



MEDIA RELEASE - September 2021

Fairfield Bowling Club Pledges to Double Female Membership in 6 Months

Local lawn bowls sporting club Fairfield Bowling Club has made a pledge to boost its female membership by more than 100% as part of its commitment to the This Girl Can Victoria campaign.

The club is hoping to attract new members of all ages to the green through several planned barefoot bowling nights and an open day to show the public the great sport of lawn bowls.

Lawn bowls is a summer sport open to ages 9-99 and is an open gender team-based sport with the season running October to April annually.

Fairfield Bowling Club will hold their Brunch & Bowls Open Day on Sunday February 6th 2022 and fun pizza barefoot bowls evenings on Thursdays in February 3rd, 17th and 24th 2022.



The current member demographic ranges from 25 to seniors, with the club promoting a family friendly environment for all ages and abilities.

Fairfield Bowling Club provides equal opportunities to members in a safe environment and offers volunteer opportunities through both committee and management roles.

All members have access to coaching, with both male and female coaches at the club.

The club hopes new members could join in the fun Wednesday night pennant bowls team - a shorter and more relaxed format of lawn bowls. Members can take part in the mid-week Tuesday or Saturday afternoon bowls pennant games.

The leafy suburb of Fairfield has been home to the historic Fairfield Bowling Club for more than 100 years, serving the community as a Not-for-Profit sporting club and community venue offering social events like trivia, karaoke, fundraiser BBQ's and lawn bowls functions.



A long history of female membership.

About Fairfield Bowling Club

Fairfield Bowling Club (FBC) is a community sporting club established in 1913. Nestled in the leafy, tree lined suburb of Fairfield the club has 42 members and takes part in Metropolitan Melbourne pennant. FBC has a Division 3 midweek side, Division 3 night pennant side and Division 2 and 5 Saturday pennant sides. As a NFP sporting club, FBC offers barefoot bowls and a function space to hire to the community.

About This Girl Can

This Girl Can - Victoria is a six-year VicHealth campaign aiming to increase physical activity among Victorian women. It focuses on less active women and supports gender equality by challenging traditional gender roles and stereotypes in sport and by celebrating women. VicHealth is promoting This Girl Can - Victoria in partnership with a range of organisations and community groups across the state including high profile sporting codes, sporting clubs and charities.



This Girl Can Fairfield Bowling Club Featured Members



Jenny Jeffrey

Jenny is one of the newest members to FBC, having joined 12 months ago and in her first season was a lead in the Midweek Pennant Division 4 team, winning the Grand Final. She was surprised to be chosen but has found that to be typical of FBC - a nice group of inclusive people that make you feel part of the community and a valued person. Newly retired, Jenny is an avid tennis player, and still cycles and swims regularly.

“I think that it's fairly easy on the body if you don't have too much arthritis in the knees, it's a nice sport you can wear comfortable clothing and you don't have to have all the regulations like back in grandmother's day!”

“Fairfield are so non-judgmental and nice group of people and they include you in the club, made me feel very warming and part of the community which was very nice - I don't know if that happens in a lot of places.”



Amy Stewart

Amy joined FBC 4 years ago after seeing a flyer on the library noticeboard. Although she's never played sport, she found Fairfield to be a comfortable and welcoming space and has just secured her first trophy as Runner Up in the Club Triples. As someone with some ongoing health issues, Amy found it to be the perfect form of exercise, with bonus friendships made along the way.

“It's just great. There's a few women and we all get along fantastic — it's just brilliant for any girl or woman to play. There's no judgement, it's a very inclusive club and it's just a wonderful activity.

“We need to do more advertising involving women in sport and encourage other girls and women. It's a sport that they can do, it's a sport we can play with boys, it's an open gender sport.”



Val Young

Val has been a member at Fairfield Bowling Club for 4 decades, and despite many offers from competitive clubs has always stayed at Fairfield because she likes the atmosphere. She has won many games over the years, most recently the 2020-21 Women's Club Singles Championship. At 91 she shows no signs of slowing down and is personally keen to see more members and more women join the club.

“My husband played bowls and I played golf and found if you can't beat em join em — that was 40 years ago. I've absolutely loved every minute of it and don't know what I'd do without it.”

“At the bowling club you're playing in a team it was so friendly it

was playing like home to home.

It's been marvelous for me and when my husband died 12 years ago, they treated me so well and pulled me up and out. We're like a family and it's just been so great for me.”



Champay Oram

Champay has been playing lawn bowls for 9 years, joining Fairfield Bowling Club in 2012. She admits she wasn't initially interested, but after the Chairperson handed her a membership form the rest was history. She is incredibly proud that her small club can compete at high levels of competition and brings together people with skills and experiences from all walks of life.

“The club provides equal opportunity within a safe environment for everyone and supports women and girls to achieve greatness through the playing group and offers many volunteering roles through its various committees and management roles.”

“My experience as a female lawn bowler at Fairfield has been a challenging and diverse experience and this gives me a lot of satisfaction. I would welcome any female of all ages to join this great club that recognises females as an important part of the club's growth and success.”

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