



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.



BOWLS
NORTHERN TERRITORY

BENEFITS OF AFFILIATION TO BOWLS NORTHERN TERRITORY

Bowls NT supports the operations of clubs and administration of the sport by providing services to Clubs amongst the following:

State Events

Bowls NT coordinates State events for the major bowls disciplines men, women and mixed also including an over-60s carnival. In addition it financial supports those participating who have to travel to Darwin and incur as a result expenses out of their own pocket. Bowls NT also draft the State Events, carnivals and major tournaments into a Territory Calendar so that Clubs can be fully aware of what events are on, when and have some protection that others will not schedule events in opposition.

Governance

Members have access to the Executive Officer/RBM and the BNT Board members. If a Club has a concern or needs assistance in any number of areas reference to the Executive Officer will result in where possible advice and support.

Participation & Government Relations

Clubs and members have access to BNT Play Bowls activities. In addition, Clubs also have access to facilities audits, technical information on construction and inspection of greens, state and 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. Clubs also have the ability to nominate for Club of the Year and Volunteer of the Year awards.

Communications & Marketing

Bowls BNT is responsible for a number of areas in this topic including: potential live-streaming of events, issues relating to protection and future of our sport, state level communications using social media, websites and Electronic Direct Marketing (EDM) advertising in conjunction with sponsors and major stakeholders.

Legal

Bowls NT, can in consultation with various authorities, develop pro-forma constitutions for all levels of the sport. They also develop regulations relative to those

constitutions and policies relating to member protection.

Information Technology and Education

Bowls NT are ultimately responsible for the support of your IT system Bowslink which includes membership data, details and competitions information.

Sponsorship & Licensing

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

High Performance

Bowls NT provides 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. Affiliation fees comprise 6% to 10% of total Bowls NT income revenue, with the balance coming from Government PSB , sponsorships and grants.

Bowls Northern Territory's expenditure

Rent (inc outgoings) & Administration	52%
Game Development & Participation	22%
Intrastate Territory Bowls Events	10%
Interstate Representative Teams	8%
Governance	5%
Communications, Marketing and Streaming	3%
Affiliation (Bowls Australia/World Bowls)	0%
Other	0%