



BOARD MEETING MINUTES

(Meeting held by “Go-to-Meeting” conference call on 7 October 2018)

PRESENT:

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

IN ATTENDANCE:

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

1. WELCOME:

The President opened the meeting at 09.00 hours (UK time) and welcomed all to the Board meeting.

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 April 2018 Board meeting.

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

4 BUSINESS ARISING

JB referred to his report from the last Board meeting on improving the profile and image of the sport and that the Board had agreed JB write to appropriate MNAs (including Bowls Australia (BA) bearing in mind their extensive expertise), to explore the possibility of forming a working group to progress the matter. Following on a skype call with Neil Dalrymple, CEO Bowls Australia, it was ascertained that BA had a similar project in view and had agreed to become involved and assist WB. The Board agreed, on the suggestion of JB, to approach Bowls England, Bowls Canada, the USA, Hong Kong China and Bowls Oceania (the latter representing “smaller” nations), with a view to asking them to become involved with the project. JB will keep the Board informed of the response and the Board will be asked to allocate and finalise resources to this project should the need arise in the future.

With regard to the format of the qualifying events for the World Championships (Atlantic and Asia Pacific Championships), it was recommended that the format be consistent with that of the Commonwealth Games, - the changes being a time limit of 2 hours 15

minutes for each game and a reduction from 18 ends in the fours competition to 15 ends.

The method of working out the post-section play off draws in events where two sections had been utilised was discussed as comments had been received that in the current system, the draw for the latter stages of an event could result in all countries who had qualified from the same section all being in the same side of the draw come the knockout rounds. The top of each section goes through automatically to the semi final. It was agreed that the random draw for the play offs would be amended to ensure that the two countries who qualify for the play offs from a section do not then play each other in the play offs.

All the legal requirements for the Development Directors had been completed by GS and Companies House advised accordingly.

The idea of the creation and development of a Players Commission was directly linked to the requirement of the IOC and it was agreed to dispense with any development in the light of the current dealings with the IOC as this was not now a high priority matter. GS would obtain an up-date from both Welsh Member National Authorities regarding their position in relation to Bowls Wales.

The Board were of the view that the appointed Development Directors should be included onto the Board of Directors as Regional Directors and that the current combined region of the Americas and Africa be separated into two regions with Oceania and Asia also being divided into separate areas. The potential increased financial costs were noted but was thought by JB to be a price worth paying. This would provide for more representation on the Board, provide more credibility to the Board and would entail amendments to the Articles in relation to the number of members within a region. GS would factor into the Articles the draft amendments for consideration initially by the Board. Once agreed, changes to the Articles would be intimated to MNA's by correspondence as agreed at the last Council meeting.

Resolved:

President to progress the formation and management of a 'working group' to examine the most effective ways of 'improving the image and profile of the sport of bowls'

The Board agreed the proposal to reduce the time limit of games in the World Championships and its qualifiers to 2 hours 15 minutes and to reduce the number of ends in fours games from 18 to 15 ends to be consistent with the well received Commonwealth Games formats.

No further action required by the Board to establish a Players Commission.

Method of drawing teams after the completion of qualifying rounds to be amended to ensure a team does not meet a team already played in an earlier round.

The Board agreed to recommend an increase by two, the number of Regional Directors, to cover the Americas and Asia and retain the right to appoint up to a maximum of three Appointed Directors.

Action:

GS to advise MNA's the change to the time limits of games and number of ends in a fours competition for World Championships and its qualifiers as a priority as it could affect training programmes and preparation for the World Championship qualifying events. GS to prepare draft amended Articles to include further regions and Appointed Directors.

5. PRESIDENT'S REPORT

The President's report had been circulated in advance of the meeting. JB added that his report primarily was a résumé of the progress made since his previous report and referred to the Operational Plan in particular. He felt that the Operational Plan did not do WB justice and that it should provide much more focus within the planned work programme by clearly identifying priority actions. Lack of resources mitigated against comprehensive implementation. This necessarily means WB should be realistic and prioritise actions/initiatives which will (i) provide the greatest benefit to the development and well-being of the sport and (ii) which can be achievable taking into account the availability of manpower and resources. He was of the view that currently four key areas should receive priority, The first was to try to obtain IOC status but recognised that the GAISF criteria was a difficult hurdle to overcome and that in order to reach the minimum number of countries for recognition by GAISF, WB's Regional Directors should now promote its Development Strategy even harder and concentrate on encouraging Development and Associate Members to move forward to gain full membership of WB. Secondly, as part of a review of events, consideration should be given to the establishment of a new 'mega' event similar in format to that seen in another high profile sport, which he thought would attract universal support. GS advised that a meeting had been arranged at St Johns Park BC with Neil Dalrymple, CEO of BA and Darrel Clout, President BA and representatives of Moama BC, who had indicated strong support to host such event, to discuss the detail proposal, the financing, the format and participating countries. The Board were fully behind the project.

