



Affiliation Model Review Discussion Paper

Date: 11 March 2022

Background

In 2017/18, a new Affiliation Model was introduced. Information on the introduction of that model can be found here: <https://www.bowlssa.com.au/affiliation-model-review/>. While the model was to be reviewed in three years' time, this was delayed due to the impacts of Covid-19. At the 2021 AGM, Bowls SA committed to review the Affiliation Model in time for any changes to be implemented for the 22/23 financial year.

Review Process

The Board has endorsed a process for this review as follows:

11 March	This Discussion Paper, along with club specific data and the attached Benefits of Affiliation Document circulated to Clubs/Associations for feedback
22 March and 28 March	Affiliation Review Information Sessions open to all Clubs and Associations to answer any questions. 22 March session will be at 2 pm 28 March Session will be at 10 am Both are via zoom. To receive the meeting link please register here: www.bowlssa.com.au/affiliation-model-review/
11 April at 9 am	Feedback from Clubs and Associations due to Bowls SA Please send feedback via form to be found here www.bowlssa.com.au/affiliation-model-review/
26 April	Final Paper incorporating member feedback and recommendation on model included in Board papers
2 May	Board to determine New Affiliation Model along with relevant Communication and Operational Plan to implement
Post 2 May	New Model to be communicated to membership and future reviews of the model to be appropriately scheduled

Review Principles

The following principles guide the Affiliation Model Review. The model must:

- be equitable to all clubs (by 'not penalizing' clubs with declining membership bases when they are already struggling while also recognizing that clubs which are thriving due to growth in social bowlers also have greater opportunity to generate non playing related income from those bowlers)

- drive increased participation
- account for changing participation modes (there is a significant trend toward less formal modes such as Night Owls)
- be easy to understand and administer

Benefits of Affiliation

The attached document outlined the benefits of affiliation to both Bowls South Australia and Bowls Australia.

It is to be noted that:

- Bowls SA and Bowls Australia regularly review the roles and responsibilities of each
- This year Bowls SA and Bowls Australia are aligning their strategic plans and strategic planning cycles to ensure better coordination of resources and maximum impact for members
- Bowls SA currently pays 29.4% of the affiliation fees it collects to Bowls Australia under the Bowls Australia Affiliation Model
- The Bowls Australia Affiliation Model is also under review, but the above percentage is unlikely to change dramatically or in time for 22/23

Discussion

In considering a new affiliation model, the following models are put forward for discussion. Note that the pricing of these models has been determined by dividing the total revenue Bowls SA currently receives in affiliation fees to fit the models. This is for the purpose of discussing the models only and any fee increases or decreases are to be considered separately when Bowls SA establishes its budget for 22/23. No significant increases are anticipated.

Current Model:

Under the current model clubs pay a flat fee based on the dollar amount paid in 2017 with a CPI increase in 18/19 and no further CPI increases since. A discount in light of Covid-19 was given in 2020.

Prior to this model, affiliation fees were calculated based on the following components:

A flat admin fee, based on a sliding scale

and

A per person fee for each registered Night Owl / Social Bowler

and

A per person fee for each pennant player / full member

Therefore, essentially clubs are still paying based on their Night Owl/ Social Bowler and pennant player / full member numbers in 2017.

Previous Model:

This model is calculated as follows:

A flat admin fee, based on a sliding scale as follows:

- Clubs with over 150 members \$165
- Clubs with 101-150 members \$125
- Clubs with 51-100 members \$65
- Clubs with less than 50 members \$45

(no increase since the model changed)

and

A \$10 per person fee for each registered Night Owl / Social Bowler

(no increase since the model changed)

and

A \$52.90 per person fee for each pennant player / full member

(a reduction of \$1.70 per person from 2018)

Sliding Scale Model:

Under this model, clubs would pay:

No admin fee

and

No fee for each registered Night Owl / Social Bowler

and

A fee per full member on a sliding scale as follows:

Sliding Scale

Membership Range	Amount per head
0-25	\$56.50
26-50	\$57.50
51-75	\$58.50
76-100	\$59.50
101-125	\$60.50
126-150	\$61.50
151-175	\$62.50
176-200	\$63.50
200 plus	\$64.50

Assessment of Models Against Principles

Principle	Current model	Previous Model	Sliding Scale Model
Equitable to all clubs	No. Clubs with declining numbers are punished while those with improved numbers are rewarded.	Yes. The sliding admin fee schedule considers size and fees are calculated on current participation numbers of both formal and informal members.	Yes. Larger clubs pay a higher per member fee.
Drives increased participation	It does so for thriving clubs by not taking into account any growth since 2017.	There is still profit in each new bowler to the club. There is also more incentive to Bowls SA to support clubs to gain new members.	There is still profit in each new bowler to the club. There is also more incentive to Bowls SA to support clubs to gain new members. There is great incentive to develop social bowls programs.
Account for changing participation modes	No.	Yes.	No.
Be easy to understand and administer	Not easy to understand or explain, but easy to administer.	Easy to understand but relies on honest reporting of social bowlers.	Very simple.

Compliance

In order to be equitable to all, honest recording of both formal and social bowlers is essential. Capturing participation data is essential to driving strategy and seeking funding, as well as ensuring adequate insurance, so there must not be a disincentive to record things.

The following will apply to whatever model is decided upon.

- Club Presidents will be required to sign declarations that data is correct
- Bowls SA will take a census on an undisclosed date and then again three to four weeks later; variances in data in excess of +/- 2% will result in requests for explanations and if deception is discovered, the full affiliation fee plus a significant penalty will be invoiced
- The ability to prevent the archiving of players who have played more than a specified number of games is being explored

Feedback

We are committed to seeking your feedback on these models so that we can ensure all views are considered when working up the final model. To that end, we ask Club Committees to consider this paper and respond with your thoughts on the questions on the following page. Dot point responses are fine.

Please provide your responses via the online form to be found here:

www.bowlssa.com.au/affiliation-model-review/

by the 11 April 2022 at 9 am.

The form on the next page can be used to gather your thoughts and lists all questions.

Please ensure the response is considered by the whole club committee or board.

Feedback on Affiliation Models

Name of Club:

- 1.) Please rank the models in order of preference, with #1 Being your most preferred and #3 being your least preferred:

	Rank
Current Model	
Old Model	
Sliding Scale Model	

- 2.) Please explain why you gave this ranking.

- 3.) Are there any components of the models you very strongly agree or disagree with? If so please explain.

- 4.) Do you have any other comments for consideration?