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17 October 2023

To: EXECUTIVE COMMITTEE
PROVINCIAL PRESIDENTS
PROVINCIAL SECRETARIES
DISTRICT PRESIDENTS
DISTRICT SECRETARIES
MEDIA

CIRCULAR 70 / 2023

Wade Pretorius – Media Officer

It is with great pleasure that Bowls South Africa have acquired the services of Wade Pretorius as part of the Marketing Media NSC.

Wade is highly experienced in his field and will add value to the Digital Side of BSA Marketing.

Wade worked as a content producer in Soccer for Sport24/News24 during the 2014 World Cup.

Wade joined Highbury Media as the Soccer Editor and ran SoccerClub magazine and their online platform. Wade was also appointed as the co-head of Digital Sport and worked on SARugbyMag, SACricketMag and Compleat Golfer as the digital editor. Wade has written on online platforms for Springboks and Stormers as well as the Business Day.

Wade's roles are, but not limited to:

- Re design and Maintenance of BSA Website
- Introduce and oversee the **digital membership card** for all BSA members
- Produce monthly newsletters
- Advising on the social media platforms, and improving communications strategy
- Press Release for events
- Media coverage for events

Bowls South Africa is extremely grateful to **Mark Gibbs at Personal Trust** who are funding this project.

As part of the Monthly Newsletter we urgently request that all districts appoint a Media Liaison Officer, who is able to deliver regular reports to Wade. These reports may cover a wide spectrum of Events, Results/Photographs, Interesting and unconventional news from Districts such as milestones and Bowls Sport for All (eg 4 Generations of family playing in same team). Creative and comical outcomes will also be welcomed.

Names and e mail addresses of the Districts Media Liaison Officer needs to be forwarded to:

info@bowlssa.co.za and cc wadepretorius@gmail.com by 10 Nov 2023.

Reports are to be sent in by 20th of each month to have the news published in the following months newsletter. **No reports** will mean **no news** from the district.,

BOBBY DONNELLY
CHIEF OPERATIONS OFFICER