

CONFIRMED MINUTES



BA BOARD MEETING - STRATEGIC SESSION - MARCH

At the **BA Board Meeting - April** on **28 Apr 2025** these minutes were **confirmed as presented**.

Name:	Bowls Auckland
Date:	Monday, 31 March 2025
Time:	1:00 pm to 4:00 pm (NZDT)
Location:	Bowls Auckland , 17 Stokes Road, Mount Eden, Auckland, New Zealand
Board Members:	Ian Dee (Chair), Helen Blick , Karl Andersen, Michael Feek , Tere Brunton
Attendees:	Dean Bartlett
Apologies:	Craig Pryor, Rikki Swannell , Wendy Brown

1. Opening Meeting

1.1 Introduction / Purpose / Objectives

ID outlined the purpose and objectives of the Strategic Session.

2. The Present

2.1 Strategic Achievements 2024.25

DB highlighted the key achievements from 2024.25 including.

- Mid to Long Term Financial Strategy.
- Avondale Fund.
- Governance Plan.
- Performance Strategy.
- Playing Programme Committee.
- Coaches Strategy and Committee.
- Club is the Hub.
- Club Leaders Workshops.
- Leadership Development Programme.
- Youth / Rangatahi Strategy.
- Targeted Community Initiative.
- Digital Strategy Delivery including Roll Up, Super Bowl and Bangers and Bowls.
- BowlsHub Maximization.

DB highlighted key items still in progress.

- Integration of Artificial Intelligence (AI).
- BA Registering a New Constitution.
- Bowls Auckland Development Foundation.
- Replacement Fund for Blue Waters Community Trust.
- Regional Facilities Plan.
- Completion of Five Covered Greens.
- Umpires Strategy.
- Integration Between Social and Traditional Membership.
- Club Adoption of BowlsHub.

2.2 Current Trends

DB highlighted the below.

Overview.

- 39 clubs.
- 4,000 members (34% female).
- 222 First Year Members.
- 1,700 Twilight Members.
- 40,000 Casual Participants.
- 3,700 Student Participants.

Trends.

- 3% Growth in Playing Membership.
- 19% Growth in First Year Membership.
- 20% Growth in Twilight.
- 33% Growth in Casual.
- 32% Growth in Student.
- Digital Footprint is now overall 8,416 and has increased 60% over the last 24 months.

3. Bowls New Zealand

3.1 Bowls New Zealand Strategic Plan Update

Tash Marsden from Bowls New Zealand presented the Bowls New Zealand Strategic Plan.

4. Strategic Plan Check In

4.1 Current Strategic Plan

Taken as read.

4.2 Updated Draft Strategic Plan

The Value of 'Innovation' was added to reflect the current stage of Bowls Auckland and the aspiration to accelerate growth initiatives through innovation.



Bowls Auckland Strategic Plan

The updated Bowls Auckland Strategic Plan was approved by the Board.

Decision Date:	31 Mar 2025
Mover:	Ian Dee
Seconder:	Tere Brunton
Outcome:	Approved

5. Key Focus Areas

5.1 Identifying Key Focus Areas for 2025/26

The following key focus areas were discussed and identified by the Bowls Auckland Board.

- Capability
 - Financial Legacy.
 - To secure Bowls Auckland's financial future without Blue Waters Community Trust.
 - By establishing the Foundation, establishing and delivering a Trust Funding Schedule, obtaining operational support from the Kimberley Fund, increasing commercial partnerships, increasing operational revenue streams and exploring future cash generating assets utilizing capital.
- Clubs
 - To establish a Fund that replaces Blue Waters Community Trust and the Rawhiti Fund (once it winds up).
 - To establish professional and sustainable management solutions at club.
 - By establishing the Bowls Auckland Club Investment Fund that supports club facility improvements and Club is the Hub.
 - By continuing and enhancing Club is the Hub, including when applicable a hybrid option that would result in for a period the Manager being employed by Bowls Auckland.
- Connection
 - To increase the awareness of bowls and clubs and to continue to change the perception of both - to increase the brand and profile of bowls in Auckland.
 - By focusing and highlighting social / twilight, youth / rangatahi and a flagship Bowls Auckland event.
 - Strategies will be established and delivered for the above.

Papatoetoe Hunter Corner - Club is the Hub

- It was proposed that for a period of 12-months the pending Club Manager (or its equivalent) will be employed by Bowls Auckland to ensure the role is best set up to succeed and is embedded prior to handing it over to the club.



Club is the Hub - Papatoetoe Hunters Corner - Club Manager

To provisionally approve Bowls Auckland employing the Club Manager (or equivalent role) for a period of 12-months subject to finalized documentation including a revenue sharing model with Kolmar.

Decision Date: 31 Mar 2025
Mover: Michael Feek
Seconder: Tere Brunton
Outcome: Approved



Strategies Established

- Foundation.
- Bowls Auckland Club Investment Fund
- Social / Twilight
- Youth / Rangatahi
- Flagship Event

Due Date: 25 May 2025
Owner: Dean Bartlett

5.2 World Bowls Additional Information

DB highlighted an opportunity presented to Bowls Auckland by World Bowls.

- World Bowls have created the 'World Bowls Series' and have invited Bowls Auckland to deliver a sanctioned event.
- The current proposal would be the current Jarden Open with enhancements including.
 - Increased prize money.
 - Increased team entries.
 - Increased broadcast.
 - Increased days (potentially from three to four).

The Board were supplied with the World Bowls Sanctioning Agreement.

- Overall the Board were satisfied, however, highlighted a potential issue with the overseas betting clause and suggested to seek guidance from Bowls New Zealand.



World Bowls Series Event

That the Board provisionally approve the proposed World Series Event subject to discussions with Bowls New Zealand and the Playing Programme Committee.

Decision Date: 31 Mar 2025
Mover: Ian Dee
Seconder: Michael Feek
Outcome: Approved

6. Boards Role

6.1 Boards Role

ID highlighted the below.

- The Board's role is to set the Strategy, and then to support and / or hold management to account for it's delivery.
- The Board should primarily be focused on policies and to the future, rather than operational present day matters.

7. Summary and Next Steps

7.1 Summary and Next Steps

DB highlighted the following.

- 2025/26 is about growth and innovation built on the foundations created over the past two years.
- BA will focus on its financial legacy, club investment and capability, increasing the awareness and perception of bowls - lifting the profile and brand of bowls in Auckland.
- BA will support clubs to be the heart of their community.
- BA will cut-through to the social and cultural fabric of Auckland and Aucklanders.

Next Steps.

- 2025/26 Budget aligned with the Strategy will be tabled at the April Board Meeting.
- 2025/26 Business Plan aligned to the Strategy will be tabled at the May Board Meeting.



Budget Tabled

To table the 25/26 Budget.

Due Date: 27 Apr 2025
Owner: Dean Bartlett



Business Plan Approved

Business Plan Tabled and Approved.

Due Date: 25 May 2025
Owner: Dean Bartlett

8. Close Meeting

8.1 Close the meeting

Next meeting: BA Board Meeting - April - 28 Apr 2025, 1:00 pm

Ian Dee.

Ian Dee
29 Apr 2025