



## **BOARD MEETING MINUTES**

**(Meeting held by “Go-to-Meeting” conference call on  
14 July 2019)**

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### **PRESENT:**

John Bell (JB) – President/Chairman  
John McArdle (JM) - Regional Director  
Wayne Moffatt (WM) - Regional Director  
Garry Collins (GC) - Regional Director  
Hazel Wilson (HW) – Appointed Director  
Scott Roberts (SR) – Appointed Director  
Claudius Lam (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, mentioning HW attending for the first time following on her recent appointment to the Board.

### **2. DECLARATIONS OF INTEREST:**

The President asked for declarations of interest not already recorded.

CL holds the position of Vice President of the Hong Kong Lawn Bowls Association (HKLBA).

HW is the Secretary of the Welsh Women’s Bowling Association and the Welsh Women’s International Team Manager.

Changes require to be recorded as follows:-

GC no longer holds any roles with the Guernsey Commonwealth Games Association, the Commonwealth Games Executive and the Commonwealth Games Federation bodies.

JB is no longer the English Team Manager.

There are no further changes to that previously recorded.

### **3 CONFIRMATION OF MINUTES OF PREVIOUS MEETING:**

**Tabled:** Minutes of January 2019 Board meeting.

The minutes of the January 2019 meeting were approved unanimously as a true record.

### **4 BUSINESS ARISING**

There were only two matters arising that would not be covered in the main agenda items.

1. The re-vamping of the Development Assistance form remained outstanding, albeit there did not appear to be any major issues with it.
2. and the actual presentation of the Strategic Plan was thought to be in need of improvement and was in hand.

## 5. PRESIDENT'S REPORT

The President provided a detailed report updating the Board on the initiatives that he had been personally overseeing. He emphasised that they fit within WB's agreed context of focusing attention on key priority areas that would provide (i) the greatest benefit to the development and well-being of the sport, and (ii) be capable of being implemented within the resources available, and (iii) attract the support and assistance of our larger MNAs.

The branding and profile project is a perfect example – it is being undertaken by an Australian Marketing Agency, Thread, in conjunction with Bowls Australia (BA) and WB. It is attempting to identify the defining characteristics of what the unique selling point of bowls are and what are the most attractive features of the sport. Thread had now digested the input provided by the WB working party and that of BA and had presented their initial views on how the sport is best defined as a distinctive brand, demonstrating this in a "Brand Proposition" document, a copy of which had been issued to the Board. JB thought the document was a good assessment and accurate description of the diverse nature of the sport and that the next steps would involve discussions and developing creative concepts to be effective in marketing the brand to the target audience.

It was important to emphasis, as GS pointed out, that the initiatives had to be targeted and focussed to a world global audience and not specifically to a specific country such as Australia. The marketing agency involved in the project had suggested targeting key team players of other sports who were approaching the end of their present active sport activities, such as football, hockey and rugby, but who wished to continue in a sporting activity and achieve other goals. They also suggested that, having participated in other sports, there was still an urge to compete that never leaves and that bowls could provide an opportunity to re-ignite a competitive nature. The report to-date had largely identified what was good about the sport but the next stage, a difficult one, was how to develop a creative concept of how to "sell" the sport to target audiences. Further meetings were to be held and in the interim, JB asked the Board to provide feedback on the creative concepts.

Within his report, JB also referred to the 2019 Global Coaching Initiative and that as a proactive Governing Body, WB should be increasing its assistance to the "smaller" bowling nations as a matter of priority. Simon Botha (South Africa), Chairman of the Coaching Committee, was in the process of producing for WB a world-coaching certificate and manual.

Following on from the Atlantic Championships in Wales, and emanating from positive and supportive discussions with some of the "smaller" nations, JB thought that coaching could also be linked directly to the preparation of world events and align the assistance desired to key events, recognising nevertheless that there was little time at present to organise some sort of program of coaching and publish their availability. He thought that the offer of coaching assistance and an opportunity to improve performance prior to events would demonstrate that WB was proactive and creating strong initiatives. GC was providing assistance prior to the European Championships in Guernsey and Bowls England (BE) agreed to be a European Centre of Excellence by offering coaching in August 2019 prior to these Championships and the World Championships in 2020. A programme of action should be formulated every year and required further consideration, with Regional Directors taking a lead role in making arrangements. GC and GS thought that the concept was good but were of the view that adding 2/3 days on to events that were already lengthy had significant cost and other implications to the smaller nations. JB suggested that as there was plenty of time before the World Championships, an offer should be made to assist smaller countries prior to the Championships. GC added that test matches between smaller countries could be encouraged, prior to which there could be coaching

assistance provided for 2/3 days.

