



# NATIONAL CLUB SURVEY REPORT

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**Date Prepared**

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## **Chapter 1 - Introduction**

### **1.1 Introduction**

The concept of a national club survey was a result of the development officer's conference held in August 2006. Whilst all State and Territory Associations (STAs) obtain vital information from their clubs on a yearly basis, either by a questionnaire or a survey, there has never been a national survey undertaken. For the survey to be successful the co-operation and buy-in from the STAs was imperative and this collaboration from all the STAs was forthcoming.

To indicate to the clubs that the survey was a joint initiative between Bowls Australia (BA) and the STAs the survey sent to the clubs had both bodies' logos. We also felt that to obtain a successful response from the clubs we should offer an incentive to the clubs and also include a self addressed envelope.

This communication to the clubs regarding the survey can be seen in appendix 1. The incentive, a \$1500 equipment grant, and the reply paid envelope proved valuable components in the very successful response rate we received. The excellent response from 1001 clubs represented 48 per cent of our clubs provided a healthy sample for the quantitative data analysis and the STA breakdown of the survey response can be seen in Table 1.

The winning club of the \$1500 equipment grant was St Lucia Bowling Club in Queensland and they have decided to put the equipment grant towards developing its junior bowls program.

The data entry of the survey response was outsourced to Waivestar, whilst the analysis of the data and the subsequent report was completed in house by BA. All associated costs of this survey including printing, postage, data entry and data analysis was absorbed by BA.

**Table 1. STA Survey Response**

<b>STA</b>	<b>No. Responses</b>	<b>Total Clubs</b>	<b>% of STA Clubs</b>
<b>VIC</b>	316	538	58%
<b>NSW</b>	206	615	33%
<b>QLD</b>	165	354	46%
<b>SA</b>	148	227	65%
<b>WA</b>	116	219	52%
<b>TAS</b>	39	73	53%
<b>ACT</b>	6	15	40%
<b>NT</b>	5	8	62%
<b>Australia</b>	<b>1001</b>	<b>2049</b>	<b>48%</b>

## **1.2 Justification of the survey**

Bowls Australia, the national body of the game of lawn bowls in Australia, had never conducted a survey to the bowling clubs and it was felt as a sport we lack quantitative data on a national level which would help us form strategies to continue developing the game.

## **1.3 Purpose & objectives of the survey**

The purpose of the survey was to explore areas of a club's operations that we hoped would uncover trends and benchmarks in areas not previously measured from a national basis. It was also to provide quantitative data to the STAs and BA to help in the framing of their respective operational and strategic plans. The objective of the survey was to obtain a high response rate from the clubs so an accurate analysis of the sample questions could be made.

## **1.4 Survey methodology**

The survey consisted of a respondent-completed questionnaire (refer Appendix 2) for the quantitative data analysis. This questionnaire was developed in-house as to outsource the survey would not have been cost effective for BA. However, the formation and the basis of the survey were modeled on a similarly cultured sport in golf. Golf Australia was very generous in allowing BA to use their recent survey document as the foundation for our survey. After making the survey bowls

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specific the draft survey document was sent to the respective STAs for their feedback. The final draft of the survey document consisted of 8 pages with 11 sections.

### **1.5 Limitations of the survey**

All surveys have their limitations and our first national survey certainly had its share. The fact that we attempted an 11 section, 8 page survey document no doubt contributed to that. The limitations we felt existed were as follows:

- An outsourced survey to a professional company would no doubt minimise some of the response problems and limitations. However, the cost involved in this sort of process couldn't be justified on a financial basis.
- The state for each club was not entered as the results were being entered. As states were entered in afterwards, it is possible that not every state allocation was correct; however we believe this is very minimal or nearly non existent.
- Some clubs did not answer any of the questions, whilst other clubs answered some questions but not others. This made it difficult when calculating percentages to know which clubs had responded against something, or whether the club just did not answer the question.
- Many yes / no questions were answered with text responses, such as maybe, or conditional answers, such as "yes, but only in summer". This made it difficult to convert the answer to yes or no for the results to place the club in either the yes or no category. As the data for these responses was required to be tallied quantitatively not qualitatively, most of these text responses were converted manually to a yes or no when interpreting the results. Therefore this was done with only the knowledge from what was written, rather than from the knowledge of the club manager.
- Many numbered responses, such as the number of employees or coaches at a club, were answered with the number "plus" or a range of numbers, e.g. 15-20. All of these responses had to be converted to a number so that the fields could be calculated. These were all converted to the

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minimum number shown; therefore, the resulting calculation may be lower than the actual number.

- Member numbers were also difficult to calculate, as most clubs left sections blank. It was difficult to know if the clubs did not have any members in that section, or if they just did not know how many members their club had in the given section, and so left it blank. Some responses had a '0' marked in the box while others did not.

This could have been from the responses given on the survey, or it could have been a different interpretation by the person entering the data. To calculate the averages and graphs, all non-responses were converted to '0', meaning that the club did not have any members in the selected section. This could explain why the results show very low average numbers, especially in the junior sections. Clubs also listed many of their members as overall numbers, such as 500 total men and women. These results were impossible to split, as the ratio of men to women, or full, casual and junior members was not known, therefore, these numbers were not used in any of the calculations of member numbers.

- Membership fees on the form were not separated in to male and female costs. Several clubs listed their separate fees and for these clubs an average of the two figures given was used in the calculations. For clubs who left these fields blank, it was assumed that the club did not answer the question, as opposed to that they did not charge any fees at all. This assumption could result in some of the average values being higher than they actually are, if some clubs in fact do not charge any membership fees at all.
- The age demographic question was quite ambiguous. Many clubs took the option of giving a percentage of the population in each age category, which made analysis difficult as percentages and actual figures could not be compared to calculate quantitative responses. As a result, these figures were not used to display any responses on the age demographic of bowlers.

- The members with a disability question also appeared to not be specific enough. Questions such as the number of deaf bowlers did not clearly outline how deaf a bowler had to be, for them to be considered as having a disability. As a result some clubs gave responses such as “most”, or quoted very high numbers of their bowlers.

Text responses such as “many” or “most” were ignored in the analysis, although all clubs who listed figures were included. Due to this lack of definition the figures may be higher than a legal definition of deaf or blind bowlers. Many other questions in the disability awareness section were also not clearly defined. A very high number of clubs specified they had accessible toilets; however what this actually meant was not defined.

Since only a small percentage of clubs had undertaken disability awareness training, it is possible that the respondents did not properly understand what the requirements were to have their toilets classified as ‘accessible’. This lack of understanding is also possible to have skewed the results on the ‘easy access’ and ‘adequately signed’ questions.

## Chapter 2 - Results

### 2.1 Section 1 – Administration and communication

- In response to the question does your club have its own computer and internet access **468 clubs (47%)** said yes with **519 clubs (53%)** said they have no internet access.
- In response to the question of how many employees are at the bowls club the following two diagrams outline this data.

Employees	Full time	Part time	Casual	Volunteer
1	25	25	18	14
2	158	151	88	18
3	71	73	59	30
4	38	46	38	28
5	24	24	39	36
6	14	9	28	33
7	11	7	26	62
8	7	5	9	14
9	9	2	18	26
10	3	4	4	4
11	6	2	14	79
12	4	2	1	4
13	3	1	4	28
14	3	0	2	2
15	0	0	4	5
16	0	2	7	25
17	1	0	0	7
18	2	1	2	2
19	0	1	5	4
20	0	1	2	0
21	2	3	2	59
22	2	0	1	3
23	1	0	1	1
24	0	0	1	0
25	1	1	1	2
26	0	1	2	12
27	0	0	1	1
28	1	0	1	1
29	3	0	0	0
30	0	0	1	0
>30	7	4	1	86

Note: To read the above table – line 1 means 25 clubs surveyed have 1 full time employee, 25 clubs have 1 part-time employee, 18 clubs have 1 casual employee and 14 clubs have 1 volunteer at their club.





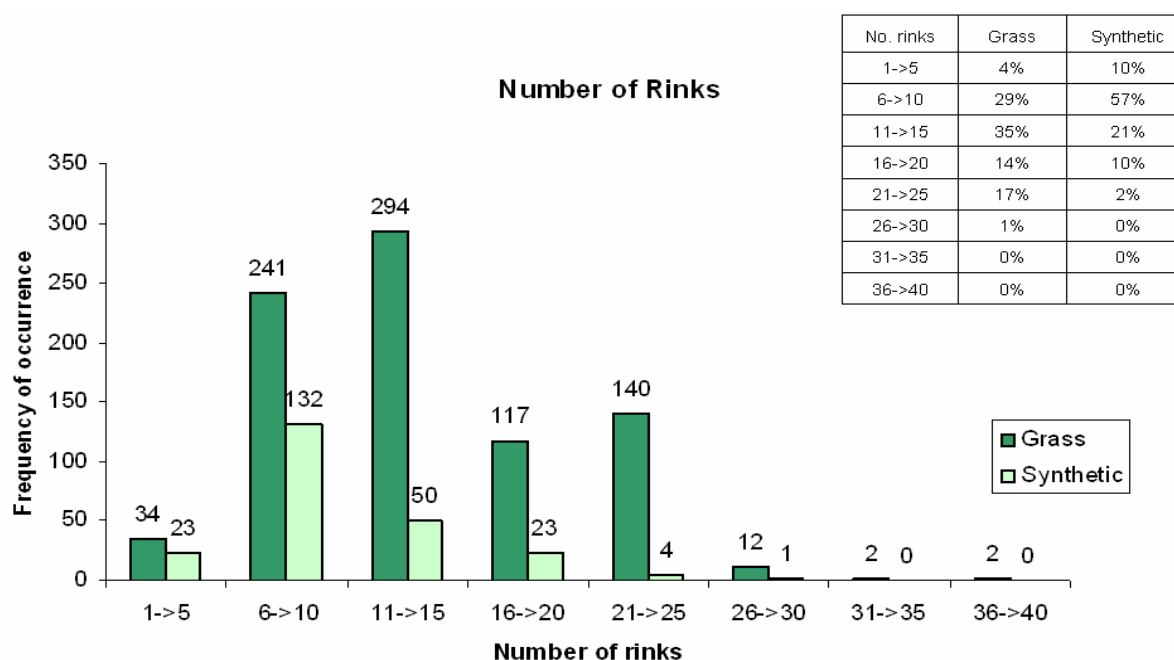
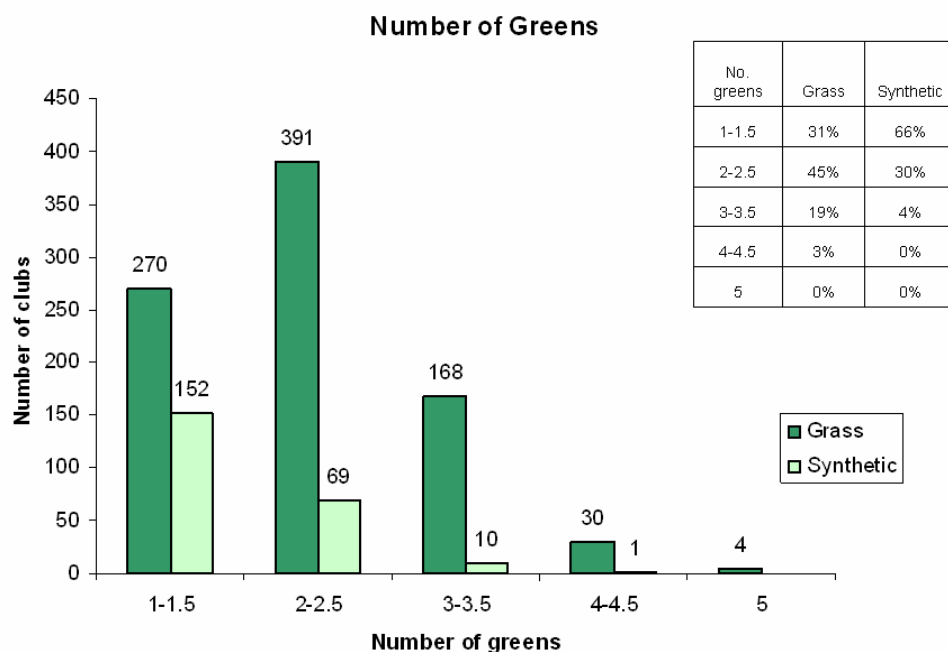
- In response to the question does your club run programs and hold meetings in non-traditional hours to enable working members to take part **838 clubs (85%)** said yes with **154 clubs (15%)** said no.
- In response to the question does your club promote flexible dress regulations outside of pennant/premier league or equivalent **917 clubs (92%)** said yes with **77 clubs (8%)** said no.
- In response to the question does your club have a club uniform other than whites/creams **794 clubs (80%)** said yes with **195 clubs (20%)** said no.
- In response to the question does your club have a formal publication that documents the history of the club **261 clubs (27%)** said yes with **703 clubs (73%)** said no.
- In response to the question does your club have an active history or archives committee **107 clubs (11%)** said yes with **865 clubs (89%)** said no.
- In response to the question does your club have any historical items on display **685 clubs (70%)** said yes with **293 clubs (30%)** said no.

## 2.2 Section 2 – Facilities

The first few questions on this section of the survey related to the type of greens (grass/synthetic) and the number of rinks. The results show that 79% of the greens are natural surfaces with 21%

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being synthetic. The highest number of greens with synthetic surfaces is in the 1-1.5 category (66%), whereas the natural greens highest number is in the 2-2.5 category (45%). The majority of the rinks with synthetic surfaces are in the 6-10 category (57%). The following two tables show the overall response to these questions.



