B Note-making and sports

1 Note-making practice

CB Sectio

Quickly read this article about a kung fu club. Then write notes outlining the practical steps the owner has taken to ensure the club is a success. It is a good idea to underline the relevant points as you read.

Dan De Sousa is the owner of the successful Fairways Kung Fu Club, now in its second year. The early years were far from easy, though.

Dan admits he was worried at first about the lack of interest from the public. 'The main problem when we started the club,' he explains, 'was the perception of kung fu as an aggressive sport, which can result in serious injuries.'

Parents, in particular, were worried, and the initial take-up of membership was very low. In order to improve understanding of the martial art, Dan ran a social-media campaign pointing out that anyone can learn to do it, whatever their level of fitness or previous experience. Another marketing tool he has used is a video promoting its benefits as a mental discipline that actually increases self-control. He circulates the video to schools and on video-sharing sites and has received some positive feedback. These methods are paying off, and the club is flourishing. Membership is up by 50 percent on last year, and girls as well as boys are becoming converts. Structured training courses have been specially devised for all levels of ability – from those starting from scratch to advanced levels.

Dan supervises the training and the participants' safety is the first priority. Although some members of the public still believe it encourages aggressive behaviour, there is no doubt that attitudes to kung fu are changing. Furthermore, Dan insists that only friendly competition is allowed. Instructors have to be qualified before he employs them, and also trained in first aid.

Dan has gone to a lot of trouble to redecorate the club house. The attractive cream-and-blue-painted changing rooms are fully equipped with hot showers, hairdryers, lockers and mirrors. 'I want members to feel proud of Fairways and to feel good about coming here,' Dan says.

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