



# Annual Report

2016/17

**Bowls North West Inc**

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## **Annual General Meeting Agenda**

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### **BOWLS NORTH WEST INCORPORATED**

**Venue**

**Ulverstone Bowls Club**

**29<sup>th</sup> May 2017 - Time 7.00 pm**

### **AGENDA**

- 1. Roll Call**
- 2. Welcome to 1<sup>st</sup> Annual General Meeting of BNW Inc**
- 3. President's Report**
- 4. Financial Report**
- 5. Appointment of Auditor**
- 6. Appointment of Patron**
- 7. Adoption of Strategic Plan**
- 8. General Business pertaining to AGM**

## **Presidents Report**

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Ladies and Gentlemen,

It is with a great deal of pleasure that I present this, the inaugural President's Report for Bowls North West Inc.

The history surrounding the formation of Bowls North West will be well known to all members and needs no additional explanation in this report. Suffice to say, the North West Ladies and Men's Associations voted to join forces and create a single body to control bowls in the North West region. Accordingly, a new constitution was developed and a Board of Management elected to manage the affairs of Bowls North West Inc.

While it is appropriate to note that there have been many obstacles faced by the Board to date, it is also noteworthy that a number of these issues have been addressed and we are satisfied that the outcomes have been in the best interests of the bowls community at large. Having said this, it is obvious that there are still a number of areas to be tackled during the coming years. I am confident that the plans currently in place will go a long way towards creating satisfactory outcomes to many and varied issues facing our Clubs and Regional bodies.

The first major decision of the Board was to appoint a part time Chief Executive Officer to control our administrative affairs and help create our forward plans and marketing programs. We were fortunate to gain the services of Gordon Mallett who has extensive experience in these areas. As Gordon had no bowls background and we were fast approaching the playing season it was decided to approach Glen Stephens to stay on for twelve months as support in this area. We are appreciative of "Boxer's" agreement in this area and, as circumstances dictated, his efforts proved invaluable in us getting through the season.

As fortunate as we were to gain Gordon's services, we were equally unfortunate in losing those services due to his resignation on medical advice. I take this opportunity to thank Gordon for his efforts and express the best wishes of the bowls fraternity for a complete and speedy recovery.

The position of part time CEO was re-advertised and several applications were received. As you will all know by now the Board appointed Erin Sesara to the position and she has now commenced duties in that role. Erin's application and interviews were very well received and the Board was pleased with her eagerness to take on the role. Erin's extensive bowls background was seen as a key factor in her appointment and we are confident that all clubs will appreciate her professionalism over the coming months.

One of the vital issues needing attention was to ensure the total equality across the ladies and men's activities. Due to the season being upon us it was decided to operate this year under existing conditions and work towards necessary changes for 2017/2018. This decision worked in most areas but did cause a few hiccups over the season. The Board is well aware of these issues and is committed to creating a totally even playing field for next year. I apologise for the situations where we were not able to satisfy everyone but we believed that our decisions were appropriate at the time.

The structure of Bowls North West placed additional pressure on our Match Committees and, to their credit, both bodies responded well to the challenge. All rosters, championships etc were well organised and uniform Conditions of Play have been developed for coming seasons. On behalf of the Board, I express our sincere appreciation to all Match Committee personnel for their efforts this season.

In addition to the Conditions of Play mentioned above, the Board has produced a Strategic Plan for the short and long term as well as updating the By-Laws in accordance with Rule 41 of the Constitution. In this area I would express our thanks to Bob Franklin and Mike McHugo for their outstanding work in preparing these documents.

During the season the Board asked all clubs to consider a number of issues concerning the future of bowls and forward their views for consideration in planning next year's activities. There was only one area of change that received significant support. That

being the reduction of the men's pennant rosters from twenty one rounds to eighteen rounds. Due to the overwhelming support received this change has been implemented into next year's fixtures.

It is the intention of the Board to further canvas clubs on a number of other issues that may have an impact on the long term future of our game in the North West region. While the current opinion in these areas is evenly divided, we need to maintain consideration as changes in thinking may occur and we need to be in a position to react to any future requirements. While bowls in the North West has been generally successful for many years it is obvious that change will be required to ensure that this success is carried forward into the future.

On behalf of the Board I would take the opportunity to congratulate all Pennant and Championship winners for the season. Our regional representative teams were very competitive and a number of our players gained selection in State teams. While our ranks are not large in number, we do have some talented junior players and we must give them every opportunity to further their potential.