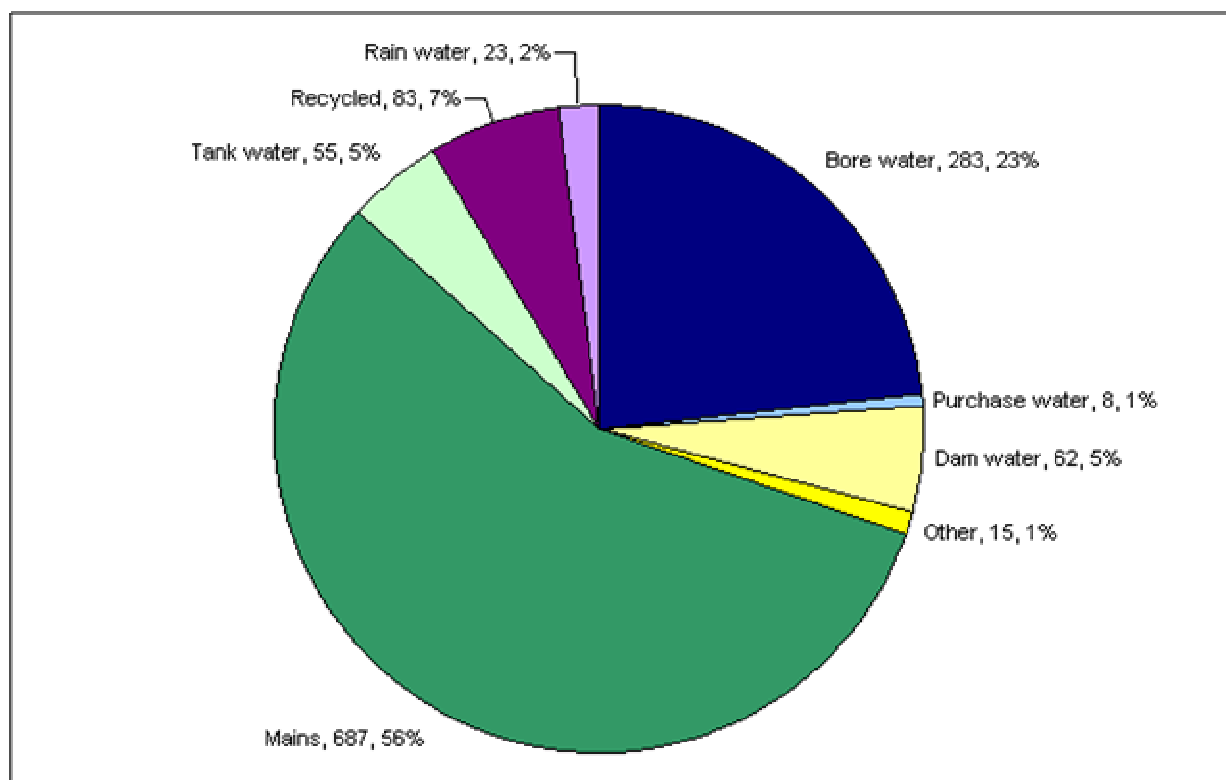
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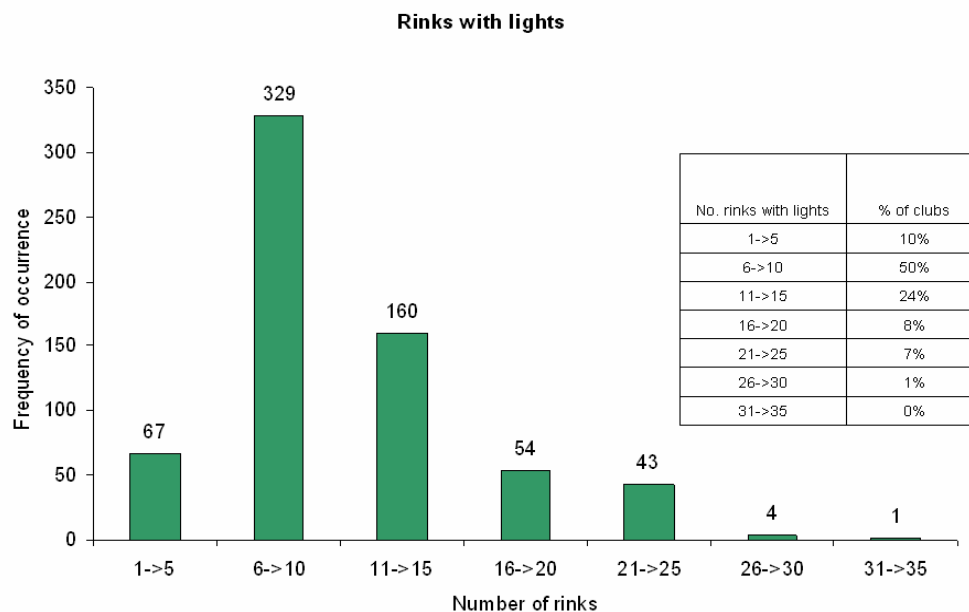
- The response to the question what variety grass/turf are your greens had a variety of responses. In hindsight this question should have been structured as a choice question not an individually answered question. To draw some conclusion to this question we took the 4 major grass responses of which there were **717** and calculated a per cent. The results are as follows:

<b>Grass</b>	<b>Number of Clubs</b>	<b>%</b>
Tiff Dwarf	325	45%
Couch	154	22%
Bent	101	14%
Santa Anna	39	5%
Other/Combination	98	14%
<b>Total</b>	<b>717</b>	

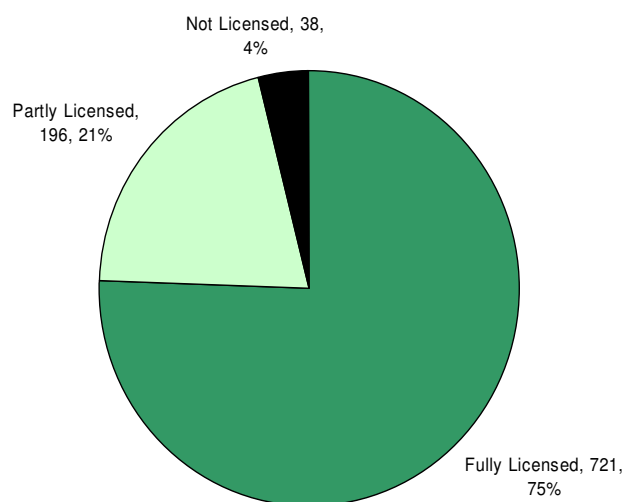
- In response to the question in regard to what method of watering does your club use **687 clubs** (**56%**) use mains, **55 (5%)** use tank water, **83 (7%)** use recycled water, **23 (2%)** responded with rain water, **283 (23%)** use bore water, **8 (1%)** purchase water, **62 (5%)** use dam water and **15 (1%)** responded using the other category.



- In response to the question has the club a permit to water the greens under restrictions **55%** of the clubs said yes with **45%** responded no.
- In response to the question does your club have lights **68%** of the clubs said yes with **32%** said no.
- In response to the question how many rinks are subjected to lights please see the following diagram:



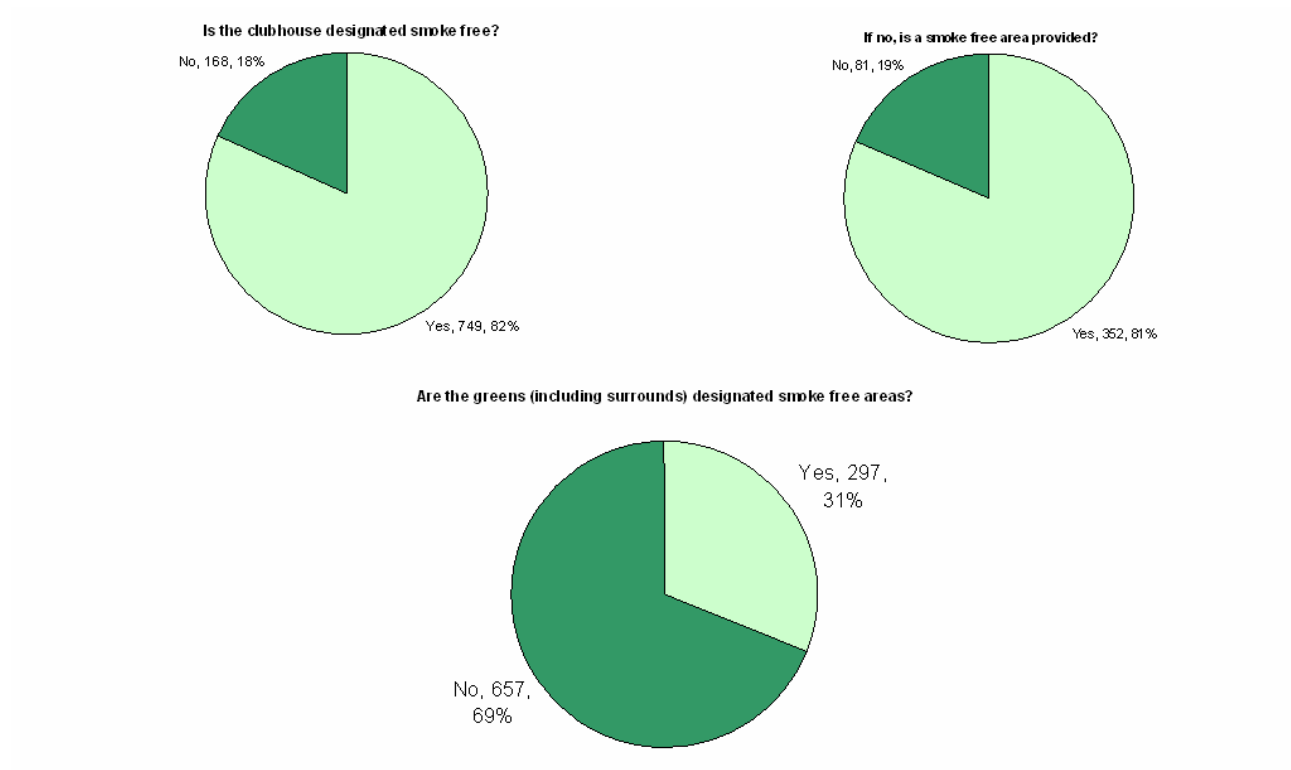
- In response to the question does your club have indoor bowling facilities **227 clubs (23%)** said yes with **757 clubs (77%)** said no.
- In response to the question is your club on freehold or leasehold land **460 clubs (48%)** are on freehold land and **496 clubs (52%)** are on leasehold land.
- The question regarding the licensing position of the club the response is as follows:



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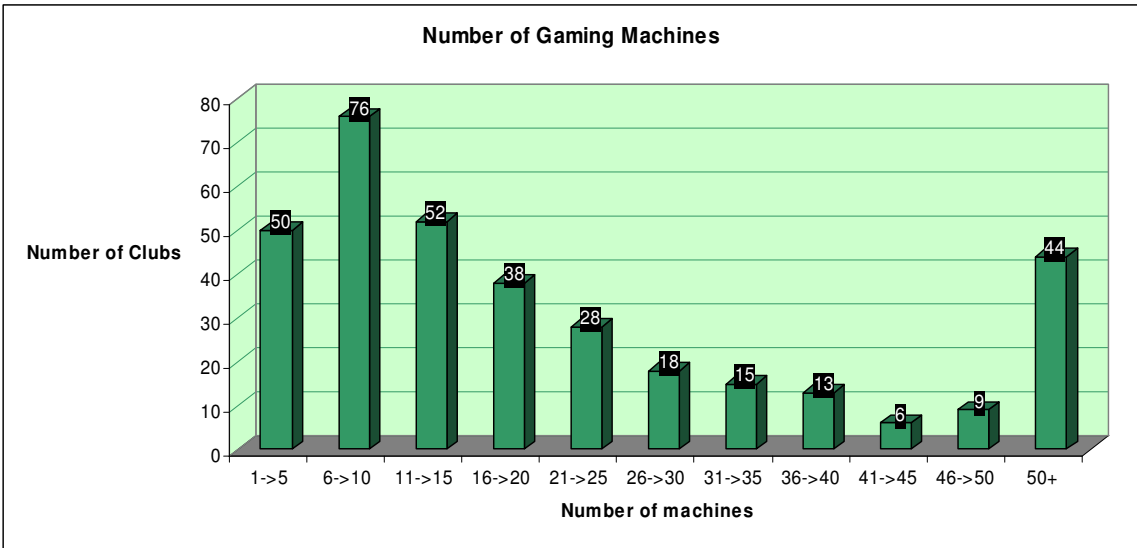
- The responses to the questions regarding smoke free areas are as follows:



- In response to the question does your club have gaming machines **357 clubs (37%)** said yes with **600 clubs (63%)** said no.
- The breakdown of the clubs with gaming machines are as follows:

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No. gaming machines	% clubs
1->5	14%
6->10	22%
11->15	15%
16->20	11%
21->25	8%
26->30	5%
31->35	4%
36->40	4%
41->45	2%
46->50	3%
50+	13%

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- In response to the question are you planning any future developments (over \$5,000) to the club's facilities **545 clubs (59%)** said yes with **378 clubs (41%)** said no.
- In response to the question is your club open all year round **690 clubs (78%)** said yes with **199 clubs (22%)** said no.

### **2.3 Section 3 – Umpiring and measuring**

- In response to the question how many current qualified umpires does your club have, **889 clubs (89%)** said they have at least one qualified umpire.
- Of the clubs that responded the following statistical analysis has been formulated:
  - **65% of the qualified umpires are male and 35% are female.**
  - **89% of the qualified umpires are level 1 (men 65% - women 35%)**
  - **8% of the qualified umpires are level 2 (men 62% - women 38%)**
  - **3% of the qualified umpires are level 3 (men 63% - women 37%)**

This information is shown in the following table:

	<b>Men</b>	<b>%</b>	<b>Women</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Level 1</b>	3061	<b>65%</b>	1625	<b>35%</b>	4686	<b>89%</b>
<b>Level 2</b>	270	<b>62%</b>	168	<b>38%</b>	438	<b>8%</b>
<b>Level 3</b>	96	<b>63%</b>	57	<b>37%</b>	153	<b>3%</b>
<b>Total</b>	3427	<b>65%</b>	1850	<b>35%</b>	5277	

- In response to the question are the qualified umpires being utilised **868 clubs (98%)** said yes with **17 clubs (2%)** said no.



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- In response to the question how many current qualified measurers does your club have, **741 clubs (74%)** said they have at least one qualified measurer of which **62% are male** and **38% are female**.
- In response to the question are the qualified measurers being utilised **514 clubs (95%)** said yes with **25 clubs (5%)** said no.

### **2.4 Section 4 – Coaching**

- In response to the question how many current qualified coaches does your club have, **885 clubs (85%)** said they have at least one qualified coach.
- Of the clubs that responded the following statistical analysis has been formulated:
  - **68% of the qualified coaches are male and 32% are female.**
  - **91% of the qualified coaches are level 1 (men 69% - women 31%)**
  - **7% of the qualified coaches are level 2 (men 63% - women 37%)**
  - **2% of the qualified coaches are level 3 (men 60% - women 40%)**

This information is shown in the following table:

	<b>Men</b>	<b>%</b>	<b>Women</b>	<b>%</b>	<b>Total</b>	<b>%</b>
<b>Level 1</b>	1385	<b>69%</b>	623	<b>31%</b>	2008	<b>91%</b>
<b>Level 2</b>	101	<b>63%</b>	59	<b>37%</b>	160	<b>7%</b>
<b>Level 3</b>	30	<b>60%</b>	20	<b>40%</b>	50	<b>2%</b>
<b>Total</b>	1516	<b>68%</b>	702	<b>32%</b>	2218	

- In response to the question has your club got a structured coaching program **461 clubs (49%)** said yes with **475 clubs (51%)** said no.

