



# Online Introduction to Bridge for Young Players

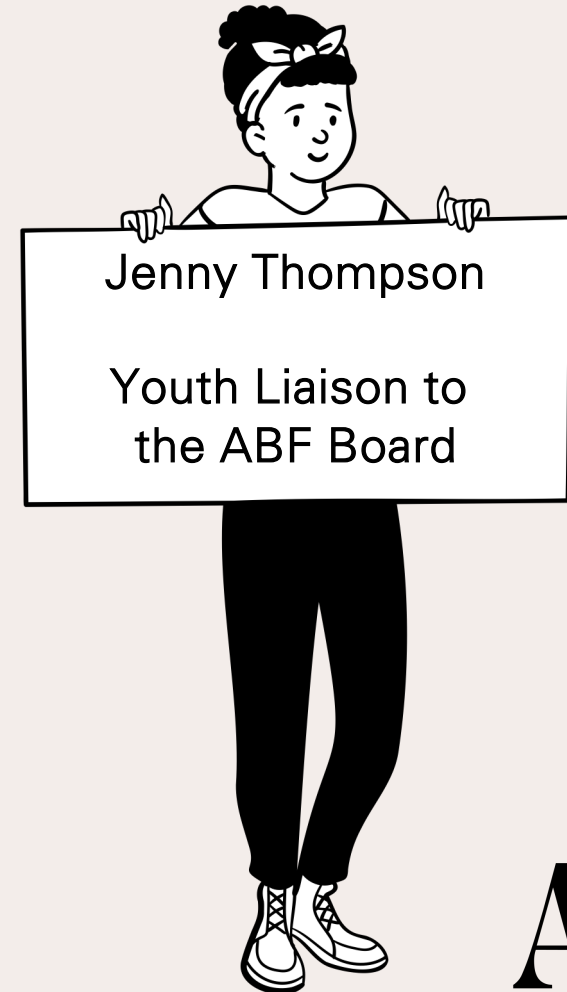
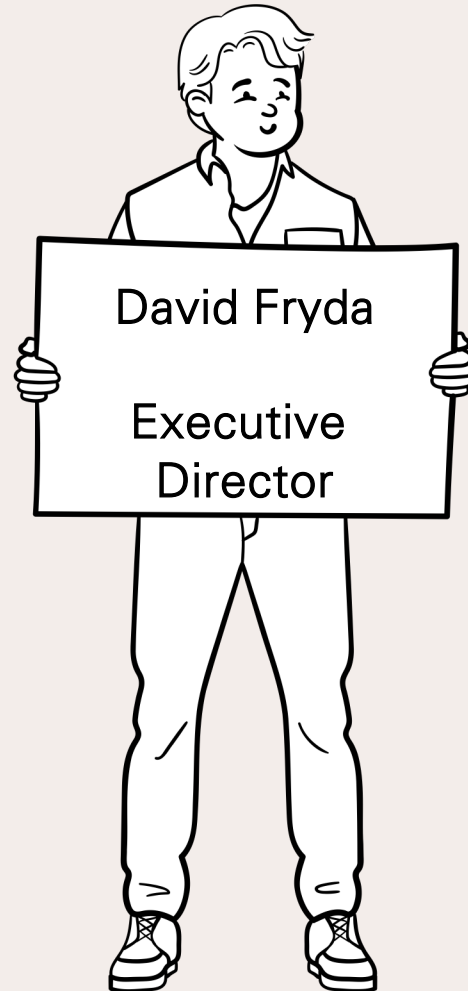
David Fryda and Jenny Thompson  
Australian Bridge Federation

# Agenda

- Introduction
- Youth Bridge in Australia
- Building Youth Bridge Further
- How we marketed the program
- Progress so far
- Beyond the first 4 Lessons
- Question Time