Thirdly, it was agreed that the image and profile of the sport of bowls needs to be improved. It needs a stronger and clearer brand, along with a more consistent approach to marketing it across the globe.

Fourthly, a WB coaching committee had been established and work is well underway for establishing a world qualification and coaching manual for the use of "smaller" countries. The establishment of regional coaching centres of excellence in Asia and Europe is also under discussion. This body is also gearing up to facilitate the allocation and provision of coaches to fulfil requests for assistance from smaller countries via WB's Development Strategy.

It was agreed these four priority areas will enhance the wellbeing of the sport and should be given immediate attention.

WM raised, in connection with the IOC discussions, the issue of the extent of support for disability bowlers – he thought there was an argument that this could be a method of leverage to gain IOC recognition and that there was a ground swell of opinion in Australia and New Zealand for more support for disabled sports including lawn bowling. GS added that lawn bowls was originally included in the International Paralympic

Committee (IPC) and Paralympic Games but came out on the basis that IPC were of the view that all disability sports needed to be represented by one body and not separate individual disability groups and at that time there were not meeting minimum criteria of nations with disability bowls participation. IBD was now the recognised international body for all disability groups but the Board agreed to consult with IBD to ascertain the current position and if World Bowls can assist IBD in efforts to re-establish Lawn Bowls in the Paralympic Movement.

JB also added that the identification of the main issues that have been agreed above should be published as priority areas in the next issue of the newsletter. The proposed and final format will be prepared by JB and issued to the Directors for comment etc prior to publication.

Action:

GS to contact IDB to obtain the current position of lawn bowling in the IPC.

JB to prepare a revised Operational Plan for consideration by Directors.

6. STRATEGIC PLAN & OPERATIONAL PLAN 2018-2021

Tabled: Strategic Plan 2018 – 2021.

JB referred to the current 2018-2021 Strategic Plan, much of which he had covered in his President's report to the Board.

JB advised that the Operational Plan in particular required a re-vamp to reflect what was recognised as the important and main priorities. He suggested he would prepare a revised plan, in consultation with WB's Communication Officer and CL for comments by the Board. In relation to the commercial and digital strategy, CL advised the Board that it was difficult for WB as they did not have a strong brand – there was at present very little tangible to offer, particularly out with of Australia and therefore it would be difficult to obtain any inward investment. JB considered the naming rights for some WB events remained WB's best opportunity. Discussions on new events may lead to some headway and progress. The Digital strategy was a specialist area and required expertise and investment and CL asked what was WB hoping to achieve. GC thought that a full-time marketing officer was probably required but it was accepted that resources were very much limited. One possibility was to seek assistance for marketing and promoting the sport from the "larger, well resourced" countries.

One question raised by JB and GS was what was WB, as the World Governing Body, trying to achieve with a digital strategy. WB did have a responsibility to promote the sport but the Board required a brief on what was the purpose on investing money into a digital strategy and what would it achieve.

It was agreed that GC and CL would jointly prepare a short paper to give advice and guidance on a digital strategy, if it was required at all, what it meant and what it could be used for.

Resolved:

JB to re-vamp the Operational Plan.

Action:

JB to revisit the Plan and would seek comments from the Board on the priority matters already listed.

GC and CL to prepare a paper on the definition of a digital strategy, what it actually meant and what it could be used for.

7. MARKETING, MEDIA & PR & SOCIAL MEDIA:

CL advised that there had been a decline in the number of references to the WB web site which was used in her view primarily as a reference point as opposed to a site that was utilised for sales or other commercial activities. The ARC site had not been used as was originally anticipated despite the issue of an email to all MNA's advising of its availability and it was agreed it probably needed to be re-visited and MNA's advised as to how to use it and what was displayed on it. It was thought a short video – say 2 minutes - should be produced and issued to MNA's to increase the awareness of the information contained in it. CL would advise on the costs etc of the preparation and production of a suitable video.

GC reported to the Board the relevant statistics on social media matters. He advised that the number of followers on social media increased above the planned target of 2400 by the end of 2018. There were currently 1566 on Twitter, and 947 on Facebook. GC was also active and continued to post/re-tweet/share daily news to ensure social media accounts remained active with the numbers looking good.

Action:

CL to prepare costs for the production of a video to be issued to MNA's on the content of the ARC.

8. FINANCE REPORT:

Tabled: All the financial documents in relation to the year up to the end of September 2018 had been issued in advance of the meeting. GS reminded the Board that affiliation fees were now based on the previous year's payment plus 2% and that individual invoices had been prepared ready for issue. The date by which payment should be received was confirmed as 15th December as some MNA's were closed over the Xmas period for lengthy periods. This had been agreed at a previous Council meeting. Updated forecasts for the next four years and budgets for 2019 would be prepared over the next couple of months.

