



ANNUAL REPORT

**BOWLS CANADA
BOULINGRIN**

**2019-
2020**



BRINGING CANADIANS TOGETHER THROUGH BOWLS

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

MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR

2019-2020 was an exciting year as the organization implemented the first year of the new Strategic Plan: Bringing Canadians Together Through Bowls. It is with a great deal of pride that we reflect on this past year.

The fiscal year started strong with Team Canada qualifying for the 2020 World Championships in all eight disciplines at the 2019 Asia Pacific Championships. They additionally brought home four medals, with a silver in Men's Singles and bronze medals in each of Men's Pairs, Men's Fours and Women's Triples.

With a focus on club development, a new workshop was piloted around four pillars of successful sport clubs. The workshop design not only focused on presenting recent innovations in club administration and promotion, but also allowed participants to integrate their learnings directly into a plan tailored for their specific club. We look forward to formally releasing this product in the coming fiscal year.

Safe Sport was a primary focus for the 2019-2020 year. The Board worked to update a complete suite of Safe Sport Policies. Executive Director Anna Mees took advantage of federal government funding to reach out to all provincial bowls associations to discuss the impact of Safe Sport on their associations. A new Safe Sport section on the Bowls Canada website was designed to help inform clubs and bowlers across the country. We successfully engaged an Independent Safe Sport Officer to securely manage complaints and Safe Sport reporting.

Gender Equity was another theme for 2019-2020. Bowls Canada ran a Women in Coaching education initiative designed to help women coaches attain trained and certified NCCP status. Additionally, we were excited to work with BC's Mary Wright and National Team Coach Terry Scott on a High Performance Apprenticeship program. Recognizing that women coaches on the international scene are extremely rare, Wright and Scott identified a process by which women coaches could be mentored through an individualized learning program with applicable coaching experience in a supportive environment. While completing her learning plan, Wright attended the 2019 Multi-Nations Gold Coast Invitational in an apprentice coach capacity where she was approached by almost all of the participating nations to learn more about this initiative. Wright went on to successfully coach Emma Boyd at the 2019 World Youth Championships.

The Para Bowls program gained significant momentum this year with the successful Innovation Initiative grant application and an inaugural national Para Bowls event planned for 2020. Bowls Canada was also officially recognized by International Bowls for the Disabled (IBD) as the sole governing body for Para Bowls in Canada.

Unfortunately, on March 11, 2020 the declaration of a global pandemic by the World Health Organization created a significant shift in the world impacting all sectors, including amateur sport. Amidst global cancellations and the closing of national economies, we were heartened by the collaboration and support of the Canadian bowls community. We know that an important focus of work in the coming year will be supporting clubs and bowlers through this pandemic.

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 navigate this new reality.



IAN HOWARD

BCB President

A handwritten signature in black ink that reads "Ian Howard".



ANNA MEES

Executive Director

A handwritten signature in black ink that reads "Anna Mees".

STRATEGIC OBJECTIVES

1 / DIVERSIFY AND GROW THE NUMBERS OF PARTICIPANTS IN A THRIVING BOWLS COMMUNITY.

2 / ENHANCE COMMUNICATION AND COLLABORATION BETWEEN BOWLS CANADA AND THE PROVINCIAL BOWLS ASSOCIATIONS

3 / ENHANCE ORGANIZATIONAL EXCELLENCE THROUGH VALUES-BASED LEADERSHIP AND EFFECTIVE GOVERNANCE.

4 / CREATE EXCEPTIONAL BOWLS EXPERIENCES THROUGH ENHANCED SYSTEM EXCELLENCE

5 / DELIVER AN INSPIRATIONAL HIGH PERFORMANCE BOWLS PROGRAM



2019-2020 HIGHLIGHTS



DIVERSIFY AND GROW

- ➔ The Board of Directors met in the summer of 2019 to initiate a process to identify an updated membership and participation structure to support the maintenance of a robust bowls community and provide increased opportunities for Canadians to experience bowls.
- ➔ A successful application was made to the International Bowls for the Disabled association to recognize Bowls Canada as the sole governing body for Para Bowls in Canada.
- ➔ A survey was launched to identify baseline data on the number of bowlers with disabilities participating at Canadian clubs.
- ➔ The Club Development Workshop was successfully piloted in Ontario and Alberta. Plans to pilot in Quebec and British Columbia were cancelled due to the onset of the COVID-19 pandemic. The workshop presented four core pillars of success for Canadian clubs and provided a framework for participants to develop a business plan tailored for their club.
- ➔ The 2019 National Bowls Day event saw participation by close to 100 clubs with events occurring in every province. The 2019 membership data showed a strong correlation between successful Bowls Day events and increases in club and provincial membership numbers.
- ➔ The national Learn to Bowl Program was officially launched in both official languages. This program introduces beginners of all ages to bowls in a safe, fun and developmentally appropriate manner.

