



BOWLS
AUSTRALIA

BENEFITS OF AFFILIATION TO BOWLS AUSTRALIA

Bowling Clubs that are affiliated with their State or Territory Association (STA) also become affiliated with Bowls Australia (BA), by way of the STAs being affiliated with BA.

Affiliation fees enable services that support the operations of Clubs and administration of the sport throughout the various participation and competition pathways. Affiliation fees comprise just one third of BA's revenue, with another third being derived from government funding and the final third from the National Merchandising Program (the BA logo on attire) and commercial partnerships.

The following table outlines BA's affiliation fee expenditure:

BA's affiliation fee expenditure	
Game Development & Participation	38%
National Bowls Events	18%
High Performance and Training Programs	14%
Communications, Marketing and TV Production	12%
Administration	10%
Licencing and Merchandise	3%
Governance	3%
World Bowls Affiliation	2%

Category Breakdown

Game Development & Participation sees the largest investment of affiliation fees made into programs which support the growth and prosperity of Clubs. Core to this is the Regional Bowls Manager (RBM) Program which provides direct support to more than 1800 affiliated Clubs across a broad range of services including: membership growth and retention, program and event delivery, club

development and governance, coaching and officiating and grant support. This category also enables BA's participation programs including Jack Attack, Rookie Rollers/Sporting Schools and Roll Back the Clock that increase the uptake of bowls across various demographics in the community.

National Bowls Events encompass the suite of over 15 BA-delivered events calendar including, but not limited to: the Australian Open; The Nationals; Bowls Premier League; BPL Cup and BA Awards Night/Hall of Fame.

High Performance and Training Programs incorporates the pathway and competition systems for the four National Squads who represent Australia on the international stage: the BCiB Australian Jackaroos, the BCiB Australian Emerging Jackaroos, the BCiB Australian Para-Sport Jackaroos and the BCiB Australian Over-60s Jackaroos.

Communications, Marketing and Television Production covers all the costs associated with promoting bowls nationally and internationally, including marketing campaigns, content production and broadcasting.

Administration refers to activities associated with reporting, auditing and budgeting, the development of constitutions and regulations across all levels of the sport, member protection and membership management, competition management systems (BowlsLink) and officiating/coaching accreditation processes.

Licencing and Merchandise relates to Bowls Australia's National Merchandising Program (NMP) which generates revenue to support the national RBM Program as well as the management of BA's corporate partnerships that allow members access to various discounts.

Governance involves the costs associated with the BA Board of Directors and CEO, as well as whole-of-sport advocacy, policy and law development and maintenance.

World Bowls Affiliation refers to the fees paid by BA to be a member nation of World Bowls.



BENEFITS OF AFFILIATION TO BOWLS ACT

Affiliation Areas

Bowls ACT is responsible for a number of areas. These areas are listed below with a summary of what your affiliation allows you access to.

ACT Events

Bowls ACT provides you with access to many and varied events including: State Championships, Pennant, Jack Attack as well as invitational events and Junior, Open & Senior representation. In addition, you also have access to Bowls Australia's BPL Cup & Australian Open. Bowls ACT will also define the high-level Events Calendar from which you can then develop your local calendar of events.

Governance

At the highest level you have access to Bowls ACT board members & the Executive Officer as well as support from your Regional Bowls Manager.

Participation & Government Relations

Clubs and members have access to STA-specific play bowls activities. In addition, clubs also have access to facilities audits, technical information on construction and inspection of greens. Bowls ACT has access to state/territory & local government representatives for purpose of lobbying on matters of importance to our sport, various surveys conducted by BA and the STA regarding the future of our sport. Members also have the ability to nominate for national Club of the Year and Volunteer of the Year awards.

Communications & Marketing

Bowls ACT is responsible for number of areas in this topic including: promotion and broadcast of events, issues relating to protection and future of our sport, top level communications using social media, websites and Electronic Direct Marketing (EDM) advertising in conjunction with sponsors and major stakeholders.

Legal

Bowls ACT in consultation with various authorities develops template constitutions for all levels of the sport. They also develop regulations relative to those constitutions and policies relating to member protection.

Information Technology (IT)

STAs are ultimately responsible for the support of your IT

system which includes membership data and competitions data. Bowls ACT are a leader with the national BowlsLink membership and competition management system.

Education

Many clubs and members require specialised training and education with regards to our sport. This can include support in the use of the BowlsLink system, development of Presenters & Assessors' Coaching and Officiating Accreditation, access to disability coaches, bowlers arm coaches, volunteer training in regard to grant writing and club governance and development. STAs also provide a pathway program for coaching & officiating at state events.

Sponsorship & Licensing

Clubs and Members are often able to avail themselves of special promotions provided by sponsors and partners.

High Performance

Each STA appoints coaches for their representative sides. In most instances these coaches are available to attend clubs and provide specific training, based on availability.

Income and Expenditure

Each STA is responsible for the control and management of funding within their area. In 2020, Affiliation fees comprised 31% of Bowls ACT revenue with the remaining 69% coming from grants and entry fees.

The following chart shows a breakdown of the expenditure for your State.

Bowls ACT's expenditure	
Employee Benefits & Specialists (inc legal, marketing & consultants)	54%
Affiliation (Bowls Australia/World Bowls)	21%
Office & Occupancy Expenses	11%
Events & High Performance	4%
Governance & Committees	4%
BowlsLink & Information Technology	4%
Grants & Relief	0%
Other	2%