

Weekly Bulletin

Peter Hanlon - Chief Executive

bowls victoria

Bulletin No. 68 Friday 3 February 2012

CHIEF EXECUTIVE NEWS

COMMUNITY MANAGER – PAUL WINSLOW



I am delighted to announce that Bowls Victoria has appointed **Paul Winslow** as its first *Community Manager*. Just today completing his first week at Bowls Victoria, Paul has impressed with his breadth of expertise in magazine and on-line publishing, but also his involvement with community membership development. Press Release excerpt follows:

Going Barmy at Bowls Victoria

State's governing body for bowls raids England cricket's Barmy Army for new recruit

Bowls Victoria has tapped into the sporting passion, knowledge and pride of England's famous Barmy Army by appointing Paul Winslow to a new role as Community Manager.

Now living in Victoria, Paul's work as the Communications Manager for the Barmy Army saw him travel around the globe following the England Cricket team while finding time to edit *Barmy* magazine, barmyarmy.com and overseeing the **communications strategy** to help build and maintain its membership.

Winslow will be responsible for re-developing and editing our **official magazine** of Bowls Victoria, overseeing the development of its **website** (www.bowlsvic.org.au) and **social media presence**, and also incorporating **marketing and PR** work.

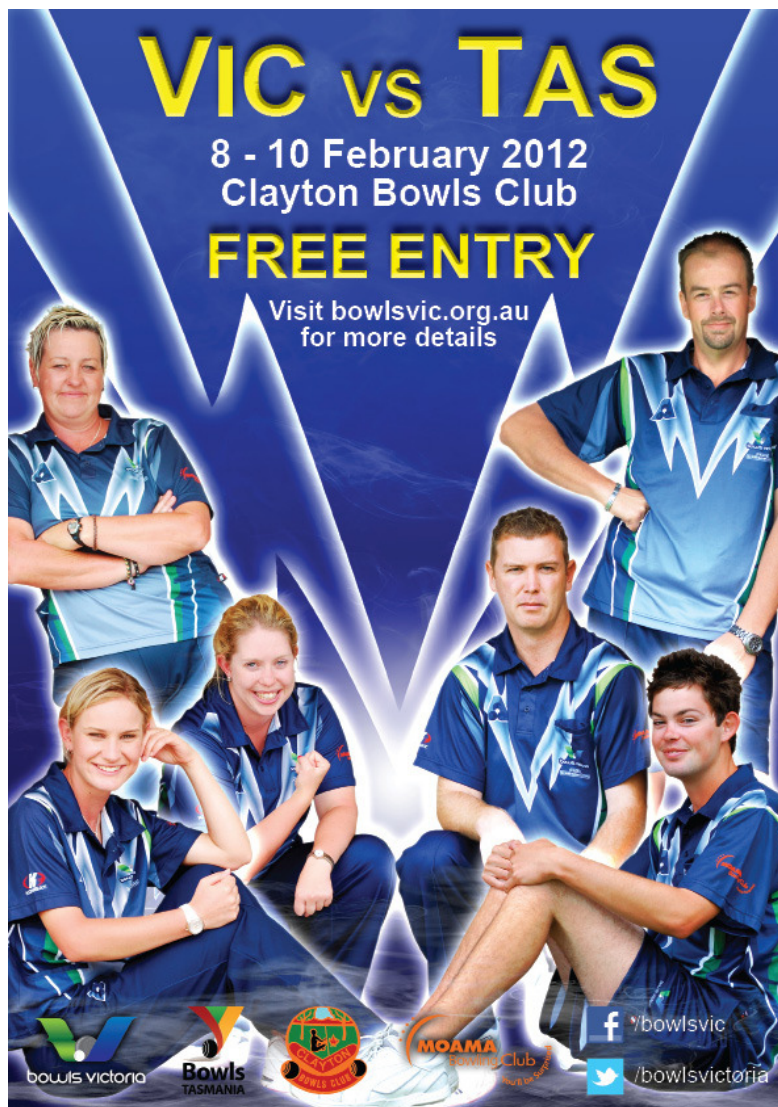
Winslow has extensive experience beyond the Barmy Army, including the production of numerous magazines, including *hotspur* (Tottenham Hotspurs), *eureka* (Kia UK), and *lifestyle* (for Motability, a government backed disabled driving scheme with more than 1 million members. Then there is a depth of on-line experience from building websites to developing and implementing digital strategies – all with a community-building focus.