9. CHIEF EXECUTIVE'S REPORT:

Tabled: Chief Executive's written, detailed report was circulated to all Directors prior to the meeting.

With regard to events, GS updated the Board on the current level of entries for the 2018 Champion of Champions – 26 women and 28 men.

Documentation on the 2019 World Cup had been issued to all MNA's.

The Laws Committee furnished a report on their activities over the past 6 months which had been circulated to the Board.

Resolved:

WB to work with the IIBC to enhance their Indoor Junior Championships.
Indoor events to be included in the WB calendar of events.

Action:

GS to contact UBC re scheduling of events.

IOC/GAISF:

GS referred in particular to the GAISF/IOC correspondence, all of which had been copied to the Board. GAISF membership criteria was inflexible although it was noted that GAISF were seeking confirmation that there was no conflict between CMSB and World Bowls. GS was of the view that it was probably not worth pursuing membership until GAISF either amended their membership criteria, or WB met the minimum criteria of 40 eligible member nations.

Affiliation & Membership.

An up-to-date list, current as at September 2018, had been provided to all Directors of the membership details for 2018.

GS advised that Korea, a Development Member, had not responded to any communication, had not paid their subscriptions and that their membership should now be suspended/terminated.

Iran was also proving difficult to deal with in that they had not paid their fees for 2018. The Board agreed that both should be advised for one last time to meet their financial obligations and that their membership should be terminated if they failed to do so. Both would be given a month to respond.

GS reminded the Board about the agreed criteria for development members and the need for them to progress within a 5-year period to establish a compliant bowling green. Sri Lanka, a previous development member, had indicated a desire to participate in the Asian Championships but was denied entry as a result of their current non-member status. GC proposed that there should be a 2-year gap before any country was allowed to re-apply for membership.

In addition, countries would have to present a detailed plan for development.

World Bowls Performance Standards for Bowling Green Surfaces.

As regards performance standards for artificial surfaces, the point had now been reached whereby a new booklet had been prepared and was now being proof-read by Dr Keith McAuliffe prior to being published. JB suggested a letter of thanks be sent to Dr McAuliffe for his efforts in producing an excellent document after a lengthy process.

Laws Committee Matters.

Kerry Clark provided a short written report to the Board on matters dealt with by the Laws Committee since the previous meeting.

Selection Policy for ITO's:

The Board had agreed the selection policy for ITO's at WB events and all MNA's had been advised accordingly. Correspondence had been received from BA on the selection policy and the Board's agreed appointment of the Chief Technical Official for the 2019 Asia Pacific and 2020 World Championships. All correspondence relative to the issue had been copied to the Board. JB advised the Board of his detailed e-mail response to BA and that, as he had agreed with BA, the matter would be re-considered at the Board meeting. The Board were unanimous that the original decision should stand. GS would advise BA accordingly and again issue the invitation through BA to approach a named individual to be the Deputy ITO at both these events.

It was again reiterated that the decision on the appointments had never been intended to disrespect BA who were recognised by the Board for their efforts to stage and promote events.

Events – Hosting Bids:

The Board accepted the bid by Bowls Cyprus to host the 2023 Atlantic Championships. Comments had been received from Bowls Cyprus regarding the bidding process and the timing of asking for bids for events – they were of the view that seeking bids to host events were issued too far in advance of the event. GS advised the Board of the many factors involved but that at the next round of bidding, the tender document would be reviewed should it be necessary.

Events Updates:

2018 World Singles Champion of Championships:

All arrangements for this event had now been finalised

Both the 2019 and 2020 Champion of Champions were to be played at Adelaide BC, the event playing dates had been agreed and GS suggested that representatives of Adelaide BC attended the 2018 Championships at some stage – a response was awaited.

2019 Atlantic Championships:

2019 Asia Pacific Championships:

With regard to the 2019 Atlantic Championships and the Asia Pacific Championships, the stage had been reached whereby MNA's were now being asked to confirm the disciplines they were entering.

The Board agreed to appoint David Allen as media consultant for the Atlantic Championships.

2020 World Championships:

Kerry Clark, OBE, CNZM had been confirmed as the WB technical delegate for the 2010 World Championships and the 2019 Asia Pacific Championships.

International Indoor Bowls Council:

Included in the report was a reference to the IIBC and the Board were reminded they were now affiliated to WB and that they have now adopted the Laws of the Sport Crystal Mark Third Edition. The WB Youth Championships were completed in 2018 and WB would now work with IIBC to enhance the IIBC Junior Championships, which were to be held in Glasgow Indoor Stadium from 2018. Discussions would continue with the IIBC including the financial implications of holding these events.

The review of events led to the termination of the existing WB Youth Championships and work would continue with the IIBC to support their Championships.

GC suggested that all Indoor events should now be included in the WB calendar of events.

