

# PRESENTATION F.F.L.B

## Slide 1

*Company:* French Federation of Lawn Bowls (FFLB – logo)

**CAN WE CREATE A FEDERATION FROM SCRATCH ... AND DEVELOP IT QUICKLY ... ALL OF THIS IN FRANCE?**

Glasgow – 29<sup>th</sup>-30<sup>th</sup> April and 1<sup>st</sup> May 2016

## Slide 2

Presentation plan

- Who are we?
- How did this idea come up?
- How will we work it out?
- Why do we believe in it?

Good morning everybody,

I am Patrick DUVARRY, and as you have probably guessed ... I am French.

I am here today as I have a real passion for Bowls Sports and I had a very pleasant meeting with the Bowls World managers... I am convinced a wonderful human adventure is ahead of us...

More precisely, I am here to answer the question John Bell asked me:

**CAN WE CREATE A FEDERATION FROM SCRATCH ... AND DEVELOP IT... QUICKLY ... ALL OF THIS ... IN France?**

All my presentation comes from John Bell's question.

First I am going to introduce who we are; I will then explain how the idea of creating a Federation of Lawn Bowls came up.

Finally, I will tell you how we will work it out and why we believe so strongly in it.

Our presentation is axed on Lawn Bowls... of course

You will hear me many times talking about Bowls Sports.

Bowls Sports for us are the three main bowls games in the world:

The Lawn Bowls

The Raffa Volo

The French Bowls with Pétanque and Lyonnaise

## 1. Who are we?

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I am not going to talk about us for hours

I would like to introduce us through three angles:

- The roles of Volunteers in a Federation starting from scratch
- Our vision of Bowls Sports
- Our story in Bowls Sports

### 1.1. What is our vision of volunteering when you create a Federation from scratch?

If you want to develop a sport quickly in France, you must have strong skills in:

- Sportive management
- Marketing and communication

Follow your scheme; respect the aspirations and values of your sport!

Don't expect anything from French subsidies... look for private funding!

You must work hard, always for free, and love what you're doing.  
And above all never forget to have fun: that's the priority!

### 1.2. Our vision of Bowls Sports

Bowls Sports are more or less elegant and chic.

But we think that Lawn Bowls is especially elegant and social chic. It is more than a sport... it's a real way of life.

On the other hand, this social-chic image rimes perfectly with the French touch, gastronomy and luxury à la Française.

## 1.3. What is our story in Bowls Sports?

### 1.3.1. Who am I?

- President of the Fédération Française de Lawn Bowls
- President of the club « Pétanque des Canuts », the most titled club in France for the last three years
- President of ACIES Consulting Group, a consulting firm in improvement of performance, in research and innovation with a staff of 100 people (for 25 years, 13M€ turn over).
- President of PULZ, the only agency specialized in Bowls Sports events.

My conviction: Bowls Sports' international development is only possible with a new attractive and media image.

Pulz created the BSL in 2015. The Bowls Sports League is the first programme schedule dedicated to Bowls Sports.

It is a private tour of professional competitions, revolutionary and spectacular.

Each event is broadcasted all around the world on TV and web, and our programs are distributed by very famous partners.

Concerning the calendar of the Bowls Sports League:

-First competition in 2017: RAFFACUP

-Objective by 2020: organising a Bowls Sports CUP, which will be the meeting of the 3 Bowls Sports during a spectacular competition.

Let's meet at the First RaffaCup at the beginning of 2017!

Why do we believe in the Bowls Sports League?

In October 2015, we went to Sportel in Monaco (The World Sports Content Media Convention), and we presented the BSL to professionals from all over the world.

We had the confirmation there is a place for:

- A spectacular TV schedule
- Another category of social chic sports
- A new image of Bowls sports, and thus attractiveness for sponsors.
- A larger public means a larger viewing so more sponsors.

### 1.3.2. Who is Bernard CHAMPEY?

- Vice-President of the Federation Française de Lawn Bowls
  - Leader of the French Federation of Raffa Volo
  - Member of the managing committee of the International Federation of Raffa Volo
  - World Champion at 17 in French Bowls Lyonnaise (the first of his 4 Champion titles)
  - Ambassador of PULZ for two years
  - Bernard CHAMPEY : Ambassador of BS in the world for more than thirty years
- He set Bowls Sports fields all over the world, especially in China, but also in San Francisco, Cuba, Louisiane...

#### ■ Bernard's amazing experience in China

The Chinese say «where Bernard puts his foot down, a field comes out»

Bernard introduced the Raffa Volo in China in 1985, the Lyonnaise in 1998 and the Pétanque

China: the first country for bowls sports:

- ▶ The Chinese Ministry gathered the 3 Bowls Sports in one entity
- ▶ Today millions of Chinese practice BS.
- ▶ Chinese universities have sumptuous bouldromes.
- ▶ Today Chinese women are World Champions in Lyonnaise and Raffa Volo...

