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Welcome

**Welcome to the March edition of
the Bowls NSW Newsletter!**

The results from the Zone & District Unification Member Survey are finalised and are available to view! It was great to hear your thoughts and insights on this important matter as we continue to work towards positive outcomes for the sport.

Expressions of Interest are open for the 2023-24 Platinum Pennant! The Platinum Pennant will be the premier competition held in the 2023-24 Open Pennant season, and Bowls NSW encourages any interested clubs to submit an EOI.

Bowls NSW is seeking applications for a Coordinator – Communications & Commercial and Expressions of Interest for the State Match Committee, and you can find out more about both of these roles inside this newsletter.

For more information please go online to www.bowlsnsw.com.au

Zone & District Unification Member Survey Results



BOWLS
NEW SOUTH WALES

Thanks to everyone who took the time to participate in the recent survey regarding Zone and District unification.

The results from the survey have been compiled and we are pleased to share these details with you.

We received over 2,000 survey responses.

Of those 2,000 respondents, close to 9 out of 10 (89.38%) of you responded YES to the question of whether Bowls NSW should reform

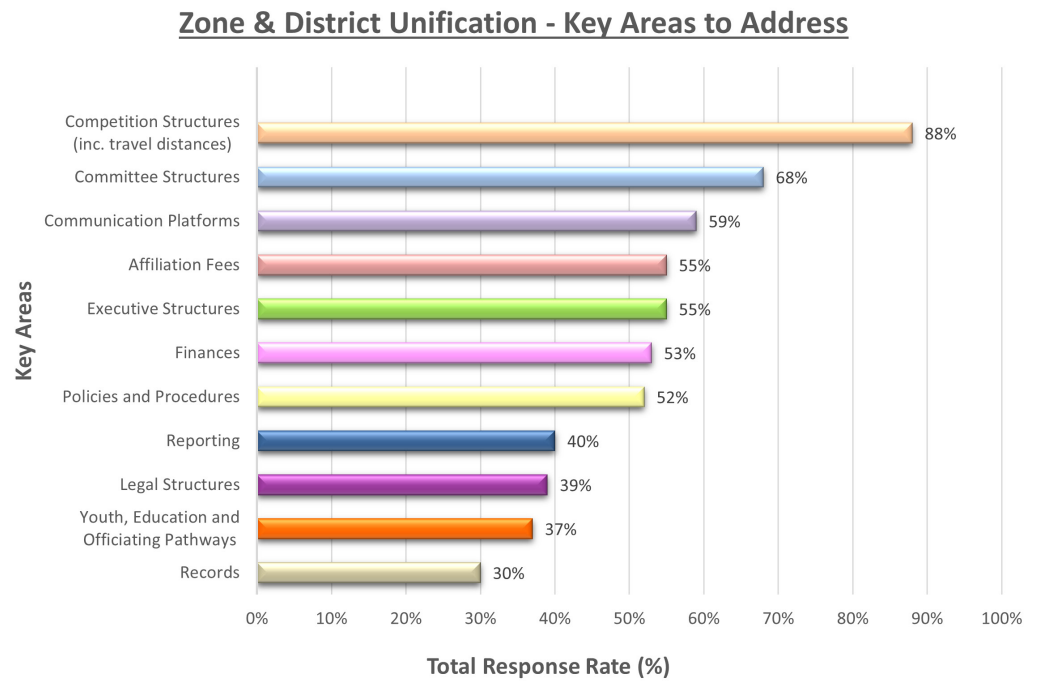
the way our sport is administered.

In saying YES, you informed us that you would like Bowls NSW to venture down the path of Zone and District unification in line with setting new competition boundaries by 1 July 2024. This would mean dissolving current Zone and District governance structures and aligning these with new and proposed structures moving forward.

Zone & District Unification Member Survey Results

We also asked what key areas you want addressed as part of this process if it were determined to be the best course of action. Your feedback was as follows:

Your responses have highlighted what you consider to be the main priorities when looking at the process of Zone and District unification. In addition to the above results, an address was provided to members at our webinar which outlined the current situation of Zone and District unification in more detail. If you missed it, please view the update here:
bit.ly/3ng9k72



So, what's next?

