

Bowls Canada Boulingrin Annual Report 2022-2023



Bowls Canada Boulingrin

Bowls Canada Boulingrin (BCB) is the governing body responsible for lawn bowls in Canada and our mission is to provide leadership that facilitates inclusive participation and excellence for the sport of lawn bowls in Canada.

Our vision: to cultivate a fun, inclusive, and excellent lawn bowls culture that brings communities together.

Message from the Chair and Chief Executive Officer

After two years of pandemic restrictions, it was a welcome relief to return to programming in the 2022-2023 fiscal year.

Bowls Canada was well positioned to successfully emerge from Covid thanks to the support of pandemic relief funding programs. Canadians overall were eager to return to activity and the 2022 season saw a 20.9% increase in membership over 2021. While not quite a return to pre-pandemic numbers, this represented only a 1.4 % decrease from pre-pandemic membership numbers.

The impacts of the pandemic continued to linger in everything from volunteer burnout, significantly increased costs in all areas, and supply chain issues. In order to provide ongoing pandemic impact relief to our members, Bowls Canada continued to hold a reduction in membership fees.

Despite the ongoing concerns from the pandemic, the 2022-2023 fiscal year saw many exciting developments.

Bowls Canada became a program signatory with the Office of the Sport Integrity Commissioner. The program is mandatory for every National Sport Organization that receives funding from the Government of Canada. Previously, Bowls Canada had integrated the Universal Code of Conduct to prevent Maltreatment in Sport (UCCMS) into its policies, but with the new Abuse Free Sport mechanism, Bowls Canada has adopted the UCCMS in its entirety and has updated policies accordingly. More information about this process can be found on the Bowls Canada website under the Safe Sport menu.

A new strategic plan was developed and recommended to the Board by Committee members Anne Mathewson, Gary Pickering, Lynn Chwartacki, Rob Law and Bruce St. Louis. Facilitated by Sheffe Consulting Company, the Committee reviewed an environmental analysis and assessed the Canadian political landscape for amateur sport before recommending a bold new plan to move the sport and the organization forward in a direction of growth. Approved by the Board and endorsed by the members, this plan will begin in the 2023-2024 fiscal year. The strategic plan is available on the Bowls Canada website in the News & About Us menu.

Great strides were made in the development of para bowls in the 2022-2023 fiscal year. To assist clubs with creating welcoming spaces and programming for participants with disabilities, the “Just Roll With It” program officially launched in 2022. The inaugural Para Bowls National Championships were held at the Windsor Lawn Bowling Club. It was the first event of its kind in Canada and featured both visually impaired and physically disabled bowlers from across Canada.

Internationally, Team Canada competed at the Commonwealth Games in Birmingham, United Kingdom. Although the team was unsuccessful in reaching the podium and bringing home medals, they gave a strong showing competing against the best bowlers in the World.

As always, we are extremely grateful to the many people and associations who contribute to Bowls Canada including the Government of Canada, our sponsors and the many donors who helped support the organization over the last year. We would be remiss to not recognize the dedication and passion of our directors and staff, without whom our success would not be possible.



Kathryn MacGregor, Chair



Anna Mees, CEO

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
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2022-2023 Highlights

Diversify and Grow

Just Roll With It para bowls was implemented as a nation-wide program with free resources available through the Bowls Canada website.

More than 99 clubs across Canada engaged in the Safe Sport Foundation of Belonging in Bowls, from simply registering in the program, completing requirements, and acquiring their Safe Sport Foundation accreditation. We also saw our 3rd club complete the Safe Sport Foundation program!

Work progressed on the *Belonging in Bowls* pillar of Club Development for launch in August 2023.

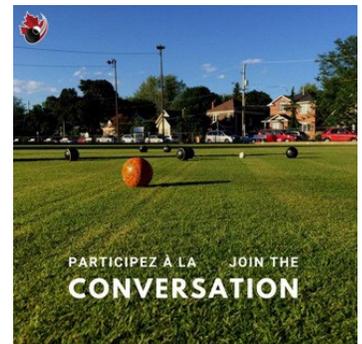
2023 Bowls Day was run in a hybrid format, with in-person Bowls Day or Open House events held across the country and promotional campaigns held on BCB's social media outlets. In total we saw 70 clubs register for the National Bowls Day Event. During the National Bowls Day campaign, BCB saw an increase in reach on Facebook (189% increase for a total of 10,000 people) and engagement increased by 62% with 1,200 page visits.

With the support of a New Horizons for Seniors grant, two more e-learning modules were developed to support clubs in the area of governance training for volunteers.