The Board were fully in agreement with this approach, but any other initiatives that could fit into this profile should also be considered and submitted for consideration.

JB then referred to an article that appeared in the magazine, Bowls International, which was regarded as a “cheap shot” at WB and that it could not go unchallenged. He had written to the Editor of the publication challenging the content of the article. The Board were copied into the article together with the response by JB. It was made clear that WB had not given up on the issue of IOC recognition and that in the next issue of the newsletter it would be made clear that participation in the Olympics and achieving Olympic recognition were completely separate processes which the writer in the article had chosen to ignore.

**Action:**

Board to provide feedback on the approach so far on the initiative and creative concepts undertaken by Thread in order that the information could be fed back into the working group’s next “skype” meeting due in August 2019.

At the request of JB, the Board were asked to suggest articles and discussion points for inclusion in the next newsletter and that responses should be received by end of July/beginning of August.

## 6. STRATEGIC PLAN & OPERATIONAL PLAN 2018-2021

**Tabled:** Strategic Plan 2018 – 2021.

JB referred to the current 2018-2021 Strategic Plan and Operational Plan.

JB remained of the opinion that both plans could be improved with more substance being included and much better presentation.. WM recognised that there was a difficulty in producing the plans at meetings that were not face-to-face and it was agreed that at the next face-to-face meeting later in October 2019 more time would be devoted to formulating the plans. The possibility of Sportscotland providing a facilitator to assist would be explored by GS.

**Resolved:**

Additional time to be allocated to discussing both plans at the October 2019 meeting.

Sportscotland to be approached with a view to providing a facilitator.

## 7. MARKETING, MEDIA & PR & SOCIAL MEDIA:

GC advised the Board that an instagram account had been set up that was functioning very well with just under 4000 followers across the different platforms, impressions were on the up – now approaching almost 1 million over the past 2/3 years. Demand for information, particularly around events was positive and with limited resources, the general view was a positive one. WM thought that return visits seemed to be on the low side but this could be explained by the use of other popular social media outlets (Facebook and Twitter) to obtain information. The WB website was created primarily to be an information centre and reference point. There was no doubt nevertheless that a mark was being made in this area.

All Board members were able to have access to the outlets which they could access to publish local items of interest such as local events, competitions etc.

**Action:**

GS to provide access details to Directors for social media outlets.

## **8. FINANCE REPORT:**

### **Tabled:**

The accounts for the current financial year up to 30 June 2019 were circulated prior to the meeting with not much more to be added.

GS informed the Board of the additional expenses paid by WB relating to the payment of a daily allowance to the ITO's attending both the Atlantic and Asia Pacific Championships.

Since then, Welsh Government officials, recognising that these expenses plus accommodation costs for ITO's which were met by the ITO's personally, should properly rest with their host authority have indicated they will reimburse WB accordingly.

The cost of ITO allowances paid at the Asia Pacific by WB amounted to AUS\$17640. The ITO's attending this event also met their own accommodation costs.

There are also penalty fines outstanding that have been invoiced to several MNA's who failed to honour their confirmed attendance and commitments – for the Atlantic Championships they amounted to £6500 and for the Asia Pacific, the amount was £2500.

Within the report, GS informed the Board that BA had printed a number of new Law Books and as WB receives a royalty payment of 30p for each book printed, an invoice will be issued to BA once the number of books printed is known. A request for this information had been issued to BA and a reply awaited.

### **Action:**

Invoice to be issued to BA for royalty fees for printing the Laws of the Sport.

## **9. CHIEF EXECUTIVE'S REPORT:**

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

### **Affiliation & Membership.**

Cook Islands appeared to have internal problems resulting in non-payment of their 2019 affiliation and, having established a new contact in the MNA, a reminder had been issued for fees. WM was to make enquires as to their annual return and payment of fees as, although they had not entered the Asia Pacific Championships, they had competed in the recent Pacific Games in Samoa.

