

CLUB INFORMATION CONFERENCE

Bowls WA is proud to announce our inaugural Club Information Conference at Trinity on Hampton, 230 Hampton Rd Crawley on Tuesday 3rd March 2020.

All Metropolitan and Country Clubs are invited to send club representatives to engage with experts on essential topics for your club's future.

The following pages includes the programme of presentations, a brief rundown on who is presenting and what the presentations will cover and finally a form to complete and return once you have chosen what presentations your club would like to send representatives to.

- Have you been looking at getting new bowling green lights or maybe a roof structure over a green or maybe a new or replacement synthetic green?
- Does your greenkeeper or volunteers need guidance on chemicals and fertilizers that Nuturf can provide assistance with?
- Have you considered hiring an apprentice but do not know how to go about it or what government funding is available?
- Maybe Liquor Licensing, Planning and Governance, Grants and Sponsorship or Social Media as a marketing tool is the information you require.
- And of course, coaching and umpiring are essential topics for your current club or even future Umpires and Coaches to develop their skills.

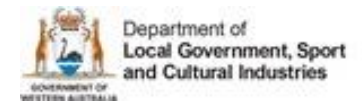
The Club Information Conference will put you in front of those experts that can answer your questions as they not only give a 45-minute presentation but will also be available for one on one contact in our display room.

So how will this Club Information Conference work?

Your first stop is the programme showing three presentations in each timeslot, beginning with an opening address at 12.00pm and then presentations starting at 12.30pm through to last presentations beginning at 4.50pm. Your club has the opportunity to send a maximum number of 2 members to each of the presentations.

This does not mean the same members have to go to every topic throughout the day. We expect club members to come and go all afternoon with some coming for just one presentation and then different members coming for a later presentation.

E.g. You may send your Greens Chair and greenkeeper to the Nuturf presentation and a different club committee member to the apprenticeship presentation, a different committee member to bowling green shade structures, a match committee member to bowls link, your club coach to the advance coach presentation and an umpire to an umpire presentation. The choice is yours but due to current number restrictions, attendees must be nominated by their club.



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Presentations are great but will i get some one on one time?

A majority of the named presenters will also have a display area in the main room where you will be able to ask questions regarding your specific situation throughout the afternoon. As well as that we will have a number of other businesses and Bowls WA Sponsors displaying their items and services who are not involved in the presentations this year.

It is on a Tuesday of Metropolitan Ladies Pennants, how are our Ladies going to get the opportunity?

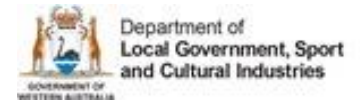
The date was selected for a number of reasons including venue availability and while Men's Countryweek is being conducted to hopefully give some of our Country Clubs the opportunity to stay a little longer and join in the conference. Many of the initial topics are generic club topics that either male or female members can attend and take the information gathered back to their club to share.

The more individual topics e.g. umpiring or advanced coaching presentations are later in the afternoon well after Pennant is finished and we hope your ladies will sign up and come to as many presentations as possible. A number of our later presenters are also Ladies Pennant players, so the program has been tailored around them as much as possible.

Is there a cost involved?

Yes, there is a small cost to cover part of the expenses. If a club wants to send members to just one or two presentations, then it will cost the club \$5 per presentation not per member. If you send two members to a presentation, it will still only cost \$5.

If a club wants to be able to send the same or different members to 6 or more presentations, then a one off \$30.00 payment will allow your club to send members to as many presentations as you wish.



Club Information Conference conducted by Bowls WA

11.00am	Doors Open			
12.00pm	Welcoming in Harvard Room			
	Rob Thomson (Chief Executive Officer SportWest)			
	Room 1	Room 2	Room 3	Harvard Room
12.30pm	Liquor Licensing Presentation Hosted by Clubs WA	Coaching Novice Bowlers and Club Bowlers Hosted by BWA	Shade Structures Over Bowling Greens hosted by MakMax	Opportunity for sponsors and product manufacturers to have displays
1.15pm	BREAK			
1.20pm	Future of Bowls Link Hosted by Bowls WA	Working with Children Checks Hosted by SportWest	Bowling Green Lighting Hosted by Aurora Electrical	
2.05pm	BREAK			
2.10pm	Planning & Governance Hosted by DLGSC & BWA	What does a Club need to do to employ an Apprentice? Hosted by MEGT	Chemical and Fertilisers Hosted by Nuturf	
2.55pm	Afternoon Tea Break in the Harvard Room with sponsors and manufacturers			
3.15pm	Community Engagement Hosted by BA	Becoming a Presenter & Assessor Hosted by BWA	Synthetic Turf and Irrigation Hosted by EverGreen & Elliots Irrigation	Opportunity for sponsors and product manufacturers to have displays
4.00pm	BREAK			
4.05pm	Grants and Sponsorship Hosted by DLGSC & BA	Advanced Coaching Hosted by BWA	Umpires and International Technical Officials Hosted by BWA	
4.50pm	Marketing through Social Media Hosted by Pacmentality	Coaching Novice Bowlers and Club Bowlers Hosted by BWA	What do you need in a Club or Individuals Umpire Kit Hosted by BWA	
5.30pm	Conclusion			
			Greens and Outside Subjects	
			Administration Subjects	
			Coaching and Umpiring Subjects	

