

MINUTES

Club Development Committee [CDC]

held on Monday 18 January 2021 at Bowls WA, Osborne Park

- 1. OPEN MEETING:** Chair Lee Bunney (on behalf of VDP) opened the meeting at 8.00am.
- 2. PRESENT:** Lee Bunney, Hailey Packer (via Zoom), Debbie Capper, Clive Adams (RBM), Kaitlin Tyrrell and Aaron Delaporte (BWA Staff).
- 3. APOLOGIES:** Vince Del Prete, Jeff Bessant, Simon Alden and Steven Unsworth (RBM)

4. MINUTES OF PREVIOUS MEETING:

Moved: Clive Adams and Seconded: Lee Bunney.

5. CONFLICTS OF INTEREST: Nil

6. BUSINESS ARISING:

6.1 Club Development – Winning Drive program

AD advised the application for further funding for the program (two years at \$15k per year) was awaiting notification from DSLGC. The outcome of the application will be known in the coming weeks.

AD advised the planning phase had commenced with RBM's briefed on available time frames for country visits.

HP had prepared an Embracing Technology workshop series which would be run over February to April – times/dates and venues to be scheduled shortly and promoted.

Action- AD with CA, SU and HP to finalise Winning Drive program for 2021

6.2 Bowls Link

AD advised the last Bowls Link update had included a reports function which worked well with another update expected within a few weeks. AD also advised the annual Bowls Link Working Party conference would be held online by the end of February.

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 Campaign

AD advised that an interim report had been provided for Radio Campaign which included \$5,730 worth of bonus advertising. The Brad Hogg interview had been well received and promoted on social media. AD advised the digital opportunities were still to be explored with SEN.

Actions- AD to report progress on digital opportunities.

6.4 Brad Hogg Ambassador

AD advised the Social Media video at Bassendean Bowling Club was completed in December 2020 and well received. A further video would be prepared in February – two ideas were discussed both of which will be recorded in the coming weeks.

Actions- AD to create Brad Hogg video(s).

6.5 Junior Bowls Committee

CA advised the Junior Bowls Committee had been formed with eight members from clubs around WA plus the two RBM's. The focus was on promoting juniors at a grass roots level rather than elite and to create programs which can apply for all clubs. Another meeting was scheduled shortly.

Actions- CA to provide update at next meeting

6.6 Mental Health Training

AD advised that only 9 people (20 required) had registered to take part in the Mental Health Training Course. AD advised that Bowls WA would need to cancel the course if more names were not received prior to January 24th 2021. AD asked if members knew of anyone interested that they sign up asap.

Actions- CDC members to seek course registrations for Mental Health training.

7. GENERAL BUSINESS:

7.1 Club Grants

CA noted several clubs received CRSFF grants recently announced. An article on clubs who received grants would be included in the next Jack Hi. It was noted many state politicians were making promises to clubs with an upcoming state election.

Actions- CA/AD to get grants article in Jack Hi.

7.2 Bowls WA Budget

AD noted that the Bowls WA Budget would be finalised in the next month or so with the same provision for the CDC as in the past financial year.

7.3 Bowls in the media

CA noted he would be a regular on Friday morning with Sport 91.3fm at around 10.35am for 10mins previewing bowls. CA also had appeared on 6PR Nights with Todd Johnson in a bowls segment which focused on the social and community aspects of bowls. This had been posted to social media.

7. MEETING CLOSED:

There being no further business the meeting closed at 8:45am.

8. NEXT MEETINGS:

Monday, 15 March 8.00am Bowls WA Headquarters.

Club Development Committee Task List

Task	Ref	Details	Assigned to	Completion Date
Winning Drive Training Plan	6.1	Finalise dates/times for the Embracing Technology series	HP/AD	Feb 6th
Brad Hogg Videos	6.4	Develop another promotional video with Brad Hogg	AD	End of Feb 2021
Sport Star Video	6.4	Develop a promotional video around former sports players who transitioned to Bowls	AD/CA	March 2021
Club Grants	7.1	Club Grants article for Jack Hi	AD/CA	Feb 2021
Winning Drive Dates	6.1	Establish Winning Drive schedule for country visits	AD/CA/SU	Feb 2021
Digital Promotions	6.3	Explore Digital/Social Media Opportunities for Gotta Love the Bowlo in 2021	AD	Jan 18th