



BOARD MEETING MINUTES

Meeting held at Broadbeach, Gold Coast, Australia

16/17 March 2015

PRESENT:

John Bell (JB) - President

Andy Ewens (AE)-Regional Director

John McArdle (JM)-Regional Director

Colleen Gilbert (CG)-Appointed Director (who joined the meeting on 17 March)

Karen Murphy (KM)-Regional Director

Heather Welch (HW)-Appointed Director

APOLOGIES:

None

IN ATTENDANCE:

Gary Smith (GS) – Chief Executive & minute taker

1. WELCOME

The President opened the meeting, welcomed all to the board meeting and thanked all for their support. It was unanimously agreed that the first objective of restoring a harmonious board had been achieved and the office had been returned to full and effective working capacity with the reappointment of Roger Black as Assistant to the Chief Executive.

The President ran through a list of World Bowls strategic priorities and gave an assessment as to the level of achievement reached in each area to date. He also then highlighted the priority areas, which needed action and improvement.

When Colleen Gilbert joined the meeting on 17th March she provided a full overview of her considerable commercial achievements and the areas where she considered she could assist World Bowls as an Appointed Director. Colleen has been appointed to the board with responsibility for Commercial Development.

RESOLVED:

That Colleen Gilbert be appointed as an Appointed Director with responsibility for Commercial Development

ACTION:

Chief Executive to submit the required Appointment of Director form to Companies House

Chief Executive to furnish Colleen Gilbert with all appropriate documents

Chief Executive to issue a circular to all Member National Authorities to advise them of the new board appointment.

2. DECLARATIONS OF INTEREST

The president requested that declarations of interests be made.

Karen Murphy advised that she was no longer involved with BCIB Insurance.

John Bell reaffirmed his interest with Aceit Sportswear and Bowls England (Team Manager).

3. CONFIRMATION OF MINUTES OF PREVIOUS MEETING

Tabled: Minutes of board meeting – August 2015

The president advised that the minutes had been circulated.

The minutes were approved.

4. BUSINESS ARISING FROM MINUTES OF BOARD

All action points from previous meeting had been progressed.

The company is no longer registered as an overseas company in Australia.

5. FINANCE REPORT

Tabled: Income and expenditure statement, balance sheet for the period January 1 to 28 February 2015 had been distributed to directors and first draft of 2014 accounts received from the company's accountants.

It was appreciated that some of the figures currently showing in the current 2015 financial year would be subject to change once the 2014 accounts are finalised.

The 2014 accounts will show that a healthy surplus was achieved so another priority objective of stabilising the financial position of World Bowls had been achieved. The Board is delighted to have the assistance of Bowls England's Director of Finance who will work with the Chief Executive to prepare annual financial forecasts. This detailed financial forecasting and the budgetary control processes now in place will ensure World Bowls maintains a healthy level of reserves in the future. It was agreed that we will publish our latest forecasts when finalised.

The Chief Executive advised of the amendments required to this first draft in order to produce the finalised audited 2014 accounts.

The final draft of the 2014 audited accounts should be available for approval by the board within the next month. Once finalised the 2014 audited accounts will be signed off and distributed to Member National Authorities.

One Member National Authority known to have already printed their own Laws books is yet to advise World Bowls of the number of Laws books printed and pay royalties due to World Bowls. It is anticipated that this matter will be resolved in the near future. It was highlighted that the current 2015 financial forecast would be affected once these details are finally furnished to World Bowls.

Future Affiliation Fees

The board had received further representations from Bowls Australia seeking the board's backing for the proposal to fix the total amount paid at the current payment with future increases being at an agreed percentage.

The board had also received a proposal from Bowls South Africa. Their proposal is to increase the fee by 6pence per registered member in 2016, a further 3pence in 2017 and a further 6.5pence in 2018 i.e. staged increases.

Consideration was given to various options and requirements as certain major countries are looking at how they can successfully capture affiliation fees (possibly with a tiered affiliation structure) from casual bowlers. These, not inconsiderable number of participants, are playing the sport on a regular basis but are currently not contributing to the national and international infrastructure of the sport, other than their contributions to the clubs concerned.

RESOLVED:

That the financial documents tabled for the period January 1 to February 28 2015 be approved

That the board will firm up its priority proposals for action for 2015, along with their associated costings

That the financial forecasts will be updated

That the board will formulate the most effective options for increasing revenue including a request for an increase in affiliation fees with effect from 2017. The exact nature of this to be discussed further with the five MNAs who have the largest registered membership once all the supporting financial and strategy documentation is finalised over the forthcoming months.

6. CE REPORT

Tabled-Chief Executive's report which had been distributed to all directors.

2015 affiliation fees and completed annual returns are still awaited from Bowls PNG & Samoan B.A.