During the year we have been actively involved in all Bowls Tasmania activities and have been represented at all meetings. We will continue to advocate the views of North West members in an effort to achieve the best possible future for our game.

As noted earlier, it has not been an easy year but a number of developments have been achieved. As a Board, we were keenly aware that there were some significant hurdles to be overcome and we are very appreciative of the support of the clubs in helping to face these issues. There are still issues to be addressed and we will continue to work through these over the coming year.

Earlier in the season the Board decide to re-introduce the Annual Dinner and Trophy Presentation Evening to include all trophy winners and representatives. As a result a very enjoyable evening was hosted by the Devonport Bowls Club and I thank them for their support in this area. I believe that this event can, and will, be more successful in coming years and will provide a suitable culmination to our seasons activities.

On behalf of Bowls North West I would express our appreciation to our major sponsors, Dannebrog and Vincent's Funeral Services, for their support of our competitions. This support is invaluable in the continued operation of our pennant rosters.

I would like to express my sincere appreciation for the work undertaken by my fellow Board Members during a difficult year. As a newly formed body we were required to create pathways for the future and I commend all Board Members on their total commitment to the future of Bowls North West.

During the year we lost the services of T.C. Hofman who returned to the USA and have also seen Margaret Poulter recently relocate to Hobart. During his short involvement, T.C. provided some valuable input and Margaret has been a key player in our activities to date. On behalf of all North West bowlers I wish both T.C. and Margaret the best of fortune for the future.

As a result of these changes the Board appointed David Jeffrey to replace T.C.Hofman and Gwenda King to the Ladies Vice President position. Applications have been called for a new Board Member and a decision will be made in the very near future.

In conclusion I would take the opportunity to express my appreciation to the North West Bowls fraternity for the support and confidence shown in our first year of operation. It has been most gratifying to receive the many expressions of support from clubs and bowlers alike and we look forward to this continued support over the coming year. As already noted, there is still a great deal of work to be done and I am most confident that we have the team in place to undertake this work to achieve the best results for Bowls North West.

Phil Prouse

**President**

## **Chief Executive Officer Report**

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Ladies and Gentlemen,

I would like to take the opportunity to introduce myself and share with you how excited I am to be here working for Bowls North West as the newly appointed Chief Executive Officer. As you may know, I have been involved with lawn bowls, since 2002, as a player at club, regional and state level. However, my association with bowls stems back further than this, due to the time spent as a follower and supporter of my father.

I believe growing up in and around bowls clubs has helped instill my values in life, and bowls has shaped the person I have become today. I'm incredibly proud to be a part of our association. And so, when the opportunity arose to be able to give back to the sport and the region, through an administrative role, I jumped at the chance.

Throughout my years, as a spectator and player, I have witnessed many changes along the North-West Coast, namely, the unification of the NWTBA and the NWTWBA. As a result, the two associations united under one banner and Bowls North West Incorporated was formed. Today, Bowls North West is committed to implementing and working on the newly devised Strategic Plan. This document excites me, as it underpins my role and responsibilities as the CEO, and guides me in making the future of our sport, the sport we love, bigger and brighter for future generations.

Thank you for everything you have done thus far to support Bowls North West as a newly formed identity. It's not only the board and committees that work together to achieve success, but the members of the clubs too.

I am looking forward to working with each and every one of you as we move forward into another year as Bowls North West.

Erin Sesara

**Chief Executive Officer**



**Strategic Plan**

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**STRATEGIC PLAN**

**2017 - 2022**

## BACKGROUND

Following the unification of men's and ladies bowls on the North West Coast of Tasmania, Bowls North West Inc. was formed in mid 2016 to guide and direct the development and sustainability of the sport of lawn bowls within the North West region into the future.

As part of this process BNW sought input from all North West Bowls Clubs in confirming the issues that they saw for the sport in the coming years. Furthermore, the Board of BNW has also identified its current strengths, weaknesses, opportunities and threats that it believes need addressing in ensuring the sport remains strong into the future.

All input has been collated and the Board has compiled the following Strategic Plan which sets out the key objectives to be addressed, how we propose to address them, who will undertake each task and acceptable timelines for completion.

This Plan will be a "living" document which will not only provide a clear direction for the future of bowls on the North West Coast but also guidance in the day to day decision making of this new organisation and a baseline for evaluating progress and changing approaches as we move forward.

