

MINUTES

Club Development Committee [CDC]

held on Monday 23 November 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, Simon Alden, Debbie Capper, Steven Unsworth Clive Adams (RBM), Kaitlin Tyrrell and Aaron Delaporte (BWA Staff).

3. APOLOGIES: Jeff Bessant and Hailey Packer.

4. MINUTES OF PREVIOUS MEETING:

Two adjustments in the previous minutes were noted.

Moved: Simon Alden and Seconded: Clive Adams.

5. CONFLICTS OF INTEREST: Nil

6. BUSINESS ARISING:

6.1 Club Development – Winning Drive program

AD advised the successful acquittal of the Every Club Grant, which had been well received by DLGSC, along with the application for further funding for two years at \$15k per year. The outcome of the application will be known in the coming weeks.

AD advised a planning phase would now commence with a Winning Drive Survey to go out to clubs which will provide a guide for what further training may be required. A Winning Drive planning day will be scheduled for December (to be advised).

Action- KT to complete Survey & send to clubs. AD to organise planning day.

6.2 Bowls Link

AD advised queries from clubs had significantly reduced over recent weeks. AD advised updates had slowed in recent months however a large update including Reports was due in early December. AD also advised the annual Bowls Link Working Party conference had been cancelled for 2020 however one would be held when interstate travel was possible.

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 the Radio Campaign had commenced. CA/SA advised they had heard the advertisement being played. AD tabled a comparative radio proposal from 6ix and advised he had met with a representative of South Cross Austereo who were rebranding their current stations. Some opportunities to partner with SCA through digital and social media may present for next financial year. It was agreed this may be

a good option given the advertising can be directed more specifically to a target audience with trackable analytics. AD will also sound out SEN on similar opportunities they may have.

Actions- AD to report progress on digital opportunities.

6.4 Brad Hogg Ambassador

LB commented on how presentable and enthusiastic Brad had been in the role so far. AD advised he would engage Brad for a Social Media video at Bassendean Bowling Club to be completed in December 2020.

Actions- AD to create Brad Hogg video.

7. GENERAL BUSINESS:

7.1 Mental Health Training

SA advised that with another person from Bassendean and AD had met with Lisa from Lifeline and tabled the nature of the meeting, which was positive. It was agreed a mental health training course would assist the sport and those members who completed the training. It was agreed to offer a course in February 2021 with AD to follow up with Lifeline. VDP noted that Sports West were setting up a Mental Wellbeing Advisory Group for sports. It was agreed in the future this would be something for Bowls WA to partner with for support to clubs/members in that space.

Actions- AD to contact Lifeline for Mental Health training.

VDP to report progress on Sports West Mental Wellbeing project.

7.2 COVID-19 Notice to Clubs

CA noted some clubs may have relaxed their approach to COVID-19 Safe regulations. It was also noted that an App based Contact Tracing Register may become compulsory and Safety Bay had already imposed this as a condition of entry to members/guests. It was agreed to make a statement on the website and include it in the next secretary mailout to clubs.

Actions- AD to provide COVID-19 Safe announcement for clubs.

7.3 Junior Bowls Committee

CA/SA noted a Junior Bowls Committee was soon to be formed. This Committee would provide framework to clubs for encouraging junior participation in the sport.

Actions- CA to provide update at next meeting

7. MEETING CLOSED:

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

VDP thanked all members for their commitment to the CDC in what had been a difficult year.

8. NEXT MEETINGS:

Monday, 18 January 8.00am Bowls WA Headquarters.

Club Development Committee Task List

Task	Ref	Details	Assigned to	Completion Date
Winning Drive Training Plan	6.1	Develop a training plan around Introduction to Technology for clubs	HP	Dec 14th
Bassendean Video	6.2	Develop a promotional video around the community bowls program at Bassendean	AD/SA/V DP	By Xmas
Sport Star Video	6.2	Develop a promotional video around former sports players who transitioned to Bowls	AD/CA	March 2021
Mental Health Training	7.1	Report on any programs open for clubs to improve mental health within the Bowls Community	SA	Dec 14th
Winning Drive Club Survey	6.1	Club Survey developed and sent to clubs with results available	KT	Dec 14th
Digital Promotions	6.3	Explore Digital/Social Media Opportunities for Gotta Love the Bowlo in 2021	AD	Jan 18th
COVID-19 Update	7.2	Announcement to clubs on current COVID-19 Safe Regulations	AD	Nov 25th