

## Eligibility

**\* indicates a required field**

### Applicant Information

Before completing this application form you should have read the City's Corporate Sponsorship Program Guidelines. ([Corporate Sponsorship Program - City of Joondalup](#))

Applications that don't meet these guidelines or that are incomplete will not be considered. This section of the application form is designed to help you, and us, understand if you are eligible for this program.

If you have any questions please contact **Lia Harris, Strategic Marketing and Sponsorship Officer t: 9400 4169 e: [lia.harris@joondalup.wa.gov.au](mailto:lia.harris@joondalup.wa.gov.au)**

If you do contact us throughout the application process, please quote the application number below:

#### Application Number

CS2022-23

This field is read only.

### Confirmation of Eligibility

#### I confirm that:

- I have read and understood the City's Corporate Sponsorship Program Guidelines.
- I am able to demonstrate alignment between the event, program or activity and the criteria and objectives of this program.
- The event, program or activity is being hosted within the City of Joondalup boundaries.
- The event, program or activity will not occur within 3 months of the application being received.
- The organisation, event, program or activity has not previously submitted and been successful with an application for sponsorship within the same financial year.
- The organisation, event, program or activity has not received any financial support through another City funding program within the same financial year.
- The application is not for capital or general operating expenditure, or for more than 50% of the total cost of the event, program or activity.
- The application is not for an individual person or family benefit.
- The organisation, event, program or activity is not involved with illegal activities, tobacco, adult related industries, racist organisations, political organisations, religious activities for the purpose of furthering religious doctrine, companies or project seeking City approvals or endorsements, harm toward the environment or is in conflict with the City's values.

#### Please select below: \*

Yes  No

You must confirm that all statements above are true and correct.

## Applicant Details

\* indicates a required field

### Privacy Notice

We pledge to respect and uphold your rights to privacy protection under the [Australian Privacy Principles](#) (APPs) as established under the *Privacy Act 1988* and amended by the *Privacy Amendment (Enhancing Privacy Protection) Act 2012*.

City's [privacy statement](#).

## Applicant Details

### Organisation \*

Bowls Australia

For organisations: please use the organisation's full name. Make sure you provide the same name that is listed in official documentation such as that with the ABR, ACNC or ATO.

### ABN \*

65 427 736 644

Information from the Australian Business Register	
<b>ABN</b>	65 427 736 644
<b>Entity name</b>	BOWLS AUSTRALIA LIMITED
<b>ABN status</b>	Active
<b>Entity type</b>	Australian Public Company
<b>Goods &amp; Services Tax (GST)</b>	Yes
<b>DGR Endorsed</b>	No
<b>ATO Charity Type</b>	Not endorsed <a href="#">More information</a>
<b>ACNC Registration</b>	No
<b>Tax Concessions</b>	No tax concessions
<b>Main business location</b>	3071 VIC

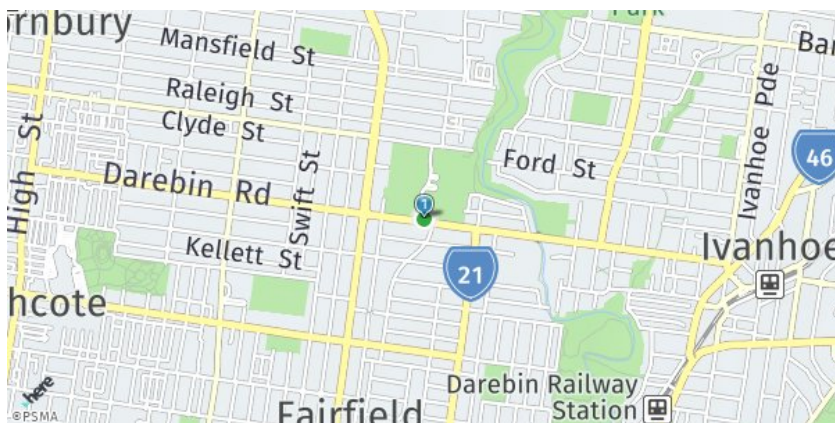
*Information retrieved at 7:46am today*

Must be an ABN.

### Applicant primary address \*

281 Darebin Rd  
Thornbury VIC 3071 Australia

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Application No. CS2022-23 From Bowls Australia**  
Form Submitted 4 May 2023, 8:19AM AWST



**Applicant postal address \***

281 Darebin Rd  
Thornbury VIC 3071 Australia

**Applicant website**

<http://www.bowls.com.au>

Must be a URL.

## Primary Contact Details

**Primary contact \***

Mr Andrew Gommers

This is the person we will correspond with about this sponsorship application.

**Position held in organisation \***

Business Development Manager

e.g., Manager, Board Member or Fundraising Coordinator.

**Primary contact primary phone number \***

0401 242 730

Must be an Australian phone number.

**Primary contact email address \***

agommers@bowls.com.au

This is the address we will use to correspond with you about the sponsorship application.

## Event, Program or Activity Details

**\* indicates a required field**

**Event, program or activity name \***

The Nationals

**Start date \***

06/10/2023

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Must be a date.