Communicate and Collaborate

The Presidents' Council continued to meet regularly to collaborate on bowls development and share challenges and best practices.

Bowls Canada engaged marketing experts to initiate a strategy to promote bowls and reposition the activity in the eyes of non-bowlers which will wrap up over the next fiscal year. The research stage involved two sets of stakeholder engagement, a review of successful national bowls associations, a comprehensive analysis of the Canadian leisure market and a review of other brands that attempted a "rebrand" similar to lawn bowls.



Organizational Excellence

A new strategic plan was approved by the Board and endorsed by the Presidents' Council for roll out April 1, 2023. An updated vision, mission and key goals was crafted with the intent to take Bowls Canada and the sport of bowls out of post-pandemic uncertainty and into a period of growth and stability.

Bowls Canada became a program signatory with Abuse Free Sport in March 2023. The program is mandatory for every National Sport Organization funded by Sport Canada. This pledge indicated that Bowls Canada would adopt the new mandatory National UCCMS (Universal Code of Conduct for Maltreatment in Sport) Safe Sport mechanism.

Despite a successful Giving Tuesday campaign, fundraising targets remained out of reach amidst rapidly rising inflation and surging costs overall.

Membership fees were reinstated at 85% of 2019 levels to provide ongoing pandemic impact relief to members.

Exceptional Bowls Experiences

Canadian Championships returned in 2022. Remaining pandemic concerns meant higher costs and more restrictions for participants. Not all events ran with a full slate in 2022 with competitors citing costs and lingering pandemic concerns as reasons to stay away from national competitions.

2022 Champions

Outdoor Singles	W: Jordan Kos (SK) M: Pat Bird (AB)
Pairs	W: Elizabeth Cormack, Chrystal Shephard (ON) M: Steve Ogden, Stephen Bezanson (NS)
Fours	W: Tammy Foster-Veinot, Jackie Foster, Debbie Foster, Lorraine Bezanson (NS) M: Pat Bird, Francis Standen, Mike O'Reilly, Jon MacDonald (AB)
Under 18 Singles	W: Kiera Schaelow (AB) M: Logan Saunderson (BC)
Under 25 Singles	W: Amy Spence (PEI) M: Owen Kirby (ON)
Forster-Lang Pairs	Brad Roden (AB), Lorrard Wong (SK)
Senior Triples	W: Rachel Larson, Heather Howard, Eileen McLelland (SK) M: Albert Wu, Arnie Markowitz, Hossein Zhian (ON)
Mixed Pairs	Michel Larue, Songsin Tsao (QC)
Indoor Singles	W: Linda Ng M: Jerome Kirby
Para Bowls	B1: Geoff Connor (AB) w/Director Kathryn MacGregor B2: Louise McLean (ON) w/Director Lianne Franklin B3: Elizabeth Mayo (NS) w/Director Pat Vos B6: Chelsea Robertson (ON) B7: Andy Caldwell (ON)

Recognizing the ongoing challenges of running championships that were financially and administratively sustainable while meeting the challenges of long-term bowler development, a task force was struck to “re-imagine” a Canadian Championship model. Facing challenges of increased costs, decreased funding, declining participation, host facility challenges and evolution of a global sporting culture, the task force used research and data collected over a four-year period to identify a model for change. The working group identified the following principles for a new championship model:

1. Offer **meaningful (close, challenging) competition** for all participants.
2. Are the **highest quality events** in terms of venue, organizational standards and participant experience.
3. Support a rational competition system that is also **financially and organizationally sustainable** to BCB and hosts and aligned with the needs of the provinces.
4. Play a key role in **marketing the game**: attracting and retaining bowlers, coaches, officials, sport leaders and supporters.
5. Are attractive, prestigious events in which a **growing number of bowlers aspire to succeed**, and are inclusive and accessible so all bowlers see their own path to Nationals participation.

Work on a new model will continue into the new fiscal year with a target of 2024 to launch a new championship model.

Inspirational High Performance Program

Team Canada returned to the playing field at the 2022 Commonwealth Games in Birmingham, England.

A virtual training program was implemented for all national squad members which included mental skills development, nutrition planning and strength and conditioning programming.

2022 Commonwealth Games Team Canada Members

Kelly McKerihen	Ryan Bester	Head Coach Terry Scott
Leanne Chinery	John Bezear	Assistant Coach Darryl Fitzgerald
Jennifer Macdonald	Cameron Lefresne	Manager Don Caswell
Jordan Kos	Greg Wilson	
Jackie Foster	Rob Law	

Financials

Membership Numbers

While the impact of the global pandemic extended through the 2022 season with increased financial costs and rising inflations, most provinces saw a steady return to play as Canadians sought outdoor activity where they could play safely and practice physical distancing if they wished.

