



# STRATEGIC FACILITY REVIEW OF BOWLS IN THE ACT REPORT FACT SHEET

June 2021

The ACT Government, in partnership with Bowls ACT, commissioned a Strategic Facility Review of Bowls in the ACT to assist with future planning considerations for the sport.

The Report was undertaken by RSM and involved extensive consultation with the sector, including licenced clubs, independent bowling clubs and members.

The Report provides a number of recommendations to help increase participation rates, rebuild clubs' revenue base and improve the quality of facilities across Canberra.

## Key Recommendations

1. Increase membership and participation rates to national average.
2. Restructure and diversify club business models away from traditional club revenues.
3. Access feasibility to establish two indoor facilities (one northside and one southside) to support market consolidation or growth.
4. Independent and smaller clubs require financial and material support to develop assets and facilities.
5. Clubs must support Bowls ACT to rebuild its revenue base through growing membership across the ACT.

## Key Challenges Faced by Lawn Bowls Clubs

- Bowls Clubs are facing a significant decline in membership and players. This is the most significant and immediate problem that Bowls Clubs face and must be addressed if the sport is to survive and thrive. Declining memberships are driving declining revenues and diminishing clubs' capability to adapt to the changes required to attract new members.
- Small clubs are no longer able to rely on electronic gaming machines revenue to underwrite facility maintenance as they have in the past.
- Larger community licensed clubs who have historically funded greens maintenance through the Community Contributions Scheme are challenged on a larger scale as inflation in maintenance costs means that maintenance costs now exceed revenue.

## What can clubs do?

- Bowls Clubs can appeal to the next generation of players by adding shorter game formats and modernising their engagement and communication with members and players.
- Welcome new players and embrace community diversity. Leverage marketing opportunities to engage and appeal to younger people.
- Bowls Clubs can restructure fees to a capitation fee paid weekly or fortnightly (players already pay nearly \$30 a week to play) to enable more stable and consistent revenues and prioritise asset maintenance.
- Bowls Clubs can diversify business models away from reliance on electronic gaming (which is in long term decline) to explore commercial and community opportunities for additional revenue.

For more information refer to the full report which can be found at [www.bowlsact.org.au](http://www.bowlsact.org.au) or [www.sport.act.gov.au](http://www.sport.act.gov.au).