Liquor Licensing

Hosted By

Karen Giles
Clubs WA

The Laws around Liquor Licensing can be a complicated minefield. Let Clubs WA take you through some of the more common issues such as:

- **Temporary Members vs Visitors vs Guests**
Learn about the difference and how to manage liquor sales to them. Clubs WA will provide clarification on liquor provisions with best practice strategies and situational examples relevant to bowling clubs.
- **BYO Alcohol**
Is BYO allowed on a licensed/non-licensed green? Is an Approved Manager required to supervise the consumption of BYO alcohol? Can BYO alcohol be consumed in the licensed clubhouse?
Clubs WA will provide answers to these questions, and assist with management practices for licensed bowling clubs to avoid non-compliance issues.
Clubs WA will also answer your own topics pertaining to club liquor licensing such as: functions, crowd controllers and others.

Coaching Novice and Club Bowlers

Hosted By

Session 1: Tony Hockey
(Bowls WA Men's State Coach)

Session 2: Jaewyn Norton
(Bowls WA Coach Education Coordinator)

Are you a coach looking to refine your coaching technique or looking for new ideas to peak the interest of your club bowlers.

Maybe you would like to know more about setting up a training circuit or just how to organise a coaching or training session.

Come along and let some of WA's most experienced coaches show you what they have learnt over the years.

Both Tony and Jaewyn will be taking a similar session so you only need to come to one or the other to update your skills for:

- Coaching new bowlers the fundamentals of bowling and technique
- Coaching the not so new bowler in technique correction
- Training circuits and general drills for upskilling bowlers and assessing strengths and weaknesses
- What equipment should a coach have in their kit bag?
- Where can you find coaching equipment?
- Sourcing reading material

Shade Structures Over Bowling Greens

Hosted By

Peter Kamols (MakMax Australia New Business Manager)

MakMax Australia is a world leading tensile membrane specialist in the design, fabrication and installation of fabric architecture.

Specialising in sporting venues, including the Optus Stadium roof, MakMax strives to create quality playing environments of all sizes and to suit any need.

With sun safety a real concern for all of us, the importance of shade is more significant than ever, while covered greens enable all weather use as well as providing new revenue raising opportunities.

MakMax Australia's New Business Manager Peter Kamols will give clubs important information regarding what can be achieved for those clubs that are looking to take that next big step in sun protection.

MakMax is the preferred supplier of bowling green covers for Bowls Australia

Future of Bowls Link

Hosted By

Aaron Delaporte (Bowls WA)
and
Clive Adams (BA Regional Manager WA)

Bowls Link is less than 1 year old and has already undergone significant change.

Aaron Delaporte will provide an overview on what the future of Bowls Link holds for clubs and how they can use it to further assist them.

Key Points will include:

- Using the Bowls Link email system
- The potential to use the Competition System for Club Events
- Enhancements to our existing modules

Working with Children

Hosted By

Lorraine Donachie (Sportwest)

SportWest is the peak industry body for sport in Western Australia and Lorraine Donachie will join you to take clubs through the essential requirements in the eyes of the Law when Working with Children is involved.

The key topics Lorraine will touch on are:

- Legislation Surrounding Working with Children Checks
- Clubs rights and responsibilities
- The difference between Employee and Volunteer Applications
- What are the requirements for Club Coaches and Officials?

Bowling Green Lighting

Hosted By

Brendon Balcombe (Managing Director of Aurora Electrical Services)

Aurora Electrical Services is an Accredited Master Electrician, winner of four state excellence awards and a Certified EcoXpert.

Having recently completed the installation of the Willetton Bowling Green Lights, Managing Director Brendon Balcombe will be using his experience to assist bowling clubs get the best advice on how to proceed with new or replacement sports lighting.

There will be a working display of what LED Sports lighting together with a short video display. Clubs looking to replace lighting or put new lighting on a green cannot afford to miss this presentation.

Planning and Governance

Hosted By

Jacqui Jashari (Department of Local Government, Sport and Cultural Industries)

Jacqui Jashari has been a key member of the Department of Local Government, Sport and Cultural Industries for many years. Jacqui's expertise in strategic and operational planning is second to none in the sporting industry.

