



BOWLS CANADA BOULINGRIN

ANNUAL REPORT 2018-2019



**BRINGING
CANADIANS
TOGETHER
THROUGH
BOWLS**

Message from the President and Executive Director

2018-19 was a year of many forward advancements for the organization and for the sport of bowls in Canada. It is with a great deal of pride that we reflect on this past year.

The fiscal year started with a bang with the best ever Canadian results at a Commonwealth Games. In addition to Ryan Bester's silver medal in Men's Singles, Canada had a record five fourth place finishes in one of the most competitive fields the event has seen to date. BCB was able to capitalize on this success and the resulting promotional campaign reached Canadians from coast to coast with over 130K social media impressions and coverage in major papers across the country.

We worked throughout the year to develop a solid foundation for our new strategic plan. The comprehensive membership review and environmental analysis resulted in a new vision which became the title of 2019-2022 Strategic Plan "Bringing Canadians Together Through Bowls". With a focus on club development, we are confident that this vision will lead the way to a more united and empowered Canadian bowls system and will ultimately result in much needed growth.

In June of 2018, the Federal Government announced new Safe Sport measures designed to protect all participants engaged in organized sport activities. BCB engaged in an extensive policy overhaul, developed a new Responsible Coaching Strategy and worked with Parachute Canada to create a bowls specific Concussion Protocol to demonstrate our commitment to the new Ministerial directives. In January of 2018 we engaged in a Risk Management workshop resulting in the creation of a new risk management strategy and registry. These documents will help the Board ensure that the welfare of the organization is being managed in a pro-active and responsible manner.

We were very excited to launch a new Para Bowls Task Force. Made up of stakeholders and experts, the mission of this group is to identify how to best include bowlers with disabilities under the umbrella of BCB. A new Learn to Bowl program designed to introduce the game to beginners using developmentally appropriate methods was successfully piloted across the country. A collection of best practices, this program will fill the gaps that many clubs have identified when it comes to retention programming.

BCB continued to expand our communication and promotion efforts with another National Bowls Day and the launching of the new online blog Biased Bowls. Considerable effort was spent to enhance our online social media presence and to present bowls as a dynamic sport that is accessible and fun for all ages. Recognizing the need to diversify our revenues, we also worked to rebrand our giving program which is now conveniently and securely available online.

As always, we are extremely grateful to the many people who contribute to bowls in Canada. We would be remiss to not recognize the dedication and passion of our Directors and staff, without whom our success would not be possible. We are looking forward to working with all of our members as we implement our new strategic vision.

Yours in Bowls,



Ian Howard
Ian Howard
BCB President



Anna Mées
Anna Mées
BCB Executive Director

2018-19 Highlights

Governance and Management

Strategic Objectives

- 1 Facilitate a policy governance structure lead by Board of Directors
- 2 Conduct an Annual General Meeting
- 3 Review and update operational committee structure to best meet organizational needs
- 4 Manage human resources in a values based environment
- 5 Ensure sustainable operational performance that complies with Not-for-Profit business standards and Sport Canada criteria
- 6 Maintain relationships with external stakeholders

Governance

- 2018's Annual General Meeting was held virtually using conference call and webinar technology.
- New Directors Steve Moors and David Llewellyn were elected to the Board at the AGM.
- New 2019-2022 Strategic Plan "Bringing Canadians Together Through Bowls" was approved by the Board in December 2018.
- The Board identified a Risk Management working group who participated in a facilitated workshop designed to develop an updated Risk Management Strategy and Risk Registry for BCB.
- Sport Law and Strategy Group were engaged to conduct a thorough review and update of the organization's governance policies.
- A Para Bowls Task Force was struck with the goal to investigate what would be involved in bringing para bowls programming under the single governance umbrella of BCB.
- BCB embraced the new Safe Sport directives from the Federal Government with the development of a new Screening Policy, Investigations Policy, and Abuse Policy. Additionally, a Bowls specific Concussion Protocol and Responsible Coaching Strategy were developed.
- The Board met on a monthly basis and, under Ian Howard's leadership, continued to implement a meeting process that empowered the board to implement a more effective policy governance approach to leading the organization.

