

Clubs can generate additional revenue by offering their facilities to external groups for various events and activities. To ensure a fair and profitable pricing structure, clubs should consider several key factors when setting their charges. This document outlines best practices for pricing the use of facilities, including the green, kitchen, room hire, and/or BBQ area. It also includes a booking form template to give you ideas on what information should be gathered in the initial stages.

1. Per-Person Charge for Playing Bowls
 - Rate: \$25-\$35 per person.
 - Minimum Group Size: Establish a minimum number of participants to ensure the event is worthwhile for the club. This could be set at 15-20 people.
 - Inclusions: The per-person fee should cover the use of the green, equipment hire (bowls, mats, jacks), and possibly an introductory session or basic coaching.
2. Room Hire
 - Small meeting rooms: Charge \$50-\$75 per hour, depending on the room size and amenities provided (e.g. wifi, projector).
 - Large event spaces: for larger halls or event spaces, charge \$100-\$200 per hour. Offer discounts for half-day, full-day or multi-day bookings.
 - Package deals: create package deals/discounted rates that include playing bowls + room hire and any other facilities you wish to include e.g. kitchen use
3. Bar use and staffing
 - Charge an hourly rate to cover the cost of having staff run the bar while the event is taking place.
 - Rates might range from \$25-45 an hour, with additional staff required if hosting larger groups e.g. over 70 people.
4. Kitchen and/or BBQ facilities
 - Kitchen: Charge a flat fee of \$75-\$150 for the use of the kitchen, depending on its size and equipment.
 - Additional Charges: Consider additional charges for the use of specific kitchen appliances or for providing catering supplies.
 - BBQ: A flat fee of \$50-\$100 for BBQ use.
 - Inclusions: This should include access to BBQ equipment, gas, and cleaning services/items after use.
5. Bond/Deposits
 - A bond or deposit is to cover any potential damage or extra cleaning required.
 - A reasonable bond amount could be between \$200-\$500, depending on the size of the groups and the extent of the facilities used.
 - Clearly outline the conditions under which the bond will be refunded, such as no damages, cleanliness, and adherence to the club rules.
 - Cancellation policy outlining any fees for late cancellation
6. Additional Considerations
 - Membership Discounts: Offer discounted rates for members.
 - Seasonal Rates: Adjust rates for peak and off-peak seasons to maximise utilisation throughout the year.
 - Promotion and Marketing: Actively promote the availability of the club's facilities through the club's website, social media, and local community boards.
 - Regularly review and adjust rates to stay competitive and ensure the club's financial health.

This matrix is the same information as above but in a table form to help break down rates per facility for you. This can be customised to fit the specific needs and facilities of each bowls club, allowing for clear and transparent pricing for external groups.

Facility	Description	Charge Type	Rate*	Additional Notes
Main club rooms	Use of main club rooms	Hourly	\$100	Half-day (4hrs)/Full-day (8hrs) rates available.
		Half-Day	\$350	
		Full-Day	\$700	
Meeting/small room	Use of meeting, or small room	Hourly	\$50-\$75	Includes room facilities e.g. wifi, projector
Kitchen	Use of kitchen facilities + equipment	Flat rate	\$75-\$150	Depending on what facilities/equipment you have in the kitchen
BBQ	Use of BBQ facilities	Flat rate	\$50 - \$100	Include a full gas bottle, cooking utensil and/or cleaning equipment
Bar	One Bar person	Hourly per staff	\$25-\$45	Number of staff depends on group size. E.g. 50 people and under will only require 1 staff member, more people require additional staff
	Additional bar staff required	Hourly per staff member required	\$35+	
Bowling + Equipment	Use of bowling green + all equipment needed (bowls, jack, mat)	Per person rate	\$25-\$35	Minimum number of people required = 15
Bond/Deposit	Refundable bond/deposit	Flat fee	\$200 (for small room) - \$500 (for bigger events)	To cover potential damages and extra cleaning
Additional services	Any additional serviced or staff needed	Hourly per staff		e.g. event coordinator, bowling coach, setup/cleanup

***Remember to include GST (15%) at point of purchase**

Booking form Template – Events and Function

Below is an example of what you can include in a booking form. Always start with an introduction, include the club contact details and outline anything your club wants to highlight as important to a group booking your club's facilities.

[Insert Introduction]

Please complete the form below to enquire about venue or greens hire, and one of our team will get back to you to discuss further details and provide a quote.

Contact us at (123) 456-7890 or no_reply@example.com

[Insert Important information, some examples are below]

- Include a link to your T's & C's and request people read it before inquiring about booking your club.
- Clearly indicate exclusions, if you have any, e.g. we do not host 21st Birthday Parties, children under 12 are not permitted on the green, we do not host events on Saturdays, Club license does not include BYO etc..
- Breakdown the fees and/or deposits/cleaning fees and what they can hire e.g. hire just the greens, just the club rooms, or both. Do they need a BBQ (if your club has one available).
- If catering is an option, include information around menus, your suppliers, or if people are allowed to bring outside food in.
- Include any additional information you want someone to know prior to booking your club rooms.

[Information you should gather on a booking form]

Personal information about the person inquiring about booking your club

- First and last name
- Email address
- Phone number
- Organisation/business (if booking for a corporate function)

Information about the event/function

- Date
- Start time and length they would like the club for (e.g. 2pm start, want club for 3 hours)
- Number of guests
- Reason for function (is it a corporate function, 65th birthday, family reunion etc..)
- What do they want to hire (greens only, club hire and greens, kitchen facilities, BBQ etc. This will depend on what your club has available for hire.
- Have an open question asking for any additional information.

Terms and Conditions

- Your last questions on the booking form should read 'have you read our terms and conditions?' include a link to the T's and C's document.