**VISION:**

**Bowls – the sport for life.**

**MISSION:**

**To grow the sport of lawn bowls in North West Tasmania.**

**CORE VALUES:**

1. **Passion** - we care about our organisation, our people/members and our purpose.
2. **Teamwork** - we work together for a common goal and create a harmonious environment.
3. **Integrity** - we are honest and treat people with respect.
4. **Excellence** - we aim for continuous improvement and innovation in everything we do.
5. **Accountability** - we are clear about our roles and responsibilities and decision making authority.

Key areas to be addressed:

1. Participation
2. Communication
3. Bowls
4. Governance

**SWOT ANALYSIS**

A SWOT Analysis has been conducted by the Board of BNW which identifies the current strengths, weaknesses, opportunities and threats of Bowls North West:

## **STRENGTHS**

- NUMBER OF BOWLS CLUBS
- FINANCIALLY SOUND
- PARTICIPATION LEVELS GOOD
- BA & BTAS SUPPORT
- PEAK BODY FOR BOWLS ON THE NORTH WEST COAST
- POSITIVE EXPOSURE BEING EXPERIENCED IN THE PRESS
- UNIFIED ORGANISATION
- PRO ACTIVE BOARD OF MANAGEMENT
- ADDRESSING THE FUTURE
- CLUBS NOW BEING HEARD

## **WEAKNESSES**

- VIABILITY OF BOWLS CLUBS
- DEMOGRAPHICS OF CLUB LOCATIONS
- RESTRICTIVE ACCESS TO WEEKEND COMPETITIONS FOR LADIES
- LACK OF CLEAR GOAL SETTING
- LACK OF SUCCESSION PLANNING
- SUSTAINABILITY OF MEN'S COMPETITION
- LACK OF JUNIOR PLAYERS
- LACK OF PATHWAYS TO PENNANT BOWLS
- CURRENT IMAGE (OLD PERSONS SPORT)
- LACK OF RESPECT FROM STAKEHOLDERS
- FINANCIAL VULNERABILITY
- LACK OF EFFECTIVE COMMUNICATION
- CLUB RESISTENCE TO CHANGE
- LACK OF CLUB SUCCESSION PLANNING
- LACK OF CLUB IT SKILLS
- LACK OF COMMUNICATION EQUIPMENT (E-COMMUNICATION AND SPORTS TG)

- OUTDATED IDEA AND UNDERSTANDING OF CURRENT BEST PRACTICE IN NFP GOVERNANCE
- STATUS OF OFFICE BEARERS ABOVE PRESENTATION OF TEAMS AND OFFICIALS
- MISUNDERSTANDING OF THE DIFFICULTY WITH AND LIMITATIONS OF SPONSORSHIP
- BOARD POSITIONS ELECTED ALL AT ONCE - NEED TO AMEND CONSTITUTION TO REFLECT THREE ELECTED ONE YEAR AND THREE THE NEXT

## **OPPORTUNITIES**

- REVIEW CONSTITUTION AND BY-LAWS
- UPDATE OPERATIONAL POLICIES AND PROCEDURES
- REVIEW "CALENDAR OF EVENTS"
- RESTORE STAKEHOLDER RESPECT AND CONTACT
- INCREASE SPONSORSHIP
- PLAN FOR THE FUTURE OF BOWLS ON THE NORTH WEST COAST
- MAINTAIN OUR PLAYING COMPETIVENESS AT BOTH STATE AND REGIONAL LEVEL
- ENGAGE/ENCOURAGE YOUNG PEOPLE INTO THE ADMINISTRATION OF BOWLS
- RE-ENGAGE WITH CLUBS IN REGARD TO THEIR VIABILITY, FUTURE DEVELOPMENT AND RECRUITMENT AND TRAINING OPPORTUNITIES
- COMMIT TO THE "COME & TRY DAYS" ON A YEARLY BASIS
- PARTICIPATE IN THE CONDUCTING AND STAGING OF BOWLS EVENTS (E.G. MASTERS GAMES)
- UTILISE TAS COMMUNITY FUND FOR IT EQUIPMENT
- IT TRAINING THROUGH BOWLS AUSTRALIA
- IMPLEMENT GOVERNANCE TRAINING
- TWO BOWLS FORUMS EACH YEAR (MALE & FEMALE DELEGATES)



