

MINUTES

Club Development Committee [CDC]

held on Monday 10th April 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, Debbie Capper, Clive Adams (BA RBM), Aaron Delaporte (BWA Staff).
- 3. APOLOGIES:** Steven Unsworth (BA RBM)
- 4. MINUTES OF PREVIOUS MEETING:** The minutes of the CDC March 12th 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 distributed the flyer for the Club Compliance Course:
Stirling Adriatic Club – Monday 6th August
Manning Bowling Club – Monday 10th 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 the Batavia league session had two clubs attend with other clubs still hoping to complete the program at another time. Innaloo Bowling Club would also hold a session in coming weeks after the initial session was delayed. It was agreed further promotion of this program would occur at the Presidents Forum
 - 6.2 Club Resource Guide:** No update.
Action- AD to review CRG and update as required in July 2018.
 - 6.3 Incorporated Associations Act:** CA advised that some clubs were now beginning to consider their constitutions for changes in the bowls off season. It was agreed Bowls WA should continue to advise clubs about their requirements in this regard. Information would be presented at the Presidents Forum in May.

6.4 Lateral Aspect marketing Plan – Gotta Love the Bowlo: AD advised the Gotta Love the Bowlo promotion was drawing to its conclusion. AD will meet with Lateral Aspect to gain analytics to provide a report to the committee with a campaign analysis and further recommendations. This report would then be endorsed (with any needed changes) and presented to the Board. A summary of the report would also be presented to clubs at the Presidents Forum.

Action- AD to provide a detail report at next CDC meeting prior to a presentation to the Board.

7. GENERAL BUSINESS:

7.1 New Members survey: AD distributed preliminary results of the survey. A final copy will be sent to all members after the survey closes on April 13th. Of note was that many new bowlers wanted competitive bowls in the off season and the primary reason how people got involved was family and friends. The committee would further evaluate the finalised survey to decide if any recommendations should be made.

7.2 BPL Cup: CA reported that venues and dates for the BPL Cup had been set with promotional material to be distributed shortly. Bowls WA would assist with the promotion of this event. At the current time 21 venues holding 37 events were scheduled across WA with finals to be held in late August.

7.3 Bowls Live Streaming & Promotion: MA noted the continued live streaming was proving successful albeit with some minor issues with sound and battery length. It was agreed Bowls WA should explore options to enhance this coverage in the future.
Action- AD to consult with a video specialist in regards to improving live bowls coverage.

7.3 Work for the Dole: CA mentioned that there was an option for bowls to use this government run program to supplement volunteer work within clubs including areas such as IT and social media where some clubs lacked volunteers with the required skills.
Action- CA to advise further on the merits on this program and requirements for clubs.

7. MEETING CLOSED:

There being no further business the meeting closed at 11:30am

8. NEXT MEETINGS:

10am Monday May 14th 2018 at Bowls WA Headquarters