



**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**  
VICTORIA

# BENEFITS OF AFFILIATION TO BOWLS VICTORIA

Bowls Victoria supports the operations of clubs and administration of the sport by providing the services detailed below.

## State Events

Bowls Victoria coordinates many State events including: State Championships (Juniors, Open and Seniors), Region Sides, Pennant, Vic Open, Disability Bowls and Armed Bowlers events. In addition, members have the opportunity to attend the BV Awards Night and/or Hall of Fame. Bowls Victoria also draft the State Events Calendar from which Regions can then develop local calendars of events.

## Governance

Members have direct access to the Bowls Victoria CEO and staff, as well as a number of committees and Board members.

## Participation & Government Relations

Clubs and members have access to Bowls Victoria and Bowls Australia junior and social bowls programs. In addition, Clubs also have access to facilities audits, technical information on construction and inspection of greens, state and local government representatives for the purpose of lobbying on matters of importance to our sport, and various surveys conducted by Bowls Australia 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 Victoria responds to issues relating to the protection and future of our sport in Victoria, and provides state level communications via social media, websites and Electronic Direct Marketing (EDM) advertising, in conjunction with sponsors and major stakeholders.

## Legal

Bowls Victoria, in consultation with various authorities, develops 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 Victoria is responsible for the support of the whole-of-sport IT platform (BowlsLink) which includes membership, competition, and event management functions. This includes bowls-specific, specialised training and education to support the use of the BowlsLink platform, development of Presenters and

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 & Commercial

Bowls Victoria is active in seeking corporate partners who offer additional benefits and support to Clubs and Members.

## High Performance

Bowls Victoria provides travel, accommodation, meals and allowances, along with coaches for their representative sides. In most instances these coaches are available to assist Clubs by providing specific training, based on availability.

## Regions

Each playing area within Bowls Victoria is responsible for Regional Championships, Pennant, Region level communication, and access to coaching and officiating training.

## Coaching and Officiating

Bowls Victoria provides heavily subsidised access to education for members to become a coach, marker, measurer or umpire. The training is provided by qualified educators and localised to a specific Region. The accreditation is then recognised nation-wide.

## Income and Expenditure

Each STA is responsible for the control and management of funding within their area. Affiliation fees comprise a large portion of Bowls Victoria's revenue, with significant income also derived from investment income, sponsorships, grants and competition fees.

The following table shows a breakdown of the expenditure for Bowls Victoria. \*Figures from the calendar year ending 31 December, 2020.

Bowls Victoria's expenditure	
Rent (inc outgoings) & Administration	25%
STA Bowls Events	17%
Affiliation (Bowls Australia/World Bowls)	16%
Game Development & Participation	12%
Governance	11%
High Performance, State Representative Teams	10%
Communications, Marketing and Streaming	9%
Other	1%