Ultimate Bowls Championships:

GS also referred to the Ultimate Bowls Challenge (UBC) a new company formed by Mark Casey, Australia. The Board supported any new initiative and a vision for the development and showcasing the sport and, as with BA, would seek assurance that UBC events would not be scheduled to clash with any major WB or International event. Mark Casey would be advised accordingly.

CGF Matters:

GS updated the Board on the 2022 Commonwealth Games to be held in Birmingham. A meeting had already taken place at Royal Leamington Spa, the venue for the bowling event, attended by WB, and discussions held on a programme to improving and maintaining the greens and to bring them up to international standard.

A letter had been received from the CGF, copied to the Board, updating WB on a number of issues – a CGF Sports Director Appointment, CGF/IF partnership

agreements, appointment of an International Federation (IF) liaison official and the IF rights and obligations for different sports on the CG sports programme.

WADA/Anti- Doping:

GS had contacted the Australian Anti-Doping Authorities regarding the testing of athletes at World Bowls events and was waiting on a response from them.

Action:

GS to write to both Korea and Iran regarding payment of fees and if no response, they would be terminated from membership.

GS to confirm to BA the nomination of the Chief Technical Official for the 2019 Asia Pacific Games and the 2020 World Championships and invite a named individual to serve as Deputy Chief Technical Official

10. REGIONAL DIRECTOR'S REPORTS:

Tabled: Written reports from the Regional and Appointed Directors were circulated in advance of the meeting.

Americas and Africa.

JM added in his detailed report to the Board that there was every likelihood of losing Swaziland as they were considering withdrawing from World Bowls due to the existing economic climate. Zambia had been unable to provide a report to JM due to an illness in the Secretary's family. JM would also remind the MNA's in his region of the availability of assistance via the Development Strategy.

Asia & Oceania

WM had provided a detailed report on his area and added that BA had indicated a desire for each MNA to have their own specific colour of bowls which would be beneficial to the sport. Generally it was thought to be a good idea, particularly for promoting the game and making it easier for spectators, TV and media to identify with each country. Although this was recognised as being good for the sport, GS added that the issue was one relating to cost and it was doubtful if this could be enforced, GS would consider formulating a suitable letter to be considered by the Board before issue to MNA's on the subject.

WM also raised the matter of bowls being a sport in the Commonwealth Youth Games and GS thought it would be useful to write to the CGF asking if lawn bowls could be included in their sports programme.

WM also asked for information on the appointment of members to the Laws Committee and RB outlined the process and that emails had been exchanged with BA on the same subject only a few months ago. JB suggested the Board be copied into this exchange of correspondence to be brought up to date with the procedures.

Resolved:

GS to prepare a letter for consideration by MNA's on each country's players using the same coloured bowls in events.

GS to write to CGF regarding the inclusion of lawn bowls in the CYG sports programme.

RB to advise the Board on the appointment procedures to the Laws Committee.

Europe.

GC provided the Board with a detailed report on his region providing information and updating the Board on each MNA within his region. Contact with Portugal was proving difficult as there were no replies to emails or phone calls. GS reminded the Board that they had been suspended with effect from 25th April 2018 and suggested one last chance for them to respond and if nothing was received their membership would be terminated on 10th November 2018.

A finalised constitution was still awaited from France and in order to become full members, they required to have a fully compliant bowls green, which they now had in place, and be recognised by the relevant French authorities to run the sport and be active in France. At present they remained an Associate Member.

GC would continue a dialogue with the French officials GC also updated the Board with events that were due to be held in 2021 – Island Games Guernsey and in 2023 – Island Games in Orkney.

The 2019 European Bowls Union (EBU) Championships would be held in Guernsey in September 2019 with newer countries being invited in advance for coaching and umpire training. WB will be approached to assist in funding some of the costs from the development fund.

Action:

GS to write to Portugal seeking an update on their present position and advise of potential termination of membership

11. COACHING COMMITTEE:

JB and GS referred to the excellent on-going work of Dr Simon Botha and Trevor Davis, both from South Africa, who had submitted a report on the progress in developing a core coaching curriculum for developing countries. He will be asked to continue his sterling work which was highly regarded.

12. GENERAL BUSINESS:

In response to a question from GC, GS and JB would examine the practicalities of Board Directors attending the various WB events in 2019, taking into account the need for a presence but recognising the expenses involved.

GS advised the meeting that a Scottish club had a supply of “old” bowling tops and would be prepared to send them to a country in Africa – JM would investigate and deal with the club direct.

GS advised that it had been indicated that bowls would be included in the South East Asia games to be held in the Philippines in 2019 (awaiting official confirmation).

Future Meetings:

It was proposed to hold a conference meeting provisionally on 20th January 2019 with the next face-to-face meeting in Edinburgh around 9th/10th October 2019.

Roger Black
17th October 2018