## **2.5 Section 5 – Membership**

**Note: All clubs that left a box blank have been considered to have 0 members in the given category. These values have been used in all membership statistical analysis.**

- As a result of the clubs that responded to the question of how many current **state affiliated members** they have the following statistical analysis has been determined:
  - **Of the state affiliated bowlers 68% are male and 32% are female**
  - **The 68% of male bowlers consist of (64% full members, 3% life members and 1% junior members)**
  - **The 32% female bowlers consist of (30.5% full members, 1.5% life members and 0.7% junior members)**

This information is shown in the following table:

	<b>Male</b>	<b>Female</b>	<b>Total</b>
<b>Full</b>	63.88%	30.57%	94.45%
<b>Life</b>	2.81%	1.50%	4.31%
<b>Junior (U18)</b>	1.07%	0.17%	1.24%
<b>Total</b>	67.76%	32.24%	

- As a result of the clubs that responded to the question of how many current **social (non bowler) members** they have the following statistical analysis has been determined:
  - **Of the social (non bowlers) 59% are male and 41% are female**
  - **The 59% of male bowlers consist of (58.95% full members, 0.14% life members and 0.06% junior members)**
  - **The 40% female bowlers consist of (40.69% full members, 0.11% life members and 0.06% junior members)**

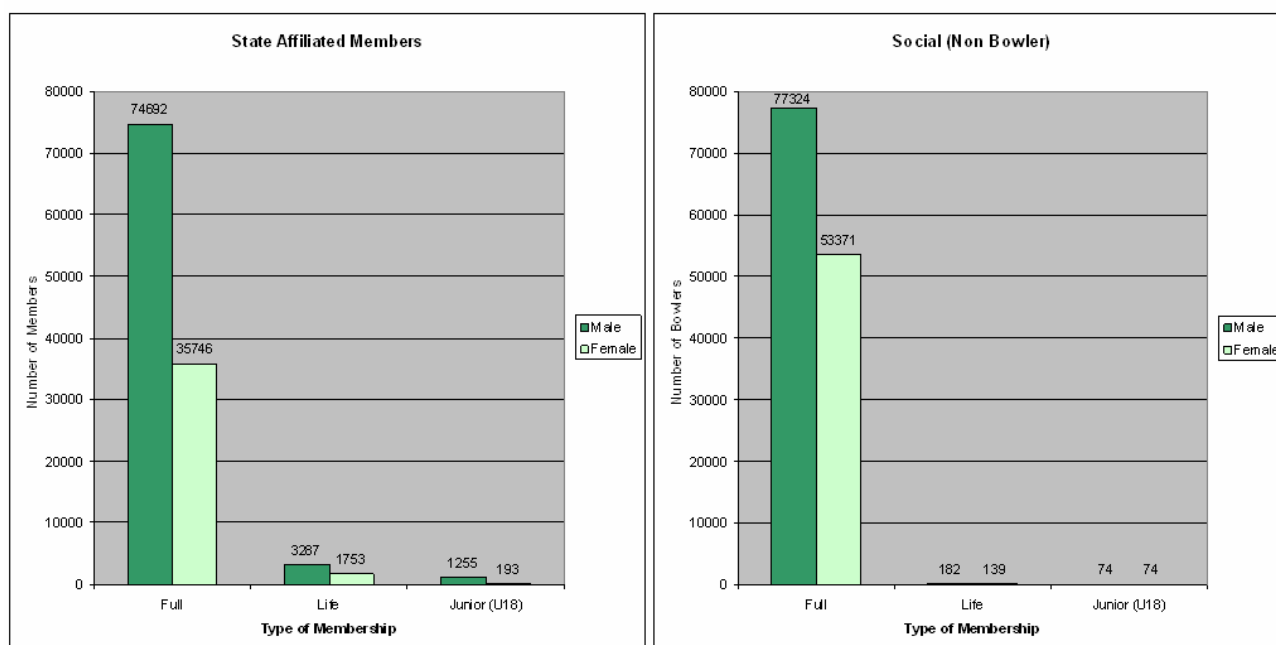
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This information is shown in the following table:

	Male	Female	Total
<b>Full</b>	58.95%	40.69%	99.64%
<b>Life</b>	0.14%	0.11%	0.24%
<b>Junior (U18)</b>	0.06%	0.06%	0.11%
	59.15%	40.85%	

The following graph compares the affiliated member and the social member.

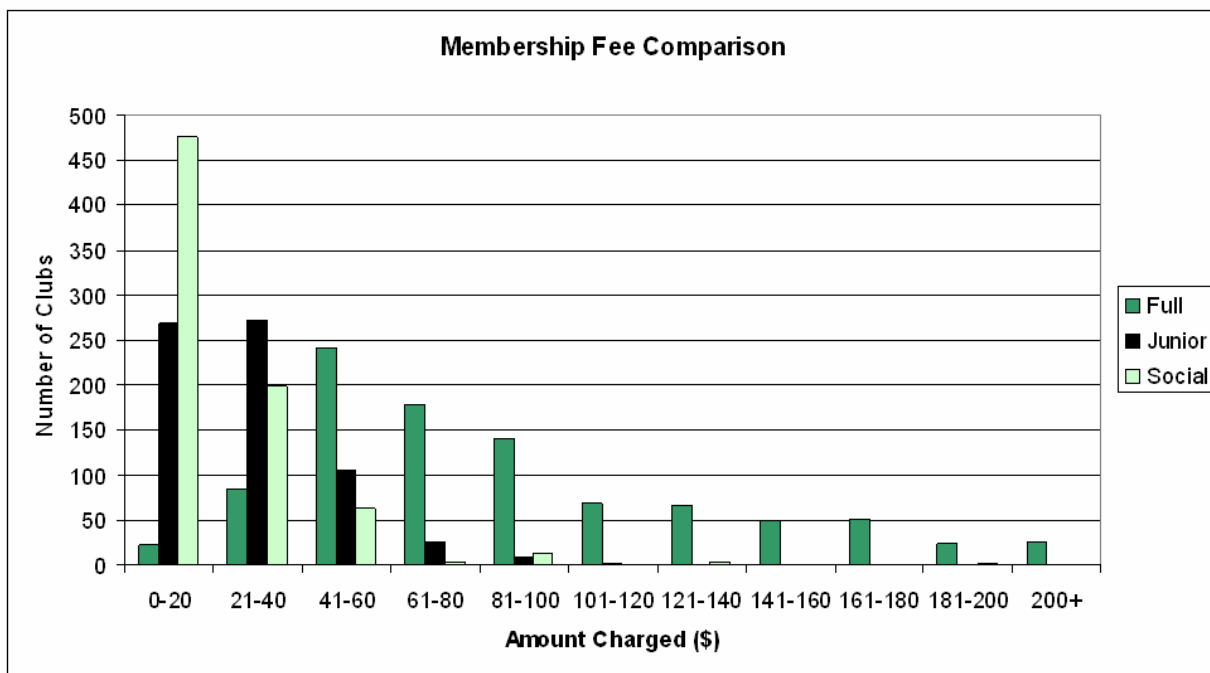


- In response to the question what is your club's membership fee structure the statistical analysis shows that most frequently occurring amount for a **full membership is \$50, a junior membership is \$20 and a social membership is \$10**. A full membership fee summary can be seen in the following table:

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	Full	Junior	Social
<b>Minimum</b>	\$0.00	\$0.00	\$0.00
<b>Mean (average)</b>	\$89.69	\$29.29	\$21.53
<b>Median (mid point)</b>	\$77.00	\$25.00	\$16.00
<b>Mode (most frequently occurring number)</b>	\$50.00	\$20.00	\$10.00
<b>Maximum</b>	\$415.00	\$105.00	\$186.00

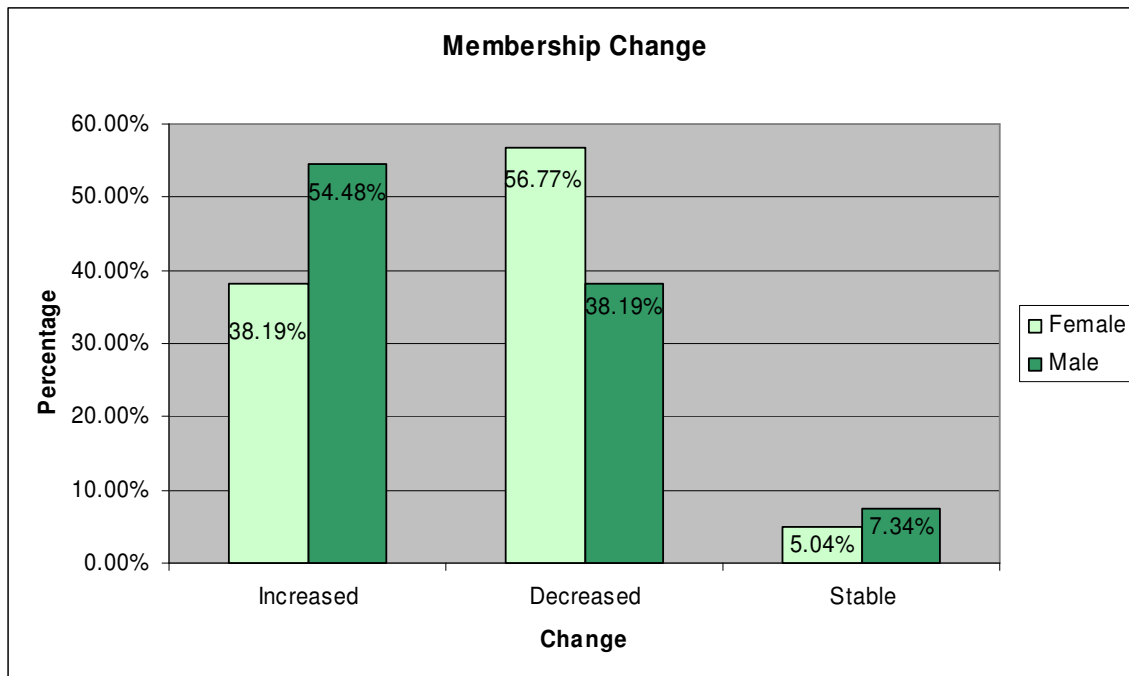
The following graph provides a membership fee comparison of clubs and the membership amount charged.



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- The age demographic could not be completed as the responses were varied. Some gave figures, others % of their club numbers and many did not know or didn't respond. This was mentioned as a limitation to the survey response.
- In response to the question does your club run a buddy or mentoring system for new bowlers **335 clubs (36%)** said yes with **603 clubs (64%)** said no.
- In response to the questions has the female and male membership increased or decreased over the last 3 years the statistical information shows that for the clubs that responded the male members have increased (**54%**) more than they have decreased (**38%**). The trend for the women is the opposite, they have decreased more (**57%**) whereas they have increased at only (**38%**). The following graph on membership change clearly depicts that trend.



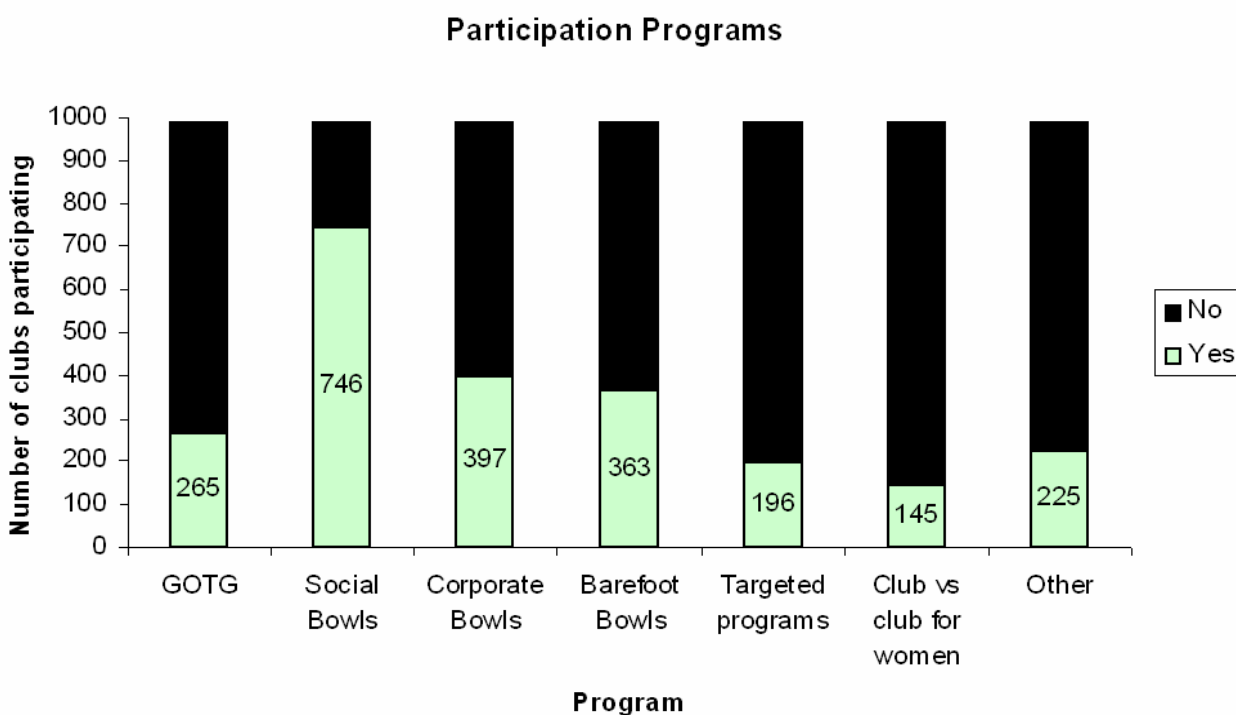
### 2.6 Section 6– Participation programs

- Of our sample clubs (1001) shown in the table below the following conclusions can be made:
  - 27% run the Get on the Green program
  - 75% run a social bowls program

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- 40% run a corporate program
- 36% run a barefoot bowls program
- 22% run other forms of a social program.
- **Significantly only 20% run specifically targeted programs for home mothers, culturally and linguistically diverse groups, people with a disability, indigenous etc. And only 14% offer a club v club competition for women in non working hours.**



- In response to the question if your club **hasn't** run the national participation program of **Get on the Green** would you be interested in further information of this program **51% of the clubs** said yes with **49% of the clubs** said no.

