

EUROPEAN DEVELOPMENT SEMINAR: GLASGOW April 30<sup>th</sup>/ May 1st

On behalf of WB it is my pleasure to formally welcome you to our very first European Development Seminar, which I hope will provide both an enjoyable and enlightening experience for us all.

I would also like to take this opportunity to provide you with a very brief background into how this weekend's event was conceived.

Before our current Board first sat down to determine its priorities for action it sensibly resolved to undertake a worldwide survey of all its bowling nations to determine what is TRUE condition our sport world wide. It soon became evident that the vast majority of nations desperately needed help to create and improve many aspects of their bowling infrastructures, things that are taken for granted by our larger members.

Add to this that very little positive action had been undertaken to assist the development of the new and emerging bowling nations ALONG with the global lack of profile of our sport

SO on MY PRESIDENTIAL WATCH WE at WORLD BOWLS were determined to take positive action to address these problems. At the forefront of this action was the production of our DEVELOPMENT STRATEGY – unashamedly aimed at our smaller and emerging nations –  
(AND UPGRADING of our WEB SITE)

Focusing on providing effective and practical assistance for

COACHING, and OFFICIATING COMPETENCE,  
ADMINISTRATIVE and OPERATIONAL PROCEDURES  
AVAILABILITY and QUALITY of BOWLS EQUIPMENT  
IMAGE MARKETING and COMMUNICATION

Early successes include dedicated assistance packages for Fiji, Samoa and Nuie, India and assistance for France in setting up their new Federation. Planning is underway to form an Oceania Bowling Association and realign the African bowling nations with the African Sports Federation to give all their bowling nations a higher profile in their sports region.

This seminar is very much part of our DEVELOPMENT STRATEGY . Originally aimed at the EUROPEAN emerging and developing countries then the more we discussed it the more we felt the issues involved affected everyone.

whilst WB not technically directly responsible eg for recruitment and some of domestic events WB is responsible for the overall well being of our sport and as such we think it only right and appropriate that we bring as many European bowling nations as possible together so they may contribute their views, experience and maybe together we come up this weekend with some ideas and proposals or create constructive partnerships which can give our sport a major boost in some way or another. It is my belief that an event like this is long overdue there are some of the best and most influential minds and positions in European bowls here to contribute.

This then gives us a unique opportunity to examine in detail many key issues which have a major impact on the wellbeing and future development of our sport. Everyone can and should contribute to the weekend and benefit from it.

I expect the presentations to be informative, but searching and provocative as well  
**Image/Promotion**

What sort of image does our sport have - our world wide survey suggests it is not a strong image - why - Do we help ourselves - our survey research suggests not. We by and large run our sport but we don't market it. Profile is clearly linked to sponsorship/advertising income - no exposure no major income What can we do - How can we improve our image/ profile We have Much to discuss

Events - need to examine in detail how events can best promote our sport. No doubt top events act as shop window for our sport AND give something for every country's best bowlers to strive to compete in. No world events - no world profile for the sport. BUT we need as many nations as possible to participate or their effect is weakened.

Equally cannot just run events because we have always run them. Must serve a purpose to benefit the needs of each MNA. This is an opportunity to look at the events we have both domestically and internationally and assess how they can best serve everyone's interests

It is an Opportunity to look at the north South divide - how can northern hemisphere compete with the cash rich clubs of Oz and NZ when bidding for events. Is it time to consider a joint bid Or is there no will to bid. Now is your chance to give your views.

Other key factors which are fundamental to the well being and development of our sport - , clubs and their crucial role in breathing life into our game, infrastructure and administration, officiating and coaching and performance - are all here for scrutiny and discussion

OUR Discussion groups should ensure everybody has their chance to comment and influence the feedback on all the topics SO PLEASE MAKE SURE YOU DO  
I hope you all can go away wiser and indeed refreshed by your experience.

Bowls has not the best of records for wanting or liking change but if we are to move Forward We Are Badly **In Need Of Enthusiasm Not Scepticism, Innovation Not Indifference And Cooperation Not Parochialism**. This event gives all of us the opportunity to create a new framework for both thinking about the way we do things, and how to take effective and positive action to benefit us all.

I thank you all again for attending -WB is proud to be staging this event - no one can say we don't care or are doing nothing - this seminar is the first of its kind in our sport and the outcomes will hopefully assist in improving its overall well being. I sincerely hope you enjoy the proceedings. Thank you.

John Bell  
President  
World Bowls