Given the direction you have provided us with, we will be taking steps to action the following outcomes for 1 July 2024. These outcomes include:

- Appointing a working party to oversee the delivery of this process. It will comprise of Tim Rowe (Bowls NSW CEO), various Zone, District and club members from across the State along with a current Bowls NSW Board Member.
- The working party will meet to discuss all the themes previously outlined and other matters arising.
- Seeking your feedback as we work through these themes and outcomes.
- Developing a website that will provide you with all the information to remain up to date on these matters, with the intention of making this as interactive as possible.
- As outlined and as provided to Zone and District executive, draft competition areas (Sectors) have previously been proposed and these will be made public shortly once the working party has convened.
- Once the working party have met to discuss and flesh out the key areas further, I and we will be in contact with Zones and Districts to discuss how these matters impact their current operations and what steps are required to reform the Governance of Bowls in NSW.

Given the multiple stakeholders we are dealing with, this will no doubt be a large task to undertake and one which we are sure will come with its fair share of challenges. If we are not challenging ourselves, we are not progressing, and the outcome of a more simplified governance structure will no doubt benefit our sport for everyone into the future.

There will be many more items we need to address in due course. We appreciate your patience as we work through these details, and we will continue to keep you informed throughout this process.

Thank you again for your feedback to our survey and we look forward to working together to achieve some great outcomes for our sport.

Bowls NSW Webinar Wrap Up



Bowls NSW held an online webinar for members with great engagement. The webinar was held on Wednesday 22nd March from 9am to 12pm.

The webinar was an opportunity for members to hear from Bowls NSW as we provided updates across all areas of the organisation, as well as hearing from key members in the bowls community.

Included in the webinar were presentations from Bowls NSW President Dilys Kindleysides, Bowls NSW CEO Tim Rowe and Bowls Australia CEO Matthew Kennedy, as well as every Bowls NSW Committee Chair.

Webinar attendees had the opportunity to listen to presentations and provide

comments for consideration by Bowls NSW.

A huge thank you to everyone for listening in and participating. If you weren't able to tune in live and if you'd like to watch the presentations, follow this link bit.ly/3ng9k72.

2023-24 Platinum Pennant EOIs Open

Expressions of Interest (EOIs) for the 2023-24 Platinum Pennant are officially open! The Platinum Pennant will be the elite competition run within the 2023-24 Open Pennant season, featuring world class players and sides.

Bowls NSW is calling for EOIs from clubs wanting to participate in the Platinum Pennant. Further details on the Platinum Pennant are outlined in the EOI form. You can find the EOI forms on the Bowls NSW website www.bowlsnsw.com.au

The Platinum Pennant is your chance to compete with and against the best bowlers in the world, and Bowls NSW encourages any interested clubs to submit an EOI.

EOIs close Saturday 13th May 2023 and must be submitted to match@bowlsnsw.com.au.



Job Opportunity: Coordinator – Communications & Commercial



The closing date for our Coordinator – Communications & Commercial role has been extended to Sunday 9 April 2023!

Reporting to the Manager – Communications & Commercial, the successful candidate will be responsible for amplifying bowls in NSW and driving commercial outcomes through communications and strategic partnerships.

Job Description

Communications & Events

- Drive the exposure of Bowls as a sport across NSW through targeted media and communications activities.
- Oversee and deliver all elements of Bowls NSW marketing campaigns as directed by the Manager, Communications & Commercial.
- Assist in the development of the Communications strategy and yearly calendar.
- Support of all Live Streaming projects on-site and at events.
- Oversee the delivery of all contracted sponsorship rights and benefits including digital,

social, at-match and broadcast.

- Support the communications team in monitoring the Bowls NSW Social media accounts, EDM lists and website.
- Assist with curated content creation and delivery.
- Engage with existing media contacts and drive media acquisition.
- Assist in the delivery of all copy and content as requested.
- Represent Bowls NSW in a professional manner at all Sporting events across the State.

