

Bowls Canada Boulingrin

# ANNUAL REPORT

April 1

March 31

2020-2021



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

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OUR VISION: TO BRING CANADIANS TOGETHER THROUGH BOWLS

# MESSAGE FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER

The overwhelming theme of the 2020-2021 fiscal year was one of resilience. A global pandemic caused the interruption of the bowls season in Canada as business around the world stopped and then shifted to a new reality.

Having already made the decision to cancel the 2020 national championship program and provide immediate relief to Members through the suspension of all fees, Bowls Canada's Directors turned their attention to ensuring that both the organization and the sport would be in a position to reemerge once the pandemic receded. Directors went above and beyond to research, analyze, manage risk and make contingency plan after contingency plan to meet the ever-changing global situation. Recognizing early that the pandemic would result in long-term environmental impacts, the Board directed the Strategic Planning Committee to review and update the current strategic plan to ensure the organization was ready to meet the situations evolving around us.

Research was conducted to identify how the pandemic could potentially, and would ultimately, impact local bowls clubs. This research indicated that over 100,000 Canadians are impacted by the sport of bowls on an annual basis. It also allowed clubs and provincial associations to very clearly identify how Bowls Canada could assist them and resulted in the development of resources to help meet the challenges of coping in a pandemic world. Return to Play protocols, legal advice, administrative templates, town hall webinars, fact sheets, FAQs, consolidation of external resources and lobbying kits to ensure greens could be sustained were amongst the many products Bowls Canada produced throughout the pandemic.

This was also a year of collaboration. The Presidents' Council met almost weekly to discuss challenges and potential solutions resulting in a true sense of national unity. Local bowls clubs and participants stepped up time and again to complete extensive survey requests to help Bowls Canada chart a course through the pandemic. As a national community, we engaged in a new virtual world. In response to requests from local clubs, new video tutorials were developed to help our stakeholders meet these new demands. Meetings of all kinds moved online and "Zoom" took on a whole new meaning.

# MESSAGE FROM THE PRESIDENT AND CHIEF EXECUTIVE OFFICER

In addition to meeting the challenges of the pandemic, there was also exciting development in other areas. Bowls Canada's Safe Sport policies were updated to align with the new Universal Code of Conduct for Maltreatment in Sport. A Safe Sport Strategy Framework was developed with the assistance of club representatives from coast-to-coast to provide guidance on how to best implement Safe Sport practices at all levels. Work continued on the **Just Roll With It** pilot program to ensure that it would be ready to launch in 2021. Perhaps one of the most exciting developments was the **Belonging in Bowls** initiative. Developed for Canadian clubs to recruit and retain new participants, it tied together promotion, accessibility, governance and the creation of safe and welcoming environments. This would provide a foundation to help clubs relaunch out of the 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 ready ourselves to rise again in this new reality.



**Kathryn MacGregor**  
President

A handwritten signature in black ink that reads "Kathryn MacGregor".



**Anna Mees**  
Chief Executive Officer

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

# Strategic Objectives

01 **Diversify and grow** the number of participants in a thriving bowls community.

02 Enhance **communication and collaboration** between Bowls Canada and the Provincial Bowls Associations.

03 Enhance **organizational excellence** through values-based leadership and effective governance.

04 Create **exceptional bowls experiences** through enhanced system excellence.

05 Deliver an **inspirational high performance** bowls program.



# 2020-2021 HIGHLIGHTS

## Diversify and Grow

Bowls Canada engaged in two intensive evaluation studies to determine both the predicted and actual impacts of the pandemic on bowls clubs during the 2020 season.

A new national membership model based on a flat fee system was developed with the ultimate goal of providing more flexibility to members for attracting participants at the local level.

The **Belonging in Bowls** program was developed to help clubs relaunch the sport post-pandemic with safe and welcoming environments.

New marketing assets which could be tailored for local implementation were developed to accompany the **Belonging in Bowls** program.

**2020 Bowls Day** was transitioned to a virtual format with online contests, quizzes and activities. A national “Pass the Bowl” video was created by National Team Member Emma Boyd and BCB’s Casey Donnelly.



