

Bowls Canada Boulingrin Annual Report

2016-17



Bowls Canada Boulingrin (BCB) is the governing body responsible for lawn bowls in Canada and our mission is to advance the sport of bowls in Canada.

BOWLS WITHOUT BARRIERS

Our vision is that by the year 2022 the sport of bowls in Canada will overcome the barriers that currently restrict marketability, promotion, growth, and accessibility.



Message from the President and Executive Director



It is with pride that we reflect on 2016-17 fiscal year. The year brought many new exciting developments including new staff to better serve our members and help raise the profile of bowls in Canada. In April 2016, BCB welcomed Katie Gardner into the role of Communications Manager and in May, Jake Schuknecht took on the role of Technical Coordinator. Having the extra resources in the office resulted in tangible benefits such as increased mentions in the media, new membership resources such as the promotion brochure, the development of professional communications pieces, and increased support overall to our members. BCB was also successful in our campaign to have lawn bowls named to ParticipACTION's "Canada 150 Play List" which will provide promotional opportunities during Canada's 150th birthday year to all local clubs wishing to participate.

The organization was very fortunate to receive a substantial gift from two Alberta clubs – Edmonton Indoor LBC and the Royal LBC – that allowed us to develop a video series that presents bowls as a modern and dynamic sport. The videos are social media friendly and can be used by all clubs as teaching and promotion tools to help raise awareness of bowls across the country.

On the international stage, Canada continues to be a force in singles play. Ryan Bester and Kelly McKerihen repeated their medal winning ways with a silver and bronze respectively at the 2016 World Bowls Championships in Christchurch, NZ. This event marked the first time that countries had to qualify by event and Canada was one of only a handful to qualify a full slate of athletes in every event. Late in the fiscal year, Pricilla Westlake won Canada's first ever World Youth Championships gold medal. With competition centered in the southern hemisphere for the foreseeable future, every opportunity we get to expose Canadians to these challenging conditions provides much needed experience and growth. While not always borne out in the scores, the play of all our athletes internationally indicates that they will be a force to be reckoned with in the coming years. Recognizing that performance at the fast approaching 2018 Commonwealth Games plays a pivotal role in future funding and recognition, we made the very difficult decision this year to reduce the size of the national team to allow our support to go further. We are excited to continue our efforts to expand development for athletes at all levels.

One of the most significant areas of concentration for 2016-17 was undoubtedly the work to revise our competition model. Aligning a national competition model with long-term athlete development is requirement for all national sport organizations and most provincial sport organizations. It had become clear that our current model was unsustainable as we struggled to find hosts for all seven championships and provinces struggled to fill teams for all



events. This review provided us with an opportunity to make changes that will hopefully provide a foundation of growth for the competition model at all levels.

As we consulted with our provincial associations throughout the competition review process, it became increasingly apparent that the challenges facing our sport go far beyond the competition model. As the upcoming year will be the last in our current strategic plan, we will be looking to address these challenges as we work to revitalize our strategic plan beyond 2018.

In closing, we would like to recognize the many volunteers that are the heart and soul of lawn bowls across Canada. These are the coaches, the umpires, the kitchen helpers, the tournament volunteers, the maintainers of the facilities, the promoters, and the countless bowlers who contribute to keeping their clubs open and thriving. It is also with sincere gratitude that we thank all of the national volunteers who keep Bowls Canada Boulingrin moving forward. We are so fortunate to have dedicated and passionate individuals who serve on our national committees and on the Board of Directors itself.

We are excited for the challenges that the next year will bring and we look forward to continuing to serve this great sport.

Yours in Bowls,

David Calam

David Calam, BCB President

Anna Mees

Anna Mees, Executive Director



Photo Credits: Mike O'Reilly



2016-17 Highlights

Governance and Management

Strategic Objectives

1. **Strengthen Bowls Canada collaboration between the NSO and Provincial Associations.**
2. **Develop and implement a coordinated communications plan for Bowls Canada.**
3. **Position Bowls Canada as an attractive marketing property.**
4. **Continue transition to a policy board.**
5. **Create a dynamic values driven national office culture at Bowls Canada.**



Photo Credits: Bowls Canada

Governance:

- The 2016 Annual General Meeting was run as a virtual meeting using conference call and webinar technology. Feedback from the representatives indicated that the format and structure of the meeting was well received.
- The Board moved towards a new planning format to allow for greater reporting accountability towards strategic objectives and annual targets. The new format also allowed for a stronger link between budgeting and programming.
- The Board developed and approved an updated Director's Handbook and Director's Agreement.
- The Board participated in a professional development session on the roles of a policy board in the area of high performance.
- A new marketing committee was staffed and operationalized

Operations:

- The staffing structure was again reviewed against the needs of the membership and the organization as a whole. Recognizing the importance of communication and promotion, the Board created a full-time Communications Manager position.
 - Social media subscriptions grew by 35% and 32% respectively on both Facebook and Twitter. Additional pages on the website were created to showcase the high performance program and to provide a shoe inspection resource for bowlers across the country.
 - The Lawn Bowler's Handbook was updated and redesigned to be more user-friendly for the new bowler. More than



Photo Credits: Bill Arthur



4,000 handbooks were purchased over the 2016 season and this updated resource was received very positively.

