

# MINUTES

## Club Development Committee [CDC]

held on Wednesday 9 January 2019 at Bowls WA Offices, Osborne Park  
commencing at 8.00am

**1. OPEN MEETING:** Chair Vince Del Prete opened the meeting at 8.05am.

**2. PRESENT:** Vince Del Prete, Simon Alden Ray Povey, Clive Adams (BA RBM), Aaron Delaporte (BWA Staff)

**3. APOLOGIES:** Debbie Capper, Steven Unsworth (BA RBM)

### **4. MINUTES OF PREVIOUS MEETING:**

The minutes of the CDC 21 November 2018 were confirmed as a true and accurate record of the meeting.

Moved: Simon Alden Seconded: Ray Povey.

**5. CONFLICTS OF INTEREST:** Nil

### **6. BUSINESS ARISING:**

#### **6.1 Club Development – Winning Drive program**

AD advised that Kaitlin had commenced in her role and progressing well with the program. A program schedule had been setup on Google Docs so that it could be viewed online – some dates and venues were still being confirmed.

**Action- AD and KT to report progress at next meeting.**

#### **6.2 Club Resource Guide**

A review and upgrade was successfully completed in December.

#### **6.3 Incorporated Associations Act**

AD advised the action items had been completed with a few more clubs sending through completed Constitutions. CA advised that the WA Dept of Commerce was beginning to contact clubs who had not updated their constitution recently. It was suggested that Bowls WA contact the Dept of Commerce to obtain a list of clubs that had not updated their Club Rules/Constitution in the relevant period.

**Action- Ken Pride to contact the Dept of Commerce to obtain a list of clubs without a compliant Club Constitution.**

#### **6.4 Bowls Link**

AD advised that despite some delays with website roll-outs the program was tracking well. A summary of the progress of Bowls Link as follows:

- Weekly phone conferences with Bowls Link Working Party;
- Club Website roll-outs complete with some outstanding issues to be resolved;
- Bowls WA website roll-out completed with positive feedback;
- Presentation to the Board by Kelvin Rodgers (BA Bowls Link Manager) December 21<sup>st</sup> completed;
- Timeline of Membership (January 2019) and Competition (March 2019) Modules remained on track.

**Action- AD to report regularly on further progress.**

### **6.5 Gotta the Love the Bowlo videos – At the Bowlo**

AD advised the first video had been released. Feedback was very positive. The remaining 5 videos are currently on track with filming and editing to take place over coming months.

**Action- AD to update on progress as this project goes forward.**

### **6.6 CDC Budget**

Completed by SA and AD presented a budget to Committee. It was agreed to add into the budget monies to be spent on a radio campaign for the Gotta Love the Bowlo jingle. This budget would be presented at the next Finance meeting Jan 14<sup>th</sup>.

**Action- AD to ensure CDC budget was presented to Finance meeting**

## **7. GENERAL BUSINESS:**

### **7.1 Club Networking**

A Club Networking idea via a Closed Facebook group was discussed and agreed for implementation. It was agreed this group would include Club Presidents/Secretaries and be facilitated by the RBM's and AD. The group's basic objectives were for information and idea sharing between WA clubs.

**Action- CA/AD to look at setup of a closed Facebook group in the near future.**

### **7.2 GottaLove the Bowlo Jingle**

Following the discussion on the Budget (Item 6.6) further discussion was held on promoting the Gotta Love the Bowlo message to the general public. It was agreed Radio advertising both metro, regional and country could achieve this outcome. It was agreed to target 25-40yo's and look at using both mainstream radio and local Community radio stations to achieve this.

**Action- AD to obtain quotes and provide a presentation for next meeting.**

### **7.3 Bowls Video Show 2019/20**

SA opened a discussion around having a Bowls Show next season which was live streamed and reviewed bowls events, pennants and general bowls news across the state on a weekly or fortnightly basis. Noting the increase of video in sport as a general trend it was agreed this would be a positive promotion for bowls. CA agreed to provide input into the format given his experience in community radio and live commentary and be a part of the show pending commitments. AD agreed to provide support with equipment and production with BWA to host the show at headquarters.

**Action- SA, CA and AD to work on further development once the bowls season had finished.**

### **7.4 Day2Day Rewards**

AD presented the information regarding this program. It was agreed offering a program such as this was not within the core business activities of the association and would possibly not be taken up by a significant amount of members. There was also a strong chance of conflict with sponsorship arrangements. It was unanimously agreed to not participate in any member rewards programs now or in the future.

**Action- AD to advise CEO of Day2Day Rewards of the committee decision.**

## **7. MEETING CLOSED:**

There being no further business the meeting closed at 8:55am.

## **8. NEXT MEETINGS:**

8.00am Wednesday 6 February at Bowls WA Headquarters.