



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 QUEENSLAND

Bowls Queensland (BQ) comprises of 291 affiliated bowling Clubs, 40 Districts (20 men, 20 women), a Board of seven and Committees: Coaches, Umpires, Match, Selection, Audit & Risk, Constitution-Disputes & Disciplinary.

State Events

BQ holds regular competitions for Club bowlers of all abilities, including State Championships, Champion of Club Champions, State District Sides, State District Mixed Pairs, State Junior Championships, State Secondary Schools Cup, State Multi Disability Championships, State Division 1 Pennant and Australian Indoor Singles QLD Qualifying. BQ has committed to Live Streaming as many events as possible to help promote our game and provide quality viewing for bowlers across the State.

Government Funding/Support

BQ advocate on the sports behalf with Government agencies and receives State Government funding to help grow, nurture and promote the sport.

Administrative/Governance Support

BQ staff/committees offer advice and support in constitutional, governance, member protection and other general areas to ease the administrative burden at Club and District level.

Coaches and Umpires

The BQ coaching and umpire panels along with Presenters and Assessors hold regular seminars to train and accredit Queensland bowlers in these skills, for the benefit of all Clubs and Districts. They also run skills programs and forums to help educate attendees.

Sponsorships

BQ seeks/maintains corporate sponsorships to bring money into our sport at State level through various businesses and Local Councils.

QLD Bowler Magazine, Website & Social Media

Every affiliated Club receives a number of hard copies of the Queensland Bowler magazine delivered free each month. This is also distributed online through email distribution list, website and social media.

Development

BQ coordinates the October “Come and Try Month” and Secondary Schools Cup, encouraging clubs to attract new people to try the game. BQ provides access for Club development in conjunction with Bowls Australia through the Regional Bowls Manager (RBM) Program.

Player Development/Pathways

QLD State Representative teams include open, U18, U25, 40-59 and O60 age groups. BQ challenge the Australian Defence Force and run a North vs South Challenge enabling developing players the opportunity to play at a higher level.

Resources and TV Commercial

BQ provide resources including a Club/District Administration Manual, Beginners Guide to Lawn Bowls, Coaching Basics & Etiquette of Bowls Booklet, training manual /drills. BQ produced a 15 and 30 second TV Commercial which has been used to promote the game. This is available for Clubs to utilise.

Database and Competition Management System

BQ maintains a memberships database which is available for Clubs and Districts to access online. A Competition Management System is available for Clubs and Districts.

Recognition

BQ recognises service to the sport through 25 Year Meritorious, Distinguished Service Member Award and Life Membership.

Insurance Cover

BQ provides cover for District officials and representative players in areas of public liability, Directors and officers, volunteer workers and player liability.

Annual Report

Financial information and a summary of each year’s activities can be found in the BQ Annual Report. This can be viewed on the BQ Website at www.bowlsqld.org

Volunteering

BQ encourages bowlers to volunteer their time at their local Club or District to help promote and nurture our sport, ensuring its standing into the future.