Malawi still had not paid their 2019 fees and with membership falling from 52 to 26 registered members and with only one club, continued membership appeared to be in doubt. JM had also heard nothing from them but hoped to make contact to ascertain the current position. With regard to Iran's membership, their development membership was unrealistic in the current climate and, with no fees having been paid, the Board agreed to terminate their membership. It would always open to them to re-apply in the future, 2-years being the minimum amount of time that had to elapse before re-application.

WM was asked to make enquires of Tokelau regarding development membership as it was known they had entered the Pacific Games mentioned above.

GS also advised that several enquiries had been received from potential new countries expressing interest in establishing and developing bowls and all had been passed on to the relevant Regional Director to pursue.

### **Action:**

WM to make enquiries of Cook Islands for their annual return and payment of 2019 fees.

Iran's membership to be terminated.

WM to make enquiries of Tokelau with regard to potential development membership.

Iran's development membership to be terminated.

### **Articles of Association amendments proposals.**

GS provided the Board with copies of the current Articles of Association with the clauses highlighted in red which he considered requires amendment further to the decision taken at a previous meeting to increase the number of Regional Directors.

The change to MNA annual affiliation fees was no longer being based upon reported total registered membership and it followed that changes were now required on voting rights with a proposed change to one vote per member.

It was also thought appropriate to amend the Articles to ensure that all elected directors do not potentially finish their term of office/retire from office at the same time to ensure that there is some continuity within the Board.

Further work was required on the Articles, possibly in consultation with the WB's solicitors, to ensure the actual proposals were properly constructed prior to being submitted to Council for agreement and approval. Potential changes to the length of the term of office of Directors also required to be considered. The Board agreed for GS to proceed with the proposed changes.

**Action:**

GS to prepare proposed changes to the Articles.

**Laws Committee Matters.**

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

A history of the Laws Committee deliberations and reviews since the introduction of the Crystal Mark Edition of the Laws had been compiled and a record of all rulings and deliberations was now held centrally in the WB offices.

The Atlantic Championships and Asia Pacific Championships were used to test a new policy on the assessment of ITO's and reports received indicated the assessment procedures had worked well with the results having been issued to all ITO's involved.

The selection process for ITO's for the 2020 World Championships will start by the end of July 2019 with the process being completed by the end of September in order that those selected can make any necessary travel arrangements.

Rulings had been issued by the Laws Committee on the use of electronic devices, clarification on what was permissible to use by players with hearing disabilities and examples of "no smoking" policies in Conditions of Play (COP).

The tragic death of Laws Committee member Trevor Davis and his wife Elma was noted.

It was not proposed to replace Laws Committee member Trevor Davis (South Africa) until such times, as there was a review of all appointments.

**Events.**

GS provided within his report a comprehensive review of the recent qualifying events for the World Championships in 2020, all of which had been run well and effectively according to the reports received.

GS had produced the details of the respective overall trophy points awarded to each of the participating countries based on their finishing positions together with a list of all the qualifiers for the 2020 World Championships. Thanks were recorded to both host organising committees, the Chief Technical Officials, the ITO's, NTO's, host clubs and volunteers for their valuable roles. Specific mention was also recorded to Kerry Clark CNZM. OBE for his hard work and to David Allen, the WB PR and Media Manager for providing appreciated and excellent media coverage of the events and to Director GC for his social media coverage.

The 2019 World Cup had been hosted by the Warilla Bowls & Recreation Club with Jo Edwards MNZM (NZ) and Gary Kelly (Ireland) winning their respective titles.

**2022 Commonwealth Games – Birmingham, England.**

All Directors received a copy of documents submitted by the CG Technical Delegate, Kerry Clark, CNZM, OBE relating to CG2022 matters and issues following on his meeting with CGF

and CG2022 officials during the SportAccord convention held in the Gold Coast, Australia. It has yet to be decided whether there will continue to be an open entry for the able-bodied lawn bowls disciplines for 2022 or whether qualification criteria will be applied. It was thought that the results of qualifiers and the actual world championships would require to be taken into account for future Commonwealth Games. Furthermore, there were potential problems that may need to be resolved in cases where countries did not compete in any WB events.