"Being a part of the team that developed a membership scheme and built the community at Barmy Army was a great privilege and tremendous fun," says Paul, "I'm now looking forward to developing Victorian Bowls in a similar way, although I shall probably stop short of writing songs about the leading players."

BOWLS IN FOCUS – February Edition

Thanks again to the excellent team effort between my staff (Josh Rourke in particular as project manager) and our design company (Mark Maloney), the February issue of *Bowls in Focus* was today sent to print, meeting the copy and print deadlines as required to enable the magazine to be distributed to all Clubs by mid-February.

Sponsors and Advertisers are advised that there were numerous factors which caused disruption to the production and distribution in a timely manner of our magazine throughout late 2011. Those factors now have been resolved or eradicated, and through the January and February issues we trust that we have re-established our professional approach to this important part of our communications with the bowls community. There will be numerous, exciting possibilities to engage further with our partners and advertisers under the leadership of Paul Winslow, Community Manager. Thank you to Michael Stanley for his commitment to our sponsors and partners.



BOWLS DEVELOPMENT NEWS

Sporting Uniform Grants Program 2011-12

Funding Round 2 now open for applications

Sporting Clubs across Victoria have the opportunity to apply for funding for sports clothing and footwear as part of the Victorian Government's Sporting Uniform Grants Program.

Up to \$1000 is available to Victorian community-based clubs or organisations involved in the delivery of sporting and active recreation opportunities.

There are two funding rounds in 2011-12. Funding Round 1 closed 1 September 2011 and 275 clubs were successful in gaining funding for their uniforms.

Funding Round 2 **opens 25 January 2012** and **closes on 1 March 2012**.

Please note that to be eligible for funding, applicants must:

- be non-government and not-for-profit;
- be affiliated with a recognised State Sporting Association;
- have not received a Sporting Uniform Grant in a funding round with a closing date within the previous twelve months;
- be an incorporated body, cooperative or association (including business associations);
- possess an Australian Business Number (ABN) or can provide written advice from the Australian Tax Office that no withholding tax is required from the grant payment; and
- be financially solvent;
- adhere to the Victorian Code of Conduct for Community Sport. Further information about this Code can be found at www.dpcd.vic.gov.au/sport/codeofconduct.

Note:

- Each individual club or organisation can only submit one application per funding round.

Program Guidelines are available online at <http://www.dpcd.vic.gov.au/home/grants/all-grants/sporting-uniforms> in both PDF and word formats – these documents are also attached for your information.

If you have any further questions after reading the Program Guidelines, please contact the **Grants Information Line on 1300 366 356** (for the cost of a local call, except from a mobile phone) on any weekday between 8:30am and 5:00pm (except for public holidays).

BOWLS OPERATIONS NEWS

One of the feature events of the season, the *Henselite* Premier Division Grand Final and Brunch will be conducted at Glen Waverley Bowls Club as follows, with tickets available as shown.

Henselite Choice of Champions **PREMIER DIVISION GRAND FINAL BRUNCH**
SUNDAY 11 MARCH 2012 9AM - 12.15PM

Followed by the Premier Division Grand Final & the Under 25 State Singles Finals.

GLEN WAVERLEY BOWLS CLUB
690 Glen Waverley Road
Glen Waverley 3150

TICKET PRICE: \$40 - Includes brunch, beer, wine, champagne, tea & coffee.

ENTERTAINMENT: Roy Orbison Tribute Show "IN DREAMS" & Special Guest Speakers.

BOOKINGS: Group and single bookings available with Bowls Victoria after 9am Monday - Friday.

BOOK TODAY
9819 6177

bowls victoria

GLEN WAVERLEY BOWLS CLUB
EST. 1974

Lend Lease

HOTEL BRUCE COUNTY

Bendigo Bank

Ray White

Any comments/questions: please email to Peter Hanlon c/o kareng@bowlsvic.org.au
For further information on Bowls Victoria, please regularly go to
www.bowlvic.org.au