

WORLD BOWLS HEADS UP



Newsletter of World Bowls

April 2015

2015: WORLD BOWLS RISING TO THE CHALLENGE

FINANCE

Foremost among the Board's priorities is the need to establish and maintain a stable financial position. I am pleased to report that

- as at the end of December 2014 World Bowls funds stand at £44,854 compared to £11,171 at end of 2013.
- the Board has the assistance of Bowls England's Director of Finance, who is working with our Chief Executive to prepare annual financial forecasts. This detailed monitoring process is aimed at producing strict budgetary control to ensure World Bowls maintains a healthy level of reserves.

The Board is also acutely aware of the need to increase its revenue streams.

- It has therefore appointed as a World Bowls director Colleen Gilbert - an extremely successful Australian business woman - to take responsibility for its portfolio of 'commercial development' on the Board. Colleen is manager of the Broadbeach Bowling Club on Australia's Gold Coast, which is the focal point for most of the major world events over the next 5 years. Colleen is therefore ideally situated to attract commercial partners on behalf of World Bowls.
- Our web site too is being modified to generate advertising though the value of this is directly related to the volume of visits that can be attracted.

The Board is also aware that affiliation fees remain its most valuable source of income. At the Bi-ennial Council meeting in August 2014 there was a general consensus that some increase in fees was appropriate, though no specific figure was agreed. Since then World Bowls has received varying options for consideration. There is no doubt that an increase will

enable World Bowls to maintain a healthy reserve and implement its proposed regional development strategy. However, at this time, the Board consider it prudent to postpone any request for an increase in affiliation fees until 2016, with the increase to take effect in 2017. This reflects the Board's confidence in its financial forecasts. It enables us to monitor the success of its measures to increase income and the effectiveness of its regional development initiatives in cost benefit terms. It will also allow time to hold discussions with the 5 largest MNAs on the most appropriate form of increase.

REGIONAL DEVELOPMENT

The Board unanimously agreed to prepare a strategy to improve weak bowling infrastructures and to stimulate development across the globe. This will be based on regional action, coordinated from the World Bowls office and implemented by Regional Directors. The implementation of effective regional action will, for the first time, not only provide vital practical 'on the ground' assistance it will raise the profile of our World Bowls organisation. It will also hopefully lead to improved cooperation between all prominent stakeholders and World Bowls for the greater good of our sport.

The Regional Directors had undertaken a thorough analysis of responses from MNAs in their Region and had provided their analysis and comments to the board. In the days prior to the board meeting the President and Regional Directors had met to discuss all the analyses and comments and to formulate the next steps in progressing Regional Strategic Plans.

MESSAGE FROM JOHN BELL, PRESIDENT WORLD BOWLS

Since the formation of the new Board in August 2014 World Bowls has focused its attention on achieving the clear objectives set out in its strategic plan.



As a first step, a worldwide survey of MNAs provided a better understanding of the strengths and weaknesses that exist within our global sport. This research has enabled the Board to shape its priorities and proposals to improve both the effectiveness of World Bowls itself and the overall wellbeing of our great game.

Our recent face to face Board Meeting, in March 2015, refined and ratified a set of positive actions and initiatives, which are specifically aimed at taking these key elements to a new level.

The strategy will essentially:

- identify which MNAs can receive assistance from World Bowls
- develop assistance packages which will be made available and which are capable of being tailored to the needs of individual MNAs
- identify how these packages can be effectively and economically delivered

Licensed bowls equipment manufacturers, along with the larger MNAs will be approached to assist with that delivery. Expert coaching, the instruction of umpires/markers, guidelines for achieving good administrative structures, and availability of bowls equipment were identified in the world wide survey as elements which are desperately needed in many smaller MNAs.

To further its aims the Board has already started to assemble a team of world class coaches to assist them in delivering regional assistance. Plans too are also being made to help MNAs who have requested specific assistance. These will be built into the overall strategy.



WEBSITE

The Board is keen to modify its website as soon as possible to generate more visits along with its ability to attract advertisers.

- It is our aim to transform it into a global 'reference point' providing interesting and innovative information, vision, opinion – all related to promoting the development and well being of our sport. - Access to social media, a YouTube channel for games footage, with exciting clips of outstanding performance are planned along with the ability to access our 'Marking and Umpiring' dvd and coaching dvds etc.
- A Marketing Agency has been engaged to effect this required transformation and assist in generating advertising revenue.
- The website is also seen as an effective way to address the global deficiencies in positive marketing and promotion, along with the sport's 'nondescript' image, which were identified in the world wide survey. The issue is also to be developed with the newly engaged Marketing Agency.



EVENTS

The responses received from the world wide survey highlighted the importance of international events to the MNAs. The Board considers that the existing calendar of World Bowls events is effective in meeting the aspirations of the vast majority of its MNAs within the resources available. The Board is also delighted that the Chief Executive and individual Board members enjoy an excellent rapport with the Executive Boards and Management of each host club venue. With regard to the further development of events it is felt that there is still scope for more regionalised international events and test matches organised by individual MNAs.

Building on our strong connections with key event venues in Australia and New Zealand, such as Warilla Bowls Club and the host clubs in Christchurch, we have also established excellent relationships with the leading officials of Queensland State and City of Gold Coast where so many major international events will be held over the next five years. The World Junior Championships 2016-2018, World Singles Champion of Champions 2015 & 2016, Commonwealth Games 2018, Asia/Pacific Championships 2019 & World Championships 2020.

Another positive development has been that bid application fees and hosting fees associated with World Bowls events are starting to show a healthy increase as the Board strives to increase other income streams.



COMMONWEALTH GAMES

The Commonwealth Games Federation (CGF) has been engaged in a full review of the Sports Programme for the Games. World Bowls has contributed fully to the process, especially through its Technical Delegate and Chief Executive. This has culminated in the CGF Sports Committee recommending to the CGF Executive Board that Lawn Bowls (including Para disciplines) remain a compulsory sport on the playing programme for each version of the Games up to and including the 2030 Games. This will now be presented to the CGF General Assembly for acceptance later in 2015.

The full results of the Review, which includes a wide range of other recommendations will involve World Bowls in ongoing discussions with CGF over the forthcoming months.

INTERNATIONAL OLYMPIC COMMITTEE (IOC) RECOGNITION



In 2014 World Bowls was successful in becoming recognised by the World Anti-Doping agency (WADA) as an individual signatory to the WADA Code. The Board appreciates the considerable efforts of the Chief Executive in achieving this recognition.

As the next step in the process of seeking full recognition by IOC of the sport of Bowls and World Bowls as the recognised International Federation of our sport, notice has been given to Sport Accord that World Bowls will be applying for membership of that organisation by this year's deadline date of 1 July.

Our Technical Delegate will be attending the 2015 Sport Accord Convention and will be meeting Sport Accord and IOC officials in furtherance of our objectives in relation to membership/recognition of these organisations.