- BCB distributed 7850 promotional brochures free of charge to Provincial Bowls Associations and their club members for the 2016 season as requested. Many clubs reported back that they found this to be a useful marketing tool and easily personalized with their specific information.
- A standardized media kit was developed for use by national championships and international competitions such as the North American Challenge and World Bowls Championships
- Three promotional videos were developed to showcase bowls as a fun, dynamic, accessible sport. The videos are being distributed in the 2017-2018 fiscal year.

Partnerships

- Sport Canada continued to support Bowls Canada Boulingrin
- The Presidents' Council met twice in addition to the AGM
- Kukri continued as the official apparel supplier for Bowls Canada Boulingrin
- MVP Sports generously sponsored the 2016 Canadian Junior and Under 25 Championships
- Henry Lang and Irene Forster continued their generous support of the Junior Championships and the Forster-Lang Pairs Tournament.



Photo Credits: Bowls Canada

High Performance Programs and International Competition

Objectives:

- 1. Meet federal government expectations for high performance programming to ensure Bowls continues to be recognized as a sport.**
- 2. Continue to address and close the gaps in programming and performance**



Photo Credits: Tom Hochban

Competition Highlights:

- o Canada wins overall title at 2016 North American Championships
- o Silver medal by Ryan Bester in Men's Singles and bronze medal by Kelly McKerihen in Women's Singles at 2016 World Bowls Championships
- o Gold medal at 2017 World Youth Championships by Pricilla Westlake



- Bronze Medal at 2016 World Indoor Cup (Singles) by Pricilla Westlake
- Hosted the 2016 North American Challenge

Canadian Representation Abroad:

- 2016 Champion of Champions – Harriette Pituley and John Bjornson
- 2016 North American Challenge: Shirley Fitzpatrick-Wong, Jordan Kos, Jaymee Sidel, Baylee van Steijn, Pricilla Westlake, Joanna Cooper, Nicole LeBlanc, Sue Roth, Jenny Siu, Stirling Wood, Pat Bird, Darryl Fitzgerald, Owen Kirby, Rob Law, Chris Stadnyk, Lucas Caldwell, Adam McKerihen, Steve McKerihen, Kody Olthof, Steven Santana
- 2016 Hong Kong Classic – Pat Bird and Alfred Wallace
- 2016 World Bowls Championships -- Kelly McKerihen, Shirley Fitzpatrick-Wong, Jacqueline Foster, Leanne Chinery, Pricilla Westlake, Ryan Bester, Steven Santana, Steve McKerihen, Cameron Lefresne, Ryan Stadnyk
- 2017 World Cup – Pricilla Westlake and Hirendra Bhartu
- 2017 World Youth Championships – Pricilla Westlake, Lucas Caldwell, Rob Law, Nicole LeBlanc

National Squads

MEN		WOMEN	
2017 National Squad (2 yr appointment)		2017 National Squad (2 yr appointment)	
Ryan Bester	Cameron Lefresne	Leanne Chinery	Joanna Cooper
Kody Olthof	Michael Pituley	Jackie Foster	Shirley Fitzpatrick-Wong
Chris Stadnyk	Ryan Stadnyk	Jordan Kos	Kelly McKerihen
Greg Wilson		Pricilla Westlake	
2017 Development Squad (2 yr appointment)		2017 Development Squad (2 yr appointment)	
Lucas Caldwell	Rob Law	Emma Boyd	Nicole LeBlanc
David-James Smith	Grant Wilkie	Baylee van Steijn	Carah Webster
2016-17 Youth Development Squad		2016-2017 Youth Development Squad	
Braeden Campbell	Rob Law	Carah Webster	Jordan Kos
Michael Fraser	Carter Watson	Baylee van Steijn	Emma Boyd
Lucas Caldwell	Brandon Watson	Pricilla Westlake	Sydney Boyd
Grant Wilkie	Michael Pituley	Stirling Wood	



Photo Credits: Peggy Plathan



High Performance Program Highlights

- A centralized development training camp was held in the spring of 2016 which included members of the Youth Development, Development and Senior Squads.
- At the World Championships medals were won in men's and women's singles (Ryan Bester and Kelly McKerihen), however, the rest of the disciplines finished just out of the required top five placing required for 2018 Commonwealth Games funding.
- Considerable time was spent on the review of national team selection criteria with the intent to ensure that it was a fair and open process. All selection criteria was made available to the public through the BCB website. With ever increasing pressure for international results, the decision was made to select a smaller senior squad to allow funding and other support to stretch further.
- Canada successfully hosted the 2016 North American Challenge at the Pacific Indoor Bowls Club in Vancouver.
- Canada sent four athletes to the World Youth Championships. Under the coaching guidance of Darryl Fitzgerald, these athletes had Canada's best ever results including a gold medal and world title in singles by Pricilla Westlake.
- BCB continues to work on improving high performance policies and processes and as such we are maintaining compliance with Sport Canada's sport recognition criteria.



