



BOARD MEETING MINUTES

(Meeting held in Oceana Apartments on Broadbeach, Australia) 16th-17th April 2018

PRESENT:

John Bell (JB) – President/Chairman
John McArdle (JM) - Regional Director
Garry Collins (GC) - Regional Director
Wayne Moffatt (WM) – Regional Director

IN ATTENDANCE:

Gary Smith (GS) – Chief Executive
Roger Black (RB) - Minute taker

1. WELCOME & APOLOGIES

The President opened the meeting at 13.00 hours (AEST time) and welcomed all to the Board meeting.

An apology had been received from Claire Leonard (Appointed Director).

2. DECLARATIONS OF INTEREST:

The President asked for declarations of interest not already recorded.

There are no changes to that previously recorded.

3 CONFIRMATION OF MINUTES OF PREVIOUS MEETING:

Tabled: Minutes of January 2018 Board meeting.

The minutes of the January 2018 meeting were approved unanimously as a true record.

4 BUSINESS ARISING

No matters arising that are not covered in the agenda or contained within the written reports. There were no outstanding actions.

5. STRATEGIC PLAN & OPERATIONAL PLAN 2018-2021

Copies of both plans had been previously circulated to Directors but JB was of the view the Operational Plan needed to be re-visited. He added that its presentation also required improvement and although most of the actual content was very relevant and most items were covered, he emphasised the detail contained therein was lost in presentation and in some cases the method of delivery needed more detailed consideration. With regard to development too, JB stated that much more work was needed World Bowls was reliant on delivery by Regional Directors organising action within their areas. The emphasis now had to be to move forward and quickly. Action plans, which address development needs within regions need to be identified as a

matter of priority, and finances allocated appropriately. Proper use of development assistance application forms from MNA's requiring assistance was stressed but was problematical because it was known and recognised there was no proper infrastructure in place in many MNA's. Regional Directors would need to work closely with the smaller nations seeking assistance to ensure progress is made.

The Board fully discussed and analysed the content of the World Bowls Operational Plan 2018 – 2021, with each action point being examined and updated where necessary. In appropriate cases, the action points and monitoring updates were adjusted.

The Operational Plan will be updated and amended to take account of the decisions and lengthy discussions undertaken on specific key actions detailed within the report. The revised document would be prepared and re-issued.

Included within the Operational Plan and in relation to the decline in membership worldwide, was a suggestion to establish a working group to examine and identify best practices to raise the profile of the sport worldwide. It was suggested by GC that a working party, drawn probably from the five/six "larger" MNA's, form a working group/committee to take this forward.

In relation to a question from GC, it was confirmed that the management and control of all umpiring, ITO and Laws Committee matters was dealt with from and directly through the office.

In the review of events, the admission of the IIBC to WB provided an opportunity for new events. The Champion of Champions was mentioned specifically as a very successful event as the players participating had earned the right to play and were not selected by their MNA. It was well supported with 26 men and 23 women already recorded for the 2018 event. The eligibility criteria for entry to the Champion of Champions was outlined to the Board. The events review will involve appropriate consultation with the membership.

Resolved:

Within the Operational Plan, the preparation of a Commercial Strategy was to be completed by September 2018 with any suggestions on the content to be submitted to GS from the Directors. A meeting in the interim would be arranged with CL, JB and GS. It was also agreed working groups could be formed to progress the exchange of best practice in other key areas of importance – eg raising the profile of our sport. A remuneration sub-committee comprising JB, GC and WM would be formed to review the performance and salary of the CEO on an annual basis.

Action:

Karen Murphy to be asked for an update on the Player's Commission in which she was involved and to ascertain if she would Chair the Commission, following on which proper elections would take place for members.

JB was to furnish the Board with a copy of the last performance assessment completed by JB.

JB to personally contact five/six MNA's to ascertain interest in forming a working group to examine ways to address primarily the decline in membership. BE would be targeted

initially to chair any group formed to take this forward.

6. FINANCE REPORT:

Circulated: The financials statements as at 31 March 2018.

The year ended 31st December 2017 audited accounts have now been approved by Council and show a healthy set of accounts. Funds had been moved into the call deposit account to achieve a better rate of interest and part was available for use for development in appropriate cases. For the benefit of the new Director, WM, the CEO gave a resume of the financial matters relating to World Bowls and the insurance cover that was in existence covering all aspects of WB related activities.