# Introduction

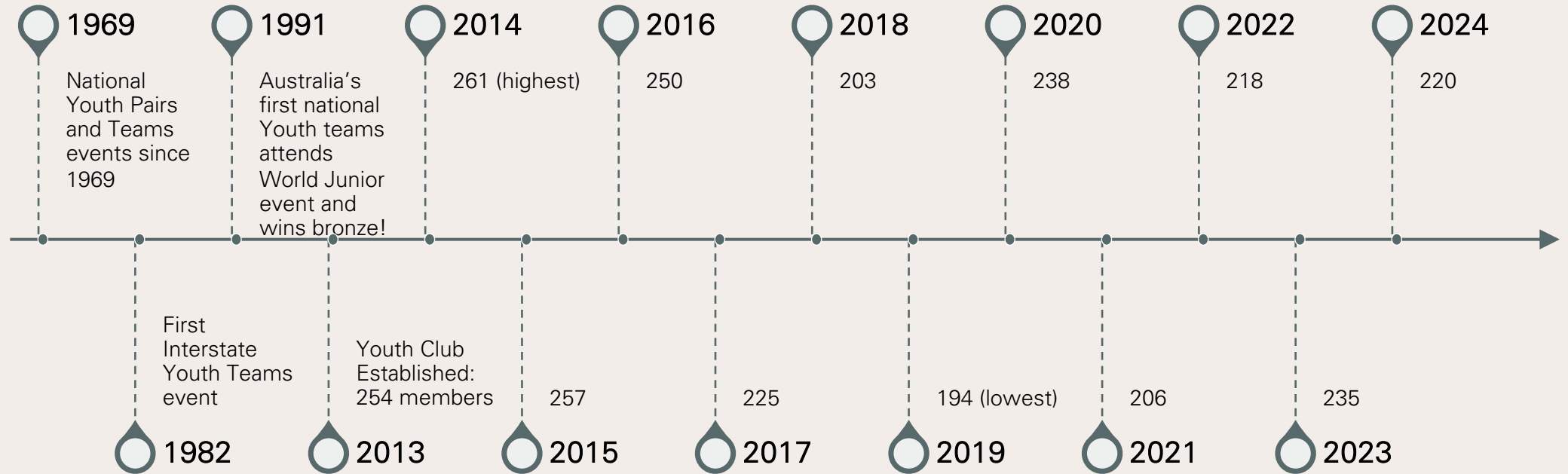
## - David and Jenny



# Youth Bridge In Australia



# History of Youth Bridge in Australia



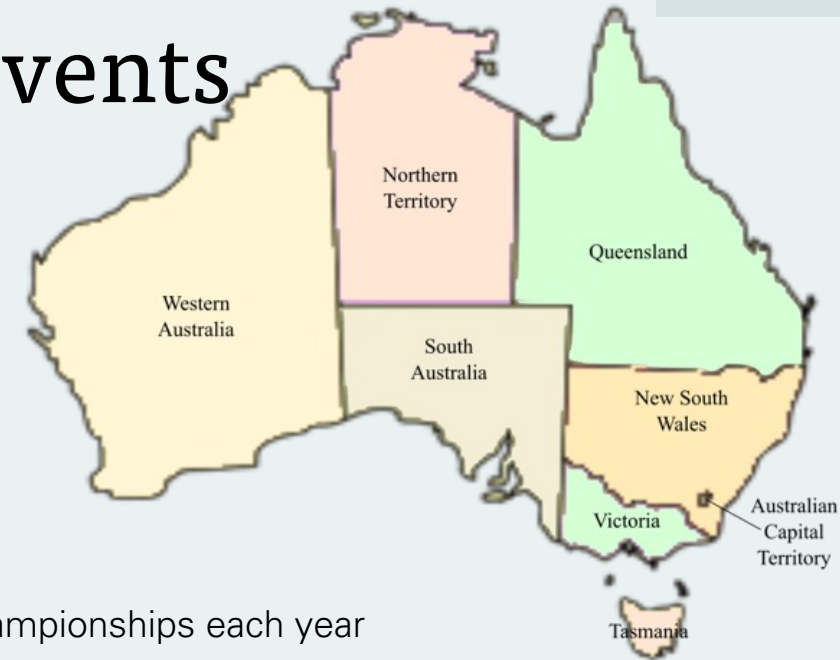
Many youth players continue to play bridge all their life.