### **2023 Asia Pacific Championships, China and 2024 World Championships, Hong Kong, China**

GS advised that there was a need to progress details of the arrangements for both these events, including proposes dates, exact venues and all other logistical matters, including a requirement to review the formal agreement documentation.

<b>Action:</b>
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Arrangements for the 2023 Asia Pacific and the 2024 World Championships to be commenced.
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GS reported on the Pacific Games that had just been held in Samoa where two ITO's from New Zealand and Bill Fowlie as Tournament Director had been assisting in the running of the Games. All was progressing satisfactorily for the 2019 Champion of Champions.

For the inaugural World Bowls Challenge the team had been selected to represent the Rest of the World, with Australia's team selections still to be announced.

A logo and clothing design for the Rest of the World team had been produced by Aceit and circulated for approval. GC asked for clarification on the selection process and it was explained that a short list had been established but not all players were able to participate due to other clashing commitments such as Malaysia playing in the South East Asia Games. The Team Captain and JB made the final selection with efforts made to be as representative as possible. Mark Cowan was briefed on the event by GS during the Asia Pacific Championships and is organising the ITO requirements and liaising with the host club, Moama.

The conditions of play for the 2020 World Championships had been circulated to the Board and were unanimously agreed and signed off. All countries who had qualified for the World Championships would be asked to confirm entry by 31<sup>st</sup> August 2019. It was agreed by WB that the same level of fines for withdrawal and not turning up would be imposed and participating countries advised accordingly.

A meeting was held between GS, the Tournament Director, WB Technical Delegate Kerry Clark CNZM OBE, BA President Darryl Clout, BA Chief Executive Officer Neil Dalrymple & BA Host Organising Committee Event Manager Andrew Howie during the recent Asia Pacific Championships.

The Championship dates were agreed as being 23-25 May 2020 for practice days, 26 May-7 June 2020 playing days with 1 June being a scheduled rest day. The Annual & Biennial Council Meeting will be scheduled for this rest day, at Club Helensvale. Provisional bookings have been made at Oceana on Broadbeach for World Bowls officials involved in running/attending the 2020 World Bowls Championships and required to attend the Council meetings and the required Board meeting to be held on the days immediately following the conclusion of the World Championships.

Application forms have been issued to all ITO's to apply to officiate.

Mark Cowan is the appointed Chief Technical Official (CTO) for the event. GS reminded the Board of the level of fines that had been agreed by the Board for late withdrawals to both the Atlantic Championships and the Asia Pacific Championships, all of which had been circulated in advance to all participating countries.

Kenya had been invoiced for £1000 for their failures incurred at the recent Atlantic Championships – one player failed to appear who was involved in two disciplines - and they had written a letter of appeal to WB as their player had been refused a visa for entry to the UK. Upon

consideration it was agreed to reduce the level of the penalty to £250. As JM was attending the African States Tournament being held in Kenya in August 2019, he would offer to collect the fine in cash thereby saving considerable bank charges. The letter would stress that the gesture was a one-off one and that any future late withdrawals from WB events would be subject to the full penalties in force and that any such failure to turn up again at future WB events would jeopardise future participation in WB events.

The fine imposed on Zambia of £3500 was also confirmed. No response had been received, and GS advised that a final reminder would now be issued. They had failed to participate in the men's singles, pairs, triples and fours and in the women's singles, pairs and fours despite having confirmed their entry to these disciplines. The fine of £250 imposed following their late withdrawal from the 2018 Champion of Champions remained outstanding despite several reminders.

Brunei Darussalam LBA had also been issued with a fine amounting to £2500 for their late withdrawal from 5 disciplines at the Asia Pacific Championships and no acknowledgement or response had been received. The Board agreed a final reminder should be issued.

**Action:**

MNA's qualified for the 2020 World Championships to confirm acceptance by 31<sup>st</sup> August 2019. Level of fines for withdrawals etc agreed and MNA's to be advised accordingly. Reminders to be sent to MNA's regarding outstanding fines.