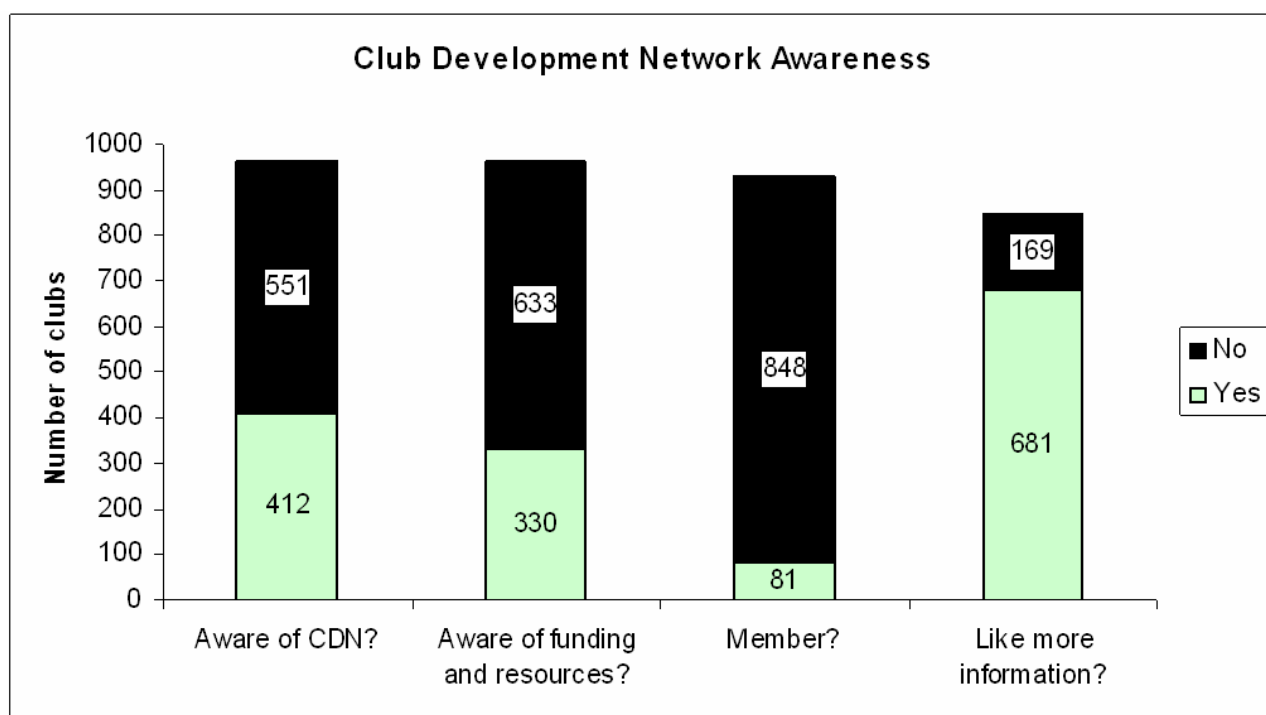
### 2.7 Section 7 – Club Development Network

- In response to the question is your club aware of the Australian Sports Commission's free service known as the club development network **412 clubs (43%)** said yes with **551 clubs (57%)** said no.

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- In response to the question are you aware of the funding and resource opportunities the Club Development Network provides member clubs **330 clubs (34%)** said yes with **633 clubs (66%)** said no.
- In response to the question is your club a member of the Club Development Network **81 clubs (9%)** said yes with **848 clubs (91%)** said no.
- In response to the question would you like further information on this free service **681 clubs (80%)** said yes with **169 clubs (20%)** said no.



### 2.8 Section 8 – Junior development

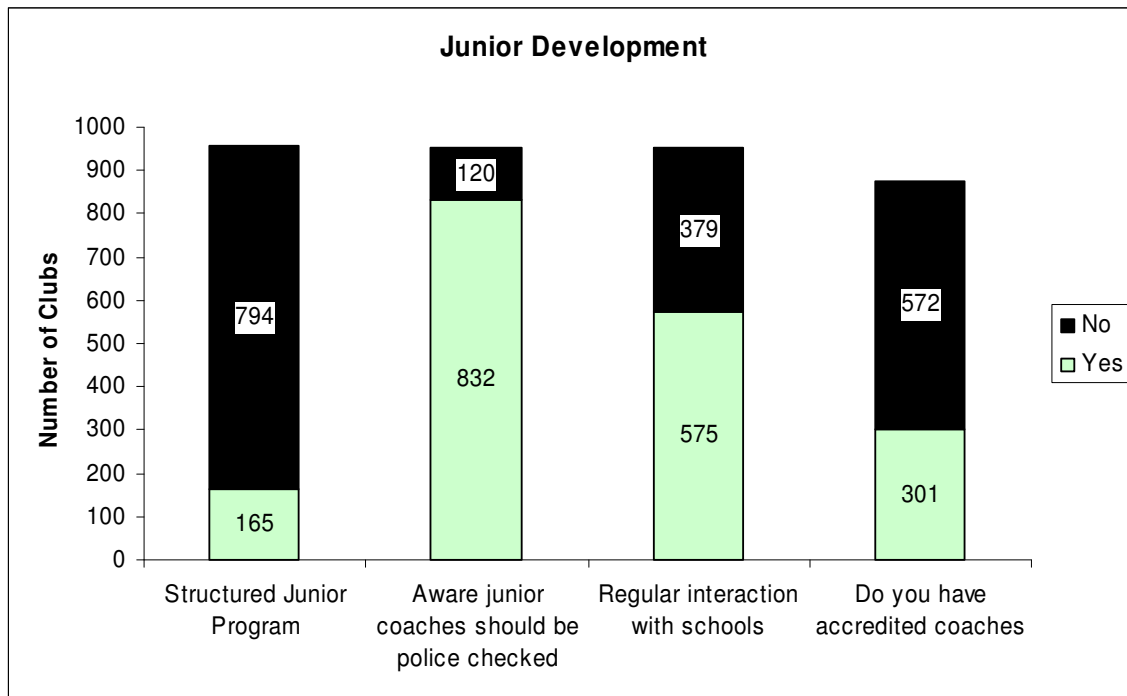
- In response to the question does your club have a structured junior development program **165 clubs (17%)** said yes with **795 clubs (83%)** said no.
- The response to the question on average how many junior participants in your club's junior program couldn't be calculated. Responses to this question were ambiguous with many text or range responses. The lack of clear responses didn't allow for an accurate representation to this question.

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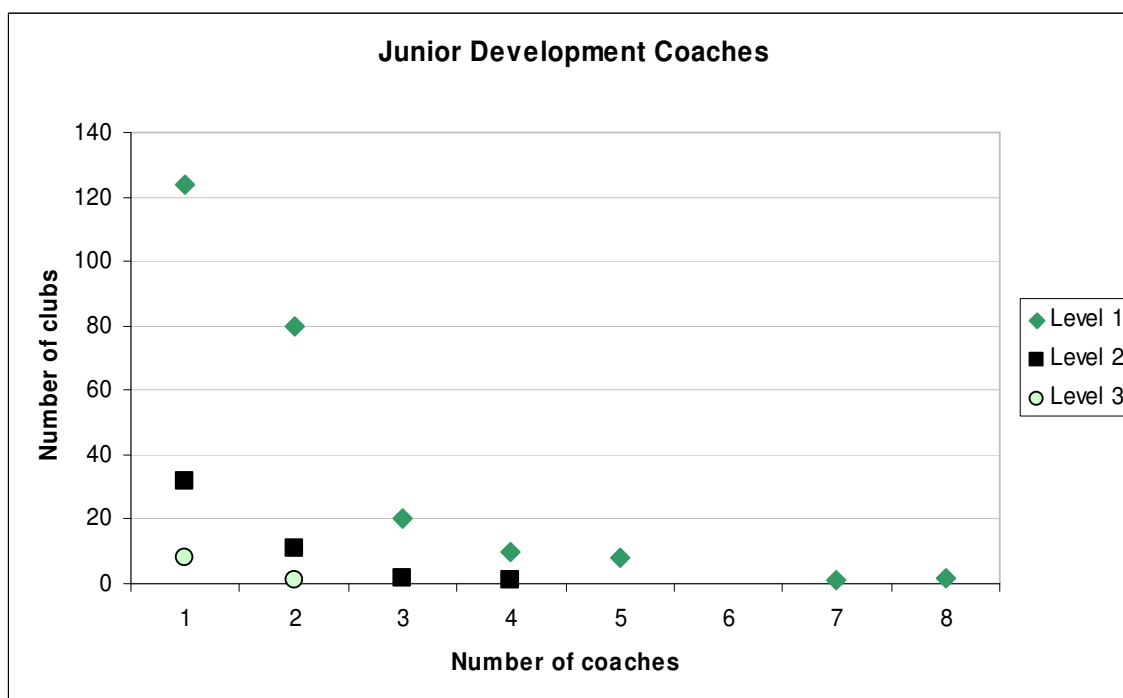
- In response to the question is your club aware that junior coaches should have been police checked **832 clubs (87%)** said yes with **120 clubs (17%)** said no.
- In response to the question does your club have regular interaction with local schools **575 clubs (60%)** said yes with **379 clubs (40%)** said no.
- In response to the question are any accredited coaches involved in the junior program **301 clubs (34%)** said yes with **572 clubs (66%)** said no.

**The following table supports a number of the findings above.**



- The question was asked if there are accredited coaches involved in the junior program what are the levels of these coaches, the response can be seen in the following two diagram/table:





No. Coaches	Level 1	Level 2	Level 3
1	124	32	8
2	80	11	1
3	20	2	
4	10	1	
5	8		
6			
7	1		
8	2		

## 2.9 Section 9 – Disability awareness

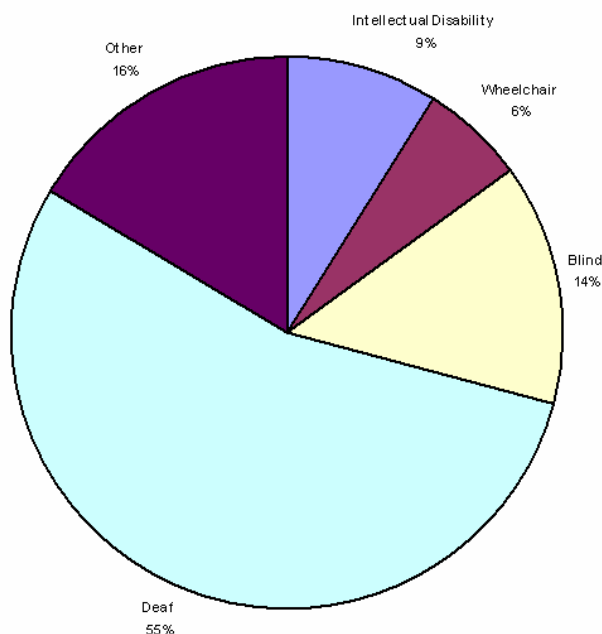
- In response to the question is your club an inclusive club and does it include people with a disability **855 clubs (90%)** said yes with **92 clubs (10%)** said no.

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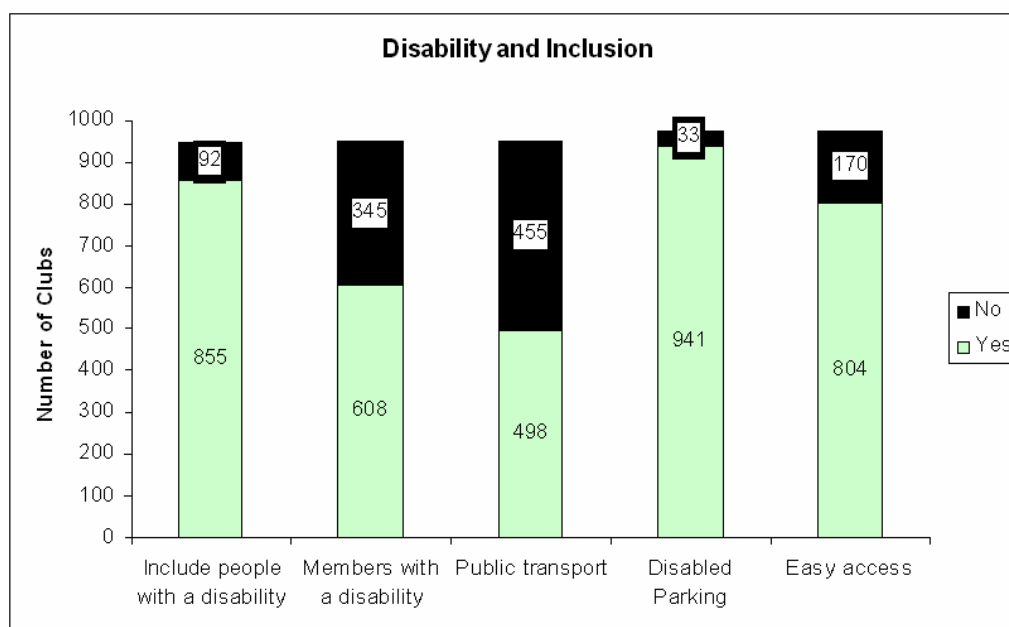
- In response to the question does your club have any people with a disability as members **608 clubs (64%)** said yes with **345 clubs (36%)** said no.
- The breakdown of disability groups that are members are as follows:

**Bowlers with Disabilities**



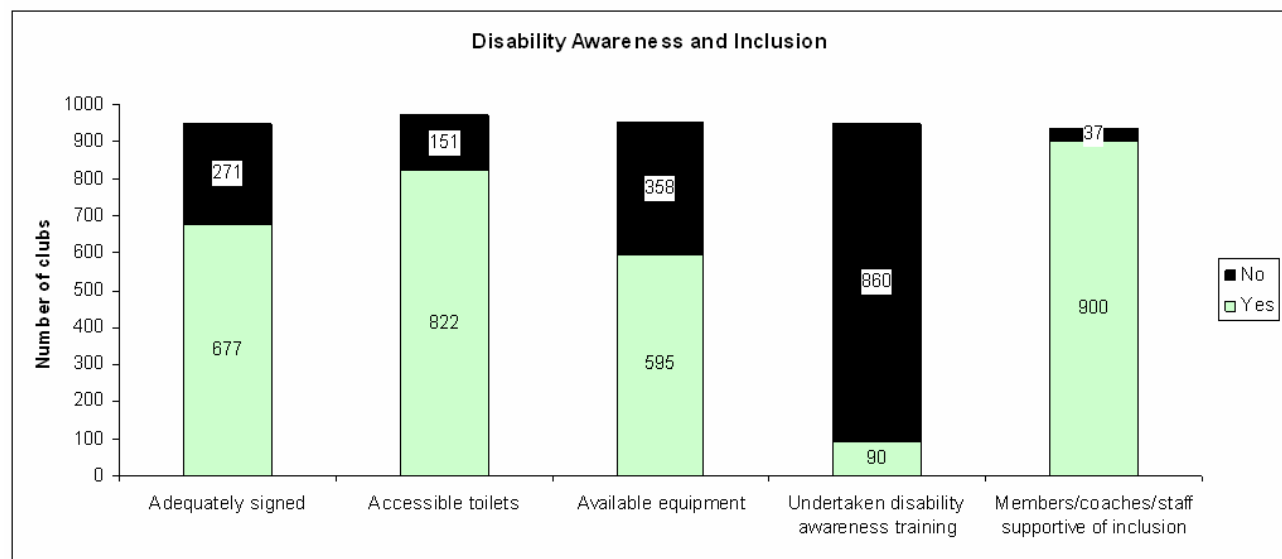
- In response to the question has your club a welcoming policy/procedure for new members **720 clubs (75%)** said yes with **234 clubs (25%)** said no.
- In response to the question is your club close to public transport **498 clubs (52%)** said yes with **455 clubs (48%)** said no.
- In response to the question are there adequate parking and drop off areas for people with a disability **941 clubs (97%)** said yes with **33 clubs (3%)** said no.
- In response to the question are all areas of the facility easily accessed by people with mobility impairments **804 clubs (83%)** said yes with **170 clubs (17%)** said no.

The following table supports a number of the findings above.