Ron Klinger was in the 1969 winning team

20 years later David Fryda was too! 😊

# Australian Youth Structure and Events

- Jenny – Youth Liaison to the Board
- Ella – National Youth Coordinator (since April 2024)
- Each Australian State and Territory has their own Youth Coordinator
  - The States and Territories
    - Run Youth “events”
    - Promote bridge locally to potential youth players
    - States are invited to send a team to participate in the Australian National Championships each year
- The ABF runs Youth Week every year in Canberra in January for players under 30 years of age
  - In 2024 we had:
    - Pairs: 24
    - Teams: 12
    - Junior Squad Selection (under 25): 10 Pairs
      - Selects the National Youth Team which the ABF sends to the world championships
- In 2024 a team of 6 women are self-funding their trip to Poland and will contest the U26 Women’s event





Building  
Youth  
Bridge  
Further

# How to Build the number of Youth Players?

Each state and territory has different approaches

Quality of teaching and mentoring varies between states

COVID changed the bridge world and the education sector

Education (school & university) sector is very familiar with "learning" via zoom/Teams

Bridge clubs transitioned to online play and lessons

The ABF and Paul Marston are partnering to teach a series of four beginners bridge lessons to youth players (under 25) online.

- Paul owns and operates Grand Slam Bridge Club in Sydney and Canberra
- He has taught beginners for many years
- He developed online teaching during COVID to hundreds

The ABF is sponsoring the lessons. The four lessons are free to attend.



# Marketing Strategy

Marketing bridge to young people is very challenging.

There are many other things they would like to do in their “leisure” time.

Bridge teachers are used to marketing to retirees.

Our focus was on targeting the 30,000 existing bridge players in Australia (and New Zealand).

- The ABF advertised:
  - On our website
  - At National events
  - On social media – Facebook and LinkedIn
  - In our newsletter
- The States and Territories also advertised to their players and clubs





# Know Any Potential Young Bridge Players? Opportunity for 14 - 24 year olds to learn Bridge - FREE!!

## Learn Bridge Online Young Player Course

**Age Range:** 14 - 24 years

**Level:** Beginner Course

**Location:** Online

**Date:** Wednesday 1st, 8th, 15th, 22nd  
May 2024

**Time:** 7pm -Approx. 8pm AEST

**Practice Sessions:** Sunday 5th, 12th,  
19th, 26th from 11am-12pm AEST

**Course Teachers:** Paul Marston &  
Nevena Djurovic

**Cost:** FREE

## Why Should Teens and Young Adults Learn Bridge?

- ✓ Academic Enrichment
- ✓ Socialise & Make Friends
- ✓ Enjoy Competition & Travel
- ✓ Connect with Family & Community
- ✓ Have FUN

## About Our Course

Led by experienced Bridge teachers, Paul Marston and Nevena Djurovic, this course helps the next generation of bridge players master the important basics of the game. Players enjoy using their new skills playing with and against the other emerging young bridge talent before advancing to level 2.

Spaces will be limited. Don't Miss Out!

Started with  
Awareness  
Campaign

Static  
Advertisement

Limited Places. Registrations Open Early April - [www.abf.com.au](http://www.abf.com.au)

Got questions or want a notification email when registration opens just email -  
[youthlessons@bridgelounge.online](mailto:youthlessons@bridgelounge.online)



# Learn Bridge Online National Young Player Course May 2024

FREE  
ONLINE  
COURSE!!



Opportunity for 14 - 24 year  
olds to Learn Bridge- for FREE!!



Started with  
Awareness  
Campaign

Video on Facebook



**NOW  
OPEN**

**Learn Bridge Online  
National Young Player Course  
FREE!!**



**REGISTER NOW**

**Don't Miss Out! Places are Limited**

<https://bridgelounge.online/youth-bridge-registration/abf/>



Registrations  
Opened on 1 April





Attention: All Bridge Players

The Australian Bridge Federation (ABF) is offering all 14 to 24 year olds the opportunity to **learn bridge for free** !