Operations

- This Week in Bowls, an e-newsletter, was continued to provide more direct connection with bowlers across Canada.
- A comprehensive promotion campaign was launched around the Commonwealth Games with the goal of raising the profile of bowls in Canada. The successful campaign saw a reach of more than 130K impressions across Canada within a ten-day period – a new record for bowls coverage.
- The Giving Program was refreshed with a new look and an online presence. Tax receipts are now issued through Canada Helps and online donations are possible with their secure online donation platform which can be accessed directly through the BCB website at:
<https://www.bowlsCanada.com/en/donations.html>

- The 2018 National Bowls Day saw the participation of 100 clubs across Canada with many clubs reporting that their events led to increased membership for the 2018 season.
- The National photo contest was once again run for the 2018 season and helped to generate national awareness of social bowls programs
- BCB launched the Club Sponsorship video on social media to help clubs promote their events to potential local sponsors and corporate partners
- A national blog was launched to provide an online resource for sharing of best practices for clubs
- Social media awareness continued to grow and target increases of 25% were met on Facebook, Twitter and the online newsletter subscriptions.
- The organization welcomed Matthew Nafe as the Operations and Communications Coordinator in April 2018.

Partnerships

- Sport Canada continued their support of Bowls Canada Boulingrin.
- The Presidents' Council continued to evolve as a communications conduit between the provincial and national associations. They met three times in addition to the 2018 AGM.
- Kukri continued with BCB to continue to be the official apparel supplier for Bowls Canada Boulingrin.
- MVP Sports once again generously sponsored National Bowls Day as well as the Canadian Junior and U25 Championships.
- Henry Lang and Irene Forster continued their generous support of the 2018 Canadian Junior championship and the 2018 Forster-Lang Pairs tournament. It was with great sadness that the bowls community acknowledged the passing of Henry Lang in January of 2019.
- The Coaching Association of Canada helped to support the development of more Coach Developers across Canada as well as supporting women coaches to pursue NCCP training.
- BCB and the Blind Bowlers Association of Canada continued to collaborate on the Para Bowls Task Force



High Performance Programs and International Competition

Strategic Objectives

- 1 Prepare and develop athletes for international competition requirements
- 2 Succeed in international competitions that align with High Performance (HP) Program priorities
- 3 Conduct HP Program that meets Sport Canada requirements

Canadian Representation abroad

- **2018 Commonwealth Games** – Kelly McKerihen (Singles/Pairs), Leanne Chinery (Pairs/Fours), Pricilla Westlake (Triples/Fours), Jackie Foster (Triples/Fours), Joanna Cooper (Triples/Fours), Ryan Bester (Singles/Pairs), Ryan Stadnyk (Pairs/Fours), Cameron Lefresne (Triples/Fours), Greg Wilson (Triples/Fours), Chris Stadnyk (Triples/Fours)
- **2018 North American Challenge** - John Bjornson, Greg Wilson, Brandon Watson, Braeden Campbell, Rob Law, Lynda Robbins, Pricilla Westlake, Betty vanWalleghem, Baylee vanSteijn, Alexis Gallacher, Owen Kirby, Cameron Lefresne, David-James Smith, Carter Watson, Erik Galipeau, Jordan Kos, Shirley Fitzpatrick-Wong, Joanna Cooper, Fran Scott, Emma Boyd
- **2018 Wales Invitational test match:** Jordan Kos, Joanna Cooper, Jackie Foster, Shirley Fitzpatrick-Wong, Baylee vanSteijn, Braeden Campbell, Michael Pituley, Lucas Caldwell, Owen Kirby, Grant Wilkie
- **2018 Hong Kong Classic** – Kelly McKerihen and Leanne Chinery
- **2018 Champion of Champions** -- Mary Wright and Jerome Kirby
- **2018 IIBC U25 Championships** – Rob Law and Carah Webster
- **2019 World Indoor Cup** – Hirendra Bhartu and Josephine Lee

National Squads

National Squad 2018 - 2020 (2 yr appointment)

MEN		WOMEN	
Ryan Bester	Jonathan Pituley	Leanne Chinery	Joanna Cooper
Rob Law	Braeden Campbell	Jackie Foster	Shirley Fitzpatrick-Wong
David James Smith	Lucas Caldwell	Jordan Kos	Emma Boyd
Greg Wilson	Pat Bird	Pricilla Westlake	Kelly McKerihen
Cameron Lefresne		Baylee vanSteijn	

