



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.



BOWLS
SA

BENEFITS OF AFFILIATION TO BOWLS SOUTH AUSTRALIA

Affiliation Areas

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

State Events

Bowls SA provides you with access to many and varied events including, but not limited to:

- Primary and High School Championships
- Country Carnival
- SA Super League
- Night Owls Final
- Prestige Medley
- Senior Supa Series
- State Championships
- In addition, you also have access to BA's BPL Cup

Gala Awards Night

The night of nights in the bowls calendar, Awards are presented to the year's premier lawn bowlers, administrators, and clubs. Over 300 attendees from the lawn bowls community come together to celebrate the outstanding commitment, contribution, communication, and professionalism of its members.

Participation and Sport Development

- Coach, umpire, measurer, marker courses, and support
- Access to Bowls SA events and competitions
- Event management advice
- Scorecards

Club Development and Education Services

- BowlsLink (membership management software) database and training
- Coaching and Officiating training
- Training and networking opportunities
- Compliance and conflict resolution support
- Access to facilities audits, technical information on construction, and inspection of greens
- Club development support
- Business planning support
- Participation growth and retention services and programs

Communications & Marketing Services

- Website platform
- Website IT support
- Publication promotion opportunities via Bowls SA communication channels - The Bowler, website, Facebook, Instagram, live streaming
- Support with external media opportunities
- Live-streaming support

Governance and Risk Management Services

- Access to policy resources

- Staff support and guidance with updating constitution and by-laws
- Association Liability (Directors and Officers) Insurance cover
- Child Compliance Statement (Government requirement for all clubs)
- Processing support for Working with Children Checks
- Covid-19 updates and guidance

Financial and Funding Services

- Grant submission assistance
- Access to Bowls SA sponsorship benefits

Advocacy support

- With local and state government
- Bowls Australia
- Other industry agencies

Other Opportunities

- Influence the future of bowls in South Australia and your Association with Bowls SA AGM voting delegate rights

High Performance

Bowls SA provides coaches for their representative sides. In most instances, these coaches are available to attend Clubs and provide specific training, based on availability. In particular, these coaches can be booked via BSA's CoachZone program.

Income and Expenditure

Bowls SA is responsible for the control and management of funding within South Australia. Affiliation fees comprise 56% of Bowls SA's revenue, with approximately 16% coming from grants and sponsorship, and the final 28% is derived from events, tournaments, special projects and member services.

The following graph shows a breakdown of the expenditure for Bowls SA:

Bowls South Australia's expenditure	
Employee, Salaries & Benefits and Specialists (incl. legal, marketing & consultants)	56%
Affiliation (Bowls Australia/World Bowls)	17.7%
Events & High Performance	13.8%
Office, IT & Occupancy Expenses	6.6%
Other (insurance, marketing, administration, accreditations, match & program, travel, etc.)	3.8%
BowlsLink	2.1%