**THREATS**

- NON COMPLIANCE/SUPPORT TO BNW DIRECTIVES BY CLUBS
  
- OTHER COMPETING/SOCIAL ACTIVITIES
  
- DECLINING PARTICIPATION NUMBERS
  
- LACK OF VISION AND INNOVATION BY CLUBS IN MOVING FORWARD

## ACTION PLANS

PARTICIPATION:

| Objective  | Long or Short Term | Strategy   | Action Officer         | Time Frame | Resources needed          |
|--|--------------------|--|------------------------|------------|---------------------------|
| Sustainability of Men's Saturday Pennant competition   | Short Term         | Review of options for Men's Saturday Pennant via questionnaire to all Bowls Clubs    | BNW CEO, Board & Clubs | 2018       |                           |
| Introduction of Ladies Saturday Pennant competition  | Short Term         | Investigation of options for implementation in the 2018/19 season                    | BNW CEO, Board & Clubs | 2018       |                           |
| Increase participation in the game & create pathways for juniors & social bowlers into Pennant | Long Term          | BNW to work with Clubs to assess options to increase participation & create pathways | BNW CEO, Board & Clubs | 2022       |                           |
| Come & Try Bowls Days  | Long Term          | In conjunction with Bowls Tasmania conduct regular Come & Try Days within the region | BNW CEO, Board & Clubs | 2022       | Bowls Tasmania assistance |

COMMUNICATION:

| Objective   | Long or Short Term | Strategy   | Action Officer         | Time Frame | Resources needed |
|---|--------------------|--|------------------------|------------|------------------|
| Pennant results   | Short Term         | Review of the current process for the sending and recording of match results   | BNW CEO, Board & Clubs | 2018       |                  |
| More effective communication strategies and processes         | Short Term         | Review present Facebook and Website capabilities and their appropriateness in delivering effective communication to all stakeholders | BNW CEO & Board        | 2018       |                  |
| Acquiring up to date communication equipment and technologies | Long Term          | BNW to work with Clubs for the introduction of E-communication and Sports TG options   | BNW CEO, BA & Clubs    | 2022       |                  |

BOWLS:

| Objective   | Long or Short Term | Strategy   | Action Officer                  | Time Frame | Resources needed |
|---|--------------------|--|---------------------------------|------------|------------------|
| Review Calendar of Events                                     | Short Term         | Undertake review of BNW Calendar of Events   | BNW CEO, Board & Clubs          | 2018       |                  |
| Development and marketing of the game                         | Long Term          | Establish Committee to investigate and provide options to promote and market our game        | BNW CEO & Board                 | 2022       |                  |
| Maintain competitiveness of BNW representative teams          | Long Term          | BNW to work with selectors & coaches to implement strategies to ensure strong representation | BNW CEO, NW Selectors & Coaches | 2022       |                  |
| Ensure BNW involvement in the staging of coastal bowls events | Long Term          | Establish a Committee to assist in the staging of coastal bowls events on a regular basis    | BNW CEO, Board & Clubs          | 2022       |                  |

GOVERNANCE:

| Objective  | Long or Short Term | Strategy  | Action Officer         | Time Frame | Resources needed |
|--|--------------------|---|------------------------|------------|------------------|
| Policies & Procedures review                             | Short Term         | Review of current BNW policies and procedures annually to ensure they remain current  | BNW CEO & Board        | 2018       |                  |
| BNW Constitution & By-Laws                               | Short term         | Review of current BNW Constitution and By-Laws annually to ensure they remain current | BNW CEO & Board        | 2018       |                  |
| Budget   | Short Term         | Establish a detailed budget and review of budget on a quarterly and annual basis.     | BNW CEO & Board        | 2018       |                  |
| Governance training                                      | Long Term          | Undertake governance training for both BNW Board and Clubs                            | BNW CEO, Board & Clubs | 2022       |                  |
| Assets   | Long term          | Compile an assets register and ensure equipment is up to date and current.            | BNW CEO                | 2022       |                  |
| Financial viability of Clubs                             | Long term          | Review financial reports of Clubs annually to ensure that they are financially viable | BNW CEO                | 2022       |                  |
| Sponsorship & marketing                                  | Long term          | Compile sponsorship and marketing plans   | BNW CEO/<br>Director   | 2022       |                  |
| Utilise grant funding opportunities & IT Training via BA | Long Term          | Confirm grant funding opportunities.<br><br>Contact BA & arrange IT training.         | BNW CEO, & Clubs       | 2022       |                  |