Development Squad 2018 - 2020 (2 yr appointment)

MEN		WOMEN	
Owen Kirby	Erik Galipeau	Cathy Larking	Jennifer MacDonald
John Bezear	Mike McNorton	Mary Lou Richards	
Carter Watson	Brandon Watson		

Youth Development Squad 2018-2019

MEN		WOMEN	
Erik Galipeau (ON)	Auzzie Chambers (BC)	Emma Boyd (BC)	Baylee vanSteijn (ON)
Jake Masterson (ON)	Liam Campbell (NS)	Cori Millard (ON)	Amy Spence (PEI)
Owen Kirby (ON)	Rob Law (MB)	Carah Webster (BC)	Jordan Kos (SK)
Braeden Campbell (NS)	Brandon Watson (SK)	Sydney Boyd (SK)	Jamie Scott (AB)

High Performance Program Highlights

- BCB's selected team for the 2018 Commonwealth Games (Gold Coast, Australia) competed from April 4 thru April 15, 2018. Their performance produced one Silver Medal (Ryan Bester singles) and five 4th place finishes - Canada's best ever Commonwealth Games for bowls. The men's triples were defeated by Norfolk Island in the bronze medal game while the women's triples lost to England. Our women's fours and pairs lost to Scotland and in women's singles we were defeated by South Africa.
- Shirley Fitzpatrick Wong, Joanna Cooper, Baylee vanSteijn and Jackie Foster won bronze in women's fours at the 2018 Wales Invitational test match.
- Coach Scott made his second visit to Canada in the summer of 2018. He held training/evaluation sessions in Kitchener and Regina with the assistance of Coach Fitzgerald and Jean Roney. Coach Scott attended the Canadian Junior and U25 Championships which were held in Winnipeg. He also attended the 2018 Canadian Championships observing and evaluating players at the Fours and Pairs in Regina.
- In October 2018, Team Canada participated in the North American Challenge in California, USA"
- The HPC was focused on selection following the Commonwealth Games. New Squads were selected in November 2018 and will be in place until after the World Bowls Championships in 2020. The selection criteria used for this process is available on line at: <https://www.bowlscanada.com/en/hp/SelectionCriteria.html>
- Following selection of the squads the HPC struck a Selection Panel for the 2019 Asia Pacific Championships (Gold Coast Australia). That team was named in January 2019 with the event taking place in June 2019.
- New athlete agreements based on an approved template provided by AthletesCAN were put in place for all Senior and Development Squad members.
- Coach Scott and Coach Fitzgerald along with Derek Dillon of Alberta participated in the first official NCCP Performance Coach evaluation process conducted by Master Coach Evaluator Dan Milligan.
- The staff coaches improved communication with the squad athletes by the use of Skype, Messenger and other social media platforms as identified by the athletes. In their opinion this has contributed to a more positive environment with the players and more respect for the program in general.
- Canada's strong performance at the 2018 Commonwealth Games resulted in an invitation to a Multi-Nations event in November of 2019. This will be played at the venues being used for World Bowls 2020.
- Mental Trainer Danielle Poulos of the Atlantic Sport Institute was retained again to provide important support for our team preparing for the Asia Pacific Championships.



Domestic Programs

Long-term Athlete Development (LTAD)

- BCB worked with Sport for Life Society on the initial stages of a three-year LTAD activation plan. This included creating a working group to discuss the Train to Play and Learn to Compete stages of LTAD in greater detail. The working group developed a checklist of skills needed at each stage, what current competitions exist across the country for these development stages, and recommendations for competition structures going forward.
- BCB updated the LTAD webpage to better inform bowlers of what LTAD is. Each LTAD stage had Psychological, Physical, Strategy & Tactics, and Key Competitions added to create a more robust picture of each development stage.

- The Learn-to-Bowl program was successfully piloted to a youth audience in six locations across Canada over the summer of 2018. Following the pilots, the program was adapted for delivery to all ages with a focus on youth and senior adults. The working group also recommended that equipment kits be compiled of difficult to source equipment and made available for sale with the program. This led to the desired result of producing a turn-key product focused on teaching the sport to new bowlers of all ages.

