



**MINUTES**  
**Club Development Committee [CDC]**  
held on Monday 13 December 2021 at Bowls WA, Osborne Park

- 1. OPEN MEETING:** Chair Vince Del Prete opened the meeting at 8.00am.
- 2. PRESENT:** Vince Del Prete, Jeff Bessant, Lee Bunney, Clive Adams (RBM), Kaitlin Tyrrell (BWA Staff) and Aaron Delaporte (BWA Staff).
- 3. APOLOGIES:** Hailey Packer, 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 that Game Plan had been promoted to clubs via the website and latest Jack Hi. CA made comment about effectiveness and suitability for clubs and touched on experiences for Mt Lawley and Bayswater. VDP noted Game Plan did not produce a planning document but could be a starting point for one.

AD advises acquittal of year 1 funding and year 2 KPI's would be completed soon with DLGSC. AD noted a survey would be sent to clubs to assist with further programs in 2022.

**Action- AD to provide WD update at next meeting**

**6.2 Bowls Link**

AD advised that a recent upgrade included just over 20 prioritised updates of the scheduled 70 listed changes to Bowls Link. AD noted that BA had completed a Technology Audit the results of which included a recommendation that Bowls Link is the central system for all Bowls related technology decisions into the future - which was supported by Bowls WA.

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 commenced with radio and digital advertising and Brad Hogg had completed an SEN interview with Peter Vlahos.

VDP noted the Board was keen for the CDC to consider further investment into the expansion of the campaign. A discussion was held around possible options.

It was agreed AD to develop a summary document of these options for the January 2022 Board Meeting.

**Actions- AD to provide SEN Campaign update and provide a summary document for an extended campaign in 2022.**

#### **6.4 Brad Hogg Ambassador**

AD advised the Shane Knott video had been completed with a reach of just under 7000 individuals.

AD advise a new video on Calvin Rodgers (Vision Impaired bowler) will be released in December 2021.

**Actions- AD to provide update at next meeting.**

#### **6.5 Junior Bowls Committee**

CA advised the Junior Bowls Program was ready to go out to clubs to seek interest for a pilot program.

**Actions- CA 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 with a total of 8 completed sessions and provided a list of future scheduled sessions:

- Goomalling Avon Valley 4/01/2022;
- Dumbleyung Great Southern 13/01/2022;
- Jurien Bay Central West Coastal 13/02/2022;
- Kondinin South Central Arunga 25/02/2022;
- Westonia South Eastern 18/03/2022; and
- Binningup South West 13 and 14/04/2022.
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VDP noted a great presentation at the Volunteers Recognition event with AD/CA adding that there now was the opportunity for some metro sessions to be held.

AD advised that Bowls WA would seek Expressions of Interest for clubs to host the metro sessions.

**Actions- KT to provide updates on the program and seek EOI for metro sessions.**

### **7. GENERAL BUSINESS:**

#### **7.1 Bowls Australia Info Graphics**

The recently published Bowls Australia infographics were distributed with a WA version compared to rest of the country stats. Most notable was the reliance on volunteers in WA and opportunities in the Inclusive and Solar space for facilities.

#### **7.2 UniSport Nationals**

AD tabled that UniSport were still seeking a host club for Bowls at the National Games to be held in September 2022 in WA. JB having previous experience with UniGames agree to try and help find a host club with AD to send him contact info.

**Actions- JB to provide update at next meeting.**

### 7.3 Covid Vaccinations

CA queried whether statements or advice should be issued to clubs given an announcement was imminent from the State Government.

VDP advised this was an issue for the CEO and Board.

### 7.4 Google Maps

CA noted he had imported membership data into Google Maps to show key member areas, which could also be broken down for clubs. The benefit being clubs could target areas where they had very few members. It was noted that further data overlaps may provide further insights for the sport.

**Actions- CA to provide further info at next meeting.**

### 8. MEETING CLOSED:

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

### 9. NEXT MEETINGS:

Monday, 17 January 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
Love the Bowls Campaign 2022	6.3	Expanded campaign ideas report	AD	Next meeting
<b>RMH - metro</b>	6.6	Expressions of Interest to clubs	AD/KT	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