister for Sport, Minister for Multicultural Affairs, Minister Assisting for Innovation and Industry, Senator for the ACT as the **Patron** for this event.

New competitions at next year's event include :

- **Super Novice Pairs** – 16 January (*0-20 masterpoints*)
- **Super Novice Teams** – 17/18 January (*0-20 masterpoints*)

Please encourage your members to come along and participate in this major event – particularly those who qualify for the **Super Novice** competitions. We are keen for our emerging talent to develop a love of competitive play and to gain maximum enjoyment from their sport.

A **Celebrity Speakers Program** will again be included at the event – *stay tuned for details as arrangements are confirmed.*

2013 marks 100 years since the naming of Canberra, our national capital. Some special events coinciding with the timing of the Summer Festival of Bridge include:

I. National Gallery of Australia (14 December 2012 – 2 April 2013)

Toulouse-Lautrec : Paris and the Moulin Rouge provides an extraordinary opportunity for members to view more than 120 works, many of which have never been exhibited publicly before. This major retrospective will bring over 120 paintings, posters and drawings to Australian audiences. Book early to avoid any disappointment – tickets can be obtained on-line at <http://nga.gov.au/Lautrec/> .

II. Mount Stromlo, Weston Creek (18 January 2013 – 18 February 2013)

The Centenary of Canberra coincides with the ten year anniversary of the 2003 bushfires that devastated the Canberra community on 18 January 2003. Scope Mount Stromlo will deliver a month long **Past, Present, Future** exhibition. The exhibition will include artefacts from the firestorm event; local art works; lectures and public speaking events; multi-media presentations; information regarding developments in the area and more.

III. Australia Day Celebrations

Australia Day is a day of celebrations of Australians and their country and culture. It is celebrated on January 26 each year. Whilst the Government is yet to finalise arrangements for 2013, it is likely that the Prime Minister will announce the **Australian of the Year** on the lawns of Parliament House followed by a **fireworks** display. This can be viewed from many vantage points around the lake.

3. Charity Partnership

Remember that Make-A-Wish will make a volunteer available to any ABF affiliated club in Australia which is interested in undertaking a fund-raising event for their charity. This may be something as simple as a raffle (*for which they will provide the prize*). All donations of \$2 and over are tax deductible.

If you would like to sponsor a fund-raising event for this charity please notify Sandra Mulcahy at marketing@abf.com.au .

4. Conveying key messages to your Club members

Please consider conveying some of these key messages to your members :

- ✓ prior to the commencement of your sessions
- ✓ by placing information on your Notice Board; and/or
- ✓ by including articles in your Club Newsletter .

Happy bridging everyone!