2019-2020 HIGHLIGHTS



COMMUNICATE AND COLLABORATE

- ➔ A Club Liaison Network was launched with the intention of identifying a designated representative from every club in Canada to receive and share information with Bowls Canada.
- ➔ A new Communication Strategy was developed with goals to increase engagement with local clubs and bowlers as well as to enhance promotion amongst the Canadian public.
- ➔ Social media followers and engagement grew beyond the targeted 25% increase for both Facebook and Instagram. The 2019 Asia Pacific Championships social media campaign resulted in more than 15,000 engagements over the period of the competition.
- ➔ The Presidents' Council continued to meet regularly through the year on issues such as Safe Sport, sport development, strategic planning and collaborative approaches to promotion and development.
- ➔ The Biased Bowls blog was used to share best practices and encourage thought provoking discussion on the future development of bowls. One of the most popular ongoing themes was the Ask an Umpire segment that allowed bowlers from across the country to send in their questions to be addressed by the National Officiating Committee.
- ➔ The national Communication Council was launched in February 2020 to collaborate on initiatives such as Bowls Day, national grant programs, Safe Sport and more. Unfortunately, the declaration of the global pandemic in March 2020 put a hold on these activities.



ORGANIZATIONAL EXCELLENCE

- ➔ Bowls Canada received additional funding to initiate Safe Sport and Gender Equity Initiatives. Outcomes included:
 - o Three “Women on Boards” webinars hosted by Women and Sport Canada
 - o Six face-to-face Women and Sport leadership workshops run in Ontario and Alberta (workshops planned for Nova Scotia, Quebec and British Columbia were cancelled due to the COVID-19 Pandemic)
 - o Updated Safe Sport section on the Bowls Canada website
 - o A secure and confidential complaints process run through the designated Independent Safe Sport Officer was launched (details are on the Safe Sport section of the website)
 - o A suite of Safe Sport policies was developed and approved
 - o The Respect in Sport Leader Training was made available at no cost to all Bowls Canada volunteers, coaches, staff and athletes
- ➔ Bowls Canada was successful in their application for a federal Innovation Initiative grant to develop and pilot a project to increase the number of registered bowlers with disabilities through the creation of a safe, welcoming environment for Canadians with various disabilities to play bowls. Initially planned for implementation in 2020, the COVID-19 pandemic has delayed the initiative by a year.
- ➔ The 2019 Annual General Meeting resulted in a full complement of Directors being elected to the Board.

2019-2020 HIGHLIGHTS



ORGANIZATIONAL EXCELLENCE

- ➔ The national office officially moved to the House of Sport in December 2019. This move puts the organization in direct contact with many other peer organizations including Commonwealth Sport Canada, the Coaching Association of Canada, Wrestling Canada, Ringette Canada, Boccia Canada, Hockey Canada and many more.
- ➔ With the dissolution of the Blind Bowls Association of Canada (BBAC), Bowls Canada officially took on the responsibility of ParaBowls within Canada. BBAC's generous donation to Bowls Canada will provide initial seed money to see the establishment of new development resources and a new national competition to support ParaBowlers.