**End date \***

20/10/2023

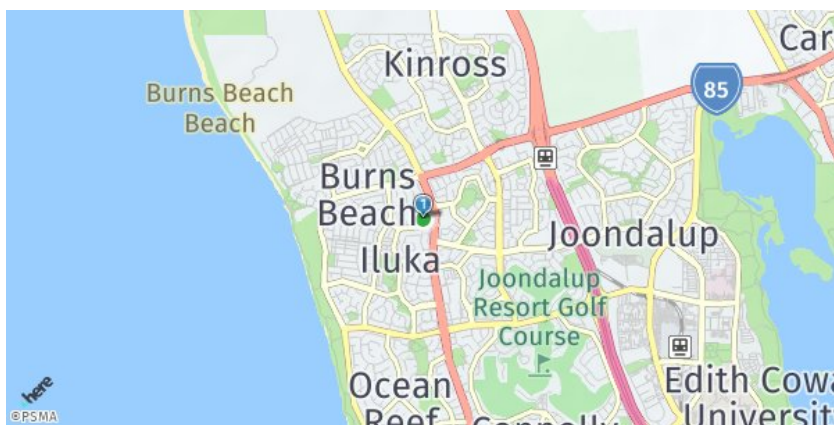
Must be a date.

**Start Time**

**End Time**

**Address (the event, program or activity must be located within the City of Joondalup boundaries) \***

6 Miami Beach Prom  
Iluka WA 6028 Australia



Address Line 1, Suburb/Town, State/Province, and Postcode are required.

**Event, program or activity overview \***

The Nationals is a culmination of six individual bowls events where 750+ competitors battle it out for National titles. Events included are the Australian Champion of Champions, the Australian U18 Championships, the Australian Para Nationals (also known as Multi-Disability), Australian Sides Championships, Australian Senior Sides Championships and Australian Championships.

Please note, this event is set to be held at three venues - Joondalup Bowls Club, Sorrento Bowls Club and Warwick Bowls Club.

Detailed description of the event, program or activity including (but not limited to) programming information and historical information.

**What are the expected outcomes of the event, program or activity? \***

Each of the six individual events include an equal number of competitors from each States and Territories, meaning the split is evenly distributed. This also means that it is known that more than 650 unique participants will be from interstate ensuring a significant boost to the local economy - with the majority of economic impact to occur within the Joondalup council region.

With the large number of event participants, along with event officials and interstate spectators, we anticipate the event will generate a total of 7,500 room nights - the majority of which within the Joondalup council region. These figures are based off economic impact reporting from previous staging's of the event.

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Outline KPI's for the event (i.e. attendance targets, participation rate), what you want the event, program or activity to achieve.

## Criteria

**\* indicates a required field**

### **Outline target market/groups for the event, program or activity. \***

The Nationals affords for the opportunity for up to 800 participants to compete against the countries best players. The beauty of this event is that it is truly inclusive – with participants competing in open, under-age, over-age and disability events/disciplines across the 15 days. The event provides local residents with the opportunity to engage with the sport – either as a spectator or possibly as an event official or volunteer.

Does this event, program or activity reach the City's key target market groups of residents, ratepayers, youth, seniors and/or businesses within the region?

### **Anticipated attendance, participant and/or spectator numbers. \***

As detailed above – a total of 750+ competitors are expected to compete in the event, with 650 of those coming from interstate. In addition, 30 staff/officials will attend along with an estimated 650+ spectators.

### **Cost to attend the event \***

\$0.00

### **Cost to participate in the event \***

\$0.00

### **How will the event, program or activity create long term value to the City and it's residents? \***

Naturally, the positive tourism impact on the selected region will be incredibly beneficial to the area with an estimated 1.5mil+ economic impact to the local area. The event also provides a terrific opportunity to showcase the local area and the wonderful host venues through media coverage such as live-streaming and daily media coverage. It is worth noting that the event is set to return to WA in 2026 with host venues unconfirmed – so a successful staging could see the event return in subsequent year/s.

Detail the community benefits/value this event, program or activity can provide.

### **How will the event, program or activity provide positive exposure for the City's brand and image locally and/or regionally? \***

A draft Marketing and Communications plan has been developed which details how the event will be promoted. The draft has been attached. BA intends to provide comprehensive event coverage, along with promoting destinational messaging through our channels.

Provide details of the planned advertising and promotional campaign; proposed media coverage and risk mitigation strategies.

### **Outline the tangible benefits the City will receive as part of the sponsorship agreement. \***

BA to use the Joondalup Councils logos on all marketing, advertising and promotional collateral for the Event, media interview backdrops (including presentation stage signage and directional signage, where applicable) and in all Event related communications.

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Joondalup Council will be provided digital marketing opportunities through BA eDM, event program and social channels.

The Event Organiser will ensure acknowledgement of the Joondalup Council in general and particularly in all official speeches made in relation to the Event.

Opportunity for Joondalup representative/s to participate in presentation ceremonies.

Economic Benefits

- 650+ interstate event participants attending for an average of 6 nights each, predominately staying and competing within the Joondalup council area.
- The event will generate an estimated \$1.5mil+ in economic impact for the local economy (based on data from previous events)
- local businesses are engaged through the association's procurement services
- visitors to the region will be encourage to use local businesses such as hospitality (dining and accommodation)

e.g. logo on promotional materials, social media; signage at the event, program or activity; ability for a City representative to attend/speak at the event etc. Outline what is included as part of this agreement and what can be provided at an additional cost to the City.

