

<p>Project</p> 	<p>Building an evidence base to increase participation in lawn bowls</p>	<p>Partner</p>	
		<p>Year</p>	<p>2012</p>
<p>Purpose</p> 	<p>To undertake research into:</p> <ol style="list-style-type: none"> 1. the reasons people play bowls, 2. why people cease playing bowls, 3. what are the physical and mental health benefits people derive from participation, 4. how are changes in demographics of communities affecting bowls clubs, 5. what format for participation/competition bowls is preferred for different age groups, 6. what are the characteristics of the 'bowls experience' that will attract new participants? 		
<p>Method</p> 	<p>A mixed method approach was used in this project.</p> <p>First, 90 face to face semi-structured interviews were conducted at 18 bowls clubs across Australia with current club members bowling in pennant competitions, social bowlers, previous members, and club committee representatives and staff.</p> <p>Second, a paper survey was distributed to 4000 bowls club members from 100 clubs across Australia to collect data on individuals' involvement in bowls, their motives, satisfaction with their bowls experiences, their commitment to remain involved with bowls, their perceived physical and mental health status and selected demographic variables.</p>		
<p>Application</p> 	<p>These two data sources were used to provide Bowls Australia with a representative 'picture' of the perceptions of bowlers across Australia regarding their bowls experience.</p> <p>35 conclusions were made in relation to the six questions that formed the basis of the study.</p>		

