

## **1. OPENING**

Chair, Kevin Dring, opened State Council meeting at 10.00am.

### **1.1 Present**

State Councillors: T Hart, B Carling, G Wilkins, J Rodis, C Appleby, J Payne, J Franklin, D Taylor, R Johnston, P Sprotte, C Stone, K Dring, T Canvin; Zone Presidents/Secretaries: G Danvers, W Whiteley, B Lang, B Towle, N Muir, H Williams, R Tozer, D Rose, K Forbes; RNSWBA: V Beard (President), B Moran, J Porter, B Watkins, R King, D Tait, G Helm (CEO), A Lynn (Sports Coordinator)

### **1.2 Leave of Absence / Apologies**

J Hirama (RNSWBA Executive Secretary), B Duprez, R King (Board), G Went, B Hughes

### **1.3 Presentation of Badge of Office**

RNSWBA President V Beard presented badge of office to T Hart (Zone 1)

### **1.4 Vale**

A minutes silence was observed in respect of recently passed away Mick Gilfoyle (Past Chairman State Match Committee and State Councillor, Zone 5) and Bill Shaw (Zone 8).

## **2. CONFIRMATION OF MINUTES**

Minutes of the meeting of RNSWBA State Council meeting held 25 February 2016 confirmed as correct.

### **2.1 Business Arising: Nil**

## **3. MATTERS ARISING WITH NOTICE**

### **3.1 Bowls NSW Strategic Plan**

Summary of BNSW Strategic Plan distributed; action points listed underneath the strategic plan. CEO Greg Helm reported that strategic plan is divided into headings of Communication, Marketing / Engagement / Participation, Revenue Streams, Governance, High Performance and Player Welfare and Alignment and Influence. E-communication is a cost effective method, however at present BNSW has on record about 3,000 of the 40,000 members. It is also critical that communication is received by key people in clubs. Marketing: aim is for participation at all levels of the sport and looking for skilled administrators.

D Taylor reported that the working party had met and had agreed that the summary is in line with the working party discussions. The working party looked at the 2015 Bowls NSW Annual Report to ensure that the plan was consistent with the Association's ideals. The party also looked at the Bowls Australia Census, the Bowls Victoria 2013-17 Strategic Plan and detailed strategic plan and the BQLD Strategic Plan.

G Helm advised that the Action Plan was currently being worked on, putting the document into a more user-friendly format and removal of jargon. The Action Plan will contain priorities and key performance indicators.

T Hart questioned whether current structures of Zones/Districts were being used to distribute communication. G Helm advised that strategy is not to rely on one method of communication. Communication through a diverse range of means is essential to ensure all will be reached, using online, social media, email to clubs (BowlsBox) as well as through the Zone/District structure. Utilising a diverse range of communication also means that a consistent message can be sent through all channels.

R Johnston questioned the meaning of "effective membership structures", whether this signalled the intention to institute a social category. It was advised that BNSW would maintain one category – registered bowler. Use of effective membership structures refers to the promotion of the advantages of the fixed fee system and ensuring that the Association's processes are effective.

R Johnston registered concerns that registered clubs would revolt and that there is a perception that BNSW would, "in a couple of years", revert to a capitation-based system (after clubs increase their membership numbers by taking advantage of the fixed fee system). It was advised that the fixed fee system is in place and is **not** up for review. It was discussed that the role of every club is to increase membership. It was noted that the fixed fee is a club fee.

In response to a question from D Taylor, G Helm advised that there would be the summary plan, action plan and individual area plans.

D Rose advised that he felt that recruitment should be a major point in the plan on its own (currently part of marketing). K Dring offered that recruitment was a leadership responsibility of BNSW and Zones.

Discussion of Aloha took place. G Helm advised that getting on board with Aloha would be a good thing - doing *something* is better than doing *nothing*. G Helm advised that Aloha was down in 2015 in comparison with 2014 (2014 saw 50 clubs and around 900 people took part). Planning is currently under way for the 2016 iteration of Aloha. Aloha is seen as an effective 'member bring a friend day' and that clubs are provided with all the support material and assistance for Aloha.

G Danvers expressed concern that there was not a uniform strategy, with Bowls Australia pushing Jack Attack and BNSW Aloha, that a mixed marketing message exists. G Helm advised that these are simply two different marketing options that are not in conflict. Clubs can choose to participate in either or both, with both being the opportunity to get people into their club and on to their greens.