## **How will the event, program or activity enhance the liveability of the City for the community and promote Joondalup as a destination of choice for visitors to the region? \***

- The event will showcase the region and it's venues to the entire country through media coverage and promotional opportunities.
- The event will provide significant economic impact and benefit to the Joondalup region, estimated to be over \$1.5 mil+
- The event will bring several National title events, which come with a significant amount of public interest, to the local area.

## **Will the event, program or activity attract visitors from outside the region? \***

- Yes  
 No

At least 1 choice must be selected.

## **Provide further details about these visitors including how they will be communicated with/attracted to the event, anticipated numbers, where they will come from and/or if they will stay in the region for the event.**

All events involved with The Nationals are selection or qualification based, meaning the number of participants is guaranteed. BA intends to promote travel packages and local tourism options to participants and spectators to encourage them to see the sights.

Each of the six individual events include an equal number of competitors from each States and Territories, meaning the split is evenly distributed. This also means that it is known that more than 87% or 650 unique participants, will be from interstate ensuring a significant boost to the WA economy.

## **How will the event, program or activity stimulate economic development and/or provide benefits to local businesses? \***

It is estimated (based off previous events) that the 2023 Nationals event will generate in excess of 8000 room nights, with the majority of participants staying within the Joondalup

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area. At an assumed average daily spend of \$230 that equates to over \$1.8mil in local expenses such as food/dining, travel, sightseeing etc.

In addition our 8 x State and Territory Associations (minus the host) each invest ~\$50K in local spending (i.e. accommodation) providing a further \$350k impact to the host region.

Will local businesses be engaged with the event, program or activity; will participants/attendees spend with local businesses?

**Upload documents/materials that will support the above. e.g. advertising schedules, event plans**

Filename: 2023 Nationals - Event Marketing and Communications Plan DRAFT.pdf  
File size: 733.1 kB

**Financials**

**\* indicates a required field**

**Total Amount Requested** \$36,443.75  
\* What is the total financial support you are requesting in this application (excluding GST)?

**If successful, what expenditure item/s will the City's contribution cover?**

<b>Expenditure</b>	<b>\$</b>
Event Photography	\$7,000.00
Council Teeball Clubrooms Hire	\$1,443.75
Live streaming costs	\$12,000.00
Print signage expenses	\$2,000.00
Staff & official accommodation expenses	\$14,000.00

**Budget (excluding GST)**

Please outline your project budget in the income and expenditure tables below, **including details of other funding that you are seeking and/or have applied for, whether it has been confirmed or not.** All amounts should exclude GST.

Provide clear descriptions for each budget item in the 'Income' and 'Expenditure' columns, Use the 'Notes' column for any additional information you think we should be aware of.

Please **do not add commas** to figures - e.g. type \$1000 not \$1,000 - this will ensure your figures for each table total correctly.

<b>Income Description</b>	<b>Income Type</b>	<b>Confirmed Funding?</b>	<b>Income Amount (\$)</b>	<b>Notes</b>
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Tourism WA funding	Government Grants *	Confirmed *	\$300,000.00	
			\$	
			\$	
			\$	
			Must be a dollar amount.	

<b>Expenditure Description</b>	<b>Expenditure Type</b>	<b>Expenditure Amount (\$)</b>	<b>Notes</b>
Administration Ex-penses	Salaries and Wages *	\$120,000.00	
Player Flights	Other Expenditure	\$470,000.00	
Staff and Official Accommodation	Other Expenditure	\$32,345.43	
Staff and Official Meals	Other Expenditure	\$3,999.96	
Staff and Official Hire Cars	Other Expenditure	\$11,999.00	
General Expenses	Other Expenditure	\$800.00	
Live-streaming expenses	Other Expenditure	\$24,000.00	
Entertainment and hospitality	Other Expenditure	\$3,000.00	
Equipment/Venue Hire	Other Expenditure	\$2,000.00	
Daily Allowance Head Official	Other Expenditure	\$1,125.00	
Photography	Other Expenditure	\$14,000.00	
Event Signage	Other Expenditure	\$2,000.00	
Trophies, medals etc	Other Expenditure	\$2,900.00	
Freight	Other Expenditure	\$500.00	

**Budget Totals**

<b>Total Income Amount *</b>	<b>Total Expenditure Amount *</b>	<b>Income - Expenditure *</b>
\$300,000.00	\$688,669.39	-388669.39
This number/amount is calculated.	This number/amount is calculated.	This number/amount is calculated.



ed.

## Applicant Capacity and Experience

**\* indicates a required field**

**Please provide details about your organisation and/or team, and previous experience that will give us confidence that you can complete the work you've described in this application. \***

Bowls Australia have an experienced Events team who will be responsible for managing and delivering the event, which includes BA financial underwriting and expenses. The events team will be supported by the communication department and experienced officials (umpires). The events team have a history of delivering successful large scale events such as the annual Australian Open, consisting of over 2,500 participants, or the upcoming World Bowls Championships set to feature 47 countries.

