

# Kickstarting Bridge for All: Integrating Bridge in Education

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# Indonesia

Population: 280 million, Bridge player: <5000

>17,000 island, 38 provinces

Rich cultural, ethnic, linguistic, and religious diversity

Jakarta is the national capital.

Manado is the Bridge capital





# The Challenges

## Funding and Participation

- Commercial challenges
- Teacher Availability
- Sport Funding

## Cultural Perception: The Deck of Cards



# Number 1 Asset: *the “Bridge Tragic’s”*

- lobbying schools.
- sponsor tournaments.
- providing resources.
- become Bridge teachers
- volunteering time for Bridge
- contribute funding
- etc.

- Are deeply passionate about Bridge
- Contribute significant time, money and other resources to Bridge causes
- Enjoy the game of Bridge tremendously
- Are willing to do above and beyond for Bridge







# Resources Preparation

One local area at a time

- Teacher Availability
- How the teachers are compensated
- The number of schools that can be supported
- Basic Bridge paraphernalia: boards, bidding sheets/bidding boxes

# Approaching the School



- State school vs Private/independent school
- Existing relationship with the principal or the school boards
- Bridge as extra curricular activity
- Support on equipment, teacher/coach, sometime funding





# The Marketing: Encourage Student To Try Bridge

Target 2 key audiences:

- The Students : Making Bridge Cool and Rewarding
  - Highlight the intellectual and strategic aspect
  - Foster camaraderie among players
  - Excitement and Anticipation with tournaments
- The Parents

# Bridge Pathway & Advantages



## **IQ Testing and Pairing**

Those with similar IQ ranges are partnered together, allowing them to learn and grow faster.

## **Partial Scholarships**

Parents are informed that students who excel in Bridge may receive partial scholarships, such as discounted school fees.

## **Pathway to Higher Education**

Bridge can be a pathway to higher education. From primary school to high school to university, students with achievements in Bridge may receive special consideration during admissions. Major universities often have Bridge activity units that bring in trophies in the name of the institution.



# Let the student play

- One or two times a week
- Mini-Bridge for primary school
- Full game of Bridge for high school, after introduction via mini-Bridge
- Tests as “academic assessment”: bidding test, opening lead test, partnership test, etc





# And they win!

- Local, regional, state, or national competitions
- Important Prize
  - Certificate of Achievement
  - Trophies
- Funding to Go to Tournament
  - entrance fee, accommodation, transportation, meal
- Where to get the funding
  - Bridge Tragicis
  - Local Bridge Association or Club
  - Parent Contribution
  - Student fund raising







2020's National Bridge Champion Under 12 (online).



2021 Regional  
Championship Under  
16 Winners





# Bridge Post School

- 30-40 % who learn Bridge during school years continue to play Bridge as adult
- Bridge Tragic's hire Bridge players to their organization
  - To play Bridge
  - For their intelligence and grit
  - Team Name and Sponsorship

# Conclusion

- Bridge Tragnics valuable contribution
- Start with local school , one at a time
- Awe students and their parents with Bridge and its perk
- Bridge tournaments: local regional, national even international will close the loop







Students with GABSI President in National Championship 2022

# Thank You

We thank everyone for spending your valuable time with us today.

## Acknowledgement

*Special thanks for all the contributions to this presentation from the following Bridge Tragics:*  
Herry Zaman Effendi, Nurholil, Ansori, Wawan Awa, Florensia Eminiseputri, Setiawan Moekti, Nurafni, Kusumo Hararyo



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