

# MINUTES

## Club Development Committee [CDC]

held on Wednesday 3 April 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, Debbie Capper, Steve Unsworth (BA RBM), Aaron Delaporte (BWA Staff), Kaitlin Tyrrell (BWA Staff)

**3. APOLOGIES:** Clive Adams (BA RBM)

VDP noted the resignation of Ray Povey who had been thanked for his service. The CDC now contained two vacancies and it was agreed to advertise for possible candidates.

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

Correction to those present: Debbie Capper was present

The minutes of the CDC 6 February 2019 were confirmed as a true and accurate record of the meeting.

Moved: Debbie Capper Seconded: Simon Alden.

**5. CONFLICTS OF INTEREST:** Nil

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

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

AD/KT advised the finalisation of the program had been completed. Continued promotion would now take place to ensure clubs were aware of the opportunities available to them.

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

#### **6.2 Incorporated Associations Act**

KT advised that every club that was listed as outstanding had been contacted. CA/SU advised many clubs were currently endeavouring to complete the requirements.

#### **6.3 Bowls Link**

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 completed and will be published shortly;
- AD and Liz Rolt attended Membership training in March – feedback was provided to Savage Bull however it was considered a number of admin benefits to both BWA and clubs were evident. NT would be the first state to roll out with others following suit. WA will transition in late May.
- Competition module is still under development – Australian Open to be used as a test competition.

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

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

AD advised the successful release of two more videos.

- 3 Promo videos released with the following analytics recorded
  - Steve Patterson (Dec 2018) – 2.6k Reach 870 Engagement
  - Eddie Gollan (Feb 2018) – 10.5k Reach 1420 Engagement

- Barefoot Bowls (March 2018) – 7.5k Reach 1000 Engagement  
Two more videos are due for release over the next 6 weeks.

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

### **6.5 GottaLove the Bowlo Radio Campaign**

AD advised after evaluating costs and prospective reach including suitable timing the best strategy to get value for money would be to use Community radio in the metro area and Southern Cross Austereo in the country. This would include two campaigns, one prior to Xmas 2019 and one in early 2020.

**Action- AD to provide a full rundown of the radio campaign prior to the next meeting.**

## **7. GENERAL BUSINESS:**

### **7.1 Club Networking**

AD advised that the Club Networking Facebook Group had been opened and a small amount of people had accepted the invitation to join. VDP advised it may take some time for the group to grow in popularity however it would prove useful in time.

### **7.2 Volunteers Workshop**

AD advised he had attended a Volunteers Presentation by the WACA and had received a Volunteers Management Plan and club template from them, plus information from Good Sports Australia. It was agreed if these could be adapted to suit bowling clubs they would provide a good resource for club development in Volunteer Management.

**Action – AD/KT to develop a draft Volunteer Management Plan**

### **7.3 Russell Woolf**

AD advised that Russell Woolf was keen to continue to work with Bowls WA in a promotional sense, this was likely to come at a fee. After discussion it was agreed that Russell would be a good ambassador for bowls given his profile within WA Media, in particular breakfast radio 6PR.

**Action – AD to contact Russell Woolf to discuss possible ideas for promoting bowls as an Ambassador and likely costs**

### **7.4 Bowls WA Digital Media**

AD advised that he sought help better manage the various Bowls WA owned digital media. Pacmentality had been engaged to assist and had provided a proposal which had been approved. It is envisaged this service will help enhance the Bowls WA digital strategy.

**Action – AD to attached proposal and overview of services**

## **7. MEETING CLOSED:**

There being no further business the meeting closed at 9:15am.

## **8. NEXT MEETINGS:**

8.00am Wednesday 15 May at Bowls WA Headquarters.