



**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:

<b>BA's affiliation fee expenditure</b>	
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 WA

## Affiliation Areas

Bowls WA 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 WA provides you with access to many and varied events including: State Championships (Underage, Open and Seniors), Country Week Championships, Pennant, Disability Bowls and Armed Bowlers events. In addition, you also have access to Bowls Australia's (BA) BPL Cup, the Annual Awards Night and Bowls WA Hall of Fame. Bowls WA will also define the high level State Events Calendar from which you can then develop your local calendar of events.

In the metropolitan area, Bowls WA coordinates the Pennant Competitions, and through the Country Leagues, the Country Pennant Competition, providing all the necessary materials for the events, including scorecards, umpires pads and the BowlsLink competition management system.

## Governance

At the highest level you have access to Bowls WA Board members and to the CEO, Finance, Competitions and other Administrative Staff. Bowls WA provides and co-ordinates programs that foster and promote the sport of bowls to the whole community. Bowls WA also assesses the rules, regulations and conditions of play to ensure participants gain the maximum enjoyment and pleasure from the sport.

## Participation & Government Relations

Clubs and members have access to State-specific Play Bowls activities. In addition, Clubs also have access to facilities audits, technical information on construction and inspection of greens and various surveys conducted by BA and Bowls WA regarding the future of our sport. At the Annual Awards Dinner you also have the ability to nominate for Club of the Year, Volunteer of the Year and Coach of the Year awards.

## Communications & Marketing

Bowls WA is responsible for a number of areas in this topic including: live-streaming of events, issues relating to protection and future of our sport, state level communications using the colourful and informative quarterly magazine "Jack Hi" as well as social media, websites and Electronic Direct Marketing (EDM) advertising in conjunction with sponsors and major stakeholders. Bowls WA also promotes the "Gotta Love the Bowlo" club marketing and advertising campaign, designed to increase membership of all types within clubs.

## Legal

Bowls WA, in consultation with various authorities, develops policies for many aspects of the sport, including Member Protection. Bowls WA also assists clubs with constitutional and club management matters providing training in these areas through the Winning Drive program.

## Information Technology (IT)

Bowls WA is ultimately responsible for the support of your IT system which includes membership data and competitions data.

## Education

Many Clubs and members require specialised training and

education with regards to our sport. This includes support in the use of the IT (BowlsLink) system, development of Presenters and Assessors' Coaching and Officiating Accreditation, access to Disability coaches, Bowlers Arm coaches, and volunteer training in regard to grant writing and Club governance and development. Bowls WA also provides a pathway program for coaching & officiating at state events. Bowls WA's Winning Drive model provides assistance to clubs across the State in all areas of operations.

## Grant Opportunities

Affiliation with Bowls WA provides clubs access to the Community Sport and Recreation Facilities Fund (CSRFF) provided by the WA State Government. Many other grants require affiliation to Bowls WA prior to approval.

## Facilities

Bowls WA, through its Greens and Infrastructure Committee, provides advice to clubs on the development and maintenance of greens.

## Committees

Through its Committees, Bowls WA provides club members with the opportunity to be involved in the management, development and administration of the sport.

## High Performance

Bowls WA provides coaches for its representative sides and provides the opportunity for players to be selected in these sides. In some instances, these coaches are available to attend Clubs and provide specific training, based on availability.

## Zones/Leagues

With support from Bowls WA, and our Regional Bowls Manager's each of our regional zones is assisted in future-proofing our sport, through state level communication, volunteer pathway programs and access to coaching and officiating training.

## Income and Expenditure

Each state is responsible for the control and management of funding within their area. Affiliation fees comprise 51% of Bowls WA revenue, with 27% being derived from Grants and Sponsorship, and a further 11% from Bowls WA events.

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

Bowls Western Australia's expenditure	
Administration - General	25%
Communications, Marketing, Streaming	15%
Affiliation (Bowls Australia/World Bowls)	15%
Game Development & Participation	14%
Bowls WA events	13%
Governance	11%
High Performance, State representative teams	6%
Other	1%