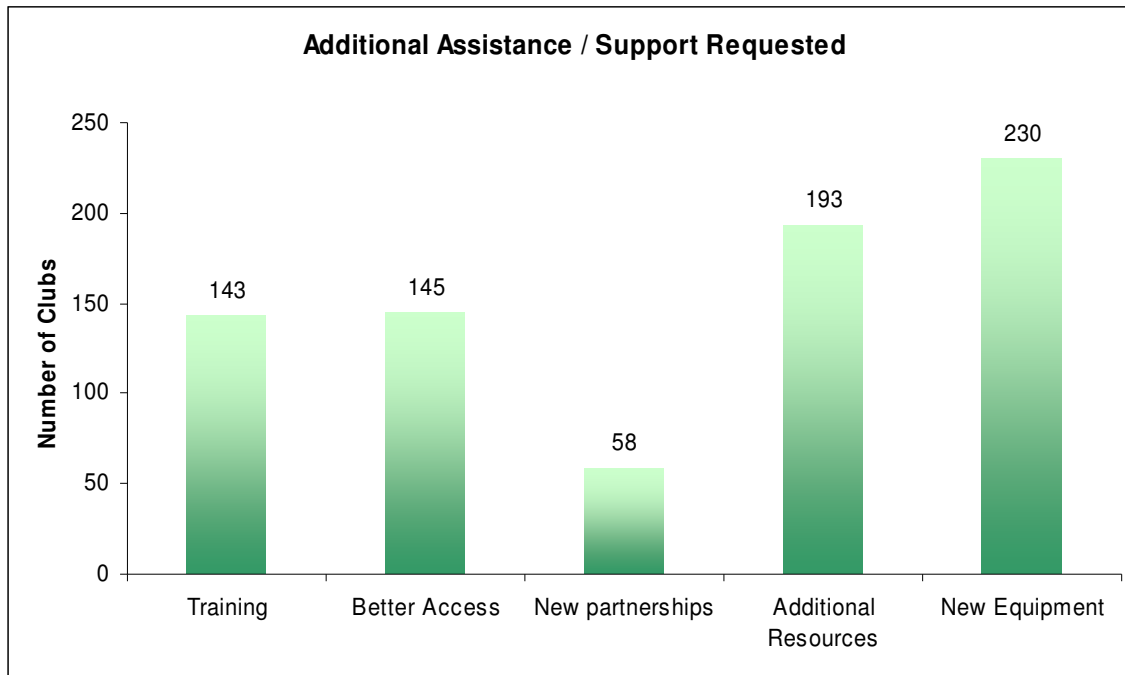


- In response to the question is the club well signed indicating the important features of the club **677 clubs (71%)** said yes with **271 clubs (29%)** said no.
- In response to the question does your club have accessible toilets **822 clubs (84%)** said yes with **151 clubs (16%)** said no.
- In response to the question does the club have equipment to assist people with a disability to participate **595 clubs (62%)** said yes with **358 clubs (38%)** said no.
- In response to the question has your club undertaken any disability awareness training **90 clubs (9%)** said yes with **860 clubs (91%)** said no.
- In response to the question are the members/coaches/staff supportive of the inclusion of people with a disability **900 clubs (96%)** said yes with **37 clubs (4%)** said no.

The following table supports the findings above.

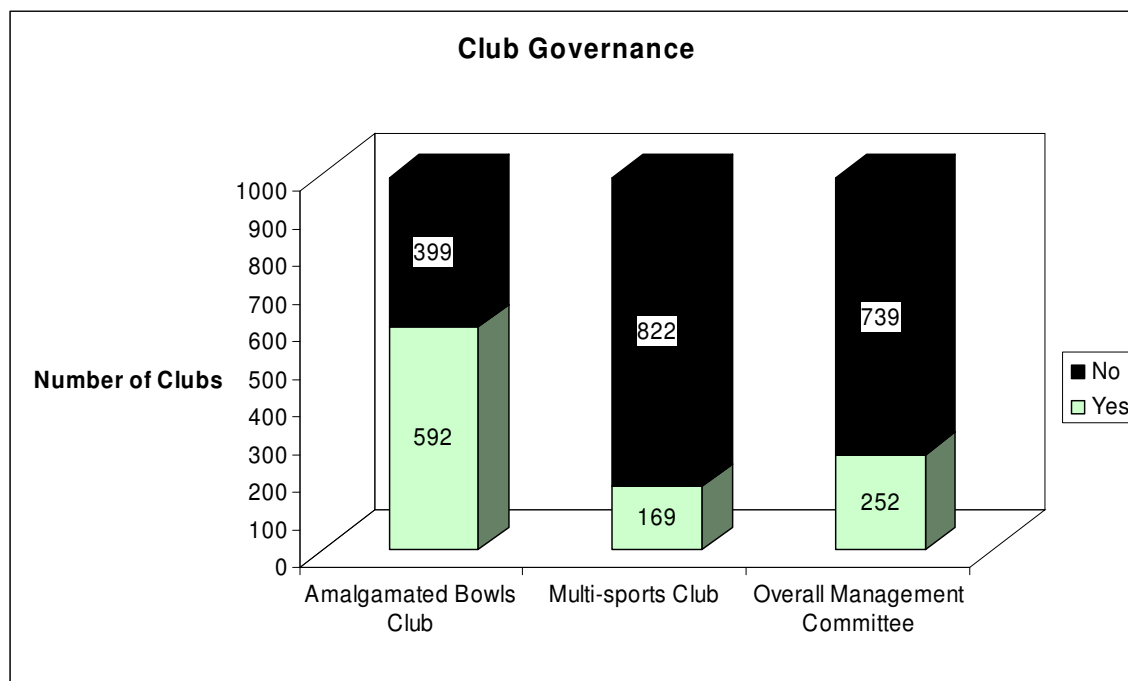


- In response to the question would the club like additional training in this area **209 clubs (24%)** said yes with **677 clubs (76%)** said no.
- In response to the question what assistance/support is needed by your club to increase participation of people with a disability a number one response was new equipment with the next favoured response being additional resources. The entire survey response to this question can be seen in the following table:



## 2.10 Section 10 – Corporate governance

- In response to the question what is the structure of your club governance system of the **991 clubs** that responded **60%** said they were **amalgamated bowls club with overall management committee and men/women's section**, **25%** said they have an **overall management committee** and **17%** said they are a **multi-sports club with an overall management committee and separate committees covering each sport**. Obviously some clubs ticked more than one response which resulted in a 102% calculation.



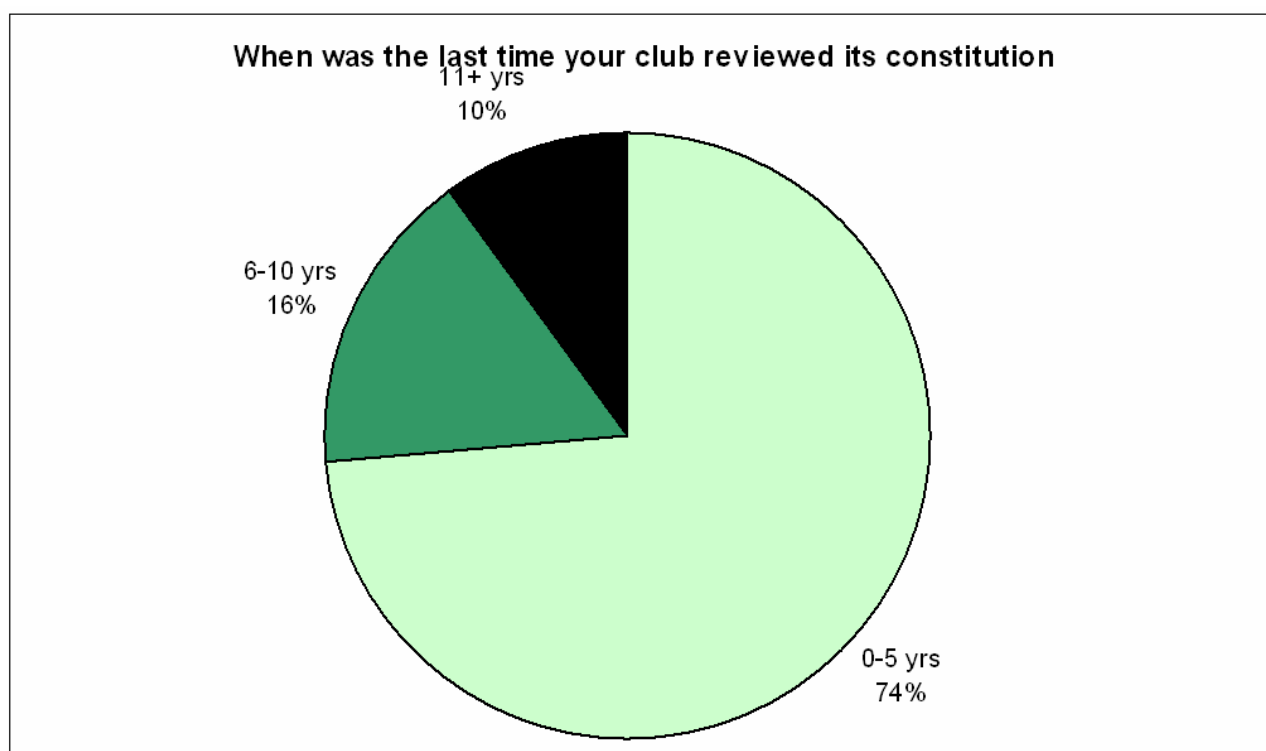
- In response to the question how many people make up your general committee **61%** of the clubs have 6-10 members, with **32%** having 11-15 members. The following table gives a full breakdown of the responses.

Committee Members	Number of clubs
<b>1-5</b>	34
<b>6-10</b>	557
<b>11-15</b>	291
<b>15-20</b>	27
<b>20-25</b>	5
<b>25-30</b>	3
<b>30-35</b>	2

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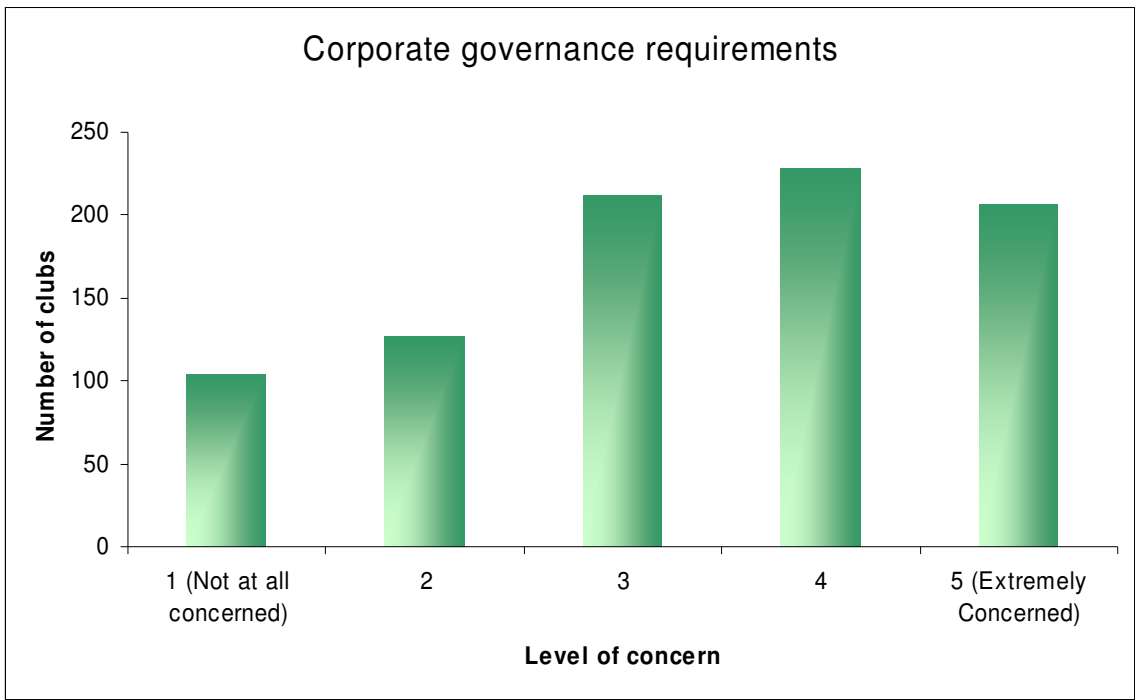
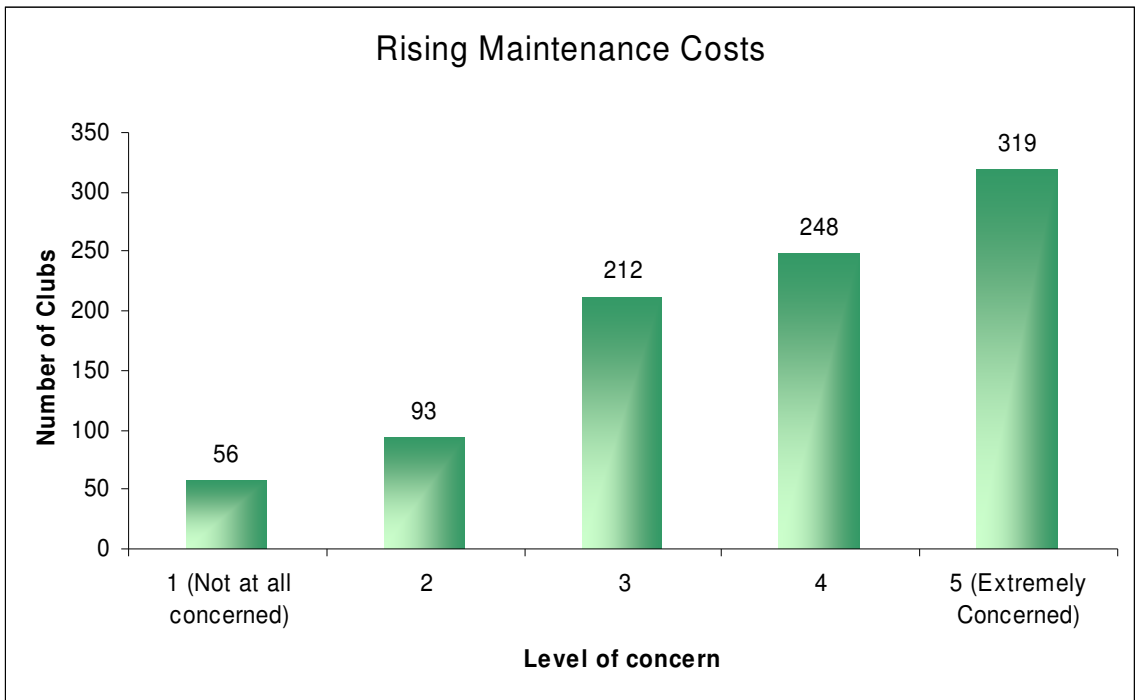
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- In response to the question are any positions reserved specifically for a female representative **447 clubs (45%)** said yes with **516 clubs (55%)** said no.
- In response to the question have you struggled to attract appropriately qualified/experienced people into these positions due to increased governance complexity, financial responsibility, liability and or lack of members **554 clubs (61%)** said yes with **354 clubs (39%)** said no.
- In response to the question does your club comprise separate male and female sections **666 clubs (70%)** said yes with **285 clubs (30%)** said no.
- In response to the question when was the last time your club reviewed its constitution **74% of the clubs** have reviewed their constitution within the last **5 years**.