B Watkins expressed that he believed the social aspect of bowls is the key, citing the popularity of barefoot bowls as a 'mates day' as an illustration. B Lang agreed and advised that in his area a business house competition is a major draw card. V Beard commented that there needs to be a change in thinking and change of atmosphere away from the 'old man's game'.

K Dring questioned whether recruitment initiatives should be an agenda item for State Council, to share ideas and activities.

T Hart commented that there are not many 'solely' bowling clubs, that most are now a subsidiary of a larger licensed club where people are not there to play bowls. It was discussed that those members at the club are a market that needs to be tapped in to. There needs to be cooperation and closer work with the general manager at those clubs to promote bowls to the non-bowling members of the club.

### **3.2 Inter-Zone Sides Championships**

Discussion took place of the submission from Zone 14 that the Inter-Zone Sides Championship should be played as sides of 12 players (3 teams of 4) instead of the current 16 players (4 teams of 4). The vote was 10 to 6 in favour of 3 teams of 4. It was noted that the State Match Committee has also requested Zones to give feedback on this issue as part of the review of the Conditions of Play, and that responses have been requested by 30 May.

R Tozer commented that the opinion of the State Selection Committee (SSC) should be sought, as the Inter-Zone Sides Championship is a major opportunity to view players from Zones towards selection in the NSW Side.

G Danvers commented that the cost to Zone 1 to send the side to the 2016 Senior Inter-Zone Sides Championship was \$6,100 and over \$8,000 to send the side to the Inter-Zone Sides Championship in 2015. He also commented that the 12 best players in the Zone would be considered by the SSC as to whether they are among the 12 best players in NSW for selection in the NSW Side.

### **3.3 Show Cause Letters**

G Helm advised that show-cause letters would be sent to clubs where BNSW has knowledge that the club is not abiding by the provisions of the Constitution and registering all members who have paid a fee that includes the right to play bowls at that club. (ie not registering 'social' bowlers).

C Stone stated he was aware of a number of clubs which had a social bowler membership category and that BNSW had not issued any letters to these clubs. G Helm requested the details of those clubs. C Stone advised he would not give the list of clubs with a social bowler membership category. After being advised that BNSW would send letters to clubs who were not abiding by the Constitution, C Stone advised G Helm to contact the Z14 President for a list of those clubs.

G Helm advised that club social bowling members categories (not registered) were not adhering to either the BNSW or Zone Constitution. Zones should not be 'sitting waiting for BNSW to take action' but should be proactive in ensuring that action is taken.

### **3.4 SMC and Conditions of Play**

A submission from Zone 4 was received regarding the applications of Conditions of Play by SMC, with the interpretation of the Zone inconsistent with that of the SMC. The meeting was advised that the Chairman of Zone 4 Match Committee had put forward a suggestion that for the review of the COP each Zone should send a representative to a forum. The ability of a player who is suspended (non-bowls related) to play was discussed. It was advised that the SMC is happy to answer any questions, and that any questions relating to a decision should be directed to SMC.

## **4. MATTERS FOR UPDATE**

### **4.1 Tournament Recruitment Concept**

K Dring spoke about the Havago Pairs. 150 entries were received with 35 new bowlers joining after the tournament. The finals were played with lots of fanfare and all had a great time.

### **4.2 Member Survey**

G Helm presented a summary of the findings of the member survey.

### **4.3 BA Census**

The snapshot of the BA Census was presented.

D Taylor spoke that we need to promote to clubs to complete the Census. The Census has great value to bowls and will have better value if the information contained is as accurate as possible, having the best data from the majority of clubs completing the Census. G Helm advised that the 2016 Census will be sent to Districts/Zones and to clubs via BowlsBox.

The 2016 survey has only two pages - please complete whatever you can of the survey. Street Ryan (company engaged by BA to undertake the census) has indicated a willingness to accept partial responses if clubs are unable or unwilling to supply all details.

## **5. REPORTS**

### **5.1 ZONE REPORTS**

#### **5.1.1 Business Arising**

ZONE 4 – J Rodis reported that Gulargambone BC has reaffiliated. Rick Bohm is to decide whether to stand again for Zone Secretary, depending on the duties expected (Rick does not wish to undertake extensive travel).