**2019 World Under 25 Championships.**

GS had attended a meeting at West Denton IBC with IIBC and host club officials. Details of the event together with entry forms had been sent to all IIBC and WB members and several entries had been received. It was hoped to secure sponsorship from Fred Winter of Jack High Insurance. In response to a question from GC, both indoor and outdoor bodies had been circulated.

**2020 World Bowls Indoor Championships**

As previously agreed following the review of World Bowls events and the affiliation of the IIBC to World Bowls, the future of our World Cup was discussed with long time hosts Warilla Bowls & Recreation Club and they supported the proposal to cease with the World Cup and IIBC to cease their current indoor championships to establish an enhanced revised single World Bowls Indoor Championships to be staged in alternate years in the northern hemisphere (basically meaning UK) and Warilla. The event will consist of Men's and Women's Singles and Mixed Pairs disciplines.

The English Indoor Bowling Association has agreed to host the inaugural World Bowls Indoor Championships in April 2020 and we await their final decision as to venue club.

**Other event matters.**

Approval was given to Bowls Cyprus to host and organise an Atlantic Seniors Championships with the inaugural event to be staged at the Athena Beach Hotel in conjunction with Constantinou Bros Hotels in December 2020 with the aim to stage the event every two years.

Approval was given to Malaysia LBF to host an International Open Fours event in Kuala Lumpur 20-25 August 2019.

Approval was given to Bowls Asia to host a new event i.e. Asian Open Lawn Bowls Championships in Jiaxing City at Zhejiang Province in China 24-31 August 2019.

**Manufacturing & Testing.**

GS had discussed the on-going saga of the Malaysian Test Table with the Secretary of Malaysia LBF during the recent Asia Pacific Championships who indicated that there has been no further

progress regarding the operational status of this establishment, which revolves around the ownership of the establishment where the test table is set up.

Dr Ron Barron has confirmed that age has caught up with him and it has been agreed that he will now hand over his World Bowls duties to Rob Curran who is currently employed by Drakes Pride. GS provided a short description of their main duties to the newly appointed Directors for background information.

The Board has received correspondence from Barry Cox (The Bowls Doctor), one of the World Bowls Licensed Testers in Australia based in the Sunshine Coast area requesting that World Bowls now waive his annual licence fee. It had already been agreed to extend the payment date of this fee until September. Similarly. It was agreed with Licensed Tester Greg Sherman (The Bowling Arm) based in Bendigo, Victoria, Australia to extend their annual licence fee payment to September. The Australian Licensed Testers have seen their re-testing and re-stamping of sets of bowls business virtually wiped out by Bowls Australia's Domestic Regulations in this area.

### **IBD.**

The CEO for IBD reported that the host country for the 2020 World Championships would be New Zealand with the games taking place in Christchurch and that he hoped bowls would be included in the Asian Para Games to be held in Hong Kong in 2022. Work continued with Kerry Clark OBE to present bowls at the 2022 Commonwealth games and assistance was being provided to member countries being encouraged to make provision for bowls for the disabled.

### **GAISF/IOC**

There had been no change to the issue of membership of GAISF due to their inflexible minimum membership criteria.

## **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 provided a report to the Board detailing that despite numerous requests, no reports were forthcoming from Botswana, Namibia, Malawi and Zambia. Correspondence with Zimbabwe was proving difficult to power outages in the country. Kenya athletes had participated in the Atlantic Championships in Wales in May 2019 and had qualified in men's singles and fours and ladies triples and fours. The African States Tournament (AST) was due to be held in Kenya in August 2019.

South Africa, whose focus at present was on attracting new members, were also participating in the AST but there was some doubt as to its future if at least 6 nations did not take part.

Possible membership of Mozambique was on hold due to the effects of recent cyclone damage to the country.

SR advised that in the Americas region, there were continuing conversations between both Argentina members to merge into one organisation.

In Canada, progress was being made with developing a Para Bowls initiative in with a view to competing in the 2020 IBD Championships and club development workshops were being well received and were appearing to have a positive impact on attracting and engaging new bowlers. Legislation in Canada around "Safe Sport" had to be addressed by all sports organisations including bowling and had to be implemented by March 2020.

In the USA, policies and procedures continued to be updated.

