Results: BowlsLink Survey of Members May 2026

A survey of members was undertaken in May 2026 to assess their current understanding and use of BowlsLink (BL) compared with a year ago. Reponses were received from 12% of the members who had emails recorded on the system.

Executive summary

The survey results suggest that the BowlsLink support project has had a **meaningful positive impact overall**, but adoption and confidence still vary depending on which part of the platform people use.

Headline Survey Results:

- Prior to the project, 35.8% of respondents had either not heard of the BL system, had heard of it but not used it or had tried to use it but found it was too complicated or didn't work for them. 64.2% of respondents had used it, either regularly or from time to time.
- Following the project (ie in June 2026), 32.3% of respondents considered their usage about the same as last year, whereas 67.7% of respondents said their usage and understanding had increased (ranging from marginally to significantly).
- In terms of the specific Apps, 63.2% of respondents said that their usage of the BL app had increased, 46.0% of respondents said that their use of the Live Scoring app had increased and 63.6% of respondents had increased their use of BL using the web-based program. (The apparent lower take up of the Live Scoring App can be explained by the fact that only 3 of the total 7 grades was expected to use it.)
- According to the survey, 67.4% of respondents had accessed their personal profile in the past year.
- The most common reason for accessing the App was to check on BACT pennant draws and/or results (90.4%) with the second most popular reason being for Club based competition draws and results (81.3%).

- The most popular method of attaining BL assistance was via another Club member (49.3%) and via the BowlsLink Implementation Coordinator (23%). The BA help wizard (16%) was the least used form of assistance.
- The largest age cohort of respondents was in the 65-79 age group (53.7%), followed by the 50-64 aged group (26.5%).
- There was not a significant difference between the results across the age categories although, not surprisingly, those aged over 80 were the largest group to indicate that they still haven't accessed BL.

Key Takeouts

1. Around **two in three respondents report improvement**, and more than half report a clear step change in confidence.
2. General platform understanding appears to be improving faster than uptake of specialist tools.
3. People use BowlsLink primarily as an **information and competition platform**, not yet as a full self-service member portal.
4. Users are becoming more self-sufficient but felt that support resources are not visible enough.
5. Training and digital confidence are the biggest barriers
6. Live scoring is highly polarising – users either love it or hate it.
7. Navigation and usability need simplification
8. Competition setup and administration remain difficult
9. Concern about excluding less tech-savvy members
10. People generally support BowlsLink and want it retained