Coaching

- A Competition Coach Evaluator workshop was run in Toronto in November 2018 which saw 8 Master Coach Evaluators from 6 different provinces reach the “in-training” stage
- 13 Club Coach and 4 Competition Coach workshops were run across Canada
- 3 Performance Coaches were evaluated to become certified
- A national Responsible Coaching Strategy was drafted for presentation to the Board of Directors

Officiating

- George Cubiss was reappointed to serve as BCB’s Chief Umpire
- The NOC developed an Umpire Evaluation program to be piloted at the 2019 Canadian Lawn Bowling Championships
- The Umpire Recruitment poster was developed and made available to all provincial associations for distribution to their clubs
- “Ask an Umpire” was added to a new Blog, called Biased Bowls
- Cold Weather Guidelines were added to the 2019 Canadian Championships Policies

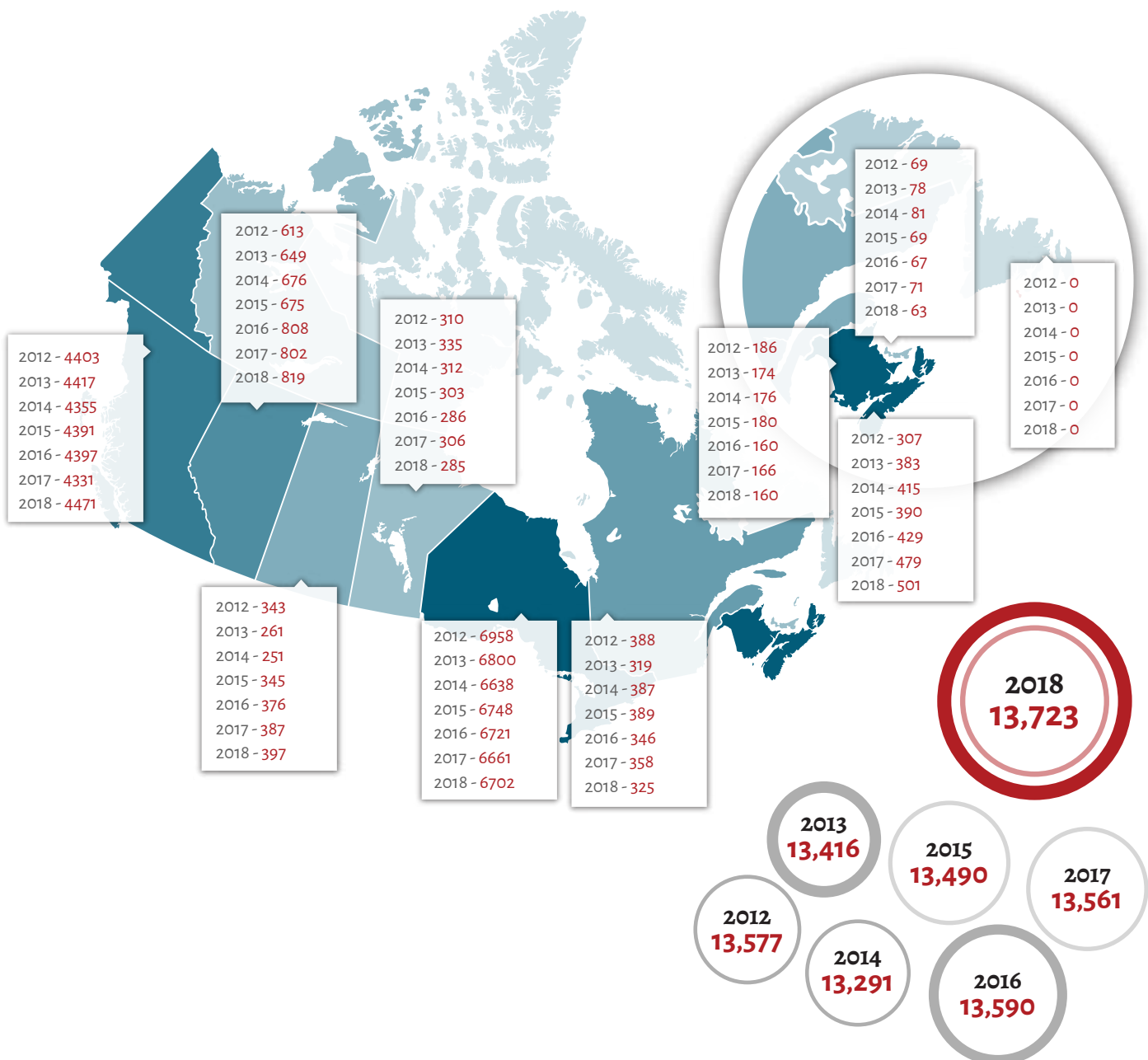


Financials

Membership Numbers

Membership numbers remained fairly steady with growth in some provinces making up for attrition in other provinces. The new strategic plan “Bringing Canadians Together through Bowls” is largely focused around initiatives to grow the sport across the country. The vision is that by 2022 we will see membership trends that reflect overall growth of the sport.