EXCEPTIONAL BOWLS EXPERIENCES

- ➔ BCB's Learn to Bowl program was recognized as a "best practice" at the Sport for Life summit in Gatineau, QC in January 2020 and BCB's Jake Schuknecht was asked to share highlights from the program on a National Panel.
- ➔ Coach development continued across the country:
 - o 8 Club Coach workshops took place between BC, ON, and NS, which resulted in 83 coaches being trained
 - o 2 Competition Coach workshops took place between NB and ON, which resulted in 20 attendees reaching the "in-training" status
 - o 2 Competition Coach Evaluations took place across Canada (one in BC, one in NS)
 - o 3 Coach Evaluators (BC, AB, NS) achieved a "trained" status
 - o National Team head coach, Terry Scott, ran several coach development workshops throughout the month of August, which served as PD opportunities for coaches
 - o All Bowls NCCP resources were updated with the latest Concussion safety protocols

2019-2020 HIGHLIGHTS



EXCEPTIONAL BOWLS EXPERIENCES

- ➔ Two important officiating pilots were run in 2019:
 - o an Umpire Evaluation program was piloted at the 2019 Canadian Lawn Bowling Championships (Burlington) and Outdoor Singles (Heritage Greens LBC) with the goal of providing meaningful feedback and identifying any gaps in existing training programs
 - o Bowls Canada initiated a formal recognition program at all 2019 Canadian Championships where umpires were paid \$30 per round.
- ➔ Bowls Canada entered into a partnership with the University of Guelph Turf Institute to update existing greens resources. A Greens Advisory Group was also struck to work with Bowls Canada staff on overseeing this project.
- ➔ The Competition Committee evolved into a new Development Committee in February, 2020. This will position the organization for the creation of exceptional bowls experiences that align with long-term development goals from grassroots recreation to national competition.

SUCCESSFUL SEASON OF CHAMPIONSHIPS 2019



CANADIAN YOUTH CHAMPIONSHIPS

JUAN DE FUCA LBC (VICTORIA, BC)

- Luci Ewen (BC) - Junior Women's Champion
- Trevor Birrell (BC) - Junior Men's Champion
- Emma Boyd (BC) - U25 Women's Champion
- Brandon Watson (SK) - U25 Men's Champion

CANADIAN PAIRS/FOURS

BURLINGTON LBC (BURLINGTON, ON)

- Peggy Plathan/Patricia Walker (AB) – Women's Pairs Champions
- Claire Day, Amanda Berg, Jen MacDonald, Val Wilson (AB) – Women's Fours Champions
- Jonathan Pituley/Michael Pituley (SK) – Men's Pairs Champions
- Derek McKie, Lyall Mix, James Smith, Everett Zwiers (ON) – Men's Fours Champions

CANADIAN OUTDOOR SINGLES

HERITAGE GREENS LBC (KITCHENER, ON)

- Cathy Larking (ON) - Michael Leong (BC)

CANADIAN MIXED PAIRS

NUTANA LBC (SASKATOON, SK)

- Cary Manns, Gigi Chan (BC)—Mixed Pairs Champions

CANADIAN SENIOR TRIPLES

BEACONSFIELD LBC (MONTREAL, QC)

- Kathy Smith, Val McWilliams, Pat Kostecki (ON) – Women's Champions
- Wayne Wright, Don Caswell, Tom Roth (ON) – Men's Champions

CANADIAN INDOOR SINGLES

PACIFIC INDOOR BOWLS CLUB (VANCOUVER, BC)

- Bobbi-Jean Charlton (BC) - Hirendra Bhartu (BC)



**INSPIRATIONAL HIGH
PERFORMANCE AND
INTERNATIONAL
COMPETITION RESULTS**

CANADIAN REPRESENTATION ABROAD

2019 Asia Pacific Championships: Kelly McKerihlen, Joanna Cooper, Leanne Chinery, Jordan Kos, Jackie Foster, Ryan Bester, Rob Law, Cameron Lefresne, Greg Wilson, Pat Bird

- o Silver Medal: Ryan Bester in Men's Singles
- o Bronze Medal: Ryan Bester, Rob Law in Men's Pairs
- o Bronze Medal: Cam Lefresne, Greg Wilson, Pat Bird, Rob Law in Men's Fours
- o Bronze Medal: Leanne Chinery, Jordan Kos, Jackie Foster in Women's Triples

2019 Multi-Nations Gold Coast Invitational: Jordan Kos, Joanna Cooper, Jackie Foster, Leanne Chinery, Kelly McKerihlen, Rob Law, Greg Wilson, Cameron Lefresne, Ryan Bester, John Bezear

- o Gold Medal: Ryan Bester, John Bezear in Men's Pairs
- o Silver Medal: Kelly McKerihlen in Women's Singles
- o Bronze Medal: Ryan Bester in Men's Singles

2019 Champion of Champions: Shirley Fitzpatrick-Wong (MB) and Earl Luk (BC)

2019 IIBC U25 Championships: Brandon Watson (SK) and Emma Boyd (BC)

2020 World Indoor Cup: Hirendra Bhartu (BC) and Bobbi-Jean Charlton (BC) were ready to compete when the COVID-19 pandemic forced the cancellation of the event.