Photo Credits: Pricilla Westlake, Don Caswell, and John Siteman



Photo Credits: Hong Kong Lawn Bowls Association

Domestic Programs

Objectives

1. **Identify and diversify the numbers of participants in our sport.**
2. **Review, promote and build support for and implement Long-term Athlete Development**

Long-term Athlete Development (LTAD)



- Following on the results of a successful LTAD and Competition summit in February 2016, the 2016-17 fiscal year focussed on the preparation of a draft competition model and an extensive feedback process that involved all provinces. Using this feedback, the board made final decisions in April for implementation in the 2018 season.

National Championship Program

- Successful national championships were hosted in multiple disciplines across 7 major championship events: Open Outdoor Singles, Junior and Under 25 Singles, Pairs, Triples and Fours at the Canadian Lawn Bowls Championships, Senior Triples, Mixed Pairs and Indoor Singles

Coaching

- A Performance Coach workshop was run in November 2016.
- 104 Club Coaches were trained
- Most provinces opted to not run Competition Coach Workshops or evaluations as they were waiting for updated materials that showed alignment with LTAD, Club Coach and Performance Coach.



Photo Credits: Roger Skinner

Officiating

- An Umpire Update clinic was run in conjunction with the North American Challenge and local umpires were introduced to international practices.



Photo Credits: Bowls Canada

- A "Train the Trainer" session was run in Quebec.
- A total of 254 active umpires were registered across nine provinces which was up slightly from 228 umpires in 2015. Canada's Nick Watkins maintained his position on the World Bowls Laws Committee and was also selected as an ITO for the 2016 World Bowls Championships



Financials

Membership Numbers

Province	2012	2013	2014	2015	2016
BC	4,403	4,417	4,355	4,391	4,397
AB	613	649	676	675	808
SK	343	261	251	345	376
MB	310	335	312	303	286
ON	6,958	6,800	6,638	6,748	6,721
QC	388	319	387	389	346
NB	186	174	176	180	160
NS	307	383	415	390	429
PEI	69	78	81	69	67
NF/L	0	0	0	0	0
TOTALS	13,577	13,416	13,291	13,490	13,590

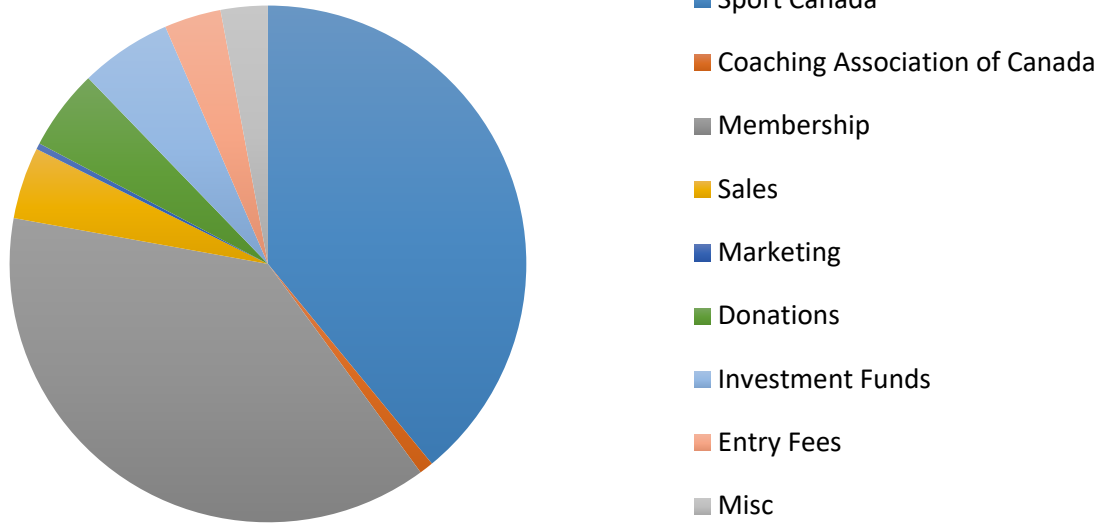
Balance Sheet (as at March 31)