We are asking all Australian bridge players to spread the word to young people about this wonderful opportunity.

The lessons will be given **online** by Paul Marston, one of Australia's most successful bridge players and teachers, over a series of four lessons. The lessons will be presented on a Wednesday from 7pm to 8pm AEST. If you miss a lesson or want to ask more questions you can catch up with Paul on a Sunday at 11am AEST.

More details on this exciting opportunity are shown below.

To register interest for the course potential participants should go to the link: <https://bridgelounge.online/youth-bridge-registration/abf/> When they get to that link they will be asked to enter their date of birth to validate that they are in the 14 to 24 year old age range. On the next screen they will be asked to provide their name and contact details as well as their postcode. If they are under the age of 18 then they will be asked to enter the name and contact details of a parent or guardian (*we take working with Children seriously*).

Once they have registered their interest in the lessons they will be provided with access to pre-course material and will receive some fun Kahoot quizzes. On Thursday April 25<sup>th</sup> everyone who has registered interest will receive an invitation to enrol in the course which starts on 1 May.

If you have any questions or need more information about these lessons then please do not hesitate to email or phone David Fryda from the ABF. His email address is [david.fryda@abf.com.au](mailto:david.fryda@abf.com.au) and his phone number is 0418 427458.

So please, **forward this email now** to your friends and family members so that we can get more young people interested in playing this great game!

If bridge is totally unknown to your friends then here's a link to a Youtube video that summarises the game in under 4 minutes!  
<https://youtu.be/VwgUS0fdi08>

And if you still want to know more before registering for our free lessons then take a look here: [What Is Bridge](#)

*PS If there are any young people outside the 14 to 24 year age range interested in these lessons ask them (or their parents) to contact David*

Followed up with  
an email to all  
players on 11 April



Four FREE online lessons  
Four FREE practice sessions

Lessons:  
Wed 1, 8, 15, 22 May 7:00 pm AEST  
Practice:  
Sun 5, 12, 19, 26 May 11:00 am AEST

Complete notes and videos included

# Bridge Lounge Online



## FREE Introduction to Bridge with Paul Marston

-- for 14 to 24 year olds --

### About bridge

Bridge is one of the most popular card games of all time. In the beginner course we teach people how to play a good basic game of bridge. We start right from the beginning so it doesn't matter if you know nothing about cards.



### Why play bridge?

First because it is FUN. You are always engaged with other people when you play bridge so it is a great way to make new friends.

The challenge is to communicate with partner through logic and solve little puzzles. This makes it great exercise for the mind.

### About your teacher

Paul Marston has won more than 50 national open titles at bridge and his books have sold more than 500,000 copies. He has long been Australia's leading bridge teacher. He has taught more than 10,000 people to play bridge and his lessons are still in demand.

During COVID, he and Nevena Djurovic taught more than 2000 people to play bridge.

Read comments from online students [here](#).

And some more comments [here](#).

Below you can watch a video of Paul introducing the course, and an interview video with Jacob Rose who Paul taught as a 14-year old. Jacob is now 20 and he has represented Australia several times.



This course is a one-off opportunity - it will not be repeated

### Register your interest here

And you will be given access to pre-course material that explains basic concepts of bridge.

Date of birth

This is the registration page.

Date of birth was required to ensure the player was a youth (under 25).

We "allowed" children under 14 but they had to be supervised by an adult



# After Registration

- Between 1 April and 25 April
  - Paul sent emails, quizzes and videos to those who had registered
    - Designed to maintain their interest in the upcoming course
- On 25 April
  - Everyone who had **registered** was invited to **enrol**
- By 30 April we had just over 100 youths enrolled.
- Lessons commenced on May 1<sup>st</sup>.
- Paul presents a lesson on a Wednesday and a recap and practice session on a Sunday.
  - Lessons are recorded and all enrolees can access the recordings if they miss a session or want to replay them
  - Australia has multiple time zones so the Wednesday sessions are scheduled to be outside school hours in all time zones



# Bridge Lounge Online



[Timetable](#) [Books](#) [Social Media](#) [Help Centre](#)