<https://www.bowls.com.au/events-page/national-events/australian-open/>

<https://world2023.bowls.com.au/>

<https://www.bowls.com.au/about-ba/staff/>

Include in this section information about your strategies for providing the inputs (money, staff/volunteers, time/expertise, equipment, facilities etc.) and how you will complete this event, program or activity within the proposed timelines. Provide information also about any past work that may demonstrate your organisation's capacity to undertake this work. Provide links to further explanatory material if available/relevant.

**Upload any documents/materials that will support the above e.g. references, previous examples of work, staff profiles**

*No files have been uploaded*

## Certification and Feedback

**\* indicates a required field**

### Certification

This section must be completed by an appropriately authorised person on behalf of the applicant organisation (may be different to the contact person listed earlier in this application form).

- Submission of this application constitutes acceptance of these Terms and Conditions.
- The information provided on the application form is correct at the date of submission.
- Corporate sponsorship applications are typically assessed at the end of each month.
- Written notification of the outcome of the assessment will be issued within three months of the application being received.
- If the application is successful, following completion of any details, a sponsorship agreement will be drafted by the City outlining the terms of the sponsorship and the duties of each party, which must be signed and kept on file by both parties.

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- By submitting this application, there is no guarantee that the City will sponsor the event, program or activity.
- Applications are not transferable between organisations, events, programs or activities.
- The application must outline the full details of the event, program or activity and the agreement will apply strictly for the event, program or activity listed in this application.
- Corporate Sponsorship commitments are subject to available funds within the City's budget.
- The City's assessment decision for this application is final.
- The applicant will notify the City of any changes to the details in this application as soon as they become known to the applicant.

**I agree \***

Yes  No

**Name of authorised person \***

Mr Andrew Gommers  
Must be a senior staff member, board member or appropriately authorised volunteer

**Position \***

Business Development Manager  
Position held in applicant organisation (e.g. CEO, Treasurer)

**Contact phone number \***

0401 242 730  
Must be an Australian phone number.  
We may contact you to verify that this application is authorised by the applicant organisation

**Contact Email \***

[agommers@bowls.com.au](mailto:agommers@bowls.com.au)  
Must be an email address.

**Date \***

04/05/2023  
Must be a date

## Applicant Feedback

You are nearing the end of the application process. Before you review your application and click the **SUBMIT** button please take a few moments to provide some feedback.

**Please indicate how you found the online application process:**

Very easy  Easy  Neutral  Difficult  Very difficult

**How many minutes in total did it take you to complete this application? \***

60

Estimate in minutes i.e. 1 hour = 60

**Please provide us with your suggestions about any improvements and/or additions to the application process/form that you think we need to consider.**  
None to suggest.



## **Event Marketing and Communications Plan 2023 Nationals**

<b>Prepared by:</b>	<b>Bowls Australia</b>
<b>Event date:</b>	<b>October 6 – 20, 2023</b>
<b>Contact:</b>	<b>Aidan Davis</b> <b>Communications and Marketing Manager</b> <a href="mailto:adavis@bowls.com.au">adavis@bowls.com.au</a>

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## 1. BACKGROUND - GENERAL

In 2022, Bowls Australia amalgamated six of the sport's most revered competitions in an exciting initiative to be rolled out annually called the Nationals.

Following a comprehensive review of the events landscape, the Nationals encompasses six events staged consecutively, and in some cases simultaneously, across a number of closely located venues, occurring from October 6 to 20 in 2023.

Six current national events, inclusive of the Para Nationals, Australian Under-18 Championship, Australian Champion of Champions, Australian Senior Sides Championships, Australian Sides Championships and Australian Championships, will be staged during the 15-day festival in Perth at Broadbeach Bowls Club.

The Nationals caters for open, under-age, over-age and disability events.

The fusion of events is seen to offer a range of benefits for both the organisation and competitors, including reducing travel and costs for attendees, creating space on the national event calendar, increasing attractiveness for partners and government support, and improving media appeal.

The six events will be staged as follows:

- **Australian Champion of Champions: October 6 – October 7, 2023**
- **Australian Under-18 Championships: October 6 – October 7, 2023**
- **Australian Para Nationals: October 6 – October 9, 2023**
- **Australian Senior Sides Championships: October 8 – 11, 2023**
- **Australian Sides Championships: October 13 – 16, 2023**
- **Australian Championships: October 17 – 20, 2023**

## 2. BRAND STRATEGY

## **2.1. Overview**

This plan aims to identify event stakeholders, marketing objectives, target audiences and success metrics, as well as overarching brand strategy and communication channels to assist with the growth and development of the event in 2023.

It is important that all initiatives contained within are aimed at achieving these objectives and conform to the wider principles within this plan.

## **2.2. Stakeholders**

The major stakeholders in the event are as follows, and represent the major stakeholders to which the marketing objectives and their attainment are most relevant:

- Bowls Australia: the controlling body and organiser of the event;
- Tourism Western Australia: major event partner;
- Department of Local Government, Support and Cultural Industries: WA Government stakeholder;
- City of Joondalup: Local council stakeholder invested in the event's delivery.

