

MINUTES
Club Development Committee [CDC]
held on Friday 18 June 2021 at Bowls WA, Osborne Park

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

2. PRESENT: Vince Del Prete, Jeff Bessant, Lee Bunney, Hailey Packer, Debbie Capper and Aaron Delaporte (BWA Staff).

3. APOLOGIES: Simon Alden, Steven Unsworth (RBM), Clive Adams (RBM) and Kaitlin Tyrrell (BWA Staff).

4. MINUTES OF PREVIOUS MEETING:

Moved: Jeff Bessant and Seconded: Vince Del Prete

5. CONFLICTS OF INTEREST: Nil

6. BUSINESS ARISING:

6.1 Club Development – Winning Drive program

The Winning Drive schedule for country trips despite a couple of setbacks had been finalised and would shortly be promoted. It was noted that one Country League had declined to host due to a cited lack of interest at that time within the league which was disappointing. AD noted that with KT now employed the option to provide training in season may be easier to accommodate and could be a future possibility.

AD advised that Bowls WA had received very little information regarding Game Plan despite its delivery being included as part of the KPI's, he had made contact with the DLGSCI and was awaiting further information.

Action- AD/KT to provide WD update at next meeting

6.2 Bowls Link

AD advised that the new competition interface was released ahead of schedule with a few minor issues being reported. Bowls WA links still go to the old portal which will remain on line till the end of 2021. Bowls WA will switch over on August 1st when these issues should be ironed out and AD will do an explanatory video with this change. Pennant finals next in the schedule of releases expect in Sept 2021.

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 no action during the passed period except for the CDC Review which had been circulated to the Board. The campaign was discussed and it was agreed it was

still proving to be effective. AD advised digital advertising may be worth exploring along with some radio advertising in the same peak period for clubs Oct 21-March 22.

Actions- AD to prepare SEN Campaign proposal.

6.4 Brad Hogg Ambassador

The CDC reviewed the effectiveness of Brad Hogg's appointment as ambassador over the last 2 years and it was unanimously agreed to have been very effective. The CDC supported a further 1 year appointment with AD to continue to use Hogg in video promotions and make sure he is utilised as much as possible to promote the sport. CDC members to advise AD with suggestions for promotional ideas for Brad ongoing.

Actions- AD to confirm Brad Hogg appointed for a further 12 months.

6.5 Junior Bowls Committee

With CA and SU apologies this was held over to next meeting

Actions- SU to report regularly.

6.6 Regional Men's Health – Working with Warriors

AD advised that via KT only 3 clubs had been in contact in recent months. A video with Presenter Owen Catto would be create to help garner further interest and it would be included in information on the Winning Drive visits to clubs.

Actions- KT to provide updates on the program.

6.7 Club Development Plan

AD advised he had completed the Club Development Plan and circulated it for feedback.

Actions- CDC members to provide feedback

6.8 Bowls WA Live Streaming

AD advised he had no further correspondence with SEN and that just a few major events (2xCountry Week and State Singles) would be live streamed for the season. The importance of live streaming was discussed and it was agreed each member should via email table which other events were considered important to be live streamed prior to next meeting.

Actions- CDC members to email AD list of event for live streaming

7. GENERAL BUSINESS:

7.1 Innovations Committee

HP and AD noted the Innovations Committee progress.

7.2 Osborne Park BC

HP noted that Osborne Park were in the process of applying for funding for two synthetic greens and may require Bowls WA assistance with the application.

Actions- CA to contact OPBC

7.2 CDC

HP queried the process for the chair position of the CDC following the AGM. VDP noted the Chair positions are selected from the Board and he would endeavour to continue in the role - this was supported by the CDC members.

8. MEETING CLOSED:

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

9. NEXT MEETINGS:

Monday, 16 August 8.00am Bowls WA Headquarters.

Club Development Committee Task List

Task	Ref	Details	Assigned to	Completion Date
Brad Hogg Videos	6.4	Develop a promotional video each month with Brad Hogg	AD	End of Month
Sport Star Video	6.4	Develop a promotional video around former sports players who transitioned to Bowls	AD	Dec 2021
Brad Hogg App	6.1	Resign Brad Hogg to a further 1 year as Bowls Ambassador	AD/CA/SU	May 2021
Digital Promotions	6.3	Present Digital/Social Media SEN Proposal	AD	August 2021
Live Streaming	6.8	Each member to prepare list of priority events for streaming	ALL	July 2021
Club Viability	Previous meeting	Distribute Club Viability document / add to website	CA/KT	Asap
Regional Men's Health	6.6	Produce Men's Health promotional video	AD	July 2021