INSPIRATIONAL HIGH PERFORMANCE AND INTERNATIONAL COMPETITION RESULTS

NATIONAL SQUADS

Men

Women

2018 – 2020 National Squad (2 yr appointment)

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

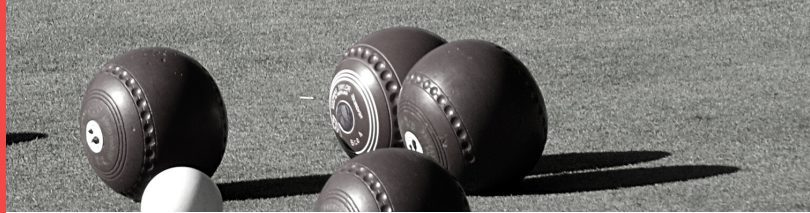
2018 - 2020 Development Squad (2 yr Appointment)

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

2019-20 Youth Development Squad

Brandon Watson (SK)	Jordan Gailey (SK)	Emma Boyd (BC)	Jordan Kos (SK)
Erik Galipeau (ON)	Max Bodley-Scott (BC)	Carah Webster (BC)	Luci Ewen (BC)
Trevor Birrell (BC)	Lorrand Wong (SK)	Alena Bergeron (SK)	Sierra Trueman (BC)
Owen Twamley (BC)	Auzzie Chambers (BC)	Alexis Gallacher (AB)	

FINANCIALS



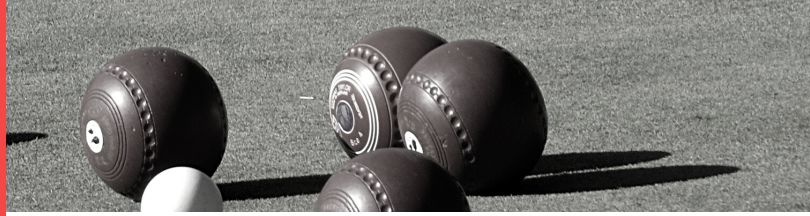
MEMBERSHIP NUMBERS

Membership numbers remained fairly steady with growth in some provinces making up for attrition in other provinces. The 2019 numbers reflect a 4.5% growth since 2014. The new strategic plan “Bringing Canadians Together through Bowls” is largely focused around initiatives to grow the sport across the country. Recognizing that the COVID-19 pandemic will have an impact, our vision remains that by 2022 we will see participation 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 the previous year's statistics.

Province	2014	2015	2016	2017	2018	2019
BC	4,355	4,391	4,397	4,331	4,471	4,555
AB	676	675	808	802	819	841
SK	251	345	376	387	397	469
MB	312	303	286	306	285	303
ON	6,638	6,748	6,721	6,661	6702	6,617
QC	387	389	346	358	325	311
NB	176	180	160	166	160	195
NS	415	390	429	479	501	535
PEI	81	69	67	71	63	63
NF/L	0	0	0	0	0	0
TOTALS	13,291	13,490	13,590	13,561	13,723	13,889

FINANCIALS

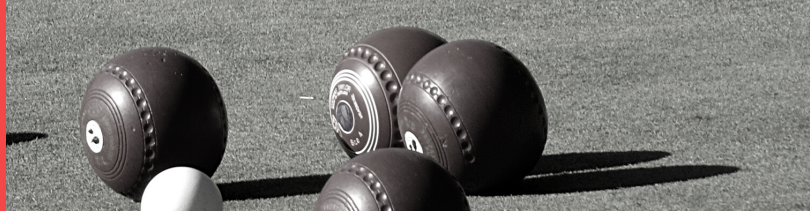


The overall financial health of the organization is represented in the “Statement of Financial Position” with the specific revenues and expenditures of the 2019-2020 fiscal year being represented in the “Statement of Operations”.

