

## MINUTES

### Club Development Committee [CDC]

*held on Monday 15<sup>th</sup> January 2018 at Bowls WA Offices, Osborne Park commencing at 10.00am*

- 1. OPEN MEETING:** Chair Marc Abonnel opened the meeting at 10.00am
- 2. PRESENT:** Marc Abonnel (MA) [Chair], Deborah Capper, Ray Povey (RP), Paul Firth, Aaron Delaporte (BWA Staff).
- 3. APOLOGIES:** Clive Adams (BA RBM)
- 4. MINUTES OF PREVIOUS MEETING:** The minutes of the CDC November 20<sup>th</sup> 2017 were confirmed as a true and accurate record of the meeting.  
*Moved: Deborah Capper Seconded: Ray Povey.*
- 5. CONFLICTS OF INTEREST:** Nil
- 6. BUSINESS ARISING:**
  - 6.1 Club Development Workshops:** AD advised that Clubs WA had developed a Club Committee Compliance course and Clubs WA were keen to work with Bowls WA to promote and provide this to affiliated/registered clubs. This course which has 16 modules can be completed online however there is also an option to have face to face training with 3-4 selected modules. It was agreed this would be an excellent development opportunity for WA clubs. CDC members provided feedback on which modules might be best suited for clubs with face to face training plus other general aspects of the course.  
**Action- AD to liaise with Clubs WA for development and promotion of the courses.**
  - 6.1.1 Top Club:** Aaron Delaporte advised that the third Top Session scheduled for January 22<sup>nd</sup> at South Perth Bowling Club had been cancelled due to lack of interest – this may have been due to the Xmas break. Morley BC who did express interest will still hold a session with Clive Adams RBM as facilitator. AD reported that the Northern Zone Leagues and Clubs had committed to using the Top Club program and were working with Clive Adams on running sessions in future months.
  - 6.2 Club Resource Guide:** No update.  
**Action- AD to review CRG and update as required in July 2018.**
  - 6.3 Incorporated Associations Act:** A list of clubs with the last year that Bowls WA had received the clubs constitution listed in a spreadsheet. It was agreed that clubs should be contacted and reminded of their obligations regarding the new Act and also to provide Bowls WA with an updated constitution. RBM's can assist clubs with any needs in this area.  
**Action- AD to ensure clubs are notified in next monthly mailout.**

**6.4 Lateral Aspect marketing Plan – Gotta Love the Bowlo:** AD advised the Gotta Love the Bowlo TV advertising had begun with 642 spots throughout metro and country. MA noted he had seen one of the adverts. AD advised Lateral Aspect had been engaged to further help with Facebook promotion. Some clubs had provided feedback although limited at this stage – it was noted club feedback would be vital for a review of the campaign in May/June.

**Action- AD to provide further update at next meeting.**

## **7. GENERAL BUSINESS:**

**7.1 Club Satisfaction Survey:** AD distributed a draft survey and asked CDC members to provide feedback. It was noted the satisfaction survey should be sent to club presidents and secretaries to ensure maximum reach to clubs.

**Action- CDC members to send AD feedback by end of Jan. MA to table the survey at the next Board Meeting.**

**7.2 Have A Go News:** After discussion it was agreed to not proceed further with this advertising at this stage given the budget was nearly used for the financial year and significant advertising exists with the Gotta Love the Bowlo Campaign.

**7.3 City of Stirling:** RP enquired as to when clubs would be advised of the outcomes from the City of Stirling Bowling Clubs review. AD confirmed the review had been completed and expected clubs would be notified soon. RP advised there was general discussion (rumours) being banded around regarding the outcomes.

## **7. MEETING CLOSED:**

There being no further business the meeting closed at 11:10am

## **8. NEXT MEETINGS:**

*10am Monday March 2018) at Bowls WA Headquarters*