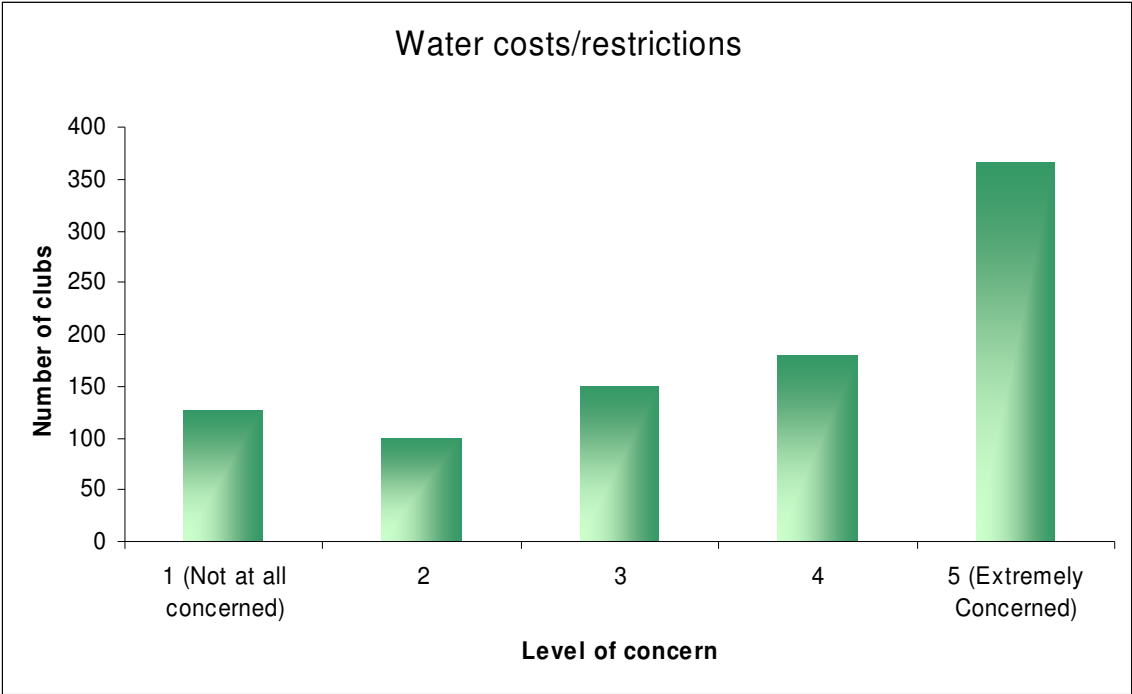
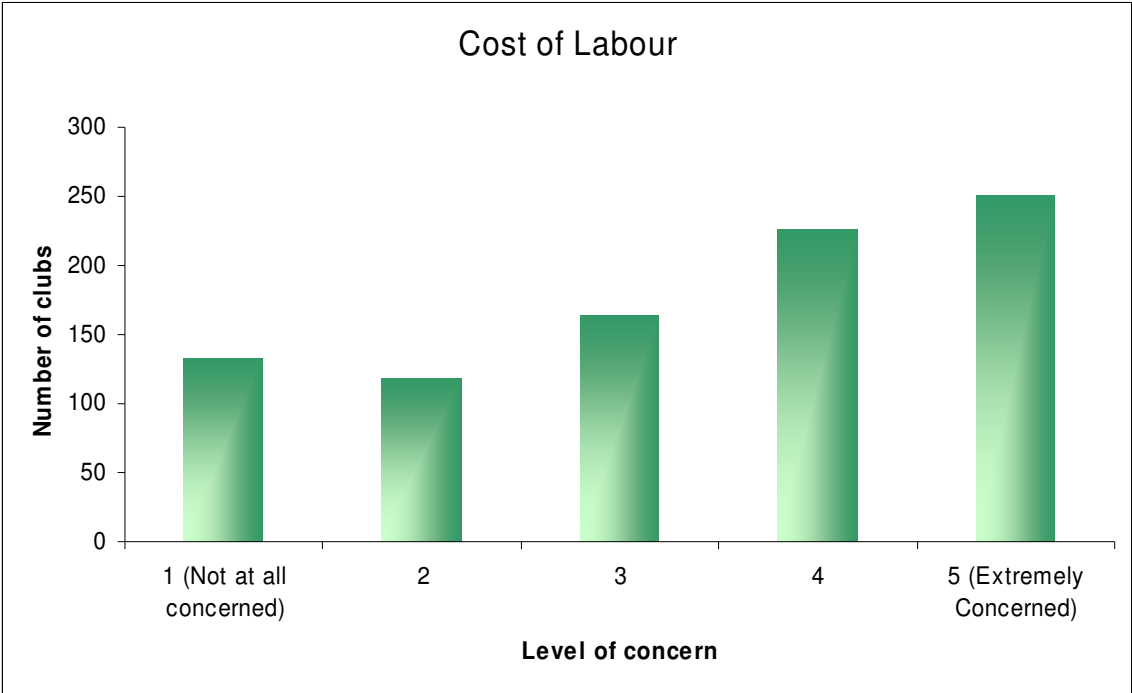


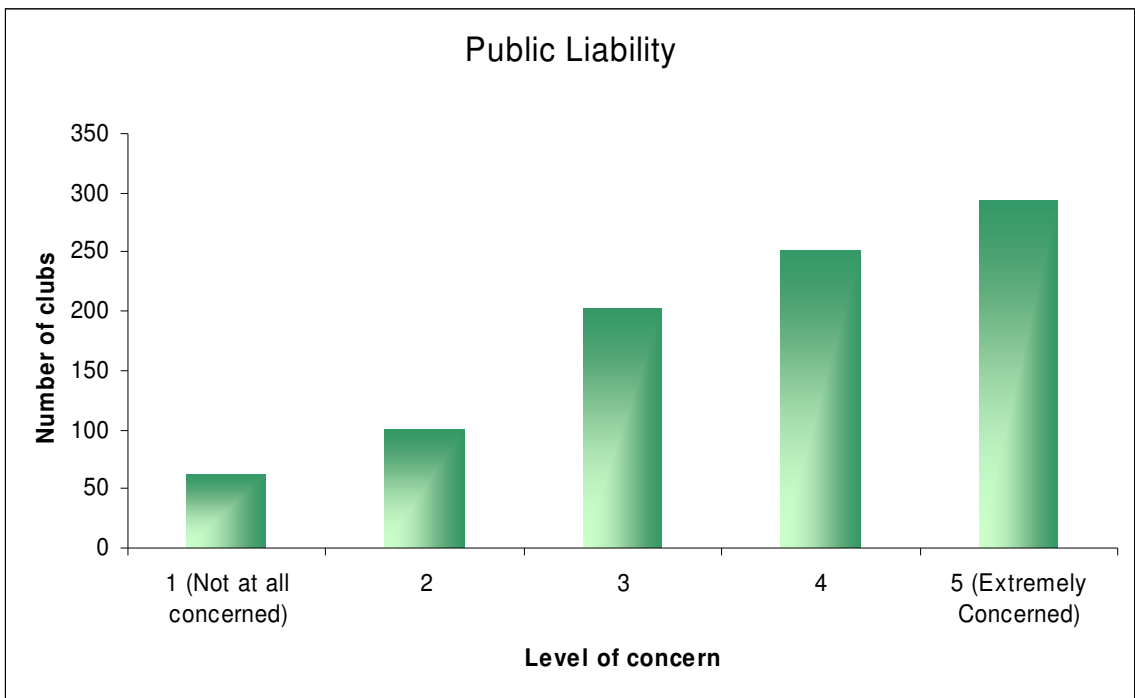
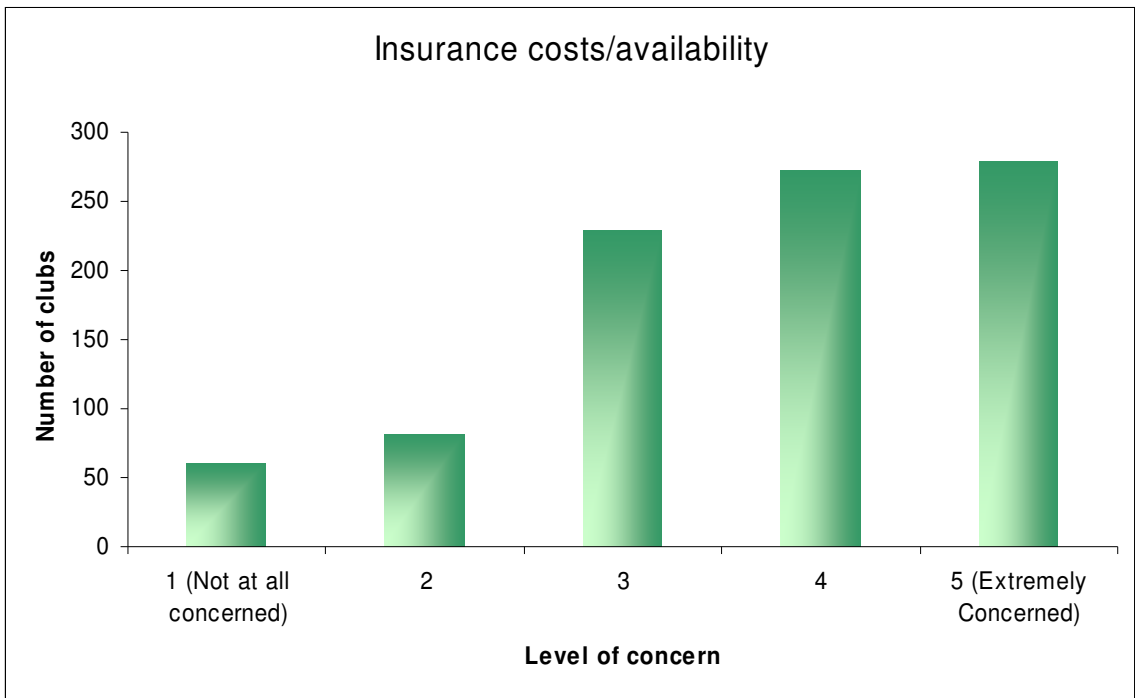
### **2.11 Section 11 – Club concerns**

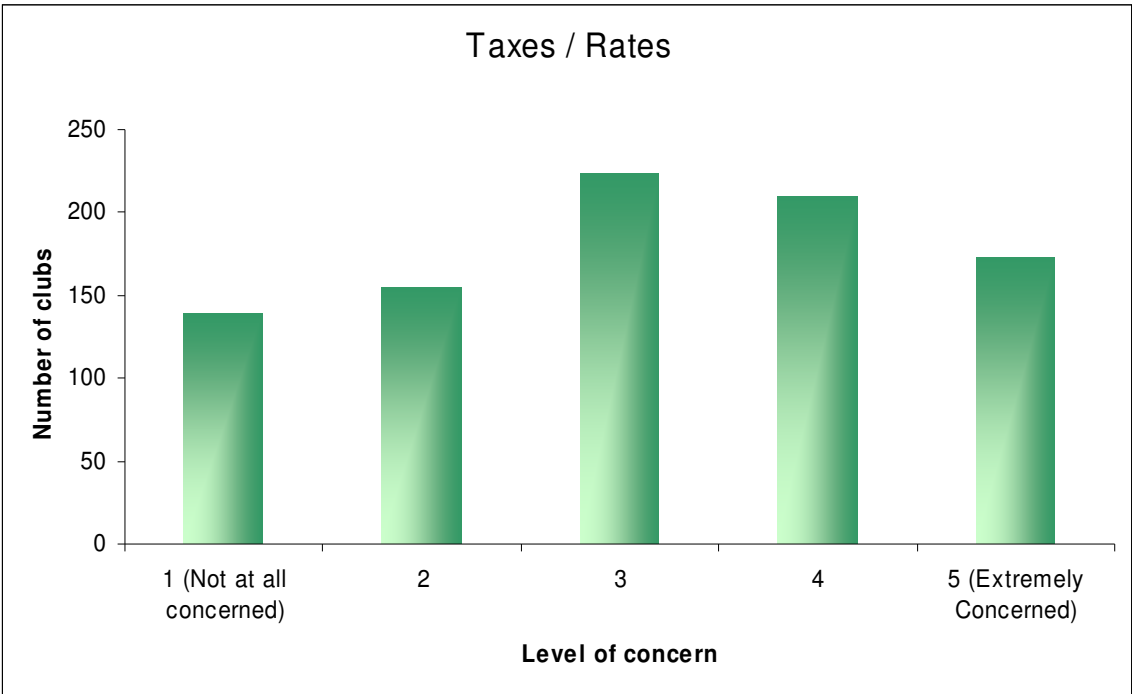
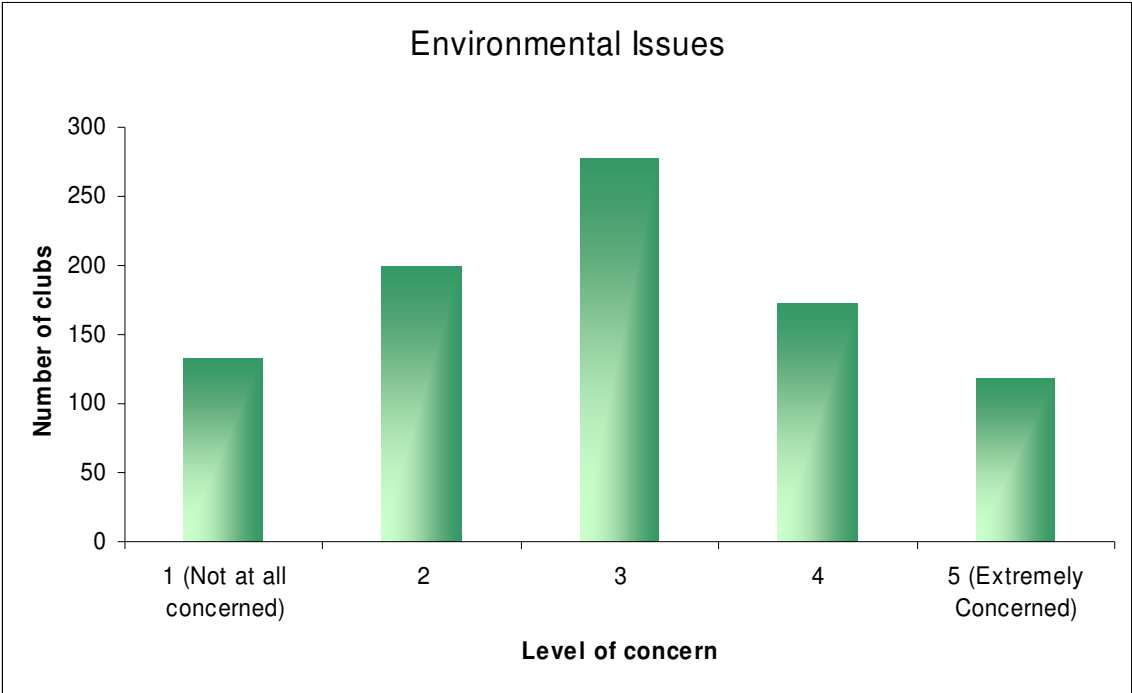
This section of the survey presented 13 issues to the clubs and asked them to rate their level of concern to each question. The clubs response is as follows:

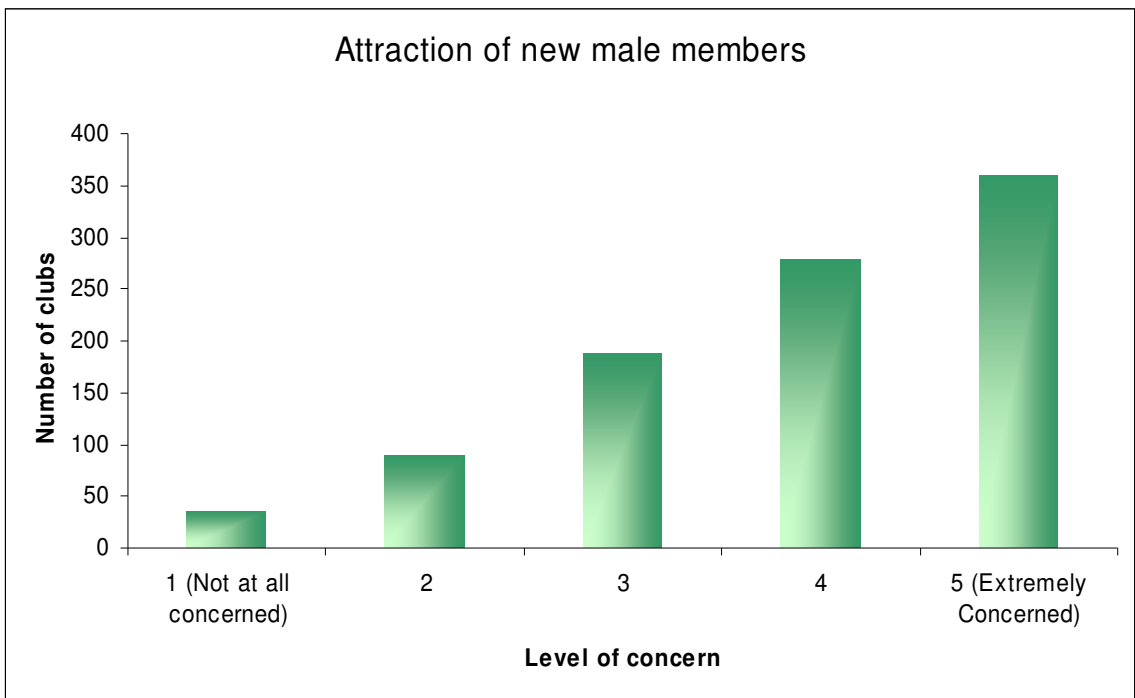
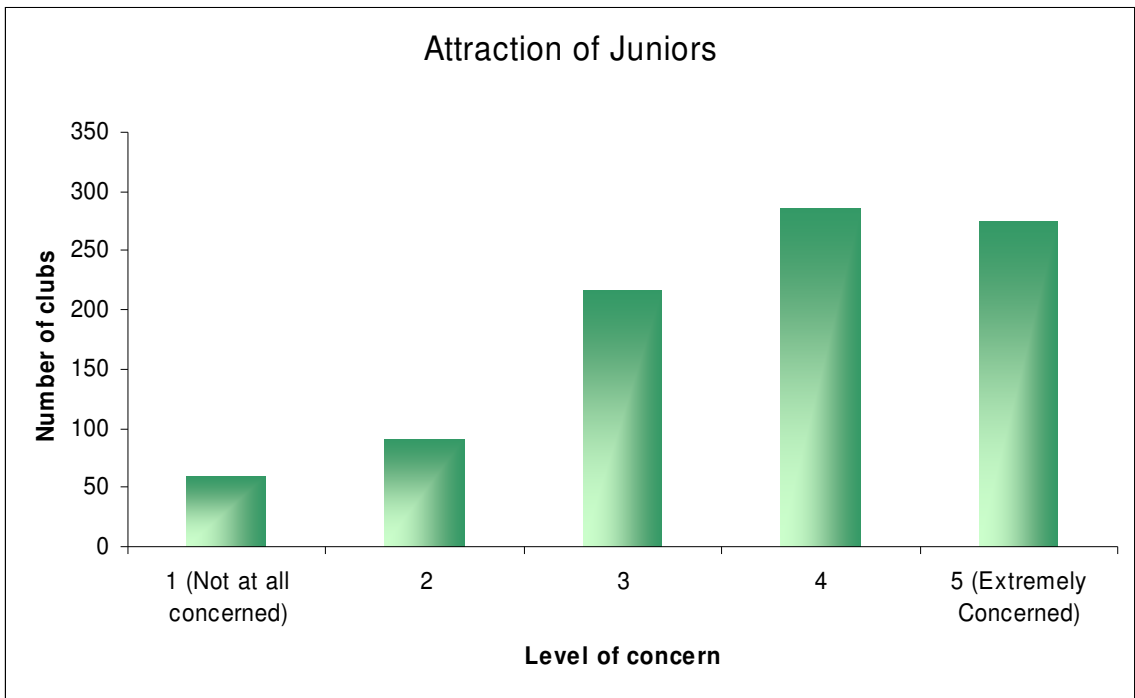


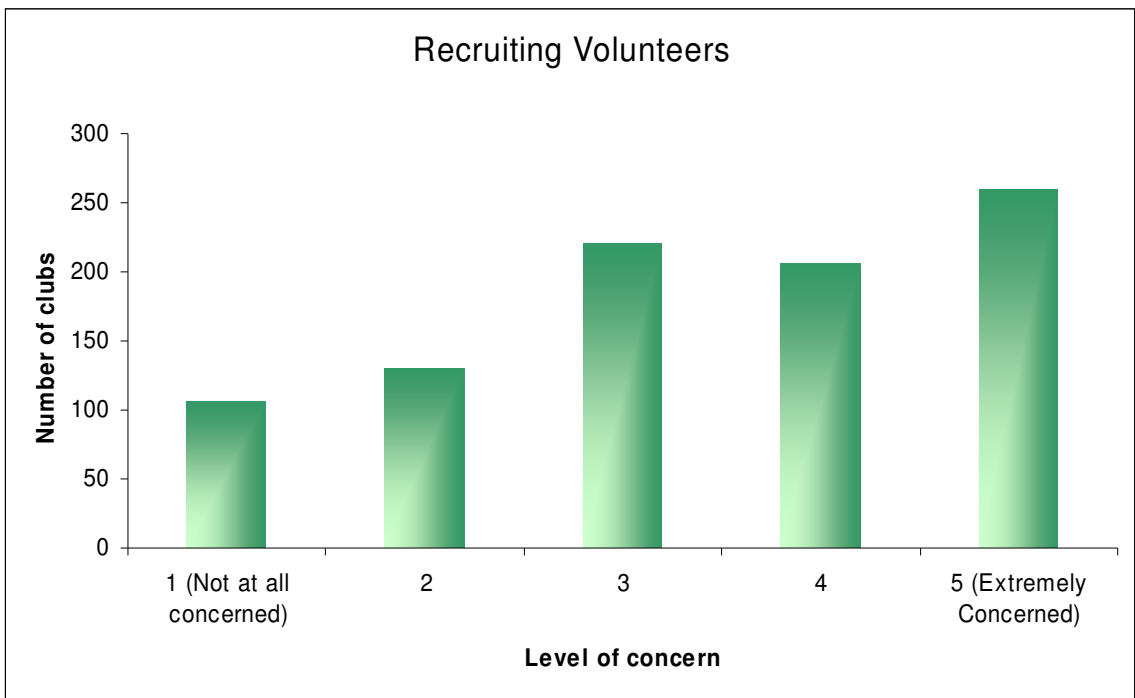
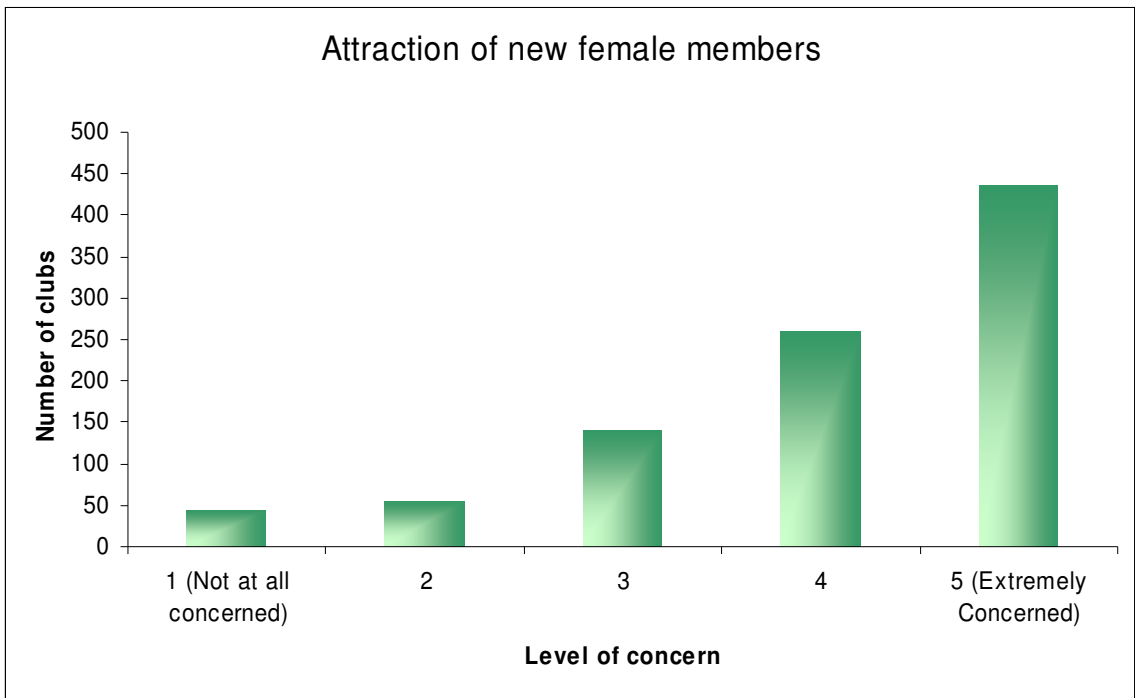


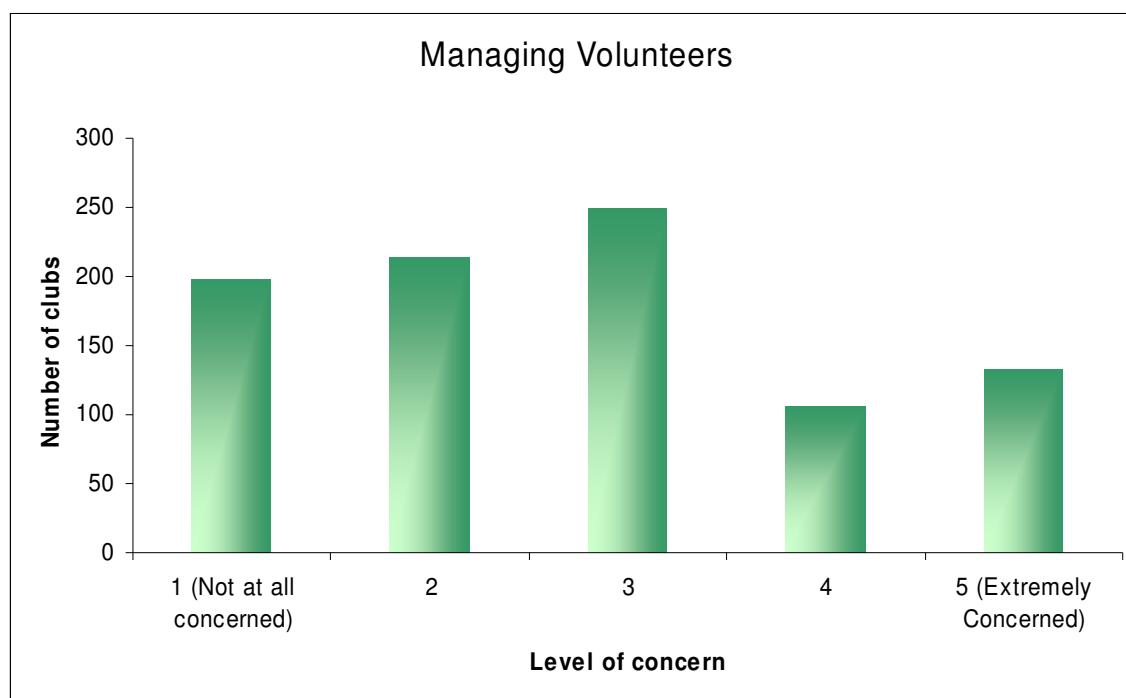












**Summary of Club Concerns**

<p><b>Greatest number of ‘extremely concerned’</b></p> <ul style="list-style-type: none"> <li>• 435: Attraction of new female members</li> <li>• 365: Water costs/restrictions</li> <li>• 358: Attraction of new male members</li> </ul>	<p><b>Greatest number of ‘not at all concerned’</b></p> <ul style="list-style-type: none"> <li>• 197: Managing volunteers</li> <li>• 139: Taxes/rates</li> <li>• 132: Environmental issues</li> <li>• 132: Cost of labour</li> </ul>
<p><b>Highest average level of concern</b></p> <ul style="list-style-type: none"> <li>• 4.07: Attraction of new female members</li> <li>• 3.88: Attraction of new male members</li> <li>• 3.73: Rising maintenance costs</li> </ul>	<p><b>Lowest average level of concern</b></p> <ul style="list-style-type: none"> <li>• 2.73: Managing volunteers</li> <li>• 2.94: Environmental issues</li> <li>• 3.14: Taxes/rates</li> </ul>

## **Chapter 3 – Summary**

### **3.1 Introduction**

The purpose of this section of the report is to evaluate the responses to the survey and draw conclusions from the collective data. These conclusions do not draw on every response and are directed at areas that may need addressing for the sport to continue to grow. That is not to say that people in analysing the data may interpret the statistics somewhat differently and place a greater emphasis on other areas. When the concept of a national survey was first discussed one of the objectives was how to obtain a high response rate. Through the incentive and self addressed return envelope this objective with a 48% response rate was certainly achieved. The quantitative data received also achieved the purpose of the survey which was to uncover trends and benchmarks in areas not previously measured from a national basis. Being the first national survey gives the sport a basis for any future surveys and more importantly what needs to be done to generate a successful response.