Live Chat 

Hi Davd

Welcome to your [Concierge Page](#)

Home

Introduction to Bridge

- Level 1: Lesson 2 play hands
- Level 1: Lesson 2 video
- Level 1: Lesson 2 notes
- Level 1: Lesson 1 practice deals
- Level 1: Lesson 1 video
- Level 1: Lesson 1 play hands
- Level 1: Lesson 1 notes
- Five card tutorials

 Player ID:  
44825394 [Copy](#)

[My Settings](#)

[Logout](#)

## Lesson 2 practice

The Bidding

Sun 12 May at 11:00 am AEST

[Register here for Zoom lesson](#)

[Join Shark Bridge here](#)



## Weekly Kahoot! Competition



Lesson 2 - The Bidding

Ends 14-May 6 pm AEST

[Play here](#)

[Kahoot! Lesson 1 Winners](#)

Once registered and enrolled you have access to the Concierge Page.

On this page you can access the material from lessons that have already been given AND Many other fun things



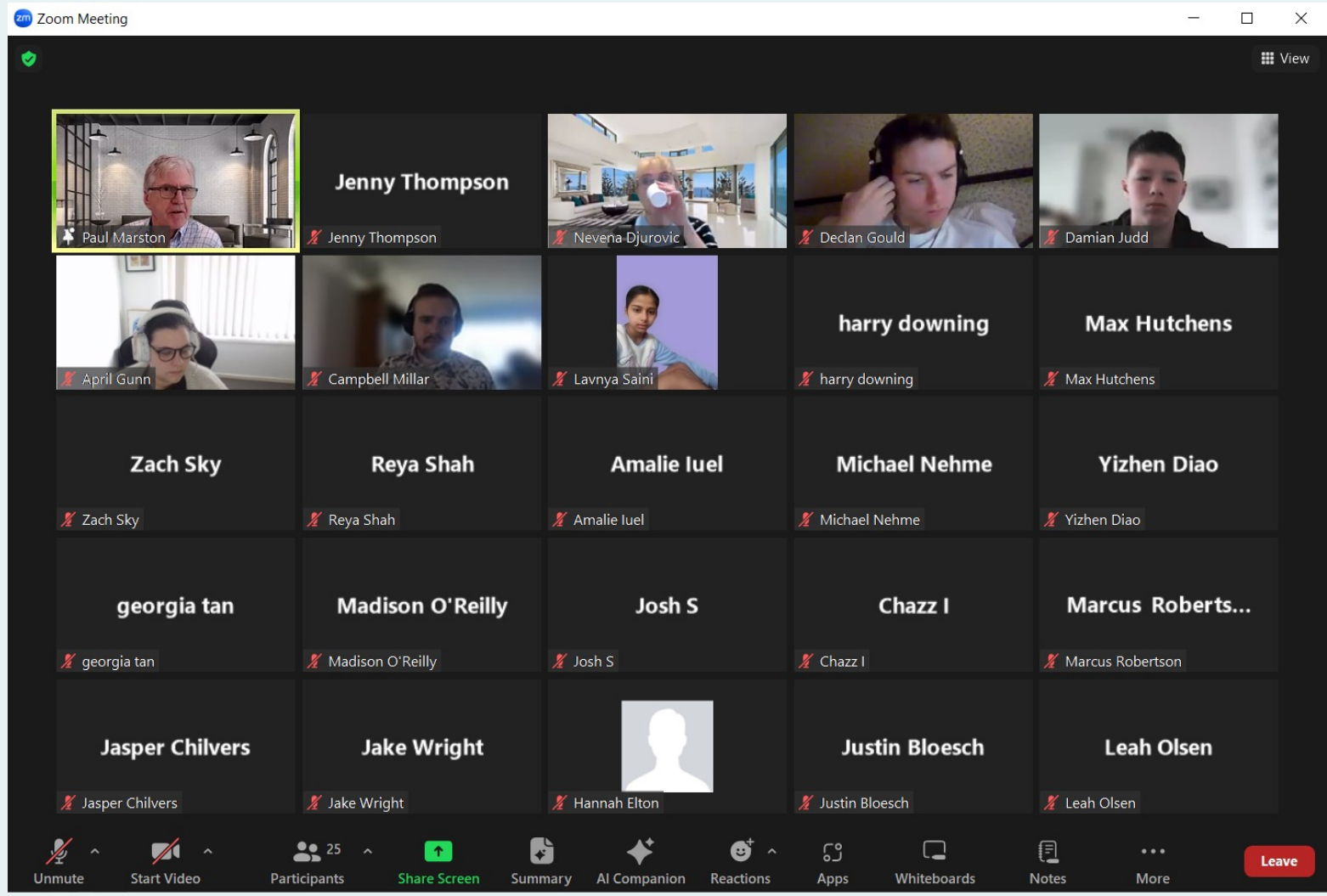


## The Numbers

121 registrations

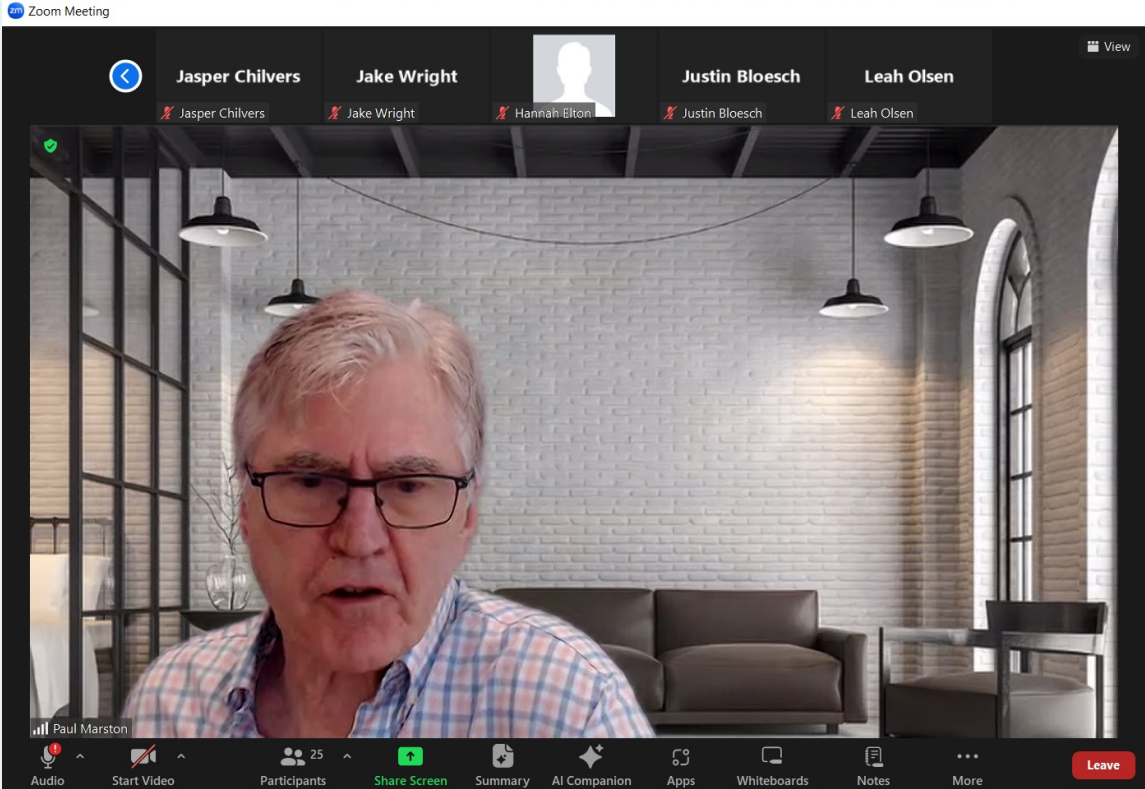
77 attended lesson 1



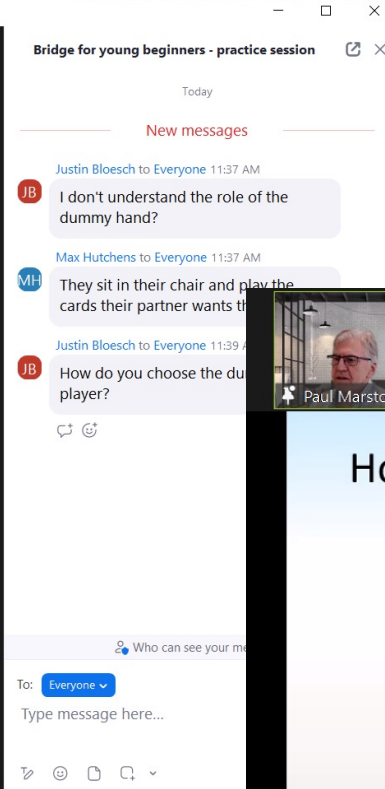


The lessons are delivered via zoom and are for one hour





The attendees are very familiar with how to use zoom



Multiple zoom features are used during the lesson

How many points have these hands?

a) ♠ K Q J 8 7 6  
♥ A Q J 4            16  
♦ K 5  
♣ 3

b) ♠ A K Q J 9  
♥ 9 6 5 4  
♦ A 5  
♣ K 8



# Pathways Beyond the First Four Lessons

Graduates from the course of FOUR lessons will have multiple options available to them:

- Continue with online lessons with Paul
- Move to their local club
- Join the Youth group in their capital city

