

## MINUTES

### Club Development Committee [CDC]

held on Monday 21 December 2021 at Bowls WA, Osborne Park

- 1. OPEN MEETING:** Chair Vince Del Prete opened the meeting at 8.05am.
- 2. PRESENT:** Vince Del Prete, Lee Bunney, Simon Alden, Clive Adams (RBM), Tory Kinnane (RBM), Kaitlin Tyrrell (BWA Staff) and Aaron Delaporte (BWA Staff).
- 3. APOLOGIES:** Jeff Bessant and Hailey Packer.

Chair Vince Del Prete noted the passing of Bowls WA President Larry Bandy who was extremely supportive of the CDC and recognised his valuable contribution to the sport and association in general.

VDP noted the resignation of Steven Unsworth (RBM) and his contributions to the CDC.

VDP welcome Troy Kinnane (RBM) noting his significant past work experience, which would be valuable for the Committee and sport.

#### 4. MINUTES OF PREVIOUS MEETING:

AD noted item 7.4 of the previous minutes regarding the Innovations Committee report. He confirmed this was completed but not published. Several items had been dealt with by the Fixtures and Events Committee and the Governance Review would likely see some committee restructuring.

Moved: Clive Adams and Seconded: Kaitlin Tyrrell

#### 5. CONFLICTS OF INTEREST: Nil

#### 6. BUSINESS ARISING:

##### 6.1 Club Development – Winning Drive program

AD advised the shortfall of \$3,500 in the Every Club grant acquittal would be spent with PacMentality on some promotional folders and a social media campaign promoting the club resource guide - this had been approved by DLSGC.

##### 6.1.1 CDC Budget

VDP noted the Finance Committee had approved an extra \$20,000 to the CDC Budget with the Club Grants proposal approved. A decision on the how the CDC budget would be allocated across the areas of Radio Advertising, Marketing, Bowls Ambassador, Live Streaming and Club Grants would to be assessed to ensure outcomes meet the Strategic Plan objectives.

**Action- AD to provide a budget proposal to the next meeting**

##### 6.2 Bowls Link

AD advised further upgrades were scheduled shortly based on a prioritised list from the Bowls Link Working Party, most notably was the ability to more easily update

times, dates and venues for a competition in bulk rather than individual for each match.

AD advised that BowlsNow, a promotional mobile app would be launched later today. TK noted he had already used the app which featured plenty of bowls articles, videos, results, shop links and much more and was very professional and should enhance the promotion of our sport especially to younger people.

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 tabled the SEN interim report which showed a bonus \$21,835 value on advertising.

**Actions- AD to provide final SEN Campaign report at next meeting.**

### **6.4 Brad Hogg Ambassador**

AD advised no video for February however one with Ashley Sharp, 28 year old President of Merredin being considered.

It was noted David Wirrpanda and Brad Sheppard could also help promote the sport with a potential event of stars from other sports to showcase the ability to transition to bowls.

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

### **6.5 Junior Bowls Committee**

CA advised the Junior Bowls Program would recommence soon with the addition of Kelli Wray who was a very experienced coach. It was also noted a strong link with schools would be important moving forward.

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

### **6.6 Regional Men's Health – Working with Warriors**

KT noted that with the support of Doug Kelly in promoting the program to country clubs.

KT advised the following sessions were scheduled:

- Kondinin South Central Arunga 25/02/2022;
- Dowerin Avon Valley 16/03/2022
- Corrigin South Eastern 16/03./2022
- Westonia South Eastern 18/03/2022
- Northam Avon 20/03/2022; and
- Binningup South West 13 and 14/04/2022.

KT a metro session had been organised for Cockburn BC during Men's Country Week to be advertised shortly.

**Actions- KT to provide update on progress.**

## **7. GENERAL BUSINESS:**

### **7.1 UniSport Nationals**

With JB an apology this was deferred till next meeting.

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

### **7.2 Google Maps**

CA advised he had presented to BA how Google Maps could assist clubs and will continue to show clubs should they be interested.

### **7.3 Commonwealth Games**

HP queried what had happened to the work done by the Innovations Committee (survey results and report).

**Actions - AD to follow up and report.**

### **7.4 Bowls Expo**

SA queried the Club Development Forum progress. AD advised that some planning would occur shortly.

**Actions - AD to follow up and report.**

## **8. MEETING CLOSED:**

There being no further business the meeting closed at 8:50am.

## **9. NEXT MEETINGS:**

Monday, 21 March 8.00am Bowls WA Headquarters.

### Club Development Committee Task List

<b>Task</b>	<b>Ref</b>	<b>Details</b>	<b>Assigned to</b>	<b>Completion Date</b>
Brad Hogg Videos	6.4	Develop a promotional video each month with Brad Hogg	AD	End of Month
Love the Bowlo Campaign 2022	6.3	Expanded campaign ideas 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
Club Development Forum	6.1	Develop a structure outline and dates/venue for a Club Development forum	AD/KT	Next meeting