



Western Province Bowls

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11 November 2023

WESTERN PROVINCE BOWLS ASSOCIATION Minutes of the Council meeting held at Pinelands Bowling Club on Saturday 11th November 2023 at 9.30 am

Present: President Gerrit van Milligen
Vice President: Mark Douglas
Treasurer: Joy Calvert
Executive: Soekie Fourie, Tony Harland, Eugene Ferreira
Administration: Chris Nurrish
Council: Bellville, Bergvliet, Durbanville, Glen CC, Goodwood, Helderberg, Kraaifontein, Kuilsrivier, Malmesbury, Meadowridge, Milnerton, Mowbray, Old Oak, Pinelands, Plumstead, Pollsmoor, Somerset West, Stellenbosch, Sunningdale, WPCC & Jenny Phillips (TOSC).
Hon Life Members Riva Myers & Graeme Kemp.

Apologies: Denise Vermeulen, Mark Gibbs, Marianna Kirsten, Janet Schmidt, Doug Coghlan, Ian Travers-Phillips

No replies from: Constantia, Fish Hoek, Fresnaye, Gardens, Helderberg Village, Oakdale, Parow, Strand & Wheatfield

1. Meeting Convened

The notice convening the meeting was read and the meeting commenced at 09h30

2. Roll Call (Attendance/apologies recorded on arrival)

20 Clubs were present, the meeting was duly opened. The President welcomed the Executive and club delegates to the meeting and extended special welcomes to honorary life members Riva Myers and Graeme Kemp.

3. Obituaries since 19th August 2023

15 Affiliated members had passed away since the Annual General Meeting in August 2023. The names were read out and Council members kept a moment of silence.

4. Minutes Accepted

Acceptance of minutes of the last Council Meeting of 18th November 2023 – these were proposed by Goodwood & seconded by Malmesbury.

5. Present the Minutes of Executive Meetings:

- August 2023
- September 2023

6. Matters Arising

No matters arising.

7. Financial Statements

Roux Vermeulen (Malmesbury) objected to the non-distribution of the financial statements in advance of the Council meeting. Mark Douglas explained why this was not possible and explained that we plan to distribute financial statements monthly.

Joy Calvert briefly gave a summary of the present financial situation.

- The association, at this stage of the year is showing a loss but this is normal as we have no income until the fees start being paid. We are waiting for our grant from D.C.A.S.

8. Sponsorship

Mark Gibbs has taken on this portfolio.

1. Sponsorship WPB circular 2023-42 dated 11/9/2023. A reminder to the attendees please. We need clubs to send leads & contacts to Mark Gibbs. Nothing forthcoming yet.

2. Sponsorship Proposal Document It is a challenge obtaining sponsorship in the past, and we are adopting a new strategy.

There have been approaches in the past to sponsors for specific tournaments, most notably the Masters and ID tournaments. These have had very limited success, and it has been acknowledged that we need to find a new approach, but none of us are experts in this field.

Meeting and discussing options and opportunities with potential sponsors has clarified this. The major exposure for sponsors is in the WP District competitions. These run for an extended period, with multiple rounds, are publicised widely on social media, and have wide participation throughout the district.

The most expensive tournaments to run, and the most expensive for us to enter, are also the most prestigious ones – the Masters and Inter-District tournaments. They also run for very limited time periods and have a much narrower field of entries. This is counteracted to some effect by the widespread exposure they get.

Looking for unique sponsors for these different events is not practical, and a new strategy has been identified.

We are compiling a sponsorship document which outlines the entire range of competitions we hold or participate in, including Masters, ID, and all our district competitions. This document will include the total costs incurred in all of these, including catering, transport, accommodation, prize money, etc.

We will be creating sponsorship packages on different levels with values attached to them, and different levels of exposure attached to each level - much like rugby, cricket, netball, etc. The exact mechanics of this is still being worked on, but in general, we have one or two headline sponsor packages which grant naming rights, prominent branding, prime spots on the district clothing, etc. We will then have a larger number of packages where the sponsors are included in marketing and exposure for competitions, but do not have naming rights, and either do not appear on clothing, or have just a small logo on the sleeve (for example).

The idea is that all sponsorship is of WP Bowls and their events, but one will get different levels of exposure for different levels of sponsorship. This is a rough outline now, but we think it will be very workable, and give us something concrete to take to sponsors of any size.

