

# BOWLS VICTORIA

Affiliation Model

Analysis, Observations, Comments



# 2015 New Affiliation Model

## Change in Club Memberships

No.	Metro	Country	Total
> Members	80	169	249
= Members	19	96	115
< Members	57	100	157
Total Clubs	156	365	521
%			
> Members	51%	46%	48%
= Members	12%	26%	22%
< Members	37%	27%	30%
Total Clubs	100%	100%	100%



# 2015 New Affiliation Model

## Change in Club Memberships

Three types of complaint:

- About any increase in fees irrespective
- On grounds of comparative fairness, irrespective of the \$ values involved, particularly for being 'taxed' on non-existent members – deaths and transfers
- The rate of increase in fees, when translated to a per capita basis, is seen as excessively expensive to remaining club members.

All of these 'gripes' have some validity so do not disregard them as unwarranted however the emphasis/exaggeration made may be. Can these 'gripes' be mitigated?

The extent of the per capita movements can increase seemingly disproportionately the smaller the club membership base.

One of the fundamentals address in 2015 was whether 'financial hardship' means that clubs

- have very limited financial capacity to meet the fees bill or
- experience severe per capita average fees movement regardless of financial capacity.

Without yet having undertaken deeper financial analysis it seems that clubs are generally applying the latter as their testing yardstick.



# 2015 New Affiliation Model

## Change in Club Memberships

2014	2015	2016	17 Clubs	2015 Fee	2015 Relief	2015 Net	Orig Fee % Rev	2016 Fee
126	114	118	Boronia Bowls Club Inc	5,662	532	5,130	4.31%	5,387
185	176	211	Buckley Park Bowls Club Inc	8,295	360	7,935	3.27%	8,332
114	100	102	Burden Park Bowling Club	5,123	623	4,500	2.45%	4,725
106	89	89	Castlemaine Bowling Club Inc	4,741	736	4,005	4.08%	4,205
158	121	127	Cranbourne Bowling Club Inc.	7,100	1,655	5,445	3.52%	5,717
24	15	-	Dandenong City Bowling Club Inc	1,078	403	675	7.57%	709
49	34	31	Main Ridge Bowls Club	2,179	649	1,530	3.30%	1,607
43	30	25	Mirboo North Bowling Club	1,887	537	1,350	3.22%	1,418
218	195	205	Mt Martha Bowls Club Inc	9,796	1,021	8,775	4.28%	9,214
44	35	35	Natimuk Bowling Club	1,977	402	1,575	11.33%	1,654
36	25	31	Rupanyup Bowls Club Inc	1,617	492	1,125	5.61%	1,181
74	68	69	Stawell Golf Bowls Club	3,325	265	3,060	Unknown	3,213
54	46	47	Thornbury Bowls Club	2,430	315	2,115	Unknown	2,221
130	110	111	Traralgon RSL Bowling Club	5,482	532	4,950	12.35%	5,198
79	58	66	Village Glen Bowls Club	3,550	940	2,610	17.21%	2,741
275	231	232	Wodonga Bowling Club Inc	12,313	1,918	10,395	2.40%	10,915
100	90	93	Woodbury Bowling Club	4,494	444	4,050	9.43%	4,253
1,815	1,537	1,592		\$ 81,049	\$ 11,824	\$ 69,225		\$ 72,686



# 2016 Affiliation

## Stratification

Club Size Range	2016					
	Actual			Average		
	Country	Metro	Grand Total	Country	Metro	Grand Total
<b>0-50</b>						
Clubs	132	28	160			
Members	4,619	984	5,603	35	35	35
Club fees 2016	\$238,200	\$53,416	\$291,616	\$51.57	\$54.28	\$52.05
<b>51-100</b>						
Clubs	137	60	197			
Members	9,773	4,528	14,301	71	75	73
Club fees 2016	\$480,836	\$218,712	\$699,547	\$49.20	\$48.30	\$48.92
<b>101-150</b>						
Clubs	55	38	93			
Members	6,866	4,624	11,490	125	122	124
Club fees 2016	\$319,314	\$224,893	\$544,208	\$46.51	\$48.64	\$47.36
<b>151-200</b>						
Clubs	24	20	44			
Members	4,015	3,438	7,453	167	172	169
Club fees 2016	\$187,568	\$168,363	\$355,932	\$46.72	\$48.97	\$47.76
<b>201-250</b>						
Clubs	14	8	22			
Members	3,133	1,782	4,915	224	223	223
Club fees 2016	\$144,487	\$79,652	\$224,138	\$46.12	\$44.70	\$45.60
<b>251-300</b>						
Clubs	1	2	3			
Members	274	509	783	274	254.5	261
Club fees 2016	\$9,673	\$26,000	\$35,673	\$35.30	\$51.08	\$45.56
<b>300+</b>						
Clubs	3	1	4			
Members	1,192	307	1,499	397	307	375
Club fees 2016	\$42,091	\$15,005	\$57,096	\$35.31	\$48.88	\$38.09
<b>Total Clubs</b>	<b>366</b>	<b>157</b>	<b>523</b>			
<b>Total Members</b>	<b>29,872</b>	<b>16,172</b>	<b>46,044</b>	<b>82</b>	<b>103</b>	<b>88</b>
<b>Total Club fees 2016</b>	<b>\$1,422,169</b>	<b>\$786,041</b>	<b>\$2,208,210</b>	<b>\$47.61</b>	<b>\$48.61</b>	<b>\$47.96</b>

