



## Welcome to Bowls Connect

Welcome to a special edition of Bowls Australia's newsletter, **Bowls Connect**, to let you know about an exciting development that will see more bowls shown on free-to-air television this year. Read on below to find out more.



## More Bowls on SBS in 2018

The sport of bowls will enjoy increased free-to-air television coverage in 2018, with Bowls Australia and SBS today announcing the continuation of their successful partnership for a further year, with additional broadcast content.

Not only will The Bowls Show return to television screens on SBS for a third season, with 22 consecutive weeks of programming from May 13 to October 7, but in a coup for the sport, SBS will also broadcast live content from the sport's most lucrative event, the \$250,000 prize-money Australian Open.

The Bowls Show boasts two additional episodes this year, and will be shown in regular time slot of 3.00pm nationwide, with the exception of the two episodes shown on July 8 and 15 due to SBS' extensive coverage of the Tour de France and World Cup football.

Jack Heverin will return to the hosting role, in addition to anchoring the commentary of events, alongside the sport's biggest personalities, with highlights of events to feature in the program to include the Bowls Premier League (BPL07), Australian Open and Australian Indoor Championships.

In a first for the sport, the nation's most prestigious and richest national title, the Australian Open, will also be shown live on free-to-air television, with the blue-ribbon men's and women's singles and pairs finals to feature on June 21 and 22.

The women's singles final will commence the coverage on June 21 from 11.30am nationwide, followed by the men's pairs final running until 4.00pm.

Wrapping up the 14-day event will be the June 22 broadcast of the women's pairs final at 11.30am, followed by the men's singles decider, again culminating at approximately 4.00pm.

Viewers who miss an episode of The Bowls Show or any of the Australian Open finals action will be able to catch-up via the SBS On Demand platform.

Bowls Australia Chief Executive Officer Neil Dalrymple said the expansion of the partnership with SBS is a great result for everyone interested in watching bowls on television.

"The increase in free-to-air broadcast hours for the sport of bowls is vindication of its appeal within Australia and the high quality of our competitions and athletes.

"Bowls is very much part of the social fabric of Australia, with more than 170,000 members and in excess of 650,000 regular participants in the sport annually, so we've worked hard to ensure that everyone has the ability to watch

and enjoy the sport on television; this partnership provides more opportunities.

"I encourage the entire bowls community to promote and watch these programs on SBS to ensure bowls continues to remain on free-to-air in the future."

SBS Director of Sport Ken Shipp said:

"SBS is pleased to be back for a third season of The Bowls Show, as Australians continue to be able to enjoy their sport on free-to-air television and streamed on SBS On Demand to catch up anywhere, anytime."

"It's fantastic to expand SBS's broadcast of the sport this year with the addition of LIVE coverage of the Australian Open finals to bring the most immediate action to bowls fans."

The announcement of Bowls Australia's partner production company to produce this content will be made in the coming days.

The Australian Open live broadcast and replays of The Bowls Show will also be shown on Fox Sports Australia.

Key details:

The Bowls Show

22 weeks from May 13 to October 7

Sundays at 3.00pm on SBS

Australian Open

Live on June 21 and 22

11.30am to 4.00pm on SBS and Fox Sports

Available for catch up on SBS On Demand [www.sbs.com.au/ondemand/](http://www.sbs.com.au/ondemand/)