### **3.2 Conclusions**

- There is still to high number of clubs (53%) that still don't have access to the computer and internet access. For the sport to continue to grow this form of communication is vital and strategically we need to get a greater number of clubs having access to the internet.
- There is a distinct lack of formal documentation of a club's history and subsequent committees to oversee this process. With so many old established clubs throughout Australia this is disappointing, as the cultural and community influence a lot of these clubs would have made should be recognised and documented.
- With the lack of water becoming and remaining an ongoing problem for the clubs and the sport there seems to be a high number of clubs (56%) that use mains water supply. Alternative capture and use of water should be a major priority.

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- The coaching and officiating statistics and the ratio between men and women basically reflect the membership ratio of men and women. In terms of the numbers and % there are just as many women involved in these important volunteer roles as the men.
- The membership trend for women over the last three years is of concern. According to the survey statistics women membership has decreased by (57%) and only increased by (38%) compared to the men who have decreased by (38%) but have increased by (54%).
- Junior membership is very poor compared to the overall membership statistics (not even 1%).
- 64% of the clubs responded that they don't run a buddy or mentoring system for new bowlers. This statistics doesn't support a friendly and welcoming environment which is crucial in trying to capture a new participant to the game.
- Only 14% of the clubs responded in the positive that they offer a club v club competition for women outside of working hours. To capture more women participants to the sport there needs to be a greater flexibility in products for them.
- Only 20% of the clubs run specifically targeted programs for home mothers, culturally and linguistically diverse groups, people with a disability, indigenous etc. There are pockets of these groups near many clubs and linking into them should become a strategic initiative for them.
- The Australian Sports Commission (ASC) recent statistics (September 2007) on membership of clubs with the Club Development Network shows that bowling clubs have been very active in joining and using this resource. According to the ASC, Bowls has 414 total members compared to a similar cultured club in Golf which has 143. However, the survey's response to the question is your club a member of the Club Development Network 81 clubs (9%) said yes with 848 clubs (91%) said no. This response suggests a number of the clubs that responded no are actually members. Fortunately in response to the question would you like further information on this free service 681 clubs (80%) said yes with 169 clubs (20%) said no. This suggests that further information and communication is still required on this subject with the positive that the clubs would be keen to join.



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- There still needs a lot of work done on junior development as only 17% of clubs have a structured junior program and only 34% have accredited coaches involved with junior programs. However, a good number of the clubs (60%) are having regular interaction with local schools.
- The section of the survey regarding disability awareness can be seen as a positive for the sport of bowls as it seems the inclusion of disabled bowlers is met very favourably. The two areas clubs felt they needed assistance/support on to increase participation of people with a disability was (1) new equipment and (2) additional resources.
- Clubs are finding it difficult to attract appropriately qualified and experienced people to committee positions and unfortunately 70% of the clubs responded that they still have separate male and female committees.
- The ranking of the level of concerns of the 13 issues presented to the clubs the highest average level of concern was the attracting of female members, followed by the attracting of male members then rising maintenance costs. The clubs lowest average level of concern was the managing of the volunteers, then environmental issues and taxes and rates.

## **Appendixes**

## Appendix 1.



Dear Member Bowling Club:

Please find enclosed the Bowls Australia (BA) bowling club survey for 2007. This survey has the support of your State and Territory Authority (STA) as we aim to provide all bowling clubs throughout Australia with useful industry information, trends and benchmarks not previously measured.

A strong sport, with increased interest and involvement from the community, translates into a strong bowling club for you. To assist BA and your STA in building the solid foundation for further initiatives in game and club development, we have prepared this easy-to-complete survey.

Your participation in this survey is vital and your support in accurately completing it will be greatly appreciated. Your feedback will provide us with necessary information as we make decisions about the future of our sport such as the following to name a few:

- Membership development
- Facility improvements
- Sponsorships
- Coaching

We also realise that there will be a few questions on the survey that your club would have previously answered in some shape or form from your governing state or territory authority. For this we apologise, however, this survey will provide data on a national basis, benefiting all clubs, states and territories.

By simply completing this form and returning it to Bowls Australia in the reply paid envelope provided your club will go in a draw to win an equipment grant to the value of **\$1,500**. **We stress that all information will be treated in strict confidence and that no club's individual data will be circulated.**

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We ask that you return the survey in the prepaid envelop by **May 31<sup>st</sup>, 2007.**

Should you require additional information please contact John Hook on (03) 9819 2722 or the development officer at your governing STA.

We thank you for your support and are pleased that you are contributing to the increasing level of knowledge we have about our great game.

Sincerely,

A handwritten signature in black ink, appearing to read 'John Hook', with a stylized flourish at the end.

John Hook

Bowls Australia

## Appendix 2.



### 2007 Lawn Bowls Club Survey

#### CLUB DETAILS

Club Name:

#### SECTION 1 – ADMINISTRATION & COMMUNICATION

**Please tick appropriate box**

1. Does your club have its own computer and internet access? ☐ Yes ☐ No
2. If yes please provide email address \_\_\_\_\_
3. If no could you please supply the email address of 2-4 members who would be prepared to forward information onto the club?

Name of member \_\_\_\_\_ Email Address \_\_\_\_\_

Name of member \_\_\_\_\_ Email Address \_\_\_\_\_

Name of member \_\_\_\_\_ Email Address \_\_\_\_\_

Name of member \_\_\_\_\_ Email Address \_\_\_\_\_

4. How many employees at your bowls club?

☐ Full-time Number \_\_\_\_\_

☐ Part-time Number \_\_\_\_\_

☐ Casual Number \_\_\_\_\_

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☐ Volunteer Staff                      Number \_\_\_\_\_

5. Does your club run programs and hold meetings in non-traditional hours to enable working members to take part?

☐ Yes            ☐ No

6. Does your club promote flexible dress regulations outside of pennant/premier league or equivalent?

☐ Yes            ☐ No

7. If yes please specify \_\_\_\_\_

8. Does your club have a club uniform (other than whites/creams)?

☐ Yes            ☐ No

9. Does your club have a formal publication that documents the history of the club?    ☐ Yes            ☐ No

10. Does your club have an active history or archives committee?                      ☐ Yes            ☐ No

11. Does your club have any historical items on display?                                      ☐ Yes            ☐ No

### SECTION 2 – FACILITIES

**\* The first 6 questions of this section have been previously asked in a water conservation questionnaire. However due to the poor response to this important issue we ask you to please complete them again.**

1. How many grass/turf greens does your club have? \_\_\_\_\_ Number of rinks (in total)? \_\_\_\_\_

2. What variety grass/turf are your greens? \_\_\_\_\_

3. How many synthetic greens does your club have? \_\_\_\_\_ Number of rinks (in total)? \_\_\_\_\_

4. What method of watering does your club use?

☐ Bore Water

☐ Mains Water

☐ Recycled Water

☐ Other – please specify \_\_\_\_\_

5. Has the club have a permit to water the greens under restrictions?                      ☐ Yes            ☐ No

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6. Does your club have lights? ☐ Yes ☐ No

7. If yes how many rinks are subjected to the lights? \_\_\_\_\_

8. Does your club have indoor bowling facilities? ☐ Yes ☐ No

9. Is your club on:

☐ Freehold land

☐ Leasehold land    Leased from: \_\_\_\_\_ Leasehold tenure: \_\_\_\_\_

10. Is your club:

☐ Fully Licensed

☐ Partly Licensed – please specify \_\_\_\_\_

☐ No License at all

11. Is the clubhouse designated smoke free? ☐ Yes ☐ No

If yes please go to question 12

12. If no is a smoke free area provided? ☐ Yes ☐ No

13. Are the greens (including surrounds) designated smoke free areas? ☐ Yes ☐ No

14. Does your club have gaming machines? ☐ Yes ☐ No

15. If yes how many gaming machines? \_\_\_\_\_

16. Are you planning any future developments (over \$5000) to your facilities? ☐ Yes ☐ No

17. If yes please specify \_\_\_\_\_

18. Is your club open all year round? ☐ Yes ☐ No

19. If yes, please specify \_\_\_\_\_

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### SECTION 3 – UMPIRING & MEASURERS

1. How many current qualified umpires does your club have?

	Men	Women
Level 1		
Level 2		
Level 3		

2. Are these being utilised? ☐ Yes ☐ No

3. If no why not \_\_\_\_\_

4. How many current qualified measurers does your club have?

Men	Women

5. Are these umpires being utilised? ☐ Yes ☐ No

6. If no why not \_\_\_\_\_

### SECTION 4 – COACHING

1. How many current qualified coaches does your club have?

	Men	Women
Level 1		
Level 2		
Level 3		

2. Has your club got a structured coaching program? E.g. juniors/new bowlers ☐ Yes ☐ No

3. If yes please specify \_\_\_\_\_

4. If no why not \_\_\_\_\_



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### SECTION 5 – MEMBERSHIP

1. How many current members does your club have?

	Full		Life		Junior (under 18)		Total	
	Men	Women	Men	Women	Men	Women	Men	Women
State Affiliated								
Social (Non Bowler)								

Other – please specify \_\_\_\_\_

2. What is your club's membership fee structure?

Category	\$
Full Membership	
Junior Membership	
Social membership	
Other	

3. Age demographic of membership:

\* Note: If exact numbers unknown please state total and make estimates on the % category

	Men	Women	Total
Below 15			
15 – 17			
18 – 24			
25 – 34			
35 – 44			
45 – 54			
55 – 64			
65 + 74			
74 +			

4. Does your club run a buddy or mentoring system for new bowlers? ☐ Yes ☐ No

5. Has the female membership increased or decreased over the last 3 years? ☐ Increased ☐ Decreased

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6. If decreased please provide a brief reason why \_\_\_\_\_

7. Has the male membership increased or decreased over the last 3 years? ☐ Increased ☐ Decreased

8. If decreased please provide a brief reason why \_\_\_\_\_

### SECTION 6 - PARTICIPATION PROGRAMS

1. Does your club run participation programs? (tick as many as applicable)

- ☐ Get on the Green
- ☐ Social Bowls (non members)
- ☐ Corporate Bowls
- ☐ Barefoot Bowls
- ☐ Other – please specify \_\_\_\_\_
- ☐ No, we don't run any participation programs

2. Does your club run programs for specifically targeted groups? ☐ Yes ☐ No  
e.g. home mothers, culturally and linguistically diverse groups, people with a disability, indigenous etc

3. If yes please specify \_\_\_\_\_

4. Does your club offer a club v club competition for women in non working hours? ☐ Yes ☐ No

5. If your club **hasn't** run the national participation program of **Get on the Green** would you be interested in further information of this program? ☐ Yes ☐ No

### SECTION 7 - CLUB DEVELOPMENT NETWORK

1. Is your club aware of the Australian Sports Commission's free service known as the club development network?  
☐ Yes ☐ No

2. Are you aware of the funding and resource opportunities the Club Development Network provides member clubs?

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☐ Yes ☐ No

3. Is your club a member of the Club Development Network? ☐ Yes ☐ No

4. If no would you like further information on this **free service**? ☐ Yes ☐ No

### SECTION 8 - JUNIOR DEVELOPMENT

1. Does your club have a structured junior development program? ☐ Yes ☐ No

2. If yes, on average how many participants are in the program? \_\_\_\_\_

3. Are you aware that junior coaches should have been police checked? ☐ Yes ☐ No

4. Does your club have regular interaction with local schools? ☐ Yes ☐ No

5. Are any accredited coaches involved in the junior program? ☐ Yes ☐ No

6. If yes, how many? Level 1 \_\_\_\_\_ Level 2 \_\_\_\_\_ Level 3 \_\_\_\_\_

### SECTION 9 - DISABILITY AWARENESS

1. Is your club an inclusive club? Does it include people with a disability? ☐ Yes ☐ No

2. Does your club have any people with a disability as members? ☐ Yes ☐ No

3. If yes how many members are there?

Intellectual disability	Use a wheelchair	Visually impaired	Hearing impaired	Other	Total

4. Has your club a welcoming policy/procedure for new members? ☐ Yes ☐ No

5. Is your club close to public transport? ☐ Yes ☐ No

6. Are there adequate parking and drop off areas for people with a disability? ☐ Yes ☐ No

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7. Are all areas of the facility easily accessed by people with mobility impairments? ☐ Yes ☐ No
8. Is the club well signed indicating the important features of the club? ☐ Yes ☐ No
9. Does your club have accessible toilets? ☐ Yes ☐ No
10. Does the club have equipment to assist people with a disability to participate? eg. bowlers arm, ramp  
☐ Yes ☐ No
11. Has your club undertaken any disability awareness training? ☐ Yes ☐ No
12. Are the members/coaches/staff supportive of the inclusion of people with a disability?  
☐ Yes ☐ No
13. Would the club like additional training in this area? ☐ Yes ☐ No
14. What assistance/support is needed by your club to increase participation of people with a disability?  
☐ Training ☐ Better access to facilities ☐ New partnerships ☐ Additional resources  
☐ New equipment ☐ Other (please specify) \_\_\_\_\_

### **SECTION 10 - CORPORATE GOVERNANCE**

1. What is the structure of your club governance system? Please tick most appropriate  
☐ Amalgamated bowls club with overall management committee and men/women's section  
☐ Multi-sports club with an overall management committee and separate committees covering each sport  
☐ Overall management committee
2. How many people make up your general committee? \_\_\_\_\_
3. Are any positions reserved specifically for a female representative? ☐ Yes ☐ No
4. If yes, how many? \_\_\_\_\_
5. Have you struggled to attract appropriately qualified/experienced people into these positions due to increased governance complexity, financial responsibility, liability and or lack of members?

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☐ Yes      ☐ No

6. Any specific positions? \_\_\_\_\_

7. Does your club comprise separate male and female sections? ☐ Yes      ☐ No

8. When was the last time your club reviewed its constitution?

☐ 0 – 5 years ago      ☐ 6 – 10 years ago      ☐ 11+ years ago

### SECTION 11 - CLUB CONCERNS

1. Please indicate the level of concern at your club with regard to the following issues:

	Not at all concerned				Extremely concerned
(a) Rising maintenance costs	1	2	3	4	5
(b) Corporate governance requirements	1	2	3	4	5
(c) Cost of labour	1	2	3	4	5
(d) Water costs/restrictions	1	2	3	4	5
(e) Insurance costs/availability	1	2	3	4	5
(f) Public liability	1	2	3	4	5
(g) Environmental issues	1	2	3	4	5
(h) Taxes/rates	1	2	3	4	5
(i) Attraction of juniors	1	2	3	4	5
(j) Attraction of new male members	1	2	3	4	5
(k) Attraction of new female members	1	2	3	4	5
(l) Recruiting volunteers	1	2	3	4	5
(m) Managing volunteers	1	2	3	4	5

2. Please use the following space below for any other comments you would like to make...

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*National Club Survey Report*

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**THIS INFORMATION GIVEN WILL BE TREATED IN STRICT CONFIDENCE. NO INDIVIDUAL CLUB DATA WILL BE CIRCULATED. PLEASE RETURN IN THE SELF-ADDRESSED ENVELOP PROVIDED.**

Signed: \_\_\_\_\_ Position: \_\_\_\_\_

Date: \_\_\_\_\_