# Communicate and Collaborate

The Bowls Canada website was relaunched in an accessible, responsive and modernized format.

The Presidents' Council met monthly throughout the year and weekly at the height of the pandemic representing a new era of collaboration amongst Canadian bowls stakeholders.

A communication engagement strategy was launched with the goal to connect clubs together and help them connect with their members despite not being able to meet in person through most of the year. Eight video tutorials and two infographics were created to help local club members navigate the new world of virtual community.

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. A core component of the new strategy was the integration of promoting Para Bowls initiatives and participants.

Social media followers and engagement grew beyond the targeted 25% increase for both Facebook and Instagram.

**This Week in Bowls** was revitalized into a weekly e-newsletter to keep bowlers up to date on the latest pandemic resources and share best practices from across the country.

**The Biased Bowls blog** was used to share best practices on getting through the pandemic and sharing best practices in preparation of relaunching the sport post-pandemic.

The National Team Interview series was launched featuring in-depth interviews with Canada's Senior Squad athletes.



# Organizational Excellence

A Covid-19 Response Team (CRT) was appointed by the Board to monitor the pandemic's impact on the organization and its Members. The CRT met daily at the height of the pandemic to conduct environmental analyses, assess financial impacts and make recommendations on risk mitigation strategies and resources.

Bowls Canada received additional funding to initiate Safe Sport and Gender Equity Initiatives. Outcomes included:

- Hiring a Communications and Safe Sport Coordinator
- Running a national Safe Sport Focus Group to identify concerns and needs of clubs and provincial bowls associations
- Developing a national Safe Sport Strategy framework
- Partnering with Sideline Learning to develop a national screening and monitoring process for clubs and Provincial Associations to use
- The suite of Safe Sport policies was updated to align with the Universal Code of Conduct for Maltreatment in Sport
- The Respect in Sport Leader Training was made available at no cost to all Bowls Canada volunteers, coaches, staff and athletes
- All National volunteers, athletes and staff completed Safe Sport training
- Two female Regional Coaches were hired
- A series of Canadian Women in Sport online leadership workshops were delivered to Member stakeholders

A new Fundraising working group was established resulting in a successful Giving Tuesday Campaign and new resources to facilitate revenue generation

The 2020 Annual General Meeting was held virtually and resulted in a full complement of Directors being elected to the Board.

The national office staff worked from home for the duration of the fiscal year due to the pandemic restrictions enforced in Ontario. The beginning of the pandemic saw national staff donate vacation days to the organization to alleviate some of the financial strain on the organization. New remote working tools were implemented.

The organization was able to take advantage of several Covid-19 relief programs which enabled business to continue uninterrupted.

# Exceptional Bowls Experiences

All 2020 Canadian Championships and national events such as coaching workshops were cancelled due to the global pandemic

A series of pandemic related resources were developed to help clubs survive through the 2020 season and be in a position to reopen in 2021. These included a Greens Lobbying Kit, a complete set of Return to Play Protocols which aligned with Public Health advice and reopening standards, "Frequently Asked Questions" for implementing the Protocols, town hall webinars for clubs and provincial associations to receive information directly from subject matter experts, waiver templates, and a tutorial on using online scheduling tools

With the help of external experts (Sport Law's Kevin Lawrie), research was conducted to assess participant's readiness for national championships in 2021. This research as well as a comprehensive ongoing environmental analysis by the Covid-19 Response Team was used to determine that running championships in 2021 was not feasible.

Sport for Life's Paul Jurbala initiated research on the effectiveness of the Competition Review & Restructuring process that consulted players, coaches and other stakeholders of national championships.

The National Coaching Certification Program Bowls Club Coach workshop was updated and modularized to allow for an online delivery experience. The course content was updated as well, to remain aligned with the Coaching Association of Canada's updated courses which are integrated. The pathway to become a trained Club Coach was also updated, adding in an online Emergency Action Plan module and an approved Safe Sport course as part of the requirements for new coaches. This updated program now allows for 5 of the 8 modules to be completed over Zoom, with the remaining 3 modules to be completed in person. Provincial Coaching Coordinators still have the option to deliver the full course in-person, once it is safe to do so.