However, it is important to note that there are of course other various stakeholders for the event, particularly those from within the sport, including host clubs and Bowls WA, and partner organisations who contribute financially to the staging of this event annually.

## **2.3. Marketing Objectives and success metrics**

The major marketing objectives of the 2023 Nationals are as follows:

1. Event delivers a minimum 500 individual out-of-State Competitors that have registered and completed check-in at the Event;
2. All activity aimed at increasing visitation to the event and maximising length of stay in Perth before and after the event.

## **2.4. Target audience**

In an overall sense, the target audience for the event is:



*“The Bowler”*

“The Bowler” represents the existing bowler, someone that has been involved in the sport in some way for a period of time and is still an active participant. Given the nature of the event, most marketing resources should be directed towards existing bowlers (and by extension families, partners and club-mates/teammates) rather than the non-bowls audience. However, there may be brand-building initiatives that should target the non-bowler.

More specifically, the composition of the participant field can be broken down further, with specific messaging tailored to each group:

Audience	Key Messages and Themes
Elite, high performance bowlers	<ul style="list-style-type: none"> <li>• One trip, many chances. Six national bowls titles at once;</li> <li>• Combine many chances at national titles with a holiday in Perth;</li> <li>• Australia’s best players together at once;</li> <li>• Gain experience on major event greens.</li> </ul>
Semi-professional, high level club bowlers	<ul style="list-style-type: none"> <li>• Opportunity for families and clubmates with open, under-age, over-age and disability events;</li> <li>• Chance to secure a renowned national title;</li> <li>• Australia’s best players together at once;</li> <li>• Opportunity to play against the best.</li> </ul>
Club, amateur and social bowlers	<ul style="list-style-type: none"> <li>• Potential to play against the best players in the country;</li> <li>• Be a part of the bowls’ National titles;</li> <li>• Opportunity to incorporate bowls as a hobby into holiday in Perth.</li> <li>• Claim to fame – chance to say I’ve played in THE Nationals.</li> </ul>
Spectators, family and friends	<ul style="list-style-type: none"> <li>• Opportunity to incorporate bowls as a hobby with a holiday in Perth.</li> <li>• “Queensland is Good to Go”.</li> <li>• “Come and Play”</li> </ul>

## 2.5. Logos



**2023  
AUSTRALIAN  
CHAMPIONSHIPS**



**2023  
AUSTRALIAN CHAMPION  
OF CHAMPIONS**



**2023  
AUSTRALIAN UNDER-18  
CHAMPIONSHIPS**



**2023  
AUSTRALIAN SIDES  
CHAMPIONSHIPS**



**2023  
PARA NATIONALS**



**2023  
AUSTRALIAN SENIOR  
SIDES CHAMPIONSHIPS**

A specific logo and brand has been developed and implemented for all aspects of the Nationals event, with sub-brands created for each individual event that makes up the larger Nationals event.

The complete Nationals logo guidelines can be found within the wider BA Brand Guidelines document.

All subsequent event collateral should conform to the colour scheme and typeface within the logo, including but not limited to:

- Host club and live-stream signage;
- Website design;
- Digital communications;
- Presentation medals/trophies and club acknowledgements.

## 2.6. Language and Theme

As an overarching slogan, the event has been marketed as *“The national titles for bowls”, “Bowls’ national titles” and “the destination event for bowls.”*

These slogans have been used to capture the scale and breadth of the event, as well as ensuring a positive and vibrant message in aligning with a festival theme and a ‘destination event’ with a dual meaning – for an event that bowlers aspire to play in.

Wherever possible, language within any communications about the event should capture the theme of the slogan:

- **National titles:** references to aspects of the prestige and enormity of the event, including that this is a must-play event and one not to be missed by anyone wanting to further their bowls pedigree, should be encouraged.
- **Festival, social event:** references to a wide variety of participants, enjoyment and social interaction away from the matches. This is particularly important to capture the “Semi-professional, high level club bowlers” and “Club, amateur and social bowlers”, who are not traditionally the target market for most national bowls events, which are more traditionally tailored towards “elite, high performance bowlers”.

## 2.7. Destinalional Messaging

It is critical that messaging about the destination is appropriate; all references to Western Australia, Perth and each host club should conform to the destinalional branding of Tourism Western Australia.

It is important to note that the Tourism Western Australia brand uses the phrase “*come follow the sun*”, “*WA the dream state*”, “*walking on dream*” and destination messaging should reflect this.

### 3. COMMUNICATION CHANNELS AND MEDIA PLANS

BA has used and will continue to use a number of communication channels throughout the lead up, event proper and post event periods. Particular emphasis will be put on owned online communication channels, noting participant research has listed the BA website and Facebook as a significant source of event information.

Throughout all social media, the hashtag **#BowlsNationals** will be used.

#### 3.1. Nationals live-streaming

It is anticipated that the Nationals will be live-streamed throughout the majority of the 15 days of competition on Bowls Australia’s Facebook page, through our existing ‘Rinkside Live’ product.

Audience viewership of these streams obviously fluctuate dependent upon the interest in the match and its players, and the timing of the stream, but from past experience, a general indicator for viewership of each stream would be approximately 10,000+ views, and some will surpass 30,000+ views during the live component of the stream and continue to grow once the stream finishes and is stored on our Facebook page.