It was agreed that more external revenue was needed but it was recognised this was difficult to achieve. Headline sponsorship had not as yet been possible. It was well known that the majority of money associated with events was located in Australia and that they did not appear to have many problems in attracting sponsorship from various sources. World Bowls had not been able to achieve this albeit it was hoped that major events such as the World Champion of Champions would be attractive to a major sponsor. Hunter Johnstone, the company responsible for the design of the website, had also tried to raise sponsorship but they too had been unsuccessful to date. A draft Commercial Strategy has been prepared by our Appointed Director for discussion by the Board.

Free rental accommodation for WB had been provided for many years but there was now a move by Sportscotland, the premises in which World Bowls are based, to make a charge and agreements had been reached to only pay 1/3 of the rental in the first year, followed by 2/3 in the second year with full payment thereafter. GS stressed that the level of such rent was still very reasonable.

All manufacturers and testers had been invoiced for their annual fee. One tester in Australia, The Bowls Doctor, has announced they are ceasing their operation. World Bowls receives a fee for each set of bowls tested. Test tables are inspected on an annual basis by the World Bowls Accredited Inspectors.

It was also confirmed that there was no legal requirement in the UK to change the WB's auditors and it was confirmed that those who actually audited the WB accounts were in fact rotated in accordance with industry regulations.

7. DEVELOPMENT:

Regional updates and action plans.

Mainly for the benefit of WM, Regional Director, JB asked the JM and GC to give a detailed presentation of activity in their regions. JM updated his report given to Council by confirming that Jamaica had been admitted as a development member and had completed in the recent Commonwealth Games. Argentina and Brazil had just completed their annual challenge match and were looking in the future at the possibility of an event involving both USA and Canada.

In South Africa difficulties were experienced in communications with several countries and although assistance in development was often requested, MNA's appeared reluctant or lacking administration infrastructure to complete the necessary development application forms.

The countries who had attended the Commonwealth Games had been reminded again of the correct procedures.

Another Caribbean country, St Vincent, had expressed interest in development membership and Cameroon in Africa had also expressed interest but it was not known how sincere their intentions were. All were advised to consult the World Bowls development pages for further information.

GS reminded the Board that it had been found in the past there had been no genuine credibility in establishing the sport in many cases as in many instances it was an expression of interest from an individual or group of people and that no contact had been made with the relevant country's leading sports authorities e.g. Commonwealth Games Association/National Olympic Committee etc.

JM confirmed that he had reminded the African countries of the potential for development assistance by completing the relevant paperwork but was not hopeful this would be taken up and progressed. All Directors should make the MNA's in their region aware of the availability of assistance such as coaching. The "larger" MNA's, particularly BA, had already provided coaching in several countries. Assistance could also cover greenkeeping, ITO and umpire training, coaching, advice on administration etc.

GC updated the Board with regard to the MNA's in Europe, most of whom were now well established and sound. The smaller nations had tapped into the coaching courses that were available from the bigger countries. Portugal, however, continued to present problems and had not been present at any recent European or world events. It was known that the only recognised facility had now been closed down and contact had been all but lost with the recognised authority in Portugal. An organisation, Bowls Algarve, and who were known to have about a thousand members was simply a bowling league and the way forward was for them to join Bowls Portugal but they were not willing to do so at present. WB was keen to re-establish communications but it was known that Bowls Algarve did not wish to become a member of World Bowls and were not affiliated to their National Governing Body, the recognised authority within Portugal. The conclusion was to continue to try to establish contact and arrange a meeting to resolve

Germany had now built a green and was keen to obtain greenkeeping support but despite reminder had still not completed the relevant application for assistance.

France had built a new facility but their final version of their new constitution had not been received. On 2nd June 2018, they were to officially open their new green and had invited JB and GC to attend

Switzerland were very close to establishing a proper legal bowling facility and were keen to participate in World Bowls events and the Board agreed to allow them and other developing countries to play in WB events but that the 5-year window to establish a proper facility was to be closely followed and monitored. Now that developing countries were members of World Bowls and allowed to participate in World Bowls events, there was also an obligation on them to adhere to the obligations of membership of World Bowls. There was no better incentive to develop their own facilities than to be allowed to participate in major events. Regional Directors were also obliged to continue to monitor progress in these countries and to encourage the establishment of proper legal bowling facilities leading to full membership of World Bowls.

