



Beltana Bowls Club Trading Name

Special General Meeting to propose a trading name

SATURDAY 18 FEBRUARY 2023 AT 10AM IN CLUB

Beltana Bowls Club Board is proposing a trading name to bring 'community' in to the name.

WHY?

We want to involve the community more in our club which will also align with the club's adopted Strategic and Business Plans. This can be achieved by young people learning bowls, organisations using our club for various functions, individuals using the club for birthdays, engagements, weddings, wakes and so much more.

We are attracting great bowls competitions and running them successfully. Our club is open the whole year so let's make it bigger and better than ever.

Communities are social and share a sense of 'place' and that's how we want the people of Lindisfarne and surrounding areas to see our club.

WHAT NOW?

We have to be strategic and reflect how people find us with our existing name. Our website is Beltana.bowls and our email is info@beltanabowls.com.au therefore Beltana needs to remain in the trading name so we come up in search engines.

The length of the name is also a consideration. Not too long as it becomes hard to remember whereas short, sharp and snappy will always stick in people's minds.

WHAT DO YOU NEED TO DO?

The Board has come up with the following suggestions and would like you to vote at the special general meeting on Saturday 18 February 2023 at 10am.

- Beltana Lindisfarne Community Bowls Club
- Club Beltana Lindisfarne Community Bowls

We have also considered a tagline which sits under the trading name and can be on all our documents or left off as per what the situation is. Suggestions are as follows:

- Lindisfarne's finest community club
- Where are we Lindisfarne, of course