STATEMENT OF FINANCIAL POSITION AS AT MARCH 31ST, 2020

	<u>2020</u>	<u>2019</u>
ASSETS		
CURRENT		
Cash	\$ 118,826	\$ 78,708
Investments		
- Endowment fund	228,397	237,393
- other	285,537	280,983
Accounts receivable	98,360	14,127
Prepaid Expenses	<u>30,254</u>	<u>45,052</u>
	<u>\$ 761,374</u>	<u>\$ 656,263</u>
LIABILITIES		
CURRENT		
Accounts Payable	\$ 33,693	52,051
Deferred revenue	117,822	
NET ASSETS		
Restricted for endowment fund	229,563	238,559
Unrestricted	<u>380,296</u>	<u>365,653</u>
	<u>609,859</u>	<u>604,212</u>
	<u>\$ 761,374</u>	<u>656,263</u>

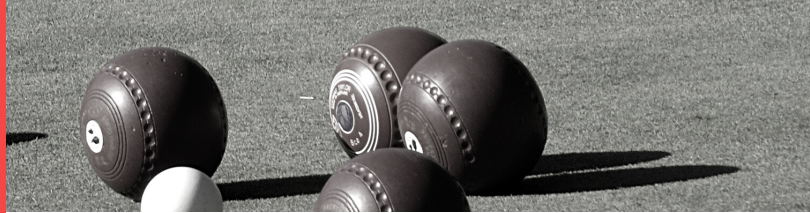
FINANCIALS



STATEMENT OF OPERATIONS AS AT MARCH 31ST, 2020

	2020	2019
REVENUE		
Sport Canada	\$ 241,078	\$ 205,500
Membership fees	256,951	212,478
Registration and entry fees (competitions)	29,850	29,150
High performance fees	28,500	46,625
Sales of merchandise and publications	25,711	13,257
Grants	23,360	3,360
Investments		
- Endowment fund	(8,996)	15,261
- other	5,380	4,769
Donations	3,471	3,819
Coaching Association of Canada	3,438	5,500
Advertising and Sponsorship	1,039	920
Miscellaneous	2,633	-
	<u>612,415</u>	<u>540,639</u>
EXPENSES		
Officials development program	4,998	4,418
Coaching program	6,919	8,734
High Performance program	118,494	119,749
World Bowls fees	9,836	9,823
Membership development	4,985	7,299
Bowler and club Development	8,731	8,937
Domestic competitions	111,562	82,748
Communications and public relations	4,442	6,395
Merchandising and publications	4,870	6,834
Meetings (governance)	15,205	10,300
National office operations	55,344	49,422
Official languages	13,602	15,666
Safe sport and gender equity	25,243	-
Para bowls	10,334	73
Staff salaries and travel	212,203	206,119
	<u>606,768</u>	<u>536,517</u>
NET REVENUE FOR THE YEAR	<u>5,647</u>	<u>4,122</u>

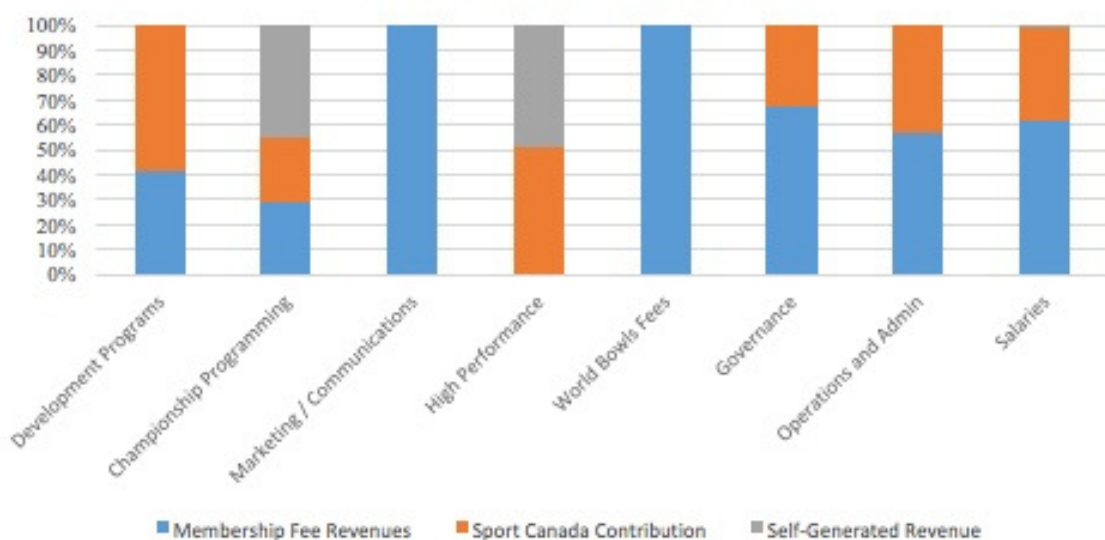
FINANCIALS



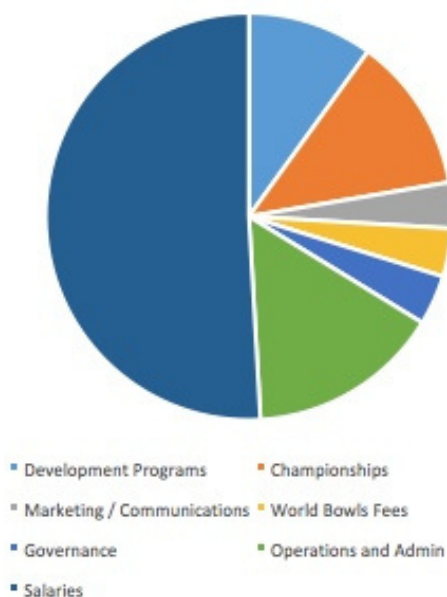
ALLOCATION OF RESOURCES

The 2019-2020 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.

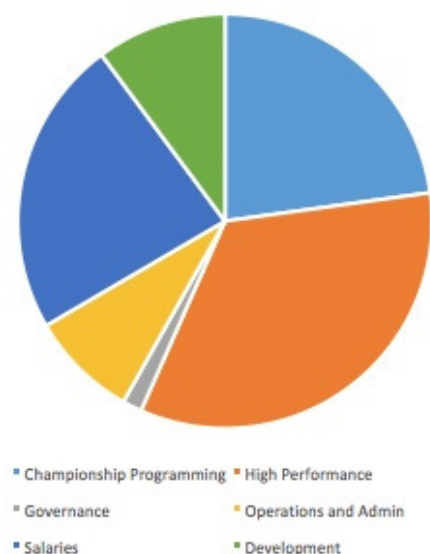
2019-2020 Allocation of Revenues



2019-2020 Allocation of Membership Fees



2019-2020 Allocation of Sport Canada Contributions and Self-generated Revenues



THE FACES OF BOWLS CANADA BOULINGRIN

Board of Directors 2019-20

Ian Howard – President
Kathryn MacGregor – Vice President
Lorane Martin – Secretary
Steve Moors -- Treasurer
Jeff Harding – Director
Ivo Van Bastelaere – Director
Anne Mathewson – Director
David Llewellyn – Director
Cathy Selzler – Director
Don Caswell – Director

Government and Corporate Partners

Government of Canada: Sport Canada
Commonwealth Sport Canada
Coaching Association of Canada
MVP Sports
Kukri North America

Staff 2019-20

Anna Mees (Executive Director - Full Time), Joan Desautels (Bookkeeper - part-time), Jake Schuknecht (Bowls Development Officer - Full Time), Callie Donnelly (Office Administrator - part time), Matthew Nafe (Communications / Operations Coordinator), 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

2019 Chief Official: George Cubiss

High Performance Committee

Jean Roney (Chair), Ryan Stadnyk, Mary Wright, Anita Nivala, Steven Santana, Jackie Foster (Athlete Representative), Rob Law (Athlete Representative)

Marketing Committee

Alex Scott (Chair), John Siteman, Brandon Watson, Ralph Ellis

Task Forces and Working Groups 2019-2020

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

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

Greens Advisory Group: Charles Roach, Terry O'Neil, John Bjornson

Provincial Bowls Association Partners

Bowls Alberta	Bowls British Columbia
Bowls Saskatchewan Inc.	Quebec Lawn Bowling Federation
Ontario Lawn Bowls Association	Lawn Bowls Nova Scotia
Bowls New Brunswick Boulingrin	Prince Edward Island Lawn Bowling Association
Bowls Manitoba Inc.	