Province	2014	2015	2016	2017	2018	2019	2020	2021	2022
BC	4,355	4,391	4,397	4,331	4,471	4,555	n/a	4207	4456
AB	676	675	808	802	819	841	n/a	974	1222
SK	251	345	376	387	397	469	n/a	312	571
MB	312	303	286	306	285	303	n/a	238	318
ON	6,638	6,748	6,721	6,661	6702	6,617	n/a	4695	6072
QC	387	389	346	358	325	311	n/a	313	364
NB	176	180	160	166	160	195	n/a	167	168
NS	415	390	429	479	501	535	n/a	373	465
PEI	81	69	67	71	63	63	n/a	50	60
TOTALS	13,291	13,490	13,590	13,561	13,723	13,889	n/a	11,329	13,696

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 2022-2023 fiscal year being represented in the “Statement of Operations”.

STATEMENT OF FINANCIAL POSITION
AS AT MARCH 31, 2023

	<u>2023</u>	<u>2022</u>
ASSETS		
CURRENT		
Cash	\$ 136,360	\$ 151,783
Investments		
- Gift fund	293,208	299,743
- other	222,488	295,282
Accounts receivable	54,922	30,559
Prepaid Expenses	<u>61,947</u>	<u>30,559</u>
	<u>\$ 770,925</u>	<u>\$ 802,157</u>
LIABILITIES		
CURRENT		
Accounts Payable	\$ 83,924	19,994
CEBA bank loan	60,000	60,000
Deferred revenue	<u>2,632</u>	<u>16,000</u>
	<u>146,556</u>	<u>155,994</u>
NET ASSETS		
Restricted for gift fund	272,227	301,361
Unrestricted	<u>352,142</u>	<u>344,802</u>
	<u>624,369</u>	<u>646,163</u>
	<u>\$ 770,925</u>	<u>802,157</u>

STATEMENT OF OPERATIONS
FOR THE YEAR ENDED MARCH 31, 2023

	<u>2023</u>	<u>2022</u>
REVENUE		
Sport Canada	\$ 447,400	\$ 415,356
Membership fees	192,481	128,473
Grants	69,050	25,000
Sales of merchandise and publications	36,774	18,647
Registration entry fees	30,250	-
High Performance fees	25,500	-
Advertising and sponsorship	7,500	-
Donations	7,276	14,085
Investments		
- Gift fund	(6,535)	18,542
- other	6,596	3,763
Coaching Association of Canada	3,500	4,000
Miscellaneous	<u>2,080</u>	<u>71</u>
	<u>821,872</u>	<u>627,937</u>
EXPENSES		
Coaching program	12,050	23,847
High Performance program	137,300	26,626
Domestic Competitions	134,300	-
World Bowls fees	7,379	5,075
Membership development	11,626	1,409
Bowler and club Development	45,280	58,591
Communications and public relations	39,030	37,098
Merchandising and publications	19,406	5,305
Governance	7,889	32,386
National office operations	73,905	61,125
Official languages	13,331	25,421
Safe sport and gender equity	10,168	66,451
Para bowls	43,363	47,510
Staff salaries and travel	284,712	224,826
Officials development program	3,382	998
	<u>843,666</u>	<u>616,668</u>
NET REVENUE FOR THE YEAR	(21,794)	11,269

Bowls Canada Directors and Staff

Bowls Canada Directors



Kathryn MacGregor
Chair



Dennis Verge
Treasurer



Anne Mathewson
Secretary



Derek McKie
Director



Phillip Francis
Director



Laura Seed
Director



Chris Stadnyk
Director

Bowls Canada Staff

CEO – Anna Mees

Bowls Development Manager – Jake Schuknecht

Communications and Events Coordinator – Alec Deschamps

High Performance Manager – Don Caswell

Safe Sport and EDI Coordinator – Samantha Burelle

Head Coach – Terry Scott

Development Coach – Darryl Fitzgerald | Assistant Coach – Derek Dillon

In 2022 Bowls Canada said goodbye to bookkeeper Joan Desautels. Joan had been with Bowls Canada for over 30 years and is wished well in her retirement. Financial bookkeeping services are now provided by A-Accounting.

Darryl Fitzgerald also stepped down in December of 2022 to pursue a Regional Coach role. Derek Dillon was appointed to the National Assistant Coach position in January 2023.