



Appointment of Bowls NSW Ltd CEO

Bowls NSW Ltd is pleased to announce the appointment of Tim Rowe as our new CEO.

Tim steps into the CEO role at Bowls NSW with extensive experience spanning across the finance, aviation, hospitality, Government and not-for-profit sectors. Tim is an accountant by trade and has worked across several high-profile brands in senior management positions including leading Qantas Airways' Sports and Commercial Marketing team for a number of years. Tim was also the Group Head of Partnerships at Crown Resorts where he led Commercial partnership portfolios.

Tim assisted in establishing the Indigenous Marathon Foundation (IMF) which uses sport as a vehicle to develop Indigenous leaders across Australia. He holds strong experience in brand partnerships, marketing, communications, policy development, financial reporting, philanthropy, Government engagement and stakeholder management.

Previously, Tim has been a competitive athlete himself and has represented NSW and Australia on several occasions for middle distance athletics.

Tim highlighted his excitement in taking on the CEO role and working with the New South Wales bowling community.

“I am eager to lead the team at Bowls NSW and look forward to connecting with the broader bowls community and doing everything within my power to develop and promote our sport.”

Bowls NSW Chair Dilys Kindleysides said that Tim’s breadth and depth of experience made him the ideal candidate to take on the role of Bowls NSW CEO.



Incoming Bowls NSW CEO Tim Rowe

“We are confident that in Tim we have found someone who will lead the sport with professionalism, innovation and integrity. On behalf of the Board I would like to thank all members for your patience during this time and I hope you will join us in welcoming and supporting Tim in moving our sport forward.”

Tim will begin his role with Bowls NSW in early December 2022.