

MINUTES

Club Development Committee [CDC]

held on Monday 14 September 2020 at Bowls WA, Osborne Park

1. OPEN MEETING: Chair Vince Del Prete opened the meeting at 8.00am.

2. PRESENT: Vince Del Prete, Lee Bunney, Debbie Capper, Jeff Bessant, Hailey Packer, Clive Adams (RBM) and Kaitlin Tyrrell (part) Aaron Delaporte (BWA Staff).

Vince welcomed Lee Bunney to the Committee.

3. APOLOGIES: Steven Unsworth, Simon Alden.

4. MINUTES OF PREVIOUS MEETING:

Moved: Debbie Capper and Seconded: Clive Adams.

5. CONFLICTS OF INTEREST: Nil

6. BUSINESS ARISING:

6.1 Club Development – Winning Drive program

AD advised a further six sessions had been held at Busselton, Bridgetown, Denmark, Tambellup, Yunderup and Wagin with a session still to be held at Narrogin and two metro sessions. Attendance was slightly disappointing however feedback from those in attendance had been positive. All clubs would be contacted and provided training materials and any non-attending clubs will be provided support as needed. Other remote areas will be covered when possible with CA advising he would be in Kalgoorlie next week. AD advised a review would take place shortly however he hoped that Bowls WA would extend KT's traineeship and then look to employ her permanently in a support role to this program.

Action- AD to provide updates at the next meeting. AD to provide info on KT employment to Finance Committee.

6.2 Bowls Link

AD advised Bowls Link would have a significant upgrade with Reports available – this was much needed and overdue. AD and the RBM's would continue to assist clubs and making sure they were aware of the importance of 'Playing Rights' members for Affiliation Fees.

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

- Weekly phone conferences with Bowls Link Working Party;
- Continual monthly upgrades for Bowls Link would further enhance the system; and
- Development of upgraded training resources.

Action- AD to report regularly on further progress.

6.3 Gotta Love the Bowlo Videos / Promotion

AD tabled a proposal from Croc Media which included utilizing Brad Hogg to promote the Gotta Love the Bowlo Campaign. This would include radio advertising with 6PR in Perth Metro and various Triple M stations from Geraldton, Port Hedland, Kalgoorlie, Bunbury and the South West giving broad exposure across WA. The radio jingle would be redone with Brads voice appearing in the middle promoting the sport. Brad would conduct a 5 min interview which we could also access for social media. The campaigns would run across Nov/Dec and Jan/Feb which are considered most suitable for clubs. There was discussion on the value of this proposal and whether to seek an alternate proposal from other stations such as Mix 94.5fm

Actions- VDP to present Crocmedia proposal to the board.

6.4 Brad Hogg Ambassador

The board had approved Brad Hogg as the Bowls WA Ambassador with an expanded role. AD advised Brad's first duties would be to attend the Bowls WA Awards Night as a guest speaker and to be the new face of the Gotta Love the Bowlo Campaign – this would include a cartoon style image of Brad appearing in the logo plus a voice over in a revised Gotta Love the Bowlo Radio Ad. It was suggested we could have Brad involved with other past stars of sport in a promotional video using social media to find who is out there.

Actions- AD/KT to past champions who now play bowls for a video.

7. GENERAL BUSINESS:

7.1 Covid Hangover for Clubs

CA queried whether clubs would take a financial hit from reduced function bookings leading into Xmas due to Covid-19. HP and DC advised they believed clubs had not been impacted by this. JB suggested clubs should be proactive in contacting business's given they can offer better deals than more commercial function centres. VDP suggested the RBMs get in touch with clubs about this and offer support.

Actions- RBMs to consult with clubs

7.2 Task List

JB suggested CDC members may help ease the work burden on staff by contributing to tasks relating to this committee particularly if they had experience in a specific area. This was agreed by all with AD to commence a task list which can then include assigned members.

Actions- AD to commence task list

7. MEETING CLOSED:

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

8. NEXT MEETINGS:

Monday, 19 October 8.00am Bowls WA Headquarters.