The membership continues to reflect a very even gender distribution with 51% of the membership identifying as female and 49% identifying as male. The membership continues to be very adult oriented with only 2.0% of the membership identifying as under 25 years of age. These percentages are almost identical to 2017 statistics of 52% women, 48% men and 1.9% under 25 of years.



Financial Statements

The overall financial health of the organization is represented in the “Statement of Financial Position” with the specific revenues and expenditures of the 2018-2019 fiscal year being represented in the “*Statement of Operations*”.

STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2019

ASSETS	2019	2018
CURRENT		
Cash	\$ 78,708	\$ 93,603
Investments		
Endowment fund	237,393	222,132
other	280,983	256,431
Accounts receivable	14,127	10,159
Prepaid expenses	45,052	31,588
	\$ 656,263	\$ 613,914
Property and Equipment	-	1
LIABILITIES	2019	2018
CURRENT		
Accounts payable	\$ 52,051	\$ 13,824
NET ASSETS		
Restricted for endowment fund	238,559	222,798
Unrestricted	365,653	377,292
	604,212	600,090
	\$ 656,263	\$ 613,914



STATEMENT OF OPERATIONS FOR THE YEAR ENDED MARCH 31, 2019

REVENUE	2019	2018
Sport Canada	205,500	205,500
Membership fees	212,478	210,197
High performance fees	46,625	26,000
Registration and entry fees (competitions)	29,150	19,250
Investments		
- Endowment fund	15,261	2,394
- other	4,769	2,596
Sales of merchandise and publications	13,257	19,103
Coaching Association of Canada	5,500	5,544
Donations	3,819	1,700
Grants	3,360	5,000
Advertising and Sponsorship	920	3,100
Miscellaneous	-	1,848
	\$ 540,639	\$502,232

