

MINUTES

Club Development Committee [CDC]

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

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

2. PRESENT: Vince Del Prete, Hailey Packer, Lee Bunney, Simon Alden, Steven Unsworth (RBM), Clive Adams (RBM), Kaitlin Tyrrell (BWA Staff) and Aaron Delaporte (BWA Staff).

3. APOLOGIES: Jeff Bessant

4. MINUTES OF PREVIOUS MEETING:

Moved: Hailey Packer and Seconded: Clive Adams

5. CONFLICTS OF INTEREST: Nil

6. BUSINESS ARISING:

6.1 Club Development – Winning Drive program

AD advised that the final sessions had been completed except for Bunbury that was cancelled due to lack of registrations.

Three sessions were rescheduled in October however these were subsequently cancelled for the second time due to lack of interest.

After discussion it was agreed that several options should be considered moving forward, summarized as:

- Survey to country clubs to gauge appropriate timing and subject matter;
- Video presentations of subjects, which could be viewed at leisure by those interested;
- Case studies showing clubs who have attended sessions making successful practicable applications; and
- Video/Zoom training sessions.

Action- AD to provide WD update at next meeting

6.2 Bowls Link

AD advised that the new competition interface including the pennant system had transitioned successfully with some country pennant competitions having already commenced. AD had made a video showcasing some of the new features and ways it can be used for clubs and individuals.

A live scoring application had been tested and will be added to Bowls Link in the near future. This will be used at National level in the coming 12 months with a roll out to other competitions including pennants as possibility in the future, potentially removing the need for scorecards.

A list of 60+ future changes would be prioritised by the Working Party this week.

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

- Fortnightly 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 SEN campaign had been signed off ready for delivery in November/December 2021 and January/February 2022.

The BA Local Legends campaign report was also circulated noting \$24,000 of additional value delivered in WA.

Actions- AD to provide SEN Campaign update.

6.4 Brad Hogg Ambassador

AD advised Inglewood “Moyle Family” video had been produced with another video to go ahead shortly.

AD suggested a video regarding Shane Knott’s Guinness Book of Records continuous game of bowls for 30 hours - CDC agreed that it would be a good event to create a video for.

Actions- AD to provide update at next meeting.

6.5 Junior Bowls Committee

SU advised that the JBC had held another meeting to broadly adopt the Bowls Victoria model. Framework for a 4-to-6-week course followed by a competition over a similar timeframe to be considered further. Clubs will shortly be invited to be part of a pilot program.

Actions- SU to provide update at next meeting.

6.6 Regional Men’s Health – Working with Warriors

KT advised several sessions had been held since last meeting and provided a list of recent and future scheduled sessions:

- Halls Head Murray 21/09/2021
- Kalgarin South Central Arunga 8/10/2021
- Leeman Central West Coastal 10/10/2021
- Beacon Central Wheatbelt 18/10/2021
- Cunderdin East Avon 20/10/2021
- Goomalling Avon Valley 4/01/2022
- Dumbleyung Great Southern 13/01/2022
- Kondinin South Central Arunga 25/02/2022
- Westonia South Eastern 18/03/2022

KT noted several other clubs had registered interest without confirming dates and that some clubs had not grasped the concept that Regional Men’s Health officials must attend the session.

Actions- KT to provide updates on the program.

7. GENERAL BUSINESS:

7.1 Bowls Australia Marketing Report

Discussed during item 6.3

7.2 Country Club membership numbers

CA noted a country visit and the issue of numbers in remote areas which were an outcome of population decline. VDP noted some clubs may naturally have to cease or merge due to this unavoidable issue. After discussion it was also agreed that the sport should engage a consultant to provide a profile of the sport against area demographics to see whether any strategies could be developed for clubs. This consultant may also be useful for a Facilities Audit/ Strategy.

Actions- VDP to consult with BWA Board.

7.3 Game Plan

AD advised a Game Plan promotion was ready awaiting some quotes from Mt Lawley President Terry Conley who was an advocate for it having used it at his club. Registration numbers would need to be monitored as it was a KPI of the Winning Drive Program grant.

Actions- AD to publicise Game Plan.

7.4 Albany Facebook Promo

HP noted club running promotions on Facebook including Albany however they had not applied a target market area correctly (wasted funds). HP available to assist clubs with social media.

7.5 Uni Bowls

LB enquired about Uni games and support from Bowls WA and/or clubs. It was noted JB had experience in this area and for him to follow up.

Actions- JB to follow up Uni Games.

8. MEETING CLOSED:

There being no further business the meeting closed at 9:10am.

9. NEXT MEETINGS:

Monday, 15 November 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
Digital Promotions	6.3	Present Digital/Social Media SEN Report	AD	Next meeting
Club Viability	Previous meeting	Distribute Club Viability document / add to website	CA/KT	Asap
Bowls Ambassador	6.4	Provide Key deliverables for Bowls WA Ambassador program	AD	Next meeting