



BOWLS
AUSTRALIA

BENEFITS OF AFFILIATION TO BOWLS AUSTRALIA

Bowling Clubs that are affiliated with their State or Territory Association (STA) also become affiliated with Bowls Australia (BA), by way of the STAs being affiliated with BA.

Affiliation fees enable services that support the operations of Clubs and administration of the sport throughout the various participation and competition pathways. Affiliation fees comprise just one third of BA's revenue, with another third being derived from government funding and the final third from the National Merchandising Program (the BA logo on attire) and commercial partnerships.

The following table outlines BA's affiliation fee expenditure:

BA's affiliation fee expenditure	
Game Development & Participation	38%
National Bowls Events	18%
High Performance and Training Programs	14%
Communications, Marketing and TV Production	12%
Administration	10%
Licencing and Merchandise	3%
Governance	3%
World Bowls Affiliation	2%

Category Breakdown

Game Development & Participation sees the largest investment of affiliation fees made into programs which support the growth and prosperity of Clubs. Core to this is the Regional Bowls Manager (RBM) Program which provides direct support to more than 1800 affiliated Clubs across a broad range of services including: membership growth and retention, program and event delivery, club

development and governance, coaching and officiating and grant support. This category also enables BA's participation programs including Jack Attack, Rookie Rollers/Sporting Schools and Roll Back the Clock that increase the uptake of bowls across various demographics in the community.

National Bowls Events encompass the suite of over 15 BA-delivered events calendar including, but not limited to: the Australian Open; The Nationals; Bowls Premier League; BPL Cup and BA Awards Night/Hall of Fame.

High Performance and Training Programs incorporates the pathway and competition systems for the four National Squads who represent Australia on the international stage: the BCiB Australian Jackaroos, the BCiB Australian Emerging Jackaroos, the BCiB Australian Para-Sport Jackaroos and the BCiB Australian Over-60s Jackaroos.

Communications, Marketing and Television Production covers all the costs associated with promoting bowls nationally and internationally, including marketing campaigns, content production and broadcasting.

Administration refers to activities associated with reporting, auditing and budgeting, the development of constitutions and regulations across all levels of the sport, member protection and membership management, competition management systems (BowlsLink) and officiating/coaching accreditation processes.

Licencing and Merchandise relates to Bowls Australia's National Merchandising Program (NMP) which generates revenue to support the national RBM Program as well as the management of BA's corporate partnerships that allow members access to various discounts.

Governance involves the costs associated with the BA Board of Directors and CEO, as well as whole-of-sport advocacy, policy and law development and maintenance.

World Bowls Affiliation refers to the fees paid by BA to be a member nation of World Bowls.