Whilst not an identical match, in 2021, the Australian Open content that featured on Rinkside Live generated more than 5.1 million views, had a post reach of 8.5 million, and generated more than 13.2 million minutes watched.

Rinkside Live live-stream will continue to be a major communication channel and awareness generator in 2023, whereby we will continue to provide coverage off all preliminary rounds of the event, with each match incorporating eight camera angles, digital scores and graphics, professional commentary, integrated destination vignettes and significant audience engagement.’

- **Role:** Primary communication piece with rusted-on bowlers, event participants and spectators.
- **Driver to:** Nationals website, destination messaging, schedule and results.

#### 3.2. Nationals Website

The Nationals will have a sub-page on bowls.com.au to hosts all event specific information, as well as all destinational messaging, offers and attractions.

It is important that the majority of other communications tools are used as a driver to the Nationals website, where viewers will then be exposed to all event information, as well as specific destinational messaging.

- **Role:** Landing point of majority of event communications; house all event specific information; source for news; house offers, events and destinational information; provide social media widgets; driver to entry forms.
- **Driver to:** Registration forms, Tourism Western Australia based event/destination websites, Tourism Western Australia digital platforms and communication channels.

### 3.3. Facebook

Facebook is the major social media platform with which participants are engaged with Bowls Australia. Therefore, it will be used as a primary driver to the Australian Open website and to relay news to BA's followers (again, as a link to the website). Facebook will also be used to drive participants to the online registration portal and to continue to boost followings on other social media platforms.

- **Role:** Provide news snippets about the event (linking to website), house video content, and provide interaction with target market.
- **Driver to:** Australian Open website, online registrations, Twitter, Instagram.
- **Content:** News snippets, video, photos, conversation with audience.
- **Audience:** 109,433 followers.

### 3.4. Twitter

Twitter is a lower priority communication channel for this specific event, and is generally used as a short, sharp news feed as well as a way to interact with the audience for the event. Twitter does become an important tool for reporting on matches, and is a critical channel during live television broadcast for facilitating viewer interaction.

- **Role:** Provide news snippets about the event (linking to website), interaction with audience, live result updates from key matches.
- **Driver to:** Australian Open website, online registrations, online results.

- **Content:** News snippets, live results, audience interaction.
- **Audience:** 5,925 followers.

### 3.5. Instagram

While currently a fairly low-audience channel for BA, the properties of Instagram align well with the event, and it can be used to create, share or curate visual communications which align to the brand of the event.

- **Role:** Showcase visual attractiveness of the event, promote destination in a visual medium, stimulate participant interaction.
- **Driver to:** Nationals website, Facebook.
- **Content:** Photos of participants, host venues, WA sights and attractions.
- **Audience:** 5,258 followers.

### 3.6. YouTube

Bowls Australia's YouTube channel is a frequently used channel to host BA's video content and features interviews and hype tapes for BA's various events.

Additionally, BA's digital video site "The Bowls Clubhouse" acts as a platform to watch past Australian Open broadcast content.

- **Role:** Host destinational video content, interviews and video news updates on the event.
- **Driver to:** Event registration, Australian Open website, social media.
- **Content:** Destinational, event specific video content.
- **Audience:** ~500,000 video views and ~5 million impressions per annum.

### 3.7. Electronic Direct Marketing

During the Nationals events, BA uses direct email messaging to communicate directly to both participants and interested parties, and currently have approximately 75,000 unique email addresses within these databases. Direct email communications are the main method to deliver

specific event information and instructions to participants, and as such it is expected that the majority of participants will actively read these communications.

EDMs are sent with increasing frequency prior to the event, and during the event are sent daily. Each EDM can be designed to house numerous visual and text banners and as such are a great tool for direct destinational and event messaging.

- **Role:** Provide participants and interested parties with crucial event information, embedding of destinational ads and messaging, driver to the Nationals and other partners' websites.
- **Driver to:** Nationals website, destinational content, social media.
- **Content:** Event information and news, offers, photos, links to outside content.
- **Audience:** ~75,000 direct subscribers and past participants.

### 3.8. Regional Bowls Managers

BA currently employs 19 Regional Bowls Managers (RBMs) in many areas of Australia, who each make around 350 club visits per year. RBMs are a valuable tool to market directly to clubs, including the ability to act as a distribution channel for physical posters and other collateral. RBMs will also be a prime marketing channel for club-based marketing initiatives, using their relationships with clubs to directly promote the event.

- **Role:** Provide event specific information to clubs, assist in the roll out of marketing initiatives aimed at clubs.
- **Driver to:** Nationals website, destinational content, social media.
- **Content:** Printed collateral, email correspondence, linkages to social media.
- **Audience:** Over 1,400 clubs.

### 3.9. State and Territory Associations and other publications

While BA does not distribute a national magazine, state-based and private bowls magazines are quite popular throughout the target audience. Another channel that was not utilised in a major way last year was using other national bodies to market directly to overseas participants.



- **Role:** Provide news and event information to those without a direct BA touchpoint; deliver tailored messaging to those in different geographical locations.
- **Driver to:** Nationals website, destinational content, social media.
- **Content:** News articles, flyers, offers and promotions.