The National Coaching Certification Program Bowls Competition Coach workshop began an update process to allow for an online delivery experience.

# Inspirational High Performance Program

Due to the global pandemic, all international competitions were cancelled for the 2020-21 fiscal year.

A new Regional Coaching Model was launched resulting in the hiring of Mary Wright (BC), Derek Dillon (AB), and Tammy Foster-Veinot (NS). The purpose of the Regional Coaching model is to provide additional coaching resources at a local level and to also provide a bridge between local players and national team programming.

The High Performance Committee engaged Sport for Life expert Meredith Gardner to conduct an analysis of Canada's high performance program and prepare a Ten-Year Pathway which will be used in the development of the next iteration of Bowls Canada's strategic plan.

National Squad members were extended an additional year in deference to the pandemic

Several Senior Squad athletes made the decision to step down from the squad: Lucas Caldwell, Jonathan Pituley, and Pricilla Westlake. Bowls Canada acknowledges the contribution, commitment and passion of all these athletes and we look forward to seeing them back on the greens in the future.

Men		Women	
National Senior Squad			
Ryan Bester	Cameron Lefresne	Leanne Chinery	Joanna Cooper
Rob Law	Braeden Campbell	Jackie Foster	Shirley Fitzpatrick-Wong
Greg Wilson	Pat Bird	Jordan Kos	Emma Boyd
David-James Smith		Kelly McKerihen	Baylee vanSteijn
National Development Squad			
Owen Kirby	Erik Galipeau	Cathy Larking	
John Bezear	Mike McNorton	Mary Lou Richards	
Carter Watson	Brandon Watson	Jennifer MacDonald	
National Youth Development Squad			
Brandon Watson (SK)	Trevor Birrell (BC)	Emma Boyd (BC)	Alena Bergeron (SK)
Jordan Gailey (SK)	Lorrand Wong (SK)	Jordan Kos (SK)	Sierra Trueman (BC)
Erik Galipeau (ON)	Owen Twamley (BC)	Carah Webster (BC)	Alexis Gallacher (AB)
Max Bodley-Scott (BC)	Auzzie Chambers (BC)	Luci Ewen (BC)	

# FINANCIALS

## Membership Numbers

Due to the extraordinary circumstances of the pandemic, 2019 memberships were extended through the 2020 season. While no official census was taken in 2020, research and polling conducted by BCB indicated that almost 85% of clubs were able to open in some capacity in the 2020 season; those that did open saw less than 50% of their membership return to play under the pandemic protocols.

Province	2014	2015	2016	2017	2018	2019	2020
BC	4355	4391	4397	4331	4471	4555	n/a
AB	676	675	808	802	819	841	n/a
SK	251	345	376	387	397	469	n/a
MB	312	303	286	306	285	303	n/a
ON	6638	6748	6721	6661	6702	6617	n/a
QC	387	389	346	358	325	311	n/a
NB	176	180	160	166	160	195	n/a
NS	415	390	429	479	501	535	n/a
PEI	81	69	67	71	63	63	n/a
NF/L	0	0	0	0	0	0	n/a
TOTALS	13291	13490	13590	13561	13723	13889	n/a



# FINANCIALS

## 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 2020-2021 fiscal year being represented in the "Statement of Operations".

### STATEMENT OF FINANCIAL POSITION AS AT MARCH 31, 2021

	2021	2020
ASSETS		
CURRENT		
Cash	\$ 167,700	\$ 118,826
Investments		
- Endowment fund	281,201	228,397
- Other	291,719	285,537
Accounts receivable	38,178	98,360
Prepaid expenses	19,152	30,254
	<u>\$ 797,950</u>	<u>\$ 761,374</u>
LIABILITIES		
CURRENT		
Accounts payable	\$ 49,960	\$ 33,693
Deferred Revenue	53,096	117,822
	<u>103,056</u>	<u>151,515</u>
CEBA BANK LOAN	60,000	-
	<u>163,056</u>	<u>151,515</u>
NET ASSETS		
Restricted for endowment fund	282,367	229,563
Unrestricted	352,527	380,296
	<u>634,894</u>	<u>609,859</u>
	<u>797,950</u>	<u>761,374</u>