2015 affiliation fees are still awaited from China & Niue although completed annual returns have been received.

2015 Annual Returns awaited from Malta and India although associated fees have been received

2015 Annual Returns and associated fees from all other Member National Authorities have been received.

Newsletter

RESOLVED:

That the next newsletter should be issued by the end of April 2015

Appeal from Kenya B.A.

The board considered a letter of appeal from Kenya B.A. relating to the penalty fee of £500 (£250 per competitor) imposed on them following the late withdrawal of their two competitors from the 2014 World Singles Champion of Champions. In considering all the factors relating to the withdrawal the board resolved to reduce the fine to £50 but in doing so instructed the Chief Executive to advise Kenya B.A. that any repetition in the future would result in the full penalty being imposed.

RESOLVED:

That the penalty fine for Kenya B.A. for late withdrawal from the 2014 Champion of Champions be reduced to £50.

The board also resolved that the penalty fee to be imposed for late withdrawal from World Bowls Singles event in the future would be limited to a maximum of £250 plus any other charges imposed in relation to cancelled accommodation.

Staff Matters

RESOLVED:

It was resolved to accept that there would again be no change in the Chief Executive's remuneration package in 2015

RESOLVED:

It was resolved to accept the Chief Executive's report

7. COMMERCIAL PARTNERSHIPS

Tabled: Inside Bowls magazine end of first year report.

The board had been furnished with an end of first year report from the Editor, Inside Bowls Magazine detailing all the considerable coverage received in the magazine during the first year of the commercial agreement. The board expressed its appreciation for the report and the excellent media service received during the first year of the agreement.

The commercial agreement with Aceit Sportswear continues and new polo shirts have been supplied to board members and new polo shirts are also being supplied to members of the Laws Committee under the agreement.

Outline details were provided regarding a potential further commercial partnership with a travel company based in the UK.

Action:

The President and Chief Executive to meet with the UK based travel company to progress discussions on a potential commercial partnership

8. WEBSITE

Tabled: Proposal received from UK based design and marketing company relating to website advertising and enhancements.

HW outlined amendments to the website already identified and which will be progressed immediately.

An in-depth discussion took place on the new website. It was agreed that it should be a global 'reference point' providing interesting and innovative information, vision, opinion – all related to promoting the development and well being of our sport. As such it was also agreed that much more improvement of the existing site was needed. A healthy and productive discussion then took place on how the site can be improved - access to social media, a You Tube channel for games footage, exciting clips of outstanding performance etc. were identified as desirable as was the ability to access our 'Marking and Umpiring' dvd and coaching dvds etc. The problem of the our sport's disappointing image worldwide was also discussed (this sport's lack of positive image was highlighted in our world wide survey) The President and the Chief Executive agreed to further explore these issues and requirements and ideas with the UK based marketing company.

RESOLVED:

It was resolved that the President & Chief Executive would meet with the UK based company to progress their website advertising management proposal and their future involvement with further website enhancements.

That KM will liaise with HW and the website provider to incorporate social media and World Bowls You Tube facilities.

Action:

Directors to supply details of any potential advertisers to headquarters

9. MANUFACTURERS AND TESTERS

It had already been resolved that the annual fees for licensed testers and manufacturers would remain unchanged.

Illegal Bowls

There was nothing further to report following the issue of the circular to all MNAs on the subject of bowls being produced by an unlicensed manufacturer in China.

Working Reference Bowls

Testing is currently underway on all Working Reference Bowls in Australia with results and recommendations expected by the end of April.

10. SYNTHETIC SURFACES

In recent months the board had been furnished with detailed documentation on the relative merits of dynamic and engineered bases used in conjunction with bowling green surfaces.

Research is still very much on-going in this regard but results and documentation from experts in this area including our own accredited testing organisations to date have not revealed any conclusive evidence indicating that dynamic bases should not be used, such decision being sought by one supplier of synthetic surfaces.

The vastly experienced Keith McAuliffe of World Bowls testing organisation Labosport was invited to the meeting to provide a comprehensive expert overview of all the correspondence and discussions on this subject to date.

The board discussed in general terms the current World Bowls Performance Standards for Synthetic Bowling Greens including the current disclaimer clauses contained within the introduction to the document and potential additional requirements in relation to laboratory testing/in situ at a bowling facility testing.

It was generally agreed that the current Standards are basically robust but now require some further additional considerations as a result of further experiences and developments since the last publication.

RESOLVED:

It was resolved that Keith McAuliffe of Labosport be tasked with leading a review of the current WB Performance Standards for Synthetic Bowling Greens in consultation with NZSTI and CST the other WB accredited testing organisations

11. EVENTS

The Board expressed their satisfaction with the composition and running of its events programme – given that the world wide survey confirmed that the organisation of world events was seen as a key role for World Bowls.

