

**MINUTES**  
**Club Development Committee [CDC]**  
held on Friday 8 November 2019 at Bassendean BC, Bassendean  
commencing at 3pm

**1. OPEN MEETING:** Chair Vince Del Prete opened the meeting at 3.00pm

**2. PRESENT:** Vince Del Prete, Debbie Capper, Simon Alden, Clive Adams & (BA RBM's) Aaron Delaporte (BWA Staff)

**3. APOLOGIES:** Hailey Packer, Steve Unsworth, Kaitlin Tyrrell

**4. MINUTES OF PREVIOUS MEETING:**

Moved: Debbie Capper Seconded: Simon Alden

**5. CONFLICTS OF INTEREST:** Nil

**6. BUSINESS ARISING:**

**6.1 Club Development – Winning Drive program**

AD provided an update with the focus on Bowls Link during roll out over the last three months. A review of Winning Drive will occur in December with a view to new training programs will occur.

**Action- AD to report on progress of review.**

**6.2 Bowls Link**

AD advised there still existed some issues within Bowls Link however they were becoming resolved. Bowls WA would continue to prioritise support and training to clubs whilst system upgrades continued.

A continued summary of the progress of Bowls Link as follows:

- Weekly phone conferences with Bowls Link Working Party;
- The addition of a email system called campaign Monitor;
- Continual monthly upgrades for Bowls Link would further enhance the system.

Training has proved successful as clubs have been able to use the system – thanks to KR, CA, SU, AD and KT for the support provided to clubs.

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

**6.3 Gotta Love the Bowlo Videos**

AD tabled the analytics of the Brad Hogg video after two weeks online.

76,000+ reach

25,000+ views

2,600 reactions

670 shares

AD advised a further video with CA and Brad Hogg (interview style) would be released prior to Xmas.

**Actions- AD to provide further update at next meeting.**

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

AD advised that the campaigns had been agreed to with the respective Media/Radio stations and would proceed in late Oct/November as per the briefs provided.

**Action- AD to provide update at next meeting**

### **7. GENERAL BUSINESS:**

#### **7.1 Bowls Show**

SA advised that he had directed his attention to support the Bowls Radio Show on SportFM 91.3. It was agreed any Video Show would need to be complimentary to the Radio show. Possibilities exist to tap into the Uni market for resource support. Progressing towards a professional product in 2020 - Bowls WA Video Show.

**Action- SA to provide update at next meeting**

#### **7.2 Bowls Expo**

AD put forward a concept that was being developed, a Bowls Expo which would allow clubs to receive training on subjects under the remit of the various Bowls WA Operational Committees. The CDC was supportive of the Bowls Expo concept. It was agreed RBM to advise topics based on club feedback. Other feedback/ideas 1. Sessions should go for an hour. 2. Potential for outside presenter and/or club case studies. 3. Key-note speaker would enhance the prestige of the event.

**Action- AD to bring the feedback back to BMC/Pieter Harris**

#### **7.3 Wanneroo/Demographics**

CA advised that himself and KP had met with the Wanneroo City Council to discuss clubs in that area. A discussion took place around the need for a club in the Alkimos area which would be ongoing. VDP advised researched demographics could support the need for a club in that area and may also be useful for clubs across the metro area in targeted membership campaigns.

**Action- CA to provide any updates on Wanneroo area. VDP to provide access to demographics**

### **7. MEETING CLOSED:**

There being no further business the meeting closed at 4:20pm.

### **8. NEXT MEETINGS:**

Wednesday 18<sup>th</sup> December 8am Bowls WA Headquarters.