### 3.10. Sports Entertainment Network (SEN) media-buy

BA will promote the Nationals in the lead-up to, during and post-event across its media-buy with SEN's radio and digital platforms. It's envisaged that all advertising and advertorial assets will be push towards the Nationals promotion for a two-month period, primary lead-up to and during the event, with a short burst of activity post event to promote the winners and success of the competition. Assets including radio advertisements, credit lines, extended credit lines, air nationally across SEN's suite of radio platforms, and additionally as MRECs, pre-roll and post-roll video clips and other digital advertisements on SEN's digital app and website are all available to be utilised.

## 4. MARKETING

### 4.1. Background

The number of event participants and visitors to the event is the core metric in evaluating the success of the event from the perspective of both BA and other stakeholders in the event (Tourism Western Australia and other sponsors and partners). Most of the economic benefits and associated metrics to the region are heavily dependent on the number of participants and other event related visitors. Event offering

Bowls Australia have actively facilitated the specific ordering of the seven events that make up the Nationals, not only to cater for the competitors that will play in multiple events, but also need to ensure length of stay in Perth for competitors and spectators alike.

Action	Target Audience	Timing	Communication Vehicle
Official Nationals Support Events - TBC	Providing further opportunities for bowlers to remain in Perth	Ongoing	<ul style="list-style-type: none"> <li>• Website, social media</li> </ul>

### 4.2. Club-based Marketing

BA has identified that club-based marketing and incentivising clubs to promote the event should be a major driver to participating in the event moving forward. This element of the event leans heavily on Regional Bowls Mangers and State/Territory Associations to spread the word about the event and generally speaking, state/territory-selected participation. It is hoped that these initiatives will encourage larger contingents from clubs to attend, rather than just individuals.

Action	Target Audience	Timing	Communication Vehicle
Digital and printed distribution of event posters, flyers for printing and integration in EDMs.	All clubs	August - October 2023	<ul style="list-style-type: none"> <li>• RBMs; printed collateral</li> </ul>
Digital distribution of Nationals-related event content through EDMs and social channels	All members	August - October 2023	<ul style="list-style-type: none"> <li>• EDM newsletter, social media channels, website</li> </ul>

#### 4.3. State-based Marketing

Marketing through the State and Territory Associations (STAs) is important as it enables cut through to the target audience that may not be engaged with BA directly through its various communications channels or are not engaged with digital mediums at all.

Action	Target Audience	Timing	Communication Vehicle
Promotion through each State and Territory Association's EDM communications	Club based bowlers	August - October 2023	<ul style="list-style-type: none"> <li>• Direct email to members</li> </ul>
Promotion through other Bowls and lifestyle publications (e.g., Bowls Plus, On the Green)	Club-based bowlers	August - October 2023	<ul style="list-style-type: none"> <li>• Printed publications</li> </ul>

#### 4.4. Profiling the 2023 Nationals

A significant above-the-line promotional opportunity will be through Sports Entertainment Network's (SEN) radio platforms nationally and digitally through their website/app.

BA will also create a short clip promoting the 2023 event to promote through the organisation's Facebook and YouTube channels.

Further opportunities exist around generating broadcast content, particularly in relation to interviews with winners, that could feature on The Bowls Show broadcast on 7Two, Fox Sports Australia and Kayo.

Action	Target Audience	Timing	Communication Vehicle
SEN Media buy	Sporting enthusiasts and bowlers	September-October 20 2023	<ul style="list-style-type: none"> <li>SEN radio programs nationally, SEN website and app.</li> </ul>
Creation of Nationals online clip to communicate positive aspects of the event to encourage new registration	Competitors, particularly club-based bowlers and spectators	July-August 2023	<ul style="list-style-type: none"> <li>Facebook and YouTube</li> </ul>
Facebook advertisement promotion of Nationals online clip	Competitors, particularly club-based bowlers and spectators	August - October 2023	<ul style="list-style-type: none"> <li>Facebook</li> </ul>
Promotion of the event to disability organisations, through active promotion at their major events and through BA's disability partners.	Bowlers with a Disability	July-September 2023	<ul style="list-style-type: none"> <li>Promotion of the event to disability organisations, through active promotion at their major events and through BA's disability partners.</li> </ul>
'Rinkside Live' live streaming of matches from every session of the 2023 Nationals	Bowls audience	October 6-20, 2023	<ul style="list-style-type: none"> <li>Website, Facebook</li> </ul>
Professional photographer to capture imagery showcasing the event, clubs and destination.	All stakeholders and general sporting enthusiasts.	October 6-20,2023	<ul style="list-style-type: none"> <li>Website, digital and EDM platforms, media outlets</li> </ul>

#### 4.5. Use of BA's communication channels to promote key destinations and events

The Nationals website is currently used to host links to Tourism Western Australia specific events, destination and other relevant messaging; this should continue to be a prominent feature of the website, and drivers to it should be incorporated into other communication channels.