3. Potential sponsors. The following businesses have been contacted:

- a. Restaurant group Sponsorship in 2024 a possibility. Followed up today.
- b. Estate Agency Sponsorship in 2025 a possibility.
- c. Short term insurance Have offered some sponsorship, but with very specific “T’s & C’s”. WPB will take their proposal to our Finance committee and to our next Exco meeting.

d. Finance Company MD & Tony had a productive meeting with them. No firm commitments yet, but they discussed their concerns around sponsorship, and said they felt that there would be similar concerns from any big sponsor.

e. Air-conditioning Company

f. Clothing manufacturer

g. Wine company

h. Property Development Company

Jenny Phillips suggested posting circulars on the WPB Facebook page and Roux Vermeulen suggested making a circulation list of Council delegates.

9. WP Competitions

Mark Douglas explained how the changes of dates for both BSA events and the All Cape being held in BSA Calendar of Events. We received amended BSA Calendars on: 9 June 13 July 10 October All Cape Dates We were given 3 different sets of dates for the men's and women's competitions, with the final dates only confirmed 1 November at 14:42 WP Calendar With the above changes, and the survey around the playing of our league competitions, some of the calendar revisions were:

Draft 1 15 August

Draft 4 25 September

Release 16 October

Draft 5 30 October

Draft 6 31 October

Release 2 November Competition Formats & Conditions of Play

Three years ago, for the first time, we established a Competitions Committee and asked clubs, and member in the private capacities, to contribute ideas and suggestions around changing competition formats and Conditions of Play for the WP Calendar. This was done because continuing in the same format was not working. Entries were decreasing steadily in many competitions, and we needed to change something. The exercise was successful, and we saw a small increase in numbers the following year. That trend continued when the exercise was repeated last year. This year, due to several factors, the first part of the exercise was conducted in the same way, but we did not hold a meeting with interested parties to discuss details. Instead, the new competitions committee had lengthy discussions and made various recommendations to the Executive for the new season. I must note here that it is the responsibility of the Executive to decide on the Conditions of Play for a season, and to setup and administer district competitions. We do not make recommendations or decisions based on throwing dice or darts. We look at what is and is not working, and discuss multiple options, weighing up the pros and cons of each. When we do arrive at a final recommendation, you can rest assured that we have had a detailed discussion around all the potential drawbacks – but believe that the benefits to be gained for district bowls outweigh those issues.

10. Coaches

Three WP coaches plus two facilitators attended a Train the Trainer Course at Knysna BC over 3, 4 & 5 November and we are running a Level 2 (new) course at Milnerton on 18 & 19 November. We have received requests for a level 1 course and are looking for suitable dates.

11. Membership & Marketing

M & M Membership We are at last seeing an improvement after the massive membership losses during Covid, and the steady regression over the past 12 years.

We are also seeing increasing number of club competitions, with some weekends having 2 or 3 classics at the same time, all fully subscribed. I believe that we are heading in the right direction as a

district and look forward to having Janet onboard as the Executive liaison, along with the new M & M standing committee.

Let's hit that 3000 target within the next 3 years!

Clubs wanting Assistance

Over the years, clubs have been set up with ideas and volunteers have taken on big roles within their own clubs to run events and mentor new bowlers. Any club/individual requiring assistance in any regard is welcome to contact me. Recent Projects I have obviously been doing work on other projects and continue to assist people / tournaments / clubs behind the scenes, including:

- Indoor mats tournaments - Helderberg BC, Strand BC, and Stellenbosch University.
- The CCITC Sport and Wellness event confirmed our attendance for a lawn bowls expo but this has unfortunately been postponed until next year.
- Articles for News24 and the District mail - I have been assisting Andre Cruywagen who is really working hard on media releases for bowls. 1500 1700 1900 2100 2300 2500 2700 2900 3100 3300 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 Membership
- Gordons Bay BC - new memberships, competitions, assisting new committee members in portfolios, coaching, social media, and general club assistance.
- Great news about new membership as Bergvliet as well since Monday coaching began. Pat Gordon and Eddie van der Heinen have been huge role players since its introduction and have continued running them weekly for the club. Huge recognition for their dedication to their club.
- The WP website and social media are ongoing. Youth Day – 16 June 2024 Planning has started for a big fundraiser/schools/junior event. The planning and logistics for this event will include the assistance of Janet Schmidt and include schools, teachers, parents, and hopefully new sponsors for junior bowls. Basin Junior Squad This will fall under the rebranding of the Hottentots Holland Bowls Association (see below). Eros Primary School It has taken a fair amount of time to get this school back on the green again with all their restrictions/protocols post Covid - however, they have embraced bowls as a school sport once again and an application has been submitted for the program to continue in 2024. There have been several connections made with other schools to create a category for bowlers and to get more juniors with such disabilities involved in the game. There have also been players recognised who can be mentored further for inclusion into WP teams.
- 48 Eros learners joined the bowling experience at Wheatfield Bowling Club.
- Club coaches along with teachers and carers were involved in the program.
- There are sets of resized bowls already at the club and all other equipment and refreshments were supplied by the club.
- Coaching sessions took place on Thursdays: 10:30-12:00. • Educators from the school were also present to assist with discipline.
- Mrs Myrtle Meyer was the chief liaison with the school.
- Following these coaching sessions, we will look at inter-school games with other schools and groups. Dominican School for the Deaf I had another meeting with them in September. The main topics covered were:
 - Inclusion of juniors into WP trials - how do we get them from club level to WP?
 - End-of-year teacher's event at Plumstead. • Fundraiser - set a date for 2024. • Registration of current students.
 - Feedback from the school on how the lessons are going. Hottentots Holland Bowls Association (HBBA) I had a great meeting with David Thies, who heads this organisation. From David Thies: The HBBA includes the 5 basin clubs of Gordons Bay, Helderberg, Somerset West, Stellenbosch, and Strand. The HBBA, formerly Hottentots Holland Bowls Association was formed in September 2009 to promote bowls in the Basin area. We have in excess of 600 playing members, are active in competitions and all our clubs run successful Business Leagues – some twice per year. We have a