In the Falklands Islands, a Development Member, approval had been given for a new multi-sport project which included an indoor facility and there was no update available on a possibility of Mexico applying for membership.



## **Asia & Oceania**

CL provided the Board with a short, concise review, mainly of events due to take place in MNA's within his region.

It was thought that Korea would submit an application for membership of WB later in the year and that UAE had also expressed interest in re-joining WB.

Communications with Taiwan and Vietnam seemed to have come to an end.

WM had little to report from his region which had hosted the recent Asia Pacific Games, and commented on the seamless and successful running of the event by the CEO.

Application forms for assistance had been issued to MNA's within the region but there had been no response to date.

## **Europe.**

GC provided a detailed report on the activities within his region since his last report.

It was hoped that following on the demise of Bowls Portugal, meetings were continuing with Bowls Algarve hopefully leading to a new application for membership. Sweden intend to compete in the 2019 European Championships in Guernsey and hope to apply for membership of WB later in the summer. The arrangements for the European championships were progressing well with coaching and umpiring training sessions being arranged prior to the games.

GC was in attendance at the Atlantic Championships and had taken advantage of this to meet with most of the countries within his region. A short report on matters of interest within each of the MNA's in his region was provided to the Board. France, an associate member, had qualified for the World Championships in the women's singles and men's triples and were hoping to hold a training camp with possible inclusion of a Swiss team.

A brief report was also provided on Development Members, Czech Republic, Germany, Hungary and Switzerland.

Possible new members included Austria, Bulgaria, Georgia and Italy as well as Sweden mentioned earlier.

### **Action:**

JB reminded the Board of the forthcoming newsletter and that any items of interest that would promote the image and profile of the sport would be appreciated. It was hoped MNA's would also circulate. It was hoped that the newsletter issued to MNA's would be circulated downwards to individual clubs and the inclusion in social media outlets would be of benefit to all.

## **11. GENERAL BUSINESS:**

President JB had circulated to the Board a letter dated 4<sup>th</sup> July 2019 he received from the BA President, Darryl Clout, outlining several issues of concern to BA and expressing criticism of the organisation of World Bowls in several areas, particularly in the personnel required for WB events held in Australia.

One issue was the use of coloured bowls in major events which was regarded as a long standing issue given the criticism from viewing audiences as well as broadcasters on identifying which bowl is which. The view of BA is that a genuine attempt should be made, if not mandated, to strongly encourage countries to have their own specific colours.

The Board fully acknowledged the benefits of using coloured bowls at world events and that specific colours allocated to participating countries would enhance the image of the sport and the spectacle of bowls to a viewing public would be enhanced. It was a great idea but many countries simply could not afford the outlays required unless there was considerable assistance from bowls manufacturers. In addition, certain players wish to play with the set of bowls they have been accustomed to and that they should not be forced to change. The proposal was impracticable for the majority of MNA's and it would not be made a mandatory requirement. WB would nevertheless be happy to contact and encourage qualifying nations for the 2020

Championships to adopt a specific colour, albeit the subject had been raised and discussed during the recent Asia Pacific Championships.

BA was also critical of the way WB ran and organised WB events using WB personnel and for the second time the Board thoroughly discussed this issue. The Board acknowledged that BA host and manage high profile and successful events. However, the Board was clearly of the opinion that it was the responsibility of WB to run their own events regardless of where they were held to maintain continuity and impartiality. It was highlighted that the responsibilities of both organisations are clearly set out in the signed agreement between the two bodies for the 2020 World Championships. To shirk its responsibilities to manage WB events would be a serious dereliction of duty.

There were many examples of praise from participating MNA's for the way in which events were run. The Board fully endorsed the current system despite the known and constant criticisms from certain MNA's. As events in the future would not always take place in the same area, there had to be consistency and continuity when they are moved to different locations.

JB was authorised to reply to the BA President and would circulate a draft prior to doing so for approval by the Board.

With regard to criticism of the WB website under the heading "Board Structure", omissions and errors had been corrected, albeit they were not all down to the failure of WB.

**Future Meetings:**

The next face-to-face meeting confirmed to be held in Edinburgh on 9 & 10 October 2019.

Roger Black  
25<sup>th</sup> July 2019