



**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 NSW

Bowls NSW Ltd supports clubs and members in the administration and growth of the sport by providing a range of activities and services highlighted below. We endeavour to always be respectful, honest, collaborative, transparent and progressive - with our members and clubs at the forefront of all our decision making.

## Administration and Core Services

Bowls NSW Ltd provides guidance to clubs, districts, regions and zones while undertaking all membership administration, including processing new applications, member transfers, club member listings and player clearances. We manage pennant gradings, coaching and officiating accreditations, administer umpire, umpire educator and coaching requirements and provide legal, advisory and representative services on financial, security, environmental, statutory and strategic matters. Bowls NSW Ltd also provides monetary grants, insurance coverage for state, zone and district representatives and produces numerous publications for the benefit of our members.

## Competitions and Events

Bowls NSW Ltd prepares and oversees the State Calendar of Events for members. We arrange and liaise with host venues for all State Events, as well as organise and attend all selection trial events. We coordinate and manage inter-club competitions, State Championship Events, State Pennants, State Test Series and provide the rules, Conditions of Play, procedural handbook, and competition advice. Through our new and innovative competitions, we aim to provide greater access to our sport and increase participation.

## On-Demand Services

Bowls NSW Ltd provides direct support to members on issues including Club Advisory Committee services, business and strategic planning, recruitment and marketing. We also assist with a range of services, including but not limited to constitution updates, corporate governance training, trained Member Protection Information Officers, training of presenters and assessors, social media and website training, face-to-face club visits, and funding grant application assistance.

## Advocacy, Relationships and Liaison

Bowls NSW Ltd represents all members of NSW at club, district, region and zone events and functions, as well as STA Presidents, CEOs, Committees and BA meetings/

conferences. Bowls NSW Ltd maintain relationships with BA and all other STA's. We develop and foster relationships with various tiers of local and state government and industry bodies representing our members and their needs. Additionally, we develop partnerships with sponsors and constantly seek out new sponsorship opportunities which provide benefits to our members.

## Innovation, Promotions and Marketing

Bowls NSW Ltd develop marketing collateral for use by all clubs and undertake promotional activities to grow the awareness of bowls and increase participation rates across all age groups. We provide livestreaming of competitions and events, manage partnerships with event host venues, maintain website and social media pages, and write and design publications and newsletters for all members. Bowls NSW Ltd also provides the Travel Assistance Grant Program and assist our State Teams with representation, community engagement and media announcements. We also manage multiple campaigns and promote marketing activities in alignment with BA programs such as Jack Attack, BPL Cup and other initiatives such as "Local Legends Wanted". We aid clubs with marketing guidance and training to assist them with growing their membership numbers and awareness.

## Income and Expenditure

Bowls NSW Ltd is responsible for the control and management of funding within our State. Prior to unification in 2021, affiliation fees comprised 77% of RNSWBA revenue and 79% of Womens Bowls NSW revenue.

The following table\* shows an average breakdown of the combined expenditure for Bowls NSW Ltd.

Bowls NSW Ltd's expenditure	
Administration & Office Expenses	31%
Affiliation (Bowls Australia/World Bowls)	23%
Communication, Marketing & Streaming Production Services	10%
Game Development & Participation	9%
State Bowls Events	7%
Governance	4%
High Performance & Representative Expenses	4%
IT & Internet Expenses	3%
Other	7%

\* Based on average of 3 years of expenditure for former RNSWBA and WBNSW entities.