Copy and content

- Content production and publication across all digital mediums including web, social and newsletters.
- Social media management including content curation, monitoring, targeted advertising and reporting.
- Edit and proofread posts for social media, circulars, newsletters and other communication pieces.
- Website management – Oversee the content for the Bowls

NSW Website and assist in the implementation of digital solutions across current and emerging technologies.

- Draft press releases and oversee the Bowls NSW media register.

Strategic Partner acquisition

- Work with your Manager and the CEO in securing Strategic Partners across various sponsorship categories.
- Drive innovation in relation to Bowls NSW's partnership strategy
- Drive the servicing of partners once on-boarded

Reporting

- Provide timely reports internally to Senior Management on Communications activity.
- Provide timely sponsorship benefit reports to key sponsors and partners.

Applications must be submitted to communications@bowlsnsw.com.au

Visit bowlsnsw.com.au for more information.



Unification Talks at Bateau Bay



Keeping members informed and getting the right information has been the key for the Bateau Bay working party, charged with the task of looking at unification of the men's and women's clubs.

They sought advice from Bowls NSW and Davistown Bowling Club, keeping their mother club, Wyong Leagues, and members informed as they have worked steadily through the process.

Sunday 2nd April saw another combined information session with Bowls NSW President Dilys Kindleysides and Director John Ellison in attendance.

They have now called Special General Meetings to move motions to unify.

It was a very productive meeting, with chair of the working party Lisa Casswell giving an excellent Power Point presentation, covering progress made so far, the benefits of unifying, and an overview of what a unified club would look like in practice.

She emphasised the point that while administration would be easier and benefit the club, as they already have many combined play days and the two clubs do many things together, there would be no impact

on members and their game.

It was reassuring to see the two clubs so positive, and we hope they join the other 40 clubs that recently unified.

If your club would like to know more about unification at Club level, please contact Bowls NSW on 1800 WE BOWL (1800 93 2695).

If your club has unified and not informed Bowls NSW, it is important to contact us immediately as this could affect members' eligibility to play in events.

Congratulations to the newest Right at Home Para Jackaroos debutants at the Multi-Nations

Images courtesy of Bowls Australia



Old Bar vies for the Title of Junior Bowls Capital of Australia



Sixteen kilometres east of Taree on the southern side of the mouth of the Manning River, Old Bar is a sleepy coastal town with a laidback surfer vibe. Surrounded by national park and peppered with coastal trails, this is a great place to swim, surf and fish, making it the perfect destination for a classic beach holiday.

The name Old Bar comes from the shifting sands where the river meets the sea, characterised by beautiful white sand.

From now on Old Bar might just be the junior bowls capital of Australia.

Club Old Bar and the Old Bar Beach Bowling Club decided that it was time to increase junior participation in the area. With Jan Wallace the driving force, and the support of 20 plus volunteers, Old Bar introduced a Rookie Rollers program to Friday nights at the club.

Planning was thorough, marketing in place, and training was completed for the volunteers, with no idea what reaction the community would have

to the planned program.

So, they arrived on the first night, 17th February, and set up not knowing if 1 or 100 kids would turn up.



The program was designed to attract children between the ages of 5 to 14 years, with the old kids hopefully transitioning to the larger bowls as soon as skills would allow.

As the children and parents started to roll through the door, the team at Old Bar suddenly realised that things were about to get busy. First night jitters turned in to celebrations as 21 children arrived and registered for the program, what a great success they thought.

One parent whose autistic daughter was taking part stated ' My daughter usually stands back, but she is having a great time' – and that's what the program was all about.

The club decided that the marketing/ advertising of the Rookie Roller/ Old Bar Bowling Club Junior Bowls Development program would be

ongoing – the concept of having a program which allows the younger children to participate as well as older children learning the game had received a lot of comments, one coming from another Regional Club.

Friday 24th of February arrived, the second week, and the numbers increased from 21 to 40. The word had got around and a family from Newcastle had travelled up to participate.

The program had certainly proved popular with lots of positive feedback from the parents – The Old Bar Beach Bowling Club has certainly showed what can be done with the backing of the Board and a great team of volunteers.