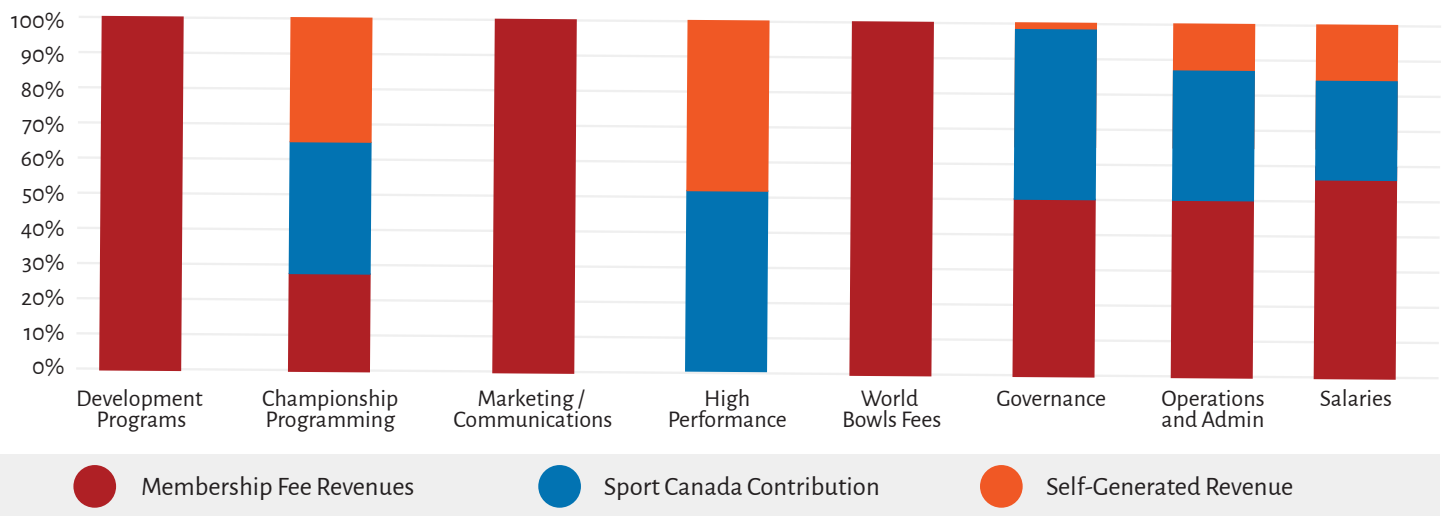
EXPENSES	2019	2018
Officials development program	4,418	2,279
Coaching program	8,734	8,761
Long term athlete development	8,805	6,501
High performance program	119,749	93,892
Awards program	132	161
World Bowls fees	9,823	9,377
Marketing	769	7,371
Membership development program	7,299	88,351
Domestic competitions	82,821	5,406
Communications and public relations program	5,626	8,670
Merchandising and publications program	6,834	5,736
Meetings (governance)	10,300	62,961
National office operations and administration	65,088	171,463
Staff salaries and travel	206,119	
	\$ 536,517	470,929
	\$ 4,122	\$31,303



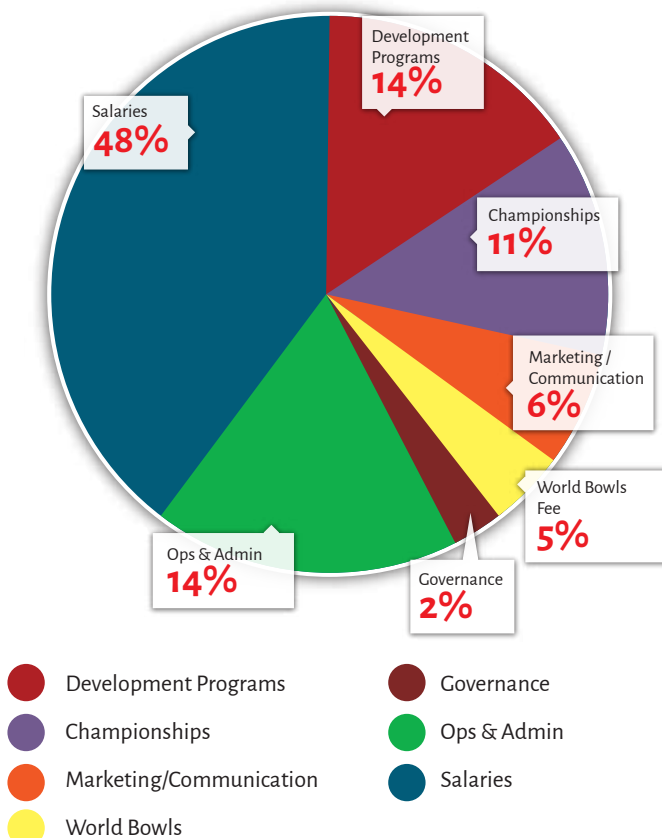
Allocation of Resources

The 2018-2019 Allocation of Revenues chart and two pie charts below depict how Bowls Canada uses financial resources to fund organizational expenditures. Sport Canada contributions have specific conditions restricting the types and amounts of expenditures for which federal government funding can be used. Self-generated revenues include items such as championship entry fees, contribution fees paid by national team athletes, advertising, sponsorship, grants and unrestricted donations.

