

MINUTES
Club Development Committee [CDC]
held on Wednesday 8 January 2020 at Bowls WA, Osborne Park
commencing at 8am

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

2. PRESENT: Vince Del Prete, Debbie Capper, Simon Alden, Hailey Packer, Clive Adams & Steven Unsworth (BA RBM's) Aaron Delaporte & Kaitlin Tyrrell (BWA Staff)

3. APOLOGIES: Nil

4. MINUTES OF PREVIOUS MEETING:

Moved: Debbie Capper Seconded: Clive Adams

5. CONFLICTS OF INTEREST: Nil

6. BUSINESS ARISING:

6.1 Club Development – Winning Drive program

AD advised a review of Winning Drive had begun in December detailing some preliminary results. Three clubs had already indicated required assistance for a strategic plan which KT would provide details to the relevant RBM's.

Action- AD to report on progress of review/new schedule.

6.2 Bowls Link

AD advised a number of outstanding issues had been resolved in the last few months and the system was now being well received by its users in the main. AD advised Bowls WA would trial the Men's ILRR and IZRR through the competition portal. A working party conference would be held in Melbourne in February which AD would attend.

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

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

Training resource guides were now needed for the email system as some clubs had already expressed interest.

Action- AD to report regularly on further progress.

6.3 Gotta Love the Bowlo Videos

AD advised no action had taken place following the Brad Hogg video however an interview style video with Brad Hogg and Clive Adams would be released soon. CA advised he had a potential profile subjects with a family at Joondalup which including two junior bowlers.

Actions- CA/AD to follow up on a new video.

6.4 Gotta Love the Bowlo Radio Campaign

AD advised that the campaigns had gone to air successfully and the second phase of advertising would begin in January. VDP enquired if reports could be sourced from the outlets with AD to follow up. CA noted that Bowls Australia had started the roll out of its "Local Legends" campaign which the CDC agreed would compliment the Gotta Love the Bowlo Campaign.

Note – report since received from Crocmedia included 22 bonus advertisements

Action- AD to provide update at next meeting

6.5 CDC Budget

AD advised that a budget for the 2020/21 year was due and tabled previous budgets/expenditure. VDP advised that money sought should be justified with how it was to be spent. HP suggested a Club Promotion grants be offered to clubs looking to attract new bowlers – all members were in agreeance with this idea. It was also agreed to maintain a radio commitment with the Gotta Love the Bowlo Campaign and the Bowls Ambassador Brad Hogg as the major funding requirement along with the Winning Drive program. The net result was no change in funding from the previous year.

Action- AD to brief CEO Ken Pride on the budget request

6.5 Bowls WA Conference

AD tabled a draft conference agenda. The Conference was scheduled for Tuesday March 3rd at Trinity Hall (near UWA) with a number of club development areas listed. These subjects were based off the review survey results (refer Item 6.1). After some discussion a revised list was produced with AD to finalise presenters for each area before the next meeting.

Action- AD to finalise Conference presentations and distribute prior to next meeting

7. GENERAL BUSINESS:

Nil

7. MEETING CLOSED:

There being no further business the meeting closed at 9:00am.

8. NEXT MEETINGS:

Wednesday 12th February 8am Bowls WA Headquarters.