Hungary was now also a Development Member and was participating in eligible events. Potential new member was the Czech Republic, having completed the relevant paperwork but had still to pay their affiliation fee and it was agreed that once the fee had been received their application would be approved. Interest had been shown by Norway and Sweden but had not been further progressed.

It was confirmed, however, that to play in the World Champion of Champions, a National Championship had to be held in the relevant country.

Retiring Regional Director Karen Murphy had produced a written report on developments in the Asia and Oceania region which was taken as read with reports and other relevant paperwork were to be passed on to WM. It was agreed that the work on the development of Bowls Oceania should remain in the forefront and WM, over the

next few months, would be involved in the election process of an interim Board prior to formal elections. World Bowls were keen to show support to the new organisation and any events they would organise in the future. The vision of Bowls Oceania was to increase participation, improve performance in an inclusive environment and to enhance bowling in the region.

Development strategy.

JB reminded the Board that Malaysia were due to host a test event in September 2018 and would be inviting Asian countries to participate and in addition would invite other non-bowling countries to be present as observers. Bowls Australia was to be asked if there was the possibility of any grant being available to assist in the hosting of this. (KM had worked with BA in the past in relation to seeking grant aid for coaching assistance for Asia)

A discussion then followed on the consideration of the appointment of Development Directors for both the Americas and the Asia areas of the associated World Bowls Regions due to their vast geographical sizes. It was thought that there was great potential in the Americas which was currently under-represented and it was accepted that the Americas did not sit comfortably with Africa within the same Region.

Following the changes decided at the Council meeting relating to the appointment of Directors it was agreed to appoint Claudius Lam (Hong Kong China) for a period of 2 years with effect from 1st May 2018 as a Development Director for Asia to assist the Regional Director in the development of the Asia/Oceania Region.

It was also agreed to contact Scott Roberts of the USA to ascertain if he would be willing to be appointed as Development Director for the Americas.

Many additional items discussed by the Board under the “Development Strategy” were reflected in the amendments to the actual Operational Plan 2018 – 2021 and would be reflected in the revised Plan.

Resolved:

GC proposed that Developing Members such as Switzerland be allowed to take part in World Bowls events and the Board were unanimous in agreeing this proposal. It was considered that this would be an attractive incentive to encourage the development of emerging nations.

It was agreed to provisionally suspend the membership of Bowls Portugal as they had not paid their fees and no longer had a proper facility. Efforts would continue to be made to arrange a meeting to try to resolve the matter.

Regional Directors to advise MNA’s of the development assistance that may be available by completing the relevant application forms.

Action:

Claudius Lam of HKLBA to be appointed as Development Director for Asia for a period of 2 years effective from 1st May 2018.

Scott Roberts Bowls USA to be approached by GS to ascertain his willingness to be appointed to a similar position for the Americas.

8. WEBSITE:

CL provided a written report containing an update on a number of website statistics which showed a decline from the year-on-year statistics from the January 2018 Board meeting. Despite upbeat and positive conference calls with Bowls Canada, confirmation was still awaited on the use of their videos on the World Bowls website. Permissions were required from the participants in the video. BA had also agreed that videos

produced for the Australian premier league promo could be used on the WB website, although there may well have been problems with utilising the formats used in this promo. WM to progress in liaison with CL.

The WB website would benefit from a more animated production. The use of social media also could not be understated but the lack of available manpower restricted advances in this area.

The exact definition of digital strategy was unclear and what aspects it covered and as Bowls Australia had offered assistance and was in a position to provide help in this area, WM would make use of his contacts to seek advice on digital strategy, imaging etc and provide feedback on the interpretation of what was involved. A meeting would then be arranged with CL.

It was confirmed that the World Bowls brand logo to be used was the one designed and approved by the Board in 2013 and that brand guidelines going forward would utilise this logo in all file formats, colour references, pantones and usage guidelines for different media.

The Board were aware of the new General Data Protection Regulations (GDPR) and would ensure compliance with these regulations. A propriety email tool, Mailchamp, will allow World Bowls to record opt-in in all correspondence.