State based youth co-ordinators will be “responsible” for nurturing the cohort and encouraging them to continue their engagement with bridge

# Other Youth Bridge Considerations & Initiatives

Our competition = a very broad range of games

Making progress in bridge  $\neq$  making progress in online games for example players progress to “level 24” or collect trophies

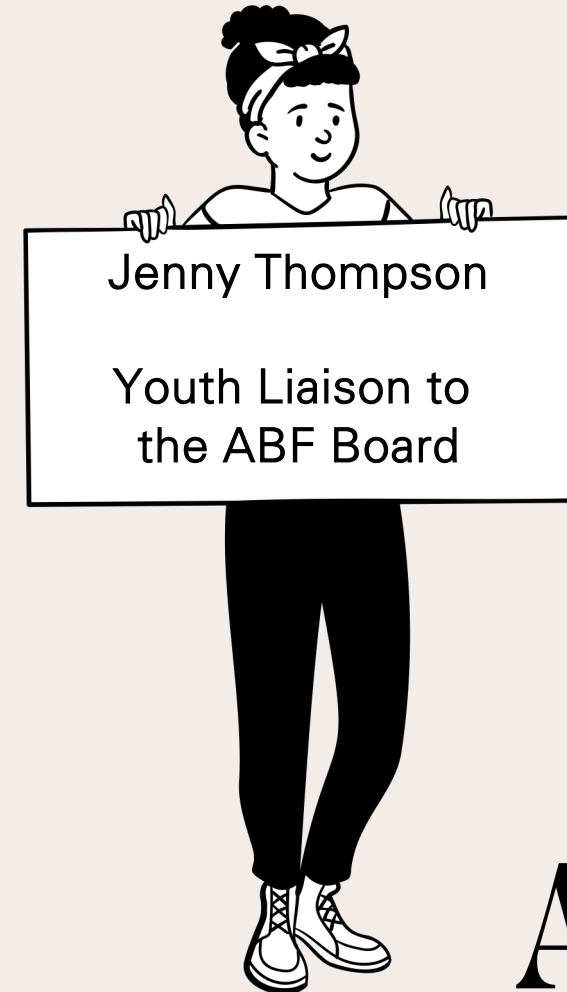
- We are considering incentives we can offer e.g. a point scheme or quizzes or rankings
- We also want to build on the concept of a community of young bridge players
  - The “human connection” element of bridge gives it an edge

The online lessons are being presented by a Seniors Bridge player

- We are enlisting younger expert players to provide supplementary lessons

# Questions & Answers

## David and Jenny



Thank  
you