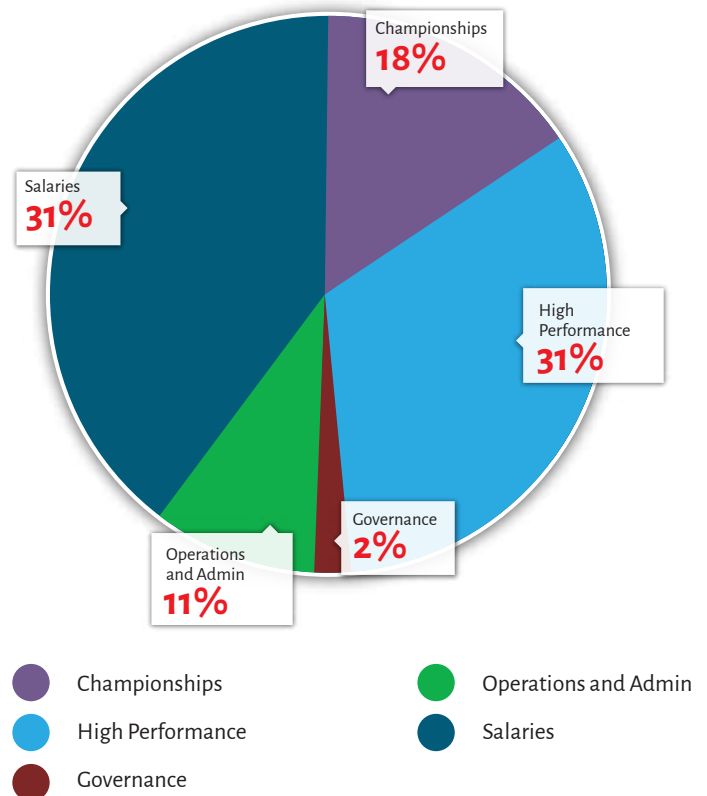
2018-2019 Allocation of Revenues



Membership Fees



2018-2019 Allocation of Sport Canada Contributions and Self-generated Revenues



The Faces Of Bowls Canada Boulingrin

BOARD OF DIRECTORS 2018-2019

Ian Howard – President
Kathryn MacGregor – Vice President
Jennifer MacDonald – Secretary
Steve Moors – Treasurer
Jeff Harding – Director
Ivo Van Bastelaere – Director
Lorane Martin – Director
David Llewellyn – Director

STAFF 2018-2019

Anna Mees – Executive Director (Full Time)
Jake Schuknecht – Bowls Development Officer (Full Time)
Joan Desautels – Bookkeeper (part-time)
Matthew Nafe – Communications / Operations Coordinator
(hired at 80% time, full-time as of January 2019)
Terry Scott – National Coach (part-time)
Darryl Fitzgerald – National Development Coach (part-time)

NATIONAL COMPETITION COMMITTEE

Vacant (Chair), Jonathan Pituley, Dave Cox, Ernie Meid, Heather Comba

NATIONAL OFFICIALS COMMITTEE

Nick Watkins (Chair), George Cubiss, Sharyl Ann Milligan, Helen Leroux

HIGH PERFORMANCE COMMITTEE

Don Caswell (Chair), Jean Roney, Ryan Stadnyk, Mary Wright, George Boxwell, Jackie Foster (Athlete Representative)

MARKETING COMMITTEE

Alex Scott (Chair), John Siteman, Brandon Watson

TASK FORCES AND WORKING GROUPS 2018-2019

Learn to Bowl Program: Josh Cameron, Jordan Kos, Bob Marshall, and Jake Schuknecht

Long-term Athlete Development: Darryl Fitzgerald, Derek Dillon, David Calam, Jake Schuknecht, Paul Jurbala

Risk Management: Ian Howard, Kathryn MacGregor, Anna Mees, Don Caswell, Jake Schuknecht, Pat Vos, Dina Bell-Laroche (Facilitator)

Para Bowls: Kathryn MacGregor, Jane Blaine, Chelsea Robertson, Don Caswell, Dave Ruckman, Alan Dean, Pat Vos, Anna Mees

Strategic Planning: Ian Howard, Jennifer MacDonald, David Calam, Jeff Harding, Rob Law, Anna Mees

PROVINCIAL BOWLS ASSOCIATION PARTNERS

Bowls Alberta
Bowls Saskatchewan Inc.
Ontario Lawn Bowls Association
Bowls New Brunswick Boulingrin
Bowls Manitoba Inc.

Bowls British Columbia
Quebec Lawn Bowling Federation
Lawn Bowls Nova Scotia
Prince Edward Island Lawn Bowling Association