2014 World Junior Championships-Broadbeach B.C., Queensland, Australia

The re-introduction of a World Junior event adding the new mixed pairs event to the men's and women's singles events has been widely welcomed and it was agreed that this had been a very successful event. Appreciation was expressed to all concerned in the hosting.

2014 Champion of Champions-Fendalton B.C., Christchurch, New Zealand

This event had been another outstanding success. Appreciation was expressed to all concerned in the hosting.

2015 World Junior Championships-Broadbeach B.C., Queensland, Australia

This event which had recently concluded had proved to be another great success although it is hoped that more countries will participate in these championships in the future. Appreciation was again expressed to all those involved in the hosting.

The Chief Executive highlighted that one of the conditions that is required to be met for Olympic recognition is that World Bowls must have a junior event as part of its international events calendar.

2015 World Cup-Warilla Bowls & Recreation Club, NSW, Australia

All arrangements are progressing satisfactorily.

2015 Pacific Games-Papua New Guinea

All arrangements are progressing satisfactorily.

Our Technical Delegate for these Games, Kerry Clarke OBE has advised that ITOs from Australia have assisted with the training of local NTOs. Initial training was conducted in January and a refresher course will be conducted prior to the Games.

The 2019 Pacific Games is being conducted in Tonga and Tonga's membership of World Bowls is being progressed.

2015 Commonwealth Youth Games-Samoa

All arrangements are progressing satisfactorily.

Our CG Technical Delegate, Kerry Clark OBE has advised that greens are being supervised and a maintenance programme is on track under the greenkeeper from Burnside in Christchurch (Glenn Miller). ITOs and NTOs will be supervised by Helen Stallard and Michael Johnston from NZ and Helen is holding a training programme for NTOs in early April.

The board endorsed the appreciation expressed by Kerry Clark OBE for the assistance received from Bowls Australia and Bowls New Zealand in relation to the 2015 Pacific Games in PNG and 2015 Commonwealth Youth Games in Samoa.

These events have certainly highlighted the importance of the ITO system and the benefits it can create.

2015 & 2016 Champion of Champions Singles

Confirmed venue-Club Helensvale, Queensland, Australia. Arrangements for the 2015 event are progressing satisfactorily.

2015 Atlantic Championships-Athena Beach Hotel, Paphos, Cyprus

All arrangements are progressing satisfactorily.

2015 Asia Pacific Championships-Christchurch, NZ

All arrangements are progressing satisfactorily. As the event is being run concurrently with the Atlantic Championships Bill Fowlie of Bowls NZ will act in the capacity of Tournament Director on behalf of World Bowls.

2016 World Championships-Christchurch, NZ

All arrangements are progressing satisfactorily. The 2015 Asia Pacific and 2015 Atlantic Championships are the qualification events for the 2016 World Championships.

2016-2018 World Junior Championships-Broadbeach B.C.

The 2016 event will be held in April 2016, playing dates 9-15 April 2016.

A revised formal hosting agreement for these future years is being prepared to be executed by World Bowls, Bowls Australia and Broadbeach B.C.

2018 Commonwealth Games, Gold Coast, Australia

All arrangements progressing satisfactorily under the guidance of our appointed Technical Delegate.

2019 Asia Pacific Championships

It has now been confirmed that the hosting of this World Bowls event has been awarded to Bowls Australia to be held on Gold Coast.

2019 Atlantic Championships

A written expression of interest to host these Championships has been received from Bowls Scotland and the Chief Executive will request them to submit formal bid document for consideration by the board.

2020 World Championships

The hosting of this event has been awarded to Bowls Australia to be hosted on Gold Coast. A successful formal launch of this event took place during the recent 2015 World Junior Championships at Broadbeach B.C. involving Queensland's Minister of Sport, the City of Gold Coast, Bowls Australia and our President.

A formal agreement is currently being prepared to be executed by World Bowls & Bowls Australia to cover the hosting of the 2019 Asia Pacific Championships and 2020 World Championships.

2021 World Masters Games-Japan

The Organising Committee of this multi-sports event had indicated to Bowls Japan that bowls would not be included in the sports programme so World Bowls has furnished Bowls Japan with a letter of support in order that they can make further representations to the Organising Committee to have our sport included.

2022 Commonwealth Games

Edmonton, Canada withdrew their bid to host these Games so they will be hosted by Durban, South Africa.

Commonwealth Games Technical Delegate

A couple of countries had made representations to the board suggesting that a deputy be appointed to shadow our currently appointed Technical Delegate, Kerry Clark OBE. It is totally appreciated by these parties and the board that the board's current highly experienced, effective and respected appointee continues to undertake all his duties to the highest standards and to the complete satisfaction of all parties concerned. However, the board accept that it is only good business practice to consider the risk management aspects in this regard but it is currently unknown how this issue is considered by the Commonwealth Games Federation and what implications there may be with the Commonwealth Games accreditation protocols for such a potential appointment.