#### ■ Bernard's conviction: Lawn Bowls will be the first bowls sport in China!

## 2. How did this idea come up?

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« Such an adventure always starts by meeting the right people. »

We met John and his team several times during the last 12 months:

- ▶ Edinburgh in April 2015
- ▶ Leamington in August 2015
- ▶ Edinburgh in January 2016
- ▶ Monsec (first club of Lawn bowls of Perigord, France) : in March 2016

All of us were touched by the hospitality, the British open-mindedness, and the elegance of Lawn Bowls.

During the first meetings, I immediately noticed:

- ▶ How serious and professional the World Bowls is.
- ▶ How clear and ambitious their strategy is.
- ▶ How wise and endless their advice is.
- ▶ How high their competition spirit is.

As a conclusion, it is a real honour for us to represent World Bowls in France.

Once again, our main objective is not only to promote Lawn Bowls. For us, Lawn Bowls is more than a sport; it's a real way of life!

Besides, Lawn Bowls matches perfectly with the French Touch.

### 3. How will we work it out?

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Once again let me ask you the question:

**CAN WE CREATE A FEDERATION FROM SCRATCH ... AND DEVELOP IT QUICKLY ... ALL OF THIS IN France?**

To answer this question, we made two statements:

#### **3.1. First statement: let's be lucid about the French context!**

We all know France is not a model for its administrative functioning!

The French associative model of Bowls Sports is slowed down:

- ▶ Instead of looking for private funds, associations rely on subsidies
- ▶ The main income comes from pump rooms. This stops sponsorships and attracts only patronage.
- ▶ More than seventy percent of licences' incomes are used for federal expenses. Do you think it's normal? I don't!

My conclusion is: we must invent a new model!

#### **3.2. Second statement: the problematic of our sport image.**

The goal each sport wishes to reach is simple:

« HAVE A FAIR AND ATTRACTIVE IMAGE OF OUR SPORT AND ITS VALUES TO DEVELOP A WORLDWIDE NOTORIETY »

The main objective is not only to have audience but to have audience AND sponsors.

A telegenic, attractive and media image is necessary.

A better image attracts new audience, and sponsors on TV and on the web.

My conclusion is: we must focus on the image and dedicate our investments to communication! (Between 60 and 90 percent!!!)

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First the statement, now the action:

### **3.3. How different we are from other sports?**

Lawn Bowls and Bowls Sports in general, are not major sports.

We don't have the same budget and we are not really sure of being sports.

This is where we are different.

Once again, we are not a sport; we are a way of life!

To show our difference, this is our catchphrase/slogan:

« Play Lawn Bowls, share our way of life »

### **3.4. What is our development model and who for?**

(« If you wish to reinvent yourself quickly, don't try to create but rely on what exists ».)

We need private funding and quick development.

This is the reason why we won't create clubs only dedicated to Lawn Bowls.

We will implement in existing establishments in other social chic sports, such as golf, tennis clubs, spa, hotels...

Each of them will pay an annual subscription. The FFLB will only certify the clubs following the standards.

What are the advantages for them?

- Attracting a new British public
- Being visible on the FFLB website
- Enlarging their offer by offering their members another sportive and social-chic practice.

### **3.5. Invest in priority on communication**

Most of our budget will be dedicated to communication.

We will create several communication tools:

- A website (now in progress)
- A brochure
- A monthly newsletter
- An account in all the main social networks
- A launching party with a press conference

## **4. Why do we believe in it?**

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### **4.1. Our assets**

- Our team
  - Anne-Lise DUVARRY
  - Elodie DUVARRY
  - Charlotte MONGIN
  - Patrick DUVARRY
  - Patrick LAFAYETTE
  - Bernard CHAMPEY
  - Claude PICOLET
- prestigious headquarters
- An agreement in principle to build the first Lawn Bowls field in a luxurious guest house in Ardèche)
- A first sponsor to get communication funds: PULZ ( about15K€)

### **4.1. An ambitious but realistic schedule?**

Concerning our schedule, it's very simple:

JUNE 2016: our website will be put on line (fflb.fr)

We will then launch emailing information and we will communicate to the media to officially launch the FFLB.

OCTOBER: the commercialisation phase of the offer will start, before a launching party which will take place in our headquarters in Lyon.

## DECEMBER

We would like to certify 2 to 5 member clubs by the end of 2016.

Though, 2 places will be built to play Lawn Bowls in France.

### **4.2. A climate propitious to success**

We are so glad to be in a really harmonious and nice climate with the WorldBowls. Our friendly and professional relationship really makes us want to achieve this goal.