

Bowls Australia and Cancer Council

‘Good for you, Good for your club & Good for the community’



‘Good for You’

Bowls Australia (BA) is working with Cancer Council to ensure bowlers are protected from the sun, both on and off the green.

Voted Australia's most trusted sunscreen products five years running*, a range of Cancer Council products is now available for purchase via shop.bowls.com.au.

Cancer Council recommends Australians take a combination of five measures to protect against UV overexposure when the UV is 3 or above including:

1. Slip on sun-protective clothing that covers as much skin as possible.
2. Slop on broad spectrum, water-resistant sunscreen that is SPF30 or higher. Apply 20 minutes before going outdoors and reapply every two hours. Sunscreen should never be used to extend the time spent in the sun.
3. Slap on a hat that protects the face, head, neck and ears.
4. Seek shade.
5. Slide on sunglasses that meet the Australian Standard AS/NZS 1067:2016.

‘Good for your Club’

Bowls clubs Australia wide will have access to exclusive discounts & value add offers.

Once the club sets up an account with the BA e-store (see page 2 for instructions), clubs will have access to 20% discount off RRP year-round. See terms and conditions for details.

Clubs can purchase products through the BA e-store for their own use, as well as having the ability to on sell product to their members to generate income.

To launch the initiative, BA & Cancer Council are offering launch packs at a further discount (up to a total of 35% off RRP), designed to give bowls clubs everything they need to offer a range of sunscreen products for purchase by their members & for club use.

Launch packs are offered as a suggested starting point, however can be fully tailored to suit the needs of your bowls club. The additional launch discounts (up to a total of 35% off RRP) will still apply, as long as the minimum RRP spend is reached.

For more information on the launch packs, including how to tailor launch packs and the club discounts available please contact Andrew Gommers at agommers@bowls.com.au.

	RRP OF PACK	CLUB + LAUNCH DISCOUNT	SELL PRICE TO CLUBS	VALUE/PROFIT TO CLUBS
Launch Pack 1	\$2156.20	35% off	\$1,401.53	\$754.67
Launch Pack 2	\$1600.80	30% off	\$1,120.56	\$480.24
Launch Pack 3	\$845.10	25% off	\$633.83	\$211.27

Launch packs also include 2 x free sunscreen wall mount brackets. [Click here](#) for further details on pack inclusions.

 **Every purchase** goes towards cancer research and services.

*Voted by consumers through an independent survey conducted by Reader's Digest Australia 2020.

‘Good for your Community’

Australia has one of the highest rates of skin cancer in the world. At least 2 in 3 Australians will be diagnosed with skin cancer before the age of 70.

Bowls Australia is working with Cancer Council to help you stay protected from the sun both on and off the green, and raise funds for both individual clubs and Cancer Council.

Every purchase of Cancer Council sunscreen benefits your club and supports the broader community.

Don't forget that a combination of five sun protection measures is recommended: Slip on clothing, Slop on SPF30 or higher sunscreen, Slap on a hat, Seek shade and Slide on sunglasses.

How to access this opportunity

Step 1 - Register an account for your bowls club to gain access to exclusive incentives

1. Visit: <https://shop.bowls.com.au/>
2. Click the Sign-up button
3. Complete registration details.
 - a. Important to select Club as the organizational type, and enter the name of your bowls club.
 - b. Bowls Australia may ask you to verify that you are purchasing on behalf of a bowls club.
4. Once registered please allow 48 hours for us to verify your account.
5. Once verified you will receive your login information via email.

Step 2 – Login to the Bowls Australia e-store to access the club pricing discounts

1. Visit: <https://shop.bowls.com.au/>
2. Enter login details as supplied via email.
3. Click on sunscreen tab.
4. Choose the appropriate launch pack for your club. The 20% discount, plus the introductory discount if applicable, will automatically be applied.
5. Complete transaction through the online store
6. Your order will be shipped to your mailing address.

Please direct any queries to;

Andrew Gommers
Business Development Manager
Bowls Australia
0401 242 730
agommers@bowls.com.au

Terms and Conditions

Bowls Australia may ask you to verify that you are purchasing on behalf of a bowls club. Launch packs are available for a limited time only. Clubs may purchase multiple launch packs. Minimum unit order quantities per product apply to receive the club discount.