Jacqui will not only go through the importance of plans (strategic and operational) but will also touch on the

- Importance of clearly defined roles within a clubs committee structure.
- The importance of links between individual members and the committees.
- The importance of communication between Clubs and Bowls WA and how clubs can stay informed

What does a Club need to do to employ an Apprentice?

Hosted By

Russell Carling (MEGT Field Operations Manager - WA)

MEGT is an Australian not-for-profit organisation that has been supporting local employers, apprentices, trainees, job seekers and students for over 35 years.

How do Apprenticeships work, how does a club find one, what incentives and support is there? All great questions that MEGT Field Operations Manager Russell Carling can answer.

Bowling Clubs have a long history of providing opportunities for apprentices, especially in turf management. However that has clearly waned over the last 10 years which has resulted in less qualified greenkeepers available

Apprentices are a valuable tool not only for the now but also for the future of grass green clubs. Take the initiative and come and find out how to help your club now and in the future

Chemicals and Fertilisers

Hosted By

Josh Walker (Nuturf WA State Manager)

Nuturf is an experienced and trusted distributor of quality products and agronomic services to the turf, landscape and amenity horticulture industries.

Nuturf WA State Manager Josh Walker not only has a wealth of experience in chemicals, in a past life long ago, he was a highly considered Bowling Club Greenkeeper.

Josh will take you through not only the latest innovations of chemicals and fertilisers but also touch on what other services Nuturf can offer the fulltime or partime greenkeeper.

Josh has asked for all those attending to come with as many questions as possible to make the presentation as informative as possible.

Community Engagement

Hosted By

Clive Adams (BA Regional Manager WA)

Your most relevant customers are those that live close to your club. Ever had someone new walk in and say that they didn't even know you were there? That they didn't know they could come in? That should ring alarm bells.

Bowls Australia's Regional Bowls Manager, Clive Adams, will outline strategies your club can use to engage with the local community. Why should people come to your club? What's in it for them? If we can't answer those questions, how do we expect outside people to?

This session will outline the types of programs and marketing that your club can undertake to bring new people into your club – after all, it's the new people that walk in that are our next club members and bowlers.

Becoming a Presenter and Assessor

Co Hosted By

Jaewyn Norton (BWA Coach Education Coordinator)
and
Michael Garrett (BWA Umpires Committee Chair)

Ever wondered who are those people who put on the Coaching and Umpires Courses and how can I get involved?

Whether it be Metropolitan or Country, there is always a need for those special individuals who enjoy contributing to our sport.

Putting it in simple terms Presenters and Assessors are those people who present the Coach and Umpire courses and assess the prospective coaches and umpires for accreditation.

If you enjoy teaching, let Bowls WA's Jaewyn Norton (coaching) and Michael Garrett (umpiring) take you through the process of becoming a Presenter and Assessor and make our sport better with new and reaccredited coaches and umpires.

Synthetic Turf and Irrigation

Co Hosted By

Mark Frazer (Evergreen Synthetic Turf)

and

Elliot Taylor (Elliot's Irrigation)

and

Jim Powell (Bowls WA Greens Committee Chair)

Mark and Nicola Frazer have been the owner and operators of Evergreen Synthetic Grass for over 24 years and have vast experience in bowling green construction and maintenance.

With the assistance of the Chair of the Bowls WA Greens Committee Jim Powell, Mark will take you through the different types of synthetic grass available and give you an understanding of the process involved in construction of a new synthetic green as well as the replacement of a current synthetic green.

Elliott's Irrigation has serviced the residential and commercial sectors of Western Australia's irrigation market since 1984 as suppliers, designers, installers and maintenance personnel.

Elliot Taylor has worked closely with Mark for many years and will enlighten attendees on the benefits of a proper irrigation system to compliment and allow a club to get the best out of its greens investment.

Grants and Sponsorship

Co-Hosted By

Clive Adams (BA Regional Manager WA)

and

Philip Gregson

(Coordinator, Talent Development
Sport and Recreation

Department of Local Government, Sport and Cultural
Industries)

The ability for Clubs to be able to attract Government Grants and General Sponsorship is one of the keys to a clubs success. When applying for grants, Bowling Clubs are not just up against other Bowling Clubs, they are up against all sporting clubs.