ZONE 5 – C Appleby reported that the Zone is going well. All championships have been completed.

ZONE 6 – G Parrey has been elected as President. Cessnock City is now officially closed.

ZONE 7 - J Franklin reported that G Helm has answered the questions raised regarding hardship cases with affiliation fees.

ZONE 9 – D Taylor reported that the opportunity to complete the BNSW Member Survey was appreciated.

ZONE 10 – N Muir reported that letters for fixed fee may not have been received by some clubs in Zone 10. If this is the case, these clubs should contact BNSW to confirm their mailing address and to obtain copy of the correspondence. Zone 10 has seen a document to obtain consent from junior players / parents and would like to see a copy of such document. Five of the 26 clubs in Zone 10 have indicated that they will not pay the fixed fee. G Helm advised that clubs that do not pay their fees will become unfinancial with the Association and risk becoming disaffiliated. G Helm advised that he can speak with any of those clubs regarding any concerns they have.

ZONE 11 – R Johnston thanked Zone 1 for their hospitality in the first official representative fixture for the new Zone 11 and advised he was humbled that the shield for the senior fixture between the Zones was jointly named in honour of Arthur Black and himself. An "open" fixture between the two Zones will be held in the near future.

ZONE 13 – Peter Sprotte advised that clubs in Zone 13 appear to be happy with the fixed fee model. The change in executive of the now merged Zones appears to be going well. Geographic draws have been utilised to minimise travel as much as possible.

Zone 14 – C Stone reported that Wauchope BC has trouble with their fees. G Helm will look at situation.

## **6. General Business**

### **6.1 Meeting of Clubs held at Park Beach**

Discussion of the meeting of clubs held at Park Beach BC took place. Some clubs had banded together to conduct a meeting for CEOs and general managers of clubs regarding BNSW fees. C Stone stated that Zone 14 had been accused of calling this meeting and stated that Zone 14 had nothing to do with the meeting; that the only involvement was an invitation to attend. G Helm advised he had received a telephone call from Phil Kelly of Kingscliff BC advising that it would be a good idea for a representative of BNSW to attend. G Helm advised that at the time he was unaware who had called the meeting and had not been officially invited or provided with an agenda. G Helm stated that he was disappointed that BNSW was not advised sooner that such a meeting was to be held. G Helm advised that he was happy with the response from Zone 14 for any information relevant to the meeting and was satisfied that the Zone was not involved in the organisation of the meeting. C Stone read a letter from the President of Zone 14. It was noted that those in attendance at the meeting at Park Beach had agreed to meet at Coffs Ex-Services on Monday 15 August at 10.30am. It was noted that the author of the original invitation letter was Grant Waldron (CEO Park Beach BC).

### **6.2 Former State Councillor Ian Vesperman**

G Wilkins reported that former State Councillor Ian Vesperman had undergone major surgery last week.

### **6.3 CEO Report**

G Helm reported that a change to the Regulations had been made, recognising the new Zone structures.

Circular 09/16 has been issued outlining the new fee structure. From now on clubs will not receive weekly invoices for new members. All are asked to stress to their clubs to cite the correct payment references when making direct deposit payments. This is critical to ensure that BNSW can identify what the payment is for and correlate to a club and its payment.

Club renewal now contains the club membership renewal. Clubs should tick the appropriate box for their membership type (Club's membership of BNSW as an affiliated club or affiliated sub-club).

It was noted that BNSW is now up to date with processing of memberships from clubs.

### **6.4 Urbenville BC**

Urbenville BC has been an ongoing issue. Urbenville BC wanted BNSW to accept female members and were advised that we are unable to do so. G Helm advised BQLD may have more to offer Urbenville BC than BNSW.

### **6.5 Discount Memberships**

T Hart advised that one club in Tweed-Byron had advertised \$20 bowling memberships, trying to 'poach' members from other clubs. T Hart advised that this may be a consequence of the fixed fee and commented that he did not believe that member poaching was in the best interest of the sport.

## **7. NEXT MEETING – Thursday 28 July 2016**

<b>Further meeting dates for 2016:</b>	
15 September	24 November

## **8. CLOSE**

Meeting closed 12.15pm.

*Prepared by A Lynn  
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