	2017	2016
ASSETS		
CURRENT		
Cash	\$ 336,365	\$ 186,486
Investments		
endowment fund	219,738	196,340
other	-	135,073
Accounts receivable	10,803	20,914
Prepaid expenses	52,840	24,383
Property and Equipment	141	1,443
	<u>\$ 619,887</u>	<u>\$ 564,639</u>
LIABILITIES		
CURRENT		
Accounts payable	\$47,100	\$ 37,693
Deferred Revenue*	4,000	-
Government Remittances	-	11,795
	<u>51,100</u>	<u>49,488</u>
NET ASSETS		
Restricted for endowment fund	220,404	207,016
Unrestricted	348,383	308,135
	<u>568,787</u>	<u>515,151</u>
	<u>\$ 619,887</u>	<u>\$ 564,639</u>

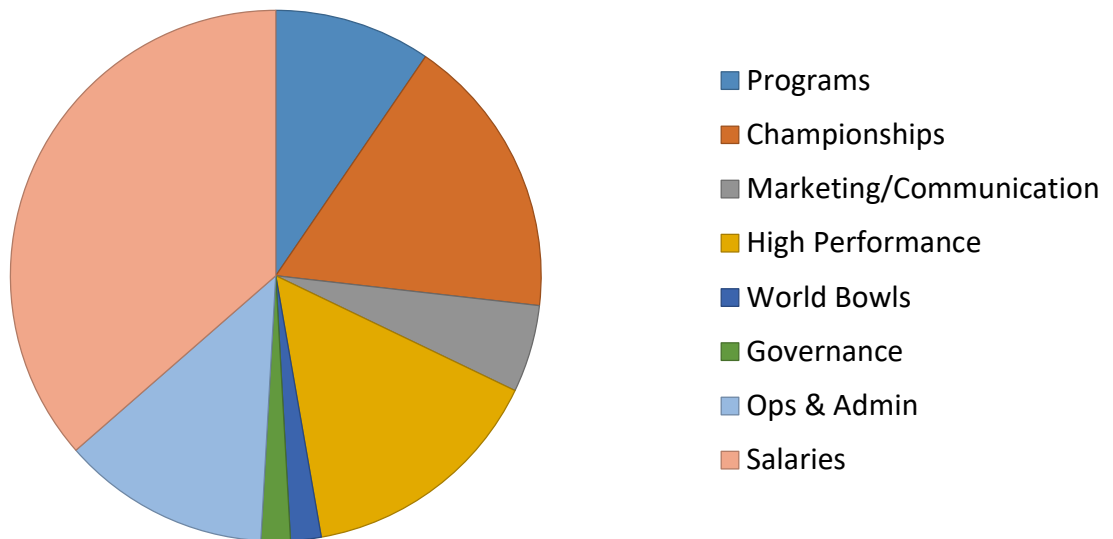


Revenues and Expenses

2016-17 REVENUES



2016-17 Expenses





The Faces of Bowls Canada Boulingrin

Board of Directors for 2016-17

David Calam – President
Terry O’Neil – Vice President
Murray Pituley – Treasurer
Pat Vos – Secretary
Alan Dean – Director at Large
Mary Wright – Director at Large
Alex Scott – Director at Large
Jennifer MacDonald – Director at Large
Ian Howard – Director at Large

Government and Corporate Partners

Sport Canada
Coaching Association of Canada
MVP Sports
Kukri North America

Staff 2016-17

Anna Mees – Executive Director (full-time)
Katie Gardner – Communications Manager (full-time)
Jake Schuknecht – Technical Coordinator (full-time)
Macky Singh – Performance Director (half-time)
Joan Desautels – Bookkeeper (part-time)

Operational Committee Members for 2016-17

National Officiating Committee: Nick Watkins (Chair), George Cubiss, Helen Leroux, Sharyl-Ann Milligan

National Competitions Committee: Harry Carruthers (Chair), Dave Cox, Jonathan Pituley, Ernie Meid, Heather Comba, Weston Nesbitt

High Performance Committee: Don Caswell (Chair), Jean Roney, George Boxwell, Vince Mai, Wayne Wright, Jackie Foster (Athlete Representative), Pat Bird (Athlete Representative)

Marketing Committee: Alex Scott (Chair), Thomas Wu, John Siteman

Working Groups 2015-16

Competition Review Working Group: Dave Cox, Darryl Fitzgerald, Nick Watkins, Jake Schuknecht, Anna Mees

Provincial Bowls Association Partners

Bowls British Columbia
Lawn Bowls Association of Alberta
Bowls Saskatchewan Inc.
Bowls Manitoba Inc.
Ontario Lawn Bowls Association

Quebec Lawn Bowling Federation
Bowls New Brunswick Boulingrin
Lawn Bowls Nova Scotia
Prince Edward Island Lawn Bowling Association