The club has now been running Rookie Roller/Old Bar Bowling Club Junior Bowls Development program for six weeks.

They have a regular group of over 40 children attending and over 80 registered participants in that time. This includes 6 of the older kids who are being trained with junior bowls on the competition green.

This success can be attributed to a few things. The desire of a regional club to increase junior membership and the overwhelming support of members and the contribution these members make, by volunteering to achieve this success.

***Story and images courtesy of
Kyle Langley,
Bowls Australia RBM.***



EOIs Open

Bowls NSW Match Committee



Expressions of Interest for the Bowls NSW Match Committee are now open! Below are links to the Match Committee EOI form and the Match Committee Terms of Reference.

State Match Committee Terms of Reference

Prepare an annual State calendar of events to enable Districts, Zones and Clubs to prepare own calendar events and after approval by the Board of Bowls New South Wales Ltd.

Determine the Conditions of Play for the forthcoming season.

Prepare Conditions of Play for State Events and State Pennants.

Review annually the format of State events and make recommendations to the Board of bowls New South Wales Ltd.

Conduct, as required, audits to determine players' eligibility and ensure compliance with the Laws of the Sport of Bowls and

Conditions of Play.

Ensure the compliance with the Conditions of Play for all Bowls New South Wales events and

settle any disputes which arise

during Bowls New South Wales events.

Act as Controlling Body for all Bowls New South Wales Pennant and Bowls New South Wales Association events.

Meet regularly and prepare a written report to the Board of Bowls New South Wales Ltd and CEO after each meeting.

Review all expressions of Interest / applications to host Bowls New South Wales events and Bowls New South Wales State Finals

and provide recommendations to the Board.

Liaise with and provide ongoing support for district and Zone Match Committees.

Administer all Bowls New South Wales Pennant grading in line with Bowls New South Wales guidelines.

Alert the Board to any matters that may put Bowls New South Wales Board, staff or members at risk in relation to the conduct of

on-green events conducted by Bowls New South Wales.

Duties and Responsibilities

To ensure that, where required, there is safe and efficient off-green management of events.

To provide reports and recommendations to assist the Board in ensuring that the quality of State and Championship events is

maintained and, where necessary, modified or improved.

In seeking to achieve these objectives the State Match Committee will:

- conduct clear procedures timelines and protocols for the areas of event management; and,
- make recommendations on matters relating to the format, planning and preparation for these competitions.

All completed EOI submissions must be sent by **14 April 2023** to communications@bowlsnsw.com.au



Clubs & KENO Partnership Stronger Than Ever



Keno's 2022 customer survey shows Keno is a valued business partner for clubs.

Keno's 2022 customer survey has revealed NSW clubs view Keno as a very important part of their business.

Advocacy for Keno reached a record high in NSW clubs, with its Net Promotor Score (NPS) increasing 16 points from +41 in November/December 2021 to +57 in October/November 2022.

The results underlined just how well Keno has strengthened its relationships, with 44% of venues seeing Keno as a business or strategic partner. Clubs are significantly more likely than hotels to see their relationship as a business partner.

Clubs also have high levels of satisfaction with Keno, scoring 4.4 out of 5 stars. Venues who ran an In-venue Promotion for Local Area Marketing (LAM) in the previous 12 months were significantly more satisfied, just as they were in the 2021 survey.

Importantly, 89% of venues who participated stated that they trust Keno, 83% love working with Keno, and 82% believe Keno's products and services enhance their customers' experiences in their venue.

Survey participants also affirmed that Keno is an important part of their venue's entertainment mix, with 72% strongly agreeing customers expect Keno as part of the venue offering.

Notably, there was a big shift from Passives into Promoters, evidencing how effectively Keno has reengaged with its club partners over the previous year.

The survey highlights that venues with higher levels of staff training and which participate in LAM are significantly more likely to be Promoters and have stronger relationships with Keno.

Additionally, the vast majority of NSW venues agree Keno makes it easy for them to operate Keno, with 92% rating it at a benchmark effort level.

To find out how Keno can support your club in 2023, contact your Keno Sales Executive today.