Bowls Australia's WA Regional Manager, Clive Adams will take clubs through best practice in completing Grant Applications to maximise the chance of success and will run through tips to attract general sponsorship big and small

Philip Gregson from DLGSC will give key insights that clubs can use in an application and what the Government Department is looking for when they make the final call on which clubs receive a piece of the Government Grant Pie

Advanced Coaching

Hosted By

Therese Hastings

(WA Women's State Coach and
Bowls Australia National Selector)

Therese Hastings is not only a member of the Bowls WA Hall of Fame as a player, she also has a substantial record as a coach. From Club Coaching to Under 18 State Coach to Women's State Coach to National Training Centre Coach, Therese is continually learning and progressing her craft. Therese is also a National Selector giving her constant contact with the best practice in Advanced Coaching at a National level.

Let Therese improve your coaching by giving you ideas to take away and implement at your next training session.

Therese will cover many of the following areas

- The role of the Coach in High Performance
- Goal Setting
- Work, Life, Sport Balance
- Coach/Athlete relationship. Understanding your athlete
- Communication including 360 feedback
- Psychology of coaching
- Training Techniques
- Tools of the trade
- Mentoring/Collaboration with other coaches
- Research and professional reading

Umpires and International Technical Officials (ITO)

Hosted By

Michael Garrett (Bowls WA Umpires Committee
Chair)

Do you want a front row seat to the action and potentially be on the green with the best WA Singles Players? Maybe you could be marking an Australian Open Final or a Commonwealth Games with the best Singles Players in the world.

You can only do this if you become a qualified International Technical Official. Let Michael Goble Garrett explain the process involved in potentially stepping out on the green with the greats and witnessing first hand a history making Gold Medal game.

If that excitement is a bit much at the moment, maybe putting your hand up to be a club umpire and giving back to your club is more your style. The more Umpires a club has, the more the enjoyment of Umpiring can be spread around.

Michael will go through the process for new or reaccrediting Umpires and will be on hand to answer any question you can throw at him.

Marketing through Social Media

Hosted By

Hailey Packer (Pacmentality Consulting)

Managing Director of Pacmentality, Hailey Packer has a wealth of experience of communication through Social Media.

This shift in consumer culture and behavior demands a fundamental change in how clubs communicate with their existing members and target new ones. Social media is much more than posting and sharing your content, praying that it goes viral. Instead, it's a strategic marketing tool to help you build connections with the people you want at your club.

In this session you will learn:

- why social media is a no-brainer for clubs and how to decide which platform is best for your club
- the importance of governance and policies, not just as users, but as administrators
- why timing and strategy is everything...not only are you competing with the other bowling clubs out there, you are competing with every other sporting code!
- our six step strategy to build your follower and fan base
- the basics of advertising on social media.

What do you need in a Club or Individuals Umpire Kit

Co Hosted By

Sue Hogg (Bowls WA Umpires Committee)
and
Michael Garrett (BWA Umpires Committee Chair)

Is your clubs Umpire Kit a bit run down or not sure what you should have as a club, Sue Hogg will explain what is required and what new equipment is being released.

One recent device approved by Bowls Australia is the laser measure, and it so happens Sue has one ready to show.

If you are an individual, Sue will explain the necessary items that you should have at your disposal at all times, you never know when your club kit may run out of chocks!

CLUB INFORMATION CONFERENCE REGISTRATION FORM



Tax Invoice ABN 29800355717

Club Name: _____

We would like to attend the following presentation/s (Please write in the box the number of club members attending up to a maximum of two (2)):

12.30pm Presentations

Liquor Licensing (Clubs WA)

Coaching Novice & Club Bowlers (BWA)

Shade Structures (MakMax)

1.20pm Presentation

Bowls Link (BWA)

Working with Children Check (SportWest)

Bowling Green Lights (Aurora Electrical)

2.10pm Presentations

Plan & Gov (DLGSC & BWA)

Apprenticeships (MEGT)

Chemicals & Fertilisers (Nuturf)

3.15pm Presentations

Community Engagement (BA)

Presenter & Assessor (BWA)

Synthetic Turf & Irrigation (EverGreen & Elliot's Irrigation)

4.05pm Presentations

Grants & Sponsor (DLGSC & BA)

Advanced Coaching (Therese Hastings)

Umpires & ITO's (BWA)

4.50pm Presentations

Market Social Media (Pacmentality)

Coaching Novice & Club Bowlers (BWA)

Club Umpire Kits (BWA)

Number of Presentations Selected (\$5 per presentation or if six (6) or more presentations selected maximum payment \$30)

Total Due: \$ _____

<input type="checkbox"/> Cheque for total amount is enclosed OR	<input type="checkbox"/> Paid by Direct Credit ___/___/___ to Bowls WA: BSB: 306 031 Account No: 0572230 Ref: " <u>ClubName</u> InfoConf"
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Secretary _____

Date _____

RETURN TO BOWLS WA (PO BOX 123, OSBORNE PARK WA 6917 or pieter@bowlswa.com.au) BY FRIDAY 14th FEBRUARY 2020