Hunter Johnstone are in the process of contacting a number of appropriate businesses with a view to sponsorship or support, but have to date been unsuccessful, albeit they are still in open discussions with several major organisations. It was felt that local sponsorship was probably more easily obtained for local events.

To date there has been a concentration on 'international' companies as much as possible to be able to take advantage of potential in the southern hemisphere but it was accepted that there are country specific companies that might be more relevant. Board Members to supply any named contact they felt relevant to approach with the information on sponsorship and support. Especially from manufacturers and suppliers.

Action

WM to contact contacts and Bowls Australia for assistance on digital strategies.
Meeting to be arranged with CL to finalise the ARC and other website matters.
Only the brand logo agreed in 2013 to be used

Asset Resource Centre update.

Work was still required on the Asset Resource Centre (ARC), the content of which was not yet public and shown on the WB website and MNA's had still to be advised of the content. A check of the content was to be undertaken and MNA's advised accordingly.

Action:

Meeting to be arranged by JB with CL to finalise content of ARC and have it published on the WB website.

9. COMMERCIAL:

Commercial Partnerships – Aceit and Inside Bowls.

The Inside Bowls 2-year contract was now due for renewal and the Board recommended extending the deal for a further 2 years.

Aceit remained a sponsor of clothing for WB officials and Laws Committee members with their logo being displayed at WB events and a mention being recorded in events programmes.

Resolved:

Aceit to be approached by JB to ascertain if there were any other areas of sponsorship that could be explored for mutual satisfaction as part of the commercial strategy.
Inside Bowls contract to be renewed.

10. ANNUAL & BIENNIAL COUNCIL MEETINGS-MATTERS ARISING**Articles of Association-Further proposals**

GS spoke on the agreed amendments resulting from the Council meeting and was charged with examining the agreed changes and proposals and the need now to amend the Articles and Regulations in several areas.

They included:-

The changes brought about by the amendment to have at least one of each gender on the Board;

The change to an employee only of a MNA being prevented from becoming a Director;

The Council had agreed that there was now no need to wait for up to 2 years before presenting proposed changes to Regulations;

Articles on weighted voting required to be re-visited as fees were no longer linked to membership figures;

The Regulations on the level of fixed affiliation fees required to be deleted as affiliation fees after 2020 were at the discretion of the Board following on the proposals put forward by BA and Bowls NZ and approved by Council;

Amendments to the Laws of the Sport in relation to the new minimum size of bowls;

IIBC affiliation to WB – another class of membership to WB needed to be considered;

A press announcement would be prepared by David Allen to announce the affiliation of the IIBC to WB.

IOC/GAISF

A brief résumé on the paper prepared by GS was discussed by the Board and the action to be considered in the future.

Recognition by the IOC was still important but the cost of membership of GAISF was prohibitive

The change in the Laws of the Sport on the minimum size of bowls had been approved by Council.

Resolved

GS to compile a list of amendments and changes required for the Articles and Regulations.

11. CHIEF EXECUTIVE'S REPORT**Affiliation Matters & Membership Applications**

An application for Development Membership had been received from the Czech Republic but the application fee had not yet been received. Once the fee was received, the application would be approved by the Board.

Iran had still to pay affiliation fees – there appeared to be a problem releasing funds from Iran to the UK and Zimbabwe fees remained outstanding

Events Matters & Review

Both the World Youth Championships and the World Cup had run very well with the winners of both events as follows:-

Youth Championships

| | |
|------------------------|--|
| (men) | Gold - Aaron Teys (Australia) Silver – Ross Owen (Wales) Bronze – Daeng Dahasry (Malaysia) Bronze – Corey Wedlock (Australia) |
| (women) | Gold – Kristina Krstic (Australia) Silver – Katelyn Inch (New Zealand) Bronze – Ellen Ryan (Australia) Bronze – Tayla Bruce (New Zealand) |
| (mixed Pairs) | Gold – Ellen Ryan & Aaron Teys (Australia) Silver – Shae Wilson (Norfolk Island) & Ryan Burnett (Scotland) Bronze – Kristina Krstic & Corey Wedlock (Australia) Bronze – Connie Rixon (Malta) & Cabous Oliver (Namibia) |
| <i>World Cup</i> (men) | Gold – Jeremy Henry (Australia) Silver – David Ferguson (Australia) Bronze – Brendan Aquilina (Malta) Bronze – Ali Forsyth (New Zealand) |
| (women) | Gold – Lucy Beere (Guernsey) Silver – Rebecca Van Asch (Australia) Bronze – Jo Edwards MNZM (New Zealand) Bronze – Kay Moran (Scotland) |