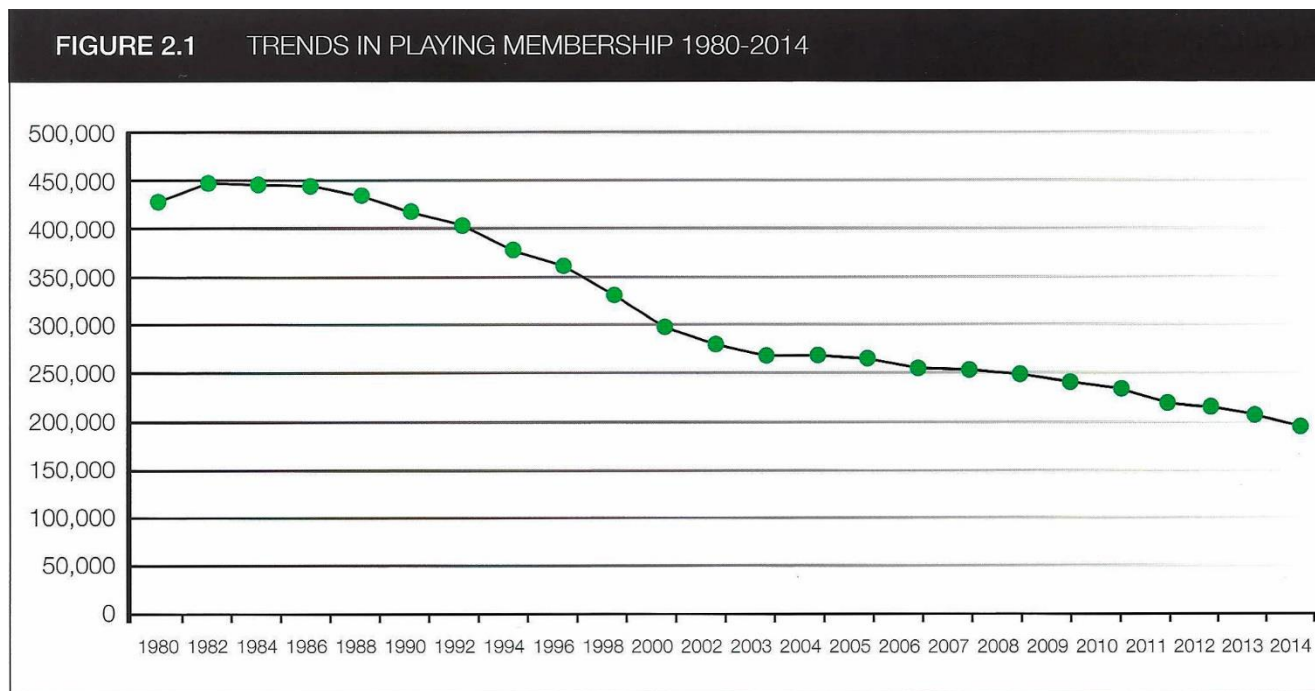


# 2016 Affiliation

## Stratification

Move to Excel to reveal clubs per member fees with

- Largest fees
- Smallest fees



# 2016 & Beyond Affiliation

## Observations

### \$50 is

- A slab of beer
- Two show bags
- \$1 a week
- AFL – 3 junior teams  
(under 14, 12, 10) pay \$3,050  
affiliation

### Timing of billing

- Retrospective – not current/future
- Only way for accurate data
- Ability to budget

### BV Role

- BV is NOT a bank
- BV is NOT a lender of last resort

### Annual affiliation fees other STAs

• RNSW		\$60
• NSW District	+	\$27-35
• WBNSW		\$46
• Region Levy		\$2
• Club Registration Fee		\$50
• TAS		\$45
• SA		\$45
• WA		\$45-50
• BV		\$48
• Regions	+	\$3-15
• Districts	+	\$2-8

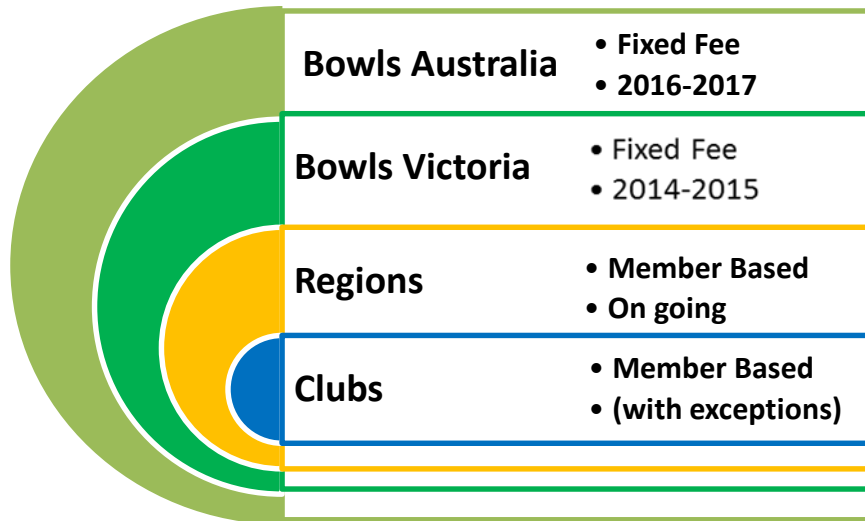
### Affiliation is a small % of club operating expenses

- **2015 Hardship**



# 2016 & Beyond Affiliation

## Basis



- **Inconsistent Models!**
- **How does BA propose to reset its base?**
- **Does it really matter how STAs derive their income?**
- **BA is looking to mandate email addresses & DOB**
- **Difficult for a lot of clubs/members to move away from the traditional per capita basis**





# 2016 & Beyond Affiliation

## Concerns