large catchment area for new recruits if one looks at the business leagues and the prominent schools. I look forward to your involvement and the new energy you would bring to the HHBA. There are many projects and opportunities possible under this bowls banner. I am using this catchment area as a base/pilot for many other areas to follow. We are starting with the rebranding of the HHBA, from social media and sharing of events between clubs to an events company for all bowling tournaments/functions. This will also include school events and junior bowls. The Basin Business Leagues All five basin clubs are hosting club business leagues within the first half of summer this year. Unfortunately, the first playoff at the end of this half of summer was unable to take place but we will propose a date for March/April after the second round of Basin Business Leagues. This will be run under the banner of the HBBA. Once a meeting with all clubs has taken place to share the information with all club presidents and competition secretaries, we will have more clarity and hopefully the buy-in from all involved. The purpose of the tournament is to generate social networking between clubs and the conversion of business league players into playing members. It is vital to keep the momentum going with these festive social events for future potential bowlers and create a pathway for players to join clubs as affiliated members. The goal is to create two playoff events in the basin, one in December and one in April, with a floating trophy for the Business League Champions. With this as a pilot business league project, we can hopefully move the concept into other WP zones for similar events. Another dream spinoff is to encourage some sponsorship for the sport of bowls, clubs, and WP from the many companies that support the leagues in the basin. My role (with the input and assistance from all clubs and volunteers):

- Managing the registration of all players
- Sending invites to the playoff
- Running the playoff itself - format, catering with the club, etc.
- Social media activity during all individual events as well as the playoff
- Attending all events to talk bowls, coach, introduce new potential members to the relevant people at clubs, and assist with anything that clubs might need
- Prizes •

Sponsorship Following the event - using the contact details from the registration of all the players - I would like to create a monthly newsletter that includes all club events in the area from social bowls to social events (e.g., bingo evenings, quizzes, fundraisers) to more competitive competitions. This will open our clubs to the communities to join socially if they wish. The newsletter will be based on a similar concept as the WP Newsletter where people can unsubscribe if they would not like to receive it anymore. District Discussion We need to set up a structure/ruling for business league players moving forward should they join a club as a full member/novice. My suggestion is that you can play business league during your novice years - with one novice per team moving forward. Directors Day Trips Tournament This was held on 17th September at Jagers. This tournament was not only a fundraiser for the Bowls for the Disabled National Championships next year (March) but also to add another bowling event to the visually impaired blind bowlers' calendar and to find new disabled players for this category. The tournament was fully subscribed, with 14 pairs of sighted teams paired up with a visually impaired bowler and their director. The event was a great success, with funds raised, encouraging signs around signing up new directors. We are busy with plans for another date due to popular demand.

12. Club Support

Tony Harland has accepted this portfolio.

We need better communication between Clubs and the Executive and more WP Council meetings per year.

Tony Harland will meet with 2 or 3 clubs per month to have discussions on needs etc. Tony's role is to bring the Executive and clubs closer together. We need to share what clubs are doing right. Clubs need community involvement to encourage visibility and use of club facilities.

Brian Shepherd (Stellenbosch) asked for a resumé of Tony Harland's position.

13. Junior Bowls

Eugene Ferreira explained that he would be looking after the under 30s and under 45s and Janet Schmidt will look after the under 15s and under 18s. They have full plans of action and programs for all Junior Bowlers.

14. Any other business

We will ask BSA why we have only a few ladies invited to the BSA Masters and no men.

Neil Jones (Mowbray) thanked the Executive for their work throughout the year on behalf of all present.

There being no further business the meeting was declared closed at 11h00