

Perth Convention Centre (far left), Western Australia

Asia Pacific Bridge Federation Congress

In very exciting news for the Asia Pacific Bridge Congress 15-22 April a great international team is coming to Perth. All have won many National and World Open, Senior and Mixed Championships including:

Sabine Auken from Germany has won two Women's World Championships, a World Open, a World Mixed Team Championship playing with Zia Mahmood and she has written a popular book "I Love This Game." Her partner is **Roy Welland** who has won many US National Championships.

Jacek Pszczola, or Pepsi, is ranked 30 in the world and is very well known in Australia having played here a number of times and his wins include a Open World Championship and a Mixed World Championship. Playing with Pepsi is **Jacek Kalita** of Poland, ranked No 2 in the world.

Reese Milner of the USA is World No 1 Senior and his partner **Hermant Lall** is No 2 Senior and father of leading international prodigy, 25 year old **Justin Lall**.

Everybody Welcome

The whole APBF is open to everyone so come to Perth. There are pairs and team's events in Open, Women, Senior and Youth Categories as well as a Bridgefest on the side for experienced or newer players.

Gold Point Events

Wed - Thurs	15 – 16 April	Packer & Co Swiss Imp Pairs
Fri – Mon	17 – 20 April	APBF Teams Championships
Tues – Wed	21 – 22 April	APBF Pairs

Daily Red Point Sessions

Every day there are one session Red points pairs events for only \$20 per player with two session All day Swiss Pairs at the weekend for only \$40 per player a day.

Great Value

If you play in the Teams event then you get FREE entry into the Tuesday and Wednesday APBF Gold Point Pairs on 21-22 April. So 6 days of bridge for \$400 if you are in a four person team or \$67 a day and a total of \$267 or \$45 a day if you are in a 6 person team.

Get your entry in to play alongside or even against the champions of bridge in Perth at <http://www.abfevents.com.au/events/apbf/2020/>

Bridge

Community

Supports

Bushfire

Appeals

The ABF has supported the Bushfire Appeals by waiving all masterpoint fees for clubs who hold fund raising events to support the victims of the bushfires. Red masterpoints are issued for these events and are available until the end of March. The ABF held a fundraiser at the Summer Festival of Bridge in Canberra and received donations of \$2817.65 which went to the Red Cross Disaster Relief and Recovery Fund.

Mike Prescott, the Manager of the North Shore Bridge Club and the largest Bridge Club in Australia with about 1,650 members, has reported that the NSBC has raised an amazing total of \$10,000. This included donations of \$1927, table fees of \$3735, sale of cups \$288 and the club has added \$4050. It was a fantastic effort by the NSBC and they split the money between Blaze Aid for rebuilding, Wires the Wildlife Rescue organisation and the NSW Rural Fire Service.

If clubs could inform marketing@abf.com.au of the total donated by each of their clubs then we will be able to see how much has been contributed to the Bushfire appeals.

Marketing Workshops

Peter Cox is conducting Marketing Workshops around Australia to help Clubs grow members. He would like to visit your club or state body to conduct a Marketing Workshop with your members. You are encouraged to invite clubs from the surrounding area so we can grow bridge nationally together.

The ABF will cover Peter's costs for running the workshop and any travel or accommodation required so it is free to you. All you need to provide are the attendees, a venue and some refreshments.

The content includes:

1. Understanding the Bridge Market
2. How to acquire new players
3. Local marketing and promotions
4. Social Media and Facebook Advertising
5. Welcoming new bridge players
6. How to retain beginners with The Buddy System
7. Bridge On Demand – bridge coaching all year round
8. How to write Press Releases
9. How to apply for ABF Marketing Grants

The full presentation takes a day with one 2 hour session before lunch and a two hour session after lunch. A condensed session can be provided if part of a conference.

Please contact Peter at petercox@ozemail.com.au or on his mobile on 0413 676 326.

Otherwise he will be on the ABF Marketing stand at major congresses if you would like to discuss holding or attending a workshop.

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