

## **MINUTES**

### **Club Development Committee [CDC]**

held on Tuesday 21 July 2019 at Bowls WA Headquarters, Osborne Park commencing at 8.00am

**1. OPEN MEETING:** Chair Vince Del Prete opened the meeting at 8.03am.

**2. PRESENT:** Vince Del Prete, Hailey Packer, Clive Adams (BA RBM), Aaron Delaporte (BWA Staff), Simon Alden and Kaitlin Tyrrell (BWA Staff)

VDP welcomed Hailey Packer to the CDC and thanked her for joining. HP provided a brief outline of her professional experience including a marketing degree which would be extremely useful for the committee.

VDP advised at least one more member was required and asked the CDC members to consider and bowls members who might be suitable to join the Committee.

**Action: Bowls WA Board to endorse Hailey Packer's appointment to the CDC.**

**3. APOLOGIES:** Steve Unsworth and Debbie Capper

**4. MINUTES OF PREVIOUS MEETING:**

Correction: Volunteer Management Plan changed to Volunteer Handbook.

Moved: Clive Adams Seconded: Vince Del Prete

**5. CONFLICTS OF INTEREST:** Nil

**6. BUSINESS ARISING:**

**6.1 Club Development – Winning Drive program**

AD/KT advised that Bowls Link sessions were underway.

AD/KT advised that clubs have been contacted regarding upcoming Club Committee Compliance courses, with only one club registered at this point.

AD suggested adding a training workshop on Volunteers (General Business 7.1) along with some other areas of club interest. Social media and stake holder engagement were agreed to by the CDC.

**Action- AD and KT to report progress at next meeting. AD to develop additional training workshop.**

**6.2 Incorporated Associations Act**

AD/KT advised that no further clubs had completed the requirements. CA/SU advised many clubs were currently endeavouring to complete the requirements at the last minute. VDP advised that regarding this matter, the committee has done all they can to support and encourage clubs to complete the requirements.

**Action- Continuing requirements of the ACT article for BWA website KT/AD**

### **6.3 Bowls Link**

CA/AD/KT advised that metro club attendance was very good with nearly all clubs attending a session. KT advised that some who had missed are booked in for upcoming sessions to be held at Bowls WA headquarters in August.

AD/KT advised that country sessions are ongoing and accurate attendance numbers not known at this point.

CA advised that feedback so far was positive, and the sessions went well with little to no issues and that most clubs liked what they saw with the program.

Competitions?

AD advised that the roll-out was continuing as planned. A summary of the progress of Bowls Link as follows:

- Weekly phone conferences with Bowls Link Working Party;
- Bowls Link training schedule for clubs has been distributed and clubs were beginning to RSVP, additional metro sessions had been added due to demand;
- AD advised that the BWA database had been downloaded, cleansed and an upload process had begun. Access to the new database would take place in August.
- Competition module is still under development with a demo system to be released shortly.

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

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

AD advised that Smith family video released. Positive feedback with 5, 490 views after 3 days. VDP emphasised the use of the Gotta Love the Bowlo jingle in promotional material. HA enquired as to sharing of the sound file and advised that sharing the sound file and other promotional material around to clubs for use on club promotional material. HA advised for the creation of a promotional analytics dashboard for the Board of BWA and member clubs.

**Actions- AD to send out sound file of jingle and promotional material of Gotta Love the Bowlo. AD/KT to begin the creation of promotion dashboard.**

### **6.5 Gotta Love the Bowlo Radio Campaign**

AD advised the quote given for the country regions be done with Crocmedia a Bowls Australia partner and be aligned to a sports segment. AD also provided a quote for metro advertising with Community Radio 89.7fm (Northern Suburbs) which would be used in conjunction with Sport 91.3fm (Southern Suburbs) for the metro area. Two campaigns, one prior to Xmas 2019 and one in early 2020. The quotes supplied were within budget and approved by the CDC.

**Action- AD to confirm with Crocmedia and Community Radio to progress the campaigns.**

## **7. GENERAL BUSINESS:**

### **7.1 Volunteers Workshop**

KT advised that the Volunteer Handbook completed with segments added online in the Club resource Guide of the BWA Website. VDP congratulated KT on the work to put the Handbook together and added it would prove a valuable resource for clubs.

### **7.2 Russell Woolf**

AD advised that Russell Woolf had met with him and was keen to become an Ambassador for Bowls WA. The finer details around that were discussed and after agreement that any work conducted created a legacy which BWA could continue to use in the future if it was decided to move forward with an agreement with Mr Woolf.

The CDC was proposing the following agreement with Russell Woolf for him to:

- be the Gotta Love the Bowlo Ambassador, Bowls WA will have permission to use his image and media profile to promote the sport and campaign;
- promote the sport of bowls whenever appropriate through his social media, public appearances and radio;
- be the presenter in 6 x Gotta Love the Bowlo videos – spanning a 12-month period. Similar to the Barefoot Bowls at Mt Lawley video; and

**Action: Bowls WA Board to endorse the Russell Woolf agreement.**

### **7.3 Bowls WA Digital Media**

AD advised that steps have been taken to manage the social media area as advised by the Pacmentality report. AD advised that himself and Pieter Harris were looking at undertaking video editing and photography courses respectively to enhance the digital and social media areas.

SA enquired about the previously discussed idea of a Bowls video show during the next season. Opinions were given on the different formats and styles the program could follow.

**Action – SA look into the development and aspects of a bowls show**

## **7. MEETING CLOSED:**

There being no further business the meeting closed at 9:20am.

## **8. NEXT MEETINGS:**

8.00am Friday 13, September at Bowls WA Headquarters.