RESOLVED:

That the Chief Executive will continue to serve as World Bowls Tournament Director at World Bowls events

That the results service for the World Cup & Champion of Champions will be on the World Bowls website

ACTION

Chief Executive to issue tender document to MNA's to seek bids to host the 2017 & 2018 Champion of Champions

Chief Executive to investigate the feasibility of appointing a deputy for the World Bowls CG Technical Delegate commencing with discussions with the Commonwealth Games Director of Sport.

12. LAWS COMMITTEE

Tabled: Report from Chairman of Laws Committee

All documentation relating to ITOs and Umpires has been updated incorporating the new Laws.

Committee members are currently involved in ITO re-accreditation and new accreditations.

13. REGIONAL DIRECTORS' REPORTS/DEVELOPMENT

Tabled: Reports from the 3 Regional Directors

Each Regional Director had provided a written report to board members relating to their respective regions detailing their activities since the last board meeting.

It was agreed that most detail would be included in the next newsletter.

A delegation from Norway & Sweden had visited WB headquarters in February to discuss membership and developments in those countries and a delegation from France are visiting Edinburgh for discussions with the President, Regional Director for Europe and Chief Executive in late April.

It was agreed that a standard document/questionnaire was still required to send in response to development enquiries received from new areas of interest. AE volunteered to undertake the drafting of the required document in consultation with the President and other Regional Directors.

ACTION

AE to draft for board agreement the required document/questionnaire to be used as an initial response to development enquiries

The development membership status of H.A. Bowls Club, Dubai, U.A.E. was reviewed. It was resolved that HW, who is now based in Dubai, would make arrangements to meet Ali Akbar at the earliest to discuss progress with development of bowls facilities in U.A.E.

ACTION

HW to meet Ali Akbar, H.A. Bowls Club, Dubai, U.A.E. to discuss progress of development of bowls facilities in U.A.E.

RESOLVED

That the Regional Directors' reports be accepted.

IOC Recognition/Sport Accord Membership

The Chief Executive advised that he had given notice to Sport Accord that World Bowls would be submitting a membership application with all required documentation by the 1 July 2015 deadline date.

Kerry Clark OBE will be attending the 2015 Sport Accord convention in Sochi and will be holding discussions not only with CGF AND CG2018 Organising Committee personnel but also with Sport Accord and IOC officials.

14. STRATEGIC PLANNING/REGIONAL STRATEGIES

It was unanimously agreed that the online survey of Member National Authorities had proved to be a very useful exercise and provided the platform to develop regional strategies and priorities.

The deficiencies in positive marketing and promotion of the sport amongst a majority of MNAs on a global basis, along with the sport's 'nondescript' image, were particularly disturbing. The issue is to be addressed with the marketing agency with whom World Bowls are in discussion.

With reference to the responses received from MNAs to the online survey the Board expressed its delight that all Member National Authorities bar one had rated communications between Good and Very Satisfactory.

Formulation of Regional Strategies

The President considered the development of a comprehensive strategy to improve weak bowling infrastructures across the globe would be a defining moment for this administration. 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.

The strategy will essentially identify – which MNAs World Bowls can help; develop an assistance package that will be made available, how that package 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.

ACTION

The President to work with Regional Directors to produce an outline action document by end of April 2015

ACTION

Initial 2 year Regional Strategic Plans to be produced by end of May 2015

15. COMMERCIAL DEVELOPMENT

The Board was unanimous in agreeing that increasing revenue streams is a high priority. With this firmly in mind it agreed to co opt Colleen Gilbert onto the Board. Her skills and achievements in the commercial sector will be a great asset in furthering our aim of generating more income.

ACTION

CG to produce a draft Commercial Development Strategy for consideration by the board

16. GENERAL BUSINESS

RESOLVED

That the slogan 'In pursuit of global excellence' be used in conjunction with the World Bowls logo where appropriate

Future Board Meetings Arrangements

It was again agreed that holding lengthy board meetings covering numerous agenda items via the GoToMeeting conference medium was not satisfactory with board members being geographically spread over such wide time zones and that this medium would best be utilised only for shorter meetings convened to focus on a specific subject or a specific limited number of subjects where final decisions are required by the board where email communications between board members and the Chief Executive are unable to reach a consensus decision.

A GoToMeeting conference board meeting has been provisionally scheduled for around October 2015.

It was agreed that there should be no further face to face board meeting in 2015. The associated savings are considered to be better spent on the implementation of the proposed regional strategy.

It was agreed that the next face to face board meeting will be held at Broadbeach, Australia in April 2016 following the conclusion of the 2016 World Junior Championships.

Gary Smith
Chief Executive
9 April 2015