

**MINUTES**  
**Club Development Committee [CDC]**  
held on Monday 16 May 2022 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, Hailey Packer (viz Zoom), Clive Adams (RBM) and Aaron Delaporte (BWA Staff).
- 3. APOLOGIES:** Jeff Bessant and Troy Kinnane (RBM)

Chair Vince Del Prete noted Kaitlin Tyrrell that obtained a new role and left Bowls WA. Kaitlin's contribution was acknowledged.

- 4. MINUTES OF PREVIOUS MEETING:**  
The minutes were approved.

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 Winning Drive program would recommence following the completion of the Bowls WA Strategic Plan and a Club Development Plan. These documents would provide the future guidance for the program.

**6.1.1 CDC Budget**

AD had proposed the CDC budget comprise of \$10,000 live streaming and \$40,000 Club Grants program with the Gotta Love the Bowlo and Bowls Ambassador to cease for the 2022/23 season. After discussion on the various pro and cons this proposal was accepted.

**Action- AD to provide a Winning Drive update at next meeting**

**6.2 Bowls Link**

AD advised further upgrades were scheduled for June release based on a prioritised list from the Bowls Link Working Party.

AD advised that Bowls Now, a promotional mobile app had been well received albeit some issues existed with the live scoring. Bowls New Zealand had joined Bowls Link under the banner Bowls Hub. A member of Bowls NZ would join the Working Party. The payment provider would change from Square to Stripe, which will allow greater flexibility in the structure to bring clubs, districts, leagues and zones plus STA's with a direct payment account removing the need for BA to process. This change would see a slight increase in the payment percentage.

The Working Party would meet from 7 to 8 July 2022 in Victoria for a conference to discuss Bowls Link moving forward.

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 final SEN report, which highlighted a bonus of \$29,065 value for advertising on the \$10,000 spent. The CDC discussed the merits of the Gotta Love the Bowlo Campaign, which had completed four years with significant investment and although results were difficult to measure believed to be successful in changing perceptions around bowling clubs, **and in the wider community**. Given the four years period it was agreed it was the right time to move on from the campaign and to move this funding into the Club Grants program where it was expected some local advertising from clubs would be conducted.

**Actions- Gotta Love the Bowlo Campaign removed from next agenda.**

### **6.4 Brad Hogg Ambassador**

AD advised Brad had not been used in recent months and it would seem his role had been successful in helping promote the sport. However, it was agreed given Brad is now embedded in Bowls he would still offer good value through his media appearances albeit not in any official role. It was decided this funding would be better placed in the Club Grants program. SA noted the Ambassador role was still a good one and if the right person came along would be reconsidered in the future.

**Actions- to be removed from future agenda**

### **6.5 Junior Bowls Committee**

CA advised the Junior Bowls Committee had met and agreed to adopt the Bowls Victoria model called Roll Up - BV had agreed to this. The BV documents would be amended accordingly to suit Bowls WA. Blake Butler had also joined the Committee. The next phase was to begin an active roll out of a pilot program.

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

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

AD noted that this was now under his role given the departure of KT. The program would roll over to a second year with the unspent funding of around \$4,000 to be added to a new pool of \$20,000, which if not utilised could see a third year of the program in 2023/24. AD advised he would touch base with RMH for a catch-up and to promote the second year of the program.

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

## **7. GENERAL BUSINESS:**

### **7.1 UniSport Nationals**

AD advised Mt Lawley had declined an invitation to host this event however it had now been picked up by Dalkeith-Nedlands who had previous experience with it.

**Actions- Updates as required**

### **7.2 Google Maps/Population demographics**

CA advised Bowls Australia had been consulting with companies which provided an expanded service around this theme of demographic information. VDP noted this was an important and useful area for the sport and clubs to be able to utilise for targeted membership, participation and sponsorship potential, in essence understanding better their surrounding community.

**Actions- CA to advise further**

### **7.3 Commonwealth Games - promotion of bowls**

No action completed - deferred to next meeting

**Actions - AD to follow up with Bowls Australia and report.**

### **7.4 Club Focus Forum**

AD updated the group on the progress of the event, which included locking the date of Friday, 2 September 2022, the venue being Cockburn and the format of the day. Vendors for the morning expo will be locked in over the next month with promotion to clubs to follow in July. The merit of having high profile keynote speaker such as former West Coast Eagle Brad Sheppard, who has move into media, be added to the program, which everyone agreed to.

**Actions - AD to report progress.**

### **7.5 CDC Nominations**

AD indicated CDC nominations were required by 24 June. SA indicated having completed two terms (4 years) he would be stepping down but would attend the next meeting in July. Forms would be emailed to HP and JB with a further member sought to join.

**Actions - Forms to be completed.**

### **7.6 Bowls Talk**

AD tabled that the host Lee Such and SA would retire from Sport FM Bowls Talk in the coming season, of which Bowls WA contributed \$3,000 for its production. SA provided feedback on the merits of being associated with a Community Radio station whilst other members talked about the timing of the show's 7.00 am on Saturdays and that the podcast version was not always readily available until several days later.

It was noted that the show was targeted for current bowlers and didn't act so much as a promotion for bowls, and no metrics were provided on listeners or podcast downloads. VDP suggested the \$3,000 be used as an honorarium to attract an interested person who could produce the show with Bowls WA guidance giving more control around timing and metrics plus additional sponsorship opportunities.

The CDC would therefore seek Board approval for this change.

**Actions - VDP to request Bowls WA Board approval**

### **7.8 Volleyball WA**

CA noted Volleyball WA were seeking land for use for volleyball courts and had sought to engage clubs who may have dormant greens available. VDP noted this may be of benefit to the clubs, but the onus would be on Volleyball WA to seek clubs and make arrangements.

**Actions - CA to advise Volleyball WA.**

### **8. MEETING CLOSED:**

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

### **9. NEXT MEETINGS:**

Monday, 11 July 8.00am Bowls WA Headquarters.