Action	Target Audience	Timing	Communication Vehicle
Destinational messaging to feature prominently on the Nationals website, other communication channels to act as a driver to this messaging.	Participants; potential participants; general bowlers.	Ongoing	<ul style="list-style-type: none"> <li>• Website;</li> <li>• Registration forms;</li> <li>• Social media</li> <li>• EDMs.</li> </ul>
Daily participant EDMs to prominently feature destinational messaging.	Participants, general bowlers	October 6-20, 2023	<ul style="list-style-type: none"> <li>• EDMs.</li> </ul>

## 5. PARTNER ACTIVITY

### 5.1. State and Territory Associations

The eight state and territory associations will provide considerable promotion and coverage of the Nationals competition and showcase their athletes' success and involvement during the staging of the competition. Bowls Australia will work with each organisation to provide additional supplementary support leading up to the competition, through their website, social media and EDM platforms.

### 5.2. Corporate partners

It is envisaged, although not confirmed at this stage, that Bowls Australia's valued partners will look to engage and leverage the staging of the Nationals competition through their own platforms and opportunities (both owned and earned). Bowls Australia will work with its partners to actively showcase this event.

## 6. PUBLIC RELATIONS OPPORTUNITIES

### 6.1. Opening ceremony or launch

Bowls Australia is prepared to facilitate an opening ceremony or official launch of the event on September 30, with attendance from Bowls Australia's executive and high-profile players, in addition to state and local Government representatives, if it would be valuable from a PR perspective.

## **6.2. Presentation opportunities**

It is envisaged there will ample presentation opportunities throughout the course of the Nationals that can have involvement from state and local Government representatives.

Presentations will occur as follows (dates and timings TBC:

- October 7: Australian Champion of Champion and Australian Under-18 Championships presentations
- October 9: Para Nationals presentation
- October 11: Australian Senior Sides Championships presentation
- October 16: Australia Sides Championships presentation
- October 17: Australian Championships triples presentation
- October 18: Australian Championships pairs presentation
- October 19: Australian Championships fours presentation
- October 20: Australian Championships singles and mixed pairs presentation

## **7. MARKETING COLLATERAL**

### **7.1. Marketing collateral**

Marketing Collateral for the 2023 Nationals has not yet been finalised at the time of preparing this report. Marketing collateral designs featuring Tourism Western Australia logos will be provided to Tourism Western Australia for review.

## **8. TICKETING AND REGISTRATION**

### **8.1. Ticketing type/price/sale distribution strategies**

The 2023 Nationals is a non-ticketed event. Spectator entry to all days of the competition will be provided free-of-charge. Competitors are either selected by their state and territory association or earn entry via qualification and are therefore also not ticketed. Bowls Australia and Broadbeach Bowls Club will of course satisfy all COVID-19 requirements, in relation to planning, entry, sign-in and distancing, if required.

## 9. SUMMARY & REVIEW

The strategies described within this document are integral to meeting the objectives of the Nationals event overall and BA's obligations to its major event partners.

In the months following the 2023 Nationals' conclusion, BA will undertake a thorough review of all aspects of the event. This review will encompass feedback from participants through post event surveys, as well as Tourism Western Australia feedback and internal operations; this should ensure that the event continues to evolve and grow over the following years, at returns bigger and better than ever to Perth, Western Australia in 2026.

## Master Sponsorship Assessment Matrix

Benefit	Up to \$1,000	\$1,001 - \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$25,000	\$25,001 - \$50,000
Logo on promotional material	•	•	•	•	•	•
Merchandise distribution e.g. City merchandise in participant packs	•	•	•	•	•	•
Opportunity to set up a promotional display	•	•	•	•	•	•
Verbal acknowledgement throughout the event, program or activity	•	•	•	•	•	•
Signage displayed at the event, program or activity	2	4	6	8	•	•
Logo on website	•	•	•			
Logo and hyperlink on website				•	•	•
Logo on local advertising		•	•	•	•	•
Opportunity for the City representative to present/speak		•	•	•	•	•
Logo on event, program or activity signage			•	•	•	•
Recognition on media releases			•	•	•	•
Recognition and link on social media forums			•	•	•	•
Logo on regional advertising				•	•	•
Digital marketing e.g. Inclusion in club newsletters, emails, on hold messages					•	•
Exclusive rights					•	•



<b>Benefit</b>	<b>Up to \$1,000</b>	<b>\$1,001 - \$5,000</b>	<b>\$5,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$25,000</b>	<b>\$25,001 - \$50,000</b>
Economic development e.g. will the program or event provide an opportunity for local organisations to be involved or will it bring visitors to the region who will utilise current businesses such as hospitality (dining and accommodation)					.	.
Tourism e.g. increase visitors to the region, people will travel to attend the event program					.	.
Corporate hospitality e.g. complimentary VIP tickets, invitation to event launch/finale					.	.
Opportunity to include advertisement in publication or program						.
Recognition on radio advertising						.
Naming rights to the event, program or activity						.
Logo on state advertising						.

<b>Attendance</b>	<b>Up to \$1,000</b>	<b>\$1,001 - \$5,000</b>	<b>\$5,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$25,000</b>	<b>\$25,001 - \$50,000</b>
Under 500	.	.				
500 – 2,000		.	.			
2,001 – 5,000			.	.		
5,001 – 10,000				.	.	
Over 10,000					.	.