GS advised the Board that there had been some concern and dissatisfaction on the draws that had been made for the quarter-final play-off in some disciplines in the Commonwealth Games just completed. As an example, the winner of a section was randomly drawn to play a team that had been in the same section (2nd placed in the same section). This could be easily avoided by still having a random draw but having the section winner playing one of the remaining 3 section runners-up.

Action:

Kerry Clark, CNZM, OBE to be asked to examine the possibility of revising the draws in events to avoid the section winner having to play, in the next round, a team from the same section.

Performance Standards

A review of the booklet on Performance standards had been finalised and now included a disclaimer to ensure that WB would not be involved in any potential litigation. A new comprehensive brochure would be published in due course and be available from WB to those interested in procuring artificial surfaces. A full review had been led by the highly qualified Keith McAuliffe of Labosport.

Manufacturers/Testers

GS had issued invoices for the annual licence fees to all Bowls Manufacturers and Testers.

One of the testers, The Bowls Doctor, had indicated that they would be ceasing operations at the end of June 2018.

One test table in Malaysia had been non-operational since its inception several years ago and a decision was awaited on its future operation. Re-training of the personnel involved would be necessary.

President's Election Process

It was agreed that the voting papers could now be destroyed.

12. MEDIA & PR

The newsletter was prepared and issued every 6 months with all Directors being asked to contribute newsworthy items from their regions which David Allen collated for distribution.

In relation to the website Facebook and Twitter accounts, statistics showed a considerable increase in activity and in numbers contributing. GC, on a daily basis, added to the social media pages with regular updates.

13. GENERAL BUSINESS

JM mentioned that The African States Tournament was held in Johannesburg in 2017. There were some concerns within the African countries over the regularity of holding this tournament with some MNA's wishing the event to be held yearly, others every 2 years. Bowls South Africa indicated a wish for the event only to be held every 2 years. Next year the tournament was due to be held in Kenya.

GS reminded the Board of the "old" ranking list that had been discontinued 2 years ago and that a new list had been prepared and was based on country success in the World Championships. Both the Asia Pacific and Atlantic Championships results were also taken into account. Commonwealth Games were not included as all countries did not participate. It was hoped that the ranking list would assist in funding and sponsorship in many countries.

There was a suggestion that World Bowls create a Hall of Fame but it was recognised that most countries had their own Hall of Fame and that there were practical difficulties in creating one for WB .

GS advised the Board that he had been advised that a new organisation, "Bowls Wales", had been established in Wales and that there were internal issues at present between Bowls Wales and the existing national authorities. Both the Welsh MNA's remained the recognised members of WB. GS had highlighted to all parties that WB only acknowledges bodies recognised by the relevant Sports Authorities in Wales. It appeared that a facilitator was needed to resolve the situation by meeting all parties to establish only one body in Wales to govern the sport. GS would clarify the situation.

Action:

GS to contact the relevant Welsh MNA's to seek clarification on the future organisation of bowling in Wales.

GS to contact the men's and women's MNAs in the 3 remaining nations in membership of WB (Wales, Ireland and Argentina) to obtain an update on any progress towards unification.

Future Meetings

Go-to-Meeting conference board meetings would be arranged in due course – probably the first to be held in September 2018 then November 2018, followed by February 2019 and May 2019 with a face-to-face conference in Edinburgh in September 2019.

Although the technical aspects of Go-to-Meeting conference meetings had improved

over the years, there was a limit of 2 hours put on them, albeit it was agreed that there was no substitute for face-to-face meetings,

Face-to-face meetings would be arranged as in the past at Commonwealth Games and World Championships.

JB raised the issue of business flights being used for long haul journeys. He felt that the time had come to seriously consider using premium economy flights instead. This would result in considerable savings, which could be better employed for the promotion and implementation of World Bowls' development initiatives. This would be discussed further at the next meeting.

Roger Black

for Gary Smith

Chief Executive 30th April 2018