

## MINUTES

### Club Development Committee [CDC]

*held on Monday 12<sup>th</sup> March 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], Ray Povey, Paul Firth, Clive Adams & Steven Unsworth (BA RBM), Aaron Delaporte (BWA Staff).
- 3. APOLOGIES:** Deborah Capper
- 4. MINUTES OF PREVIOUS MEETING:** The minutes of the CDC January 15<sup>th</sup> 2018 were confirmed as a true and accurate record of the meeting.  
*Moved: Ray Povey Seconded: Paul Firth.*
- 5. CONFLICTS OF INTEREST:** Nil
- 6. BUSINESS ARISING:**
  - 6.1 Club Development Workshops:** AD advised that he and CA had met Clubs WA and the following dates and venues agreed to for the Club Compliance Course:  
Stirling Adriatic Club – Monday 6<sup>th</sup> August  
Manning Bowling Club – Monday 10<sup>th</sup> September  
MA suggested a course also be held in a Regional area and it was agreed to offer the South West Zone a course. Promotion of these courses will occur from April to August and include a presentation at the Presidents Forum in May.  
**Action- AD to liaise with Clubs WA for development and promotion of the courses & consult with SWZ for a regional course.**
  - 6.1.1 Top Club:** CA advised through the Batavia league a session will be held on Thursday 15<sup>th</sup> March with clubs from that area. Innaloo Bowling Club would also hold a session in coming weeks. It was agreed further promotion of this program should occur once the bowls season was completed.
  - 6.2 Club Resource Guide:** No update.  
**Action- AD to review CRG and update as required in July 2018.**
  - 6.3 Incorporated Associations Act:** Following communication sent via email around 20 clubs had responded with their latest Club Constitutions. AD provided CA and SU with an updated list of clubs. It was hoped the Club Compliance workshop would stimulate further interest in this area along with the regular RBM visits to clubs. RBMs noted many clubs were currently working or keen to progress in this area.
  - 6.4 Lateral Aspect marketing Plan – Gotta Love the Bowlo:** AD advised the Gotta Love the Bowlo Facebook promotion had started with LA source material and content. Further feedback was being provided by some clubs. It was noted the CDC

would need to evaluate the campaign at the end of April and report to the board for any further progress with this campaign.

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

## **7. GENERAL BUSINESS:**

**7.1 Club Satisfaction Survey:** AD noted the Club Satisfaction Survey would be sent to clubs in the next mail out.

**7.2 Resigned Members Survey:** AD presented the results of the Resigned Members Survey. The results in most cases mirrored previous surveys. It was noted there was an increase in newer bowlers (2 years or less involvement) leaving the sport and also a reported increase in players leaving the sport due to issues within clubs. It was agreed that clubs need to investigate when members leave their club as to the reasons why – member retention was vital with clubs and something RBMs could assist clubs with.

**7.3 New Members survey:** AD advised that he would be conducting the annual new members survey shortly with results to be provided at the next meeting.

**7.4 BPL Cup:** CA reported that 21 expressions of interest had been received from WA clubs to host rounds of this event – this is from 96 clubs Australia wide. This was considered a strong response from clubs. The state final would be held in late August.

**7.5 Bowls Live Streaming & Promotion:** MA noted that the Live Streaming of events had been popular amongst bowls members along with continued bowls promotion for country week and other events was also positive. He also noted an opportunity would exist for the All-Abilities State Championships & Multibowl National Championships held at Kardinya in coming months was a good opportunity to showcase the inclusive nature of bowls as a sport.

**Action- AD to promote both events and produce a video package.**

**7.5 Club of the Year:** MA noted that in the past limited nominations had been received for the Bowls WA Awards which included small and large club of the year (metro and country) plus club coach and volunteer of the year. It was suggested that Bowls WA may in future shortlist nominations (whilst still allowing any club to nominate). It was agreed the RBM's would be in a strong position to help identify suitable clubs and club members for these awards. However for this year it was agreed RBM's should be proactive in seeking clubs within their area to nominate for these awards.

**Action-** MA to provide a recommendation to the Bowls WA Board to shortlist Award nominations.

**7. MEETING CLOSED:**

There being no further business the meeting closed at 11:35am

**8. NEXT MEETINGS:**

*10am Tuesday April 10th 2018 at Bowls WA Headquarters*