



Bowls Development Fund

Bowls NZ and TOWER Insurance are proud of our 19 year partnership which has recently been renewed. TOWER's focus has always been to support bowlers, club and the national organisation and their commitment to bowls over the years has been instrumental in helping us grow and develop the sport. In light of this support, the TOWER Bowls Development Fund is available to all bowling clubs who need financial support in the development and implementation of bowls initiatives that attract new participants to the sport as well as initiatives that improve the skill levels of the Club Executive and volunteers.

PURPOSE OF THE FUND

The **TOWER BOWLS DEVELOPMENT FUND** has been created expressly to support **club level** initiatives in two key areas:

- 1. The creation and promotion of activities to introduce and attract NEW players (adults) and NEW target audiences (age groups and ethnicities) to the sport of lawn bowls**
- 2. The up-skilling of key volunteers, personnel and Executive Members through short-term training initiatives and conference opportunities that relate to Bowls NZ's Club Plan modules in order to generate an immediate benefit to the club, in terms of improving the club's governance, administration or operations.**

GENERAL CRITERIA

Funds will be directed to initiatives which specifically meet some or all of the following criteria:

For the creation & promotion of activities to introduce & attract NEW players & NEW target audiences:

- ✓ Activities based on a "repeat business" philosophy where there is a series of events or programmes that target new individuals/groups as opposed to one off events.
- ✓ Initiatives that support the positive development of the sport
- ✓ Activities aimed specifically at attracting new players & new target markets (eg disability groups, ethnic groups, service clubs, other sporting codes etc)
- ✓ Initiatives that increase utilisation of existing greens and facilities
- ✓ Initiatives that are self-funding or generate an income for the club

In addition the club must:

- ✓ Ensure all players complete the approved registration form with copies sent to Bowls NZ at the completion of the event (a registration form template will be provided).

- ✓ Ensure a reasonable entry fee is payable for attendance at the event (eg \$7-\$10 per person per night)
- ✓ Meet any other conditions imposed by Bowls New Zealand.
- ✓ Provide results to Bowls NZ on the actual income and expenditure on the project, and actual outcomes against the objectives and targets of the project

Please note that in regards to activities aimed at introducing new players, the fund will be weighted towards Clubs participating in Bowls NZ's nationwide initiatives such as MIB "Mates in Bowls", "Fling Bowls", "Christmas Bowls" and "Have a Go" concepts

For up-skilling club members through training or conference attendance

- ✓ Attendance at accredited/recognised training courses (related to Club Plan modules) for club members that will provide direct and immediate benefits to the governance, administration or operations of the club
- ✓ Attendance at official conferences by club members that will provide direct and immediate benefits to the governance, administration or operations of the club.

The Fund will NOT be used:

- To support projects which involve bricks and mortar developments or renovations
- To support refurbishment or redecoration of clubrooms
- To support greens refurbishment or replacement
- To support any food and beverage elements of an initiative
- To support salaries, wages, honoraria or allowances
- To support any projects which have already taken place
- Coaching tools and equipment
- For individual benefit – the benefits accruing must be for more than an individual and must benefit the club
- For any project or event where funding could be/is obtained from other sources such as Gaming trusts.

ADDITIONAL REQUIREMENTS

Clubs successful in obtaining a grant from the Fund will be required to acknowledge TOWER's support in the following manner:

- ✓ Display the **TOWER logo** in relevant media eg printed/promotional material, club website, newspaper advertisements (the logo will be supplied)
- ✓ Display **posters or signage** at the event for TOWER if requested by TOWER (signage will be supplied)
- ✓ Supply a **written testimonial** to Bowls NZ with photos/images endorsing TOWER's support of the new participation or training activity and explaining how the club has benefited or will benefit
- ✓ Acknowledge TOWER's support in the **club newsletter**

Please note that copies of the above will be required before payment will be made.

APPLICATION PROCESS

You shall be required to complete/provide on every occasion :

- The Tower Bowls Development Fund Application Form (forms can be obtained from your CDO or from the Bowls New Zealand web site www.bowlsnz.co.nz)
- A detailed budget for the project or a detailed agenda for the training/conference event
- A quote or invoice supporting the amount being requested
- Copies of proofs of any printed material or advertisements being funded

Please Note:

- Applications will generally be limited to 1 successful application per year, per category, per club (outside any generic funding)
- Funding decisions will generally be made on the 2nd Monday of each month.
- You **MUST** discuss your application with the Bowls NZ Community Development Officer for your region or as a minimum, inform them of your project/training course/conference.
- Your CDO will be required to countersign your application form for funding.
- The application form, along with any supporting material, should be completed and forwarded to your Community Development Officer for your Region.
- Decisions on funding applications from clubs will be made by the Operations Manager and the Marketing & Communications Manager of Bowls NZ.