# FINANCIALS

## STATEMENT OF OPERATIONS FOR THE YEAR ENDED MARCH 31, 2021

	<u>2021</u>	<u>2020</u>
REVENUE		
Sport Canada	\$ 406,941	\$ 241,078
Donations	28,599	3,471
Coaching Association of Canada	23,500	3,438
Investments		
- Endowment fund	52,804	(8,996)
- Other	5,073	5,380
Miscellaneous	3,682	2,633
Sales of merchandise and publications	1,065	25,711
Advertising and Sponsorship	1,037	1,039
Membership fees	-	256,951
Registration and entry fees (competitions)	-	29,850
Grants	-	23,360
High Performance Fees	-	28,500
	<u>522,701</u>	<u>612,415</u>
EXPENSES		
Coaching program	23,568	5,724
High Performance program	15,758	118,494
World Bowls fees	10,448	9,836
Membership development	7,870	4,985
Bowler and club Development	25,840	8,731
Communications and public relations	11,486	4,442
Merchandising and publications	162	4,870
Governance	4,019	15,205
National office operations	50,387	55,344
Official languages	25,605	14,797
Safe sport and gender equity	39,857	25,243
Para bowls	55,257	10,334
Staff salaries and travel	227,409	212,203
Officials development	-	4,998
Domestic competitions	-	111,562
	<u>497,666</u>	<u>606,768</u>
NET REVENUE FOR THE YEAR	<u>25,035</u>	<u>5,647</u>

# THE FACES OF BOWLS CANADA BOULINGRIN

## Board of Directors 2020-21

Kathryn MacGregor – President  
Don Caswell – Vice President  
Anne Mathewson – Secretary  
Dennis Verge – Treasurer  
Jeff Harding – Director  
Cathy Selzler – Director  
Chris Stadnyk – Director  
Laura Seed – Director  
Trevor Pohle – Director

## Bowls Canada Boulingrin Members

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

## Government and Corporate Partners

Government of Canada  
Coaching Association of Canada

Commonwealth Sport Canada  
Kukri North America

MVP Sports

## Staff 2020-21

(\*Part-time)

Anna Mees – CEO  
Jake Schuknecht – Bowls Development Manager  
Casey Donnelly – Communications & Safe Sport Coordinator

Joan Desautels – Bookkeeper\*  
Terry Scott – National Senior Coach\*  
Darryl Fitzgerald – National Development Coach\*

**Regional Coaches:** Mary Wright (BC), Derek Dillon (Prairies), Tammy Foster-Veiniot (Maritimes)

**Para Bowls Contractor:** Mary MacDonald

**National Development Committee** – James Rimmer (Chair), Tammy Foster-Veiniot, Mary Wright, Derek Dillon

**National Officials Committee** – Nick Watkins (Chair), George Cubiss, Sharyl Ann Milligan, Helen Leroux, Gary Laurence

**High Performance Committee** – Ryan Stadnyk (Chair), Jean Roney, Mary Wright, Anita Nivala, Jackie Foster (Athlete Representative), Rob Law (Athlete Representative)

**Marketing Committee** – Alex Scott (Chair), John Siteman, Brandon Watson

## Task Forces and Working Groups 2020-21

**COVID-19 Response Team:** Ian Howard, Kathryn MacGregor, Don Caswell, Dennis Verge, Anna Mees

**Governance:** Kathryn MacGregor, Don Caswell, Cathy Selzler, Anna Mees

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

**Strategic Planning:** Ian Howard, Kathryn MacGregor, Anne Mathewson, Rob Law, Jennifer MacDonald, Ivo VanBastelaere, David Llewellyn, Anna Mees

**Membership Engagement:** Cathy Selzler, David Llewellyn, Alex Scott, James Rimmer, Jeff Harding, Anna Mees

**Club Coach Updating:** Darryl Fitzgerald, Pat Vos, Derek Dillon, David Calam, Jake Schuknecht, Marc Dagenais

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

**Fundraising:** Trevor Pohle, Kathryn MacGregor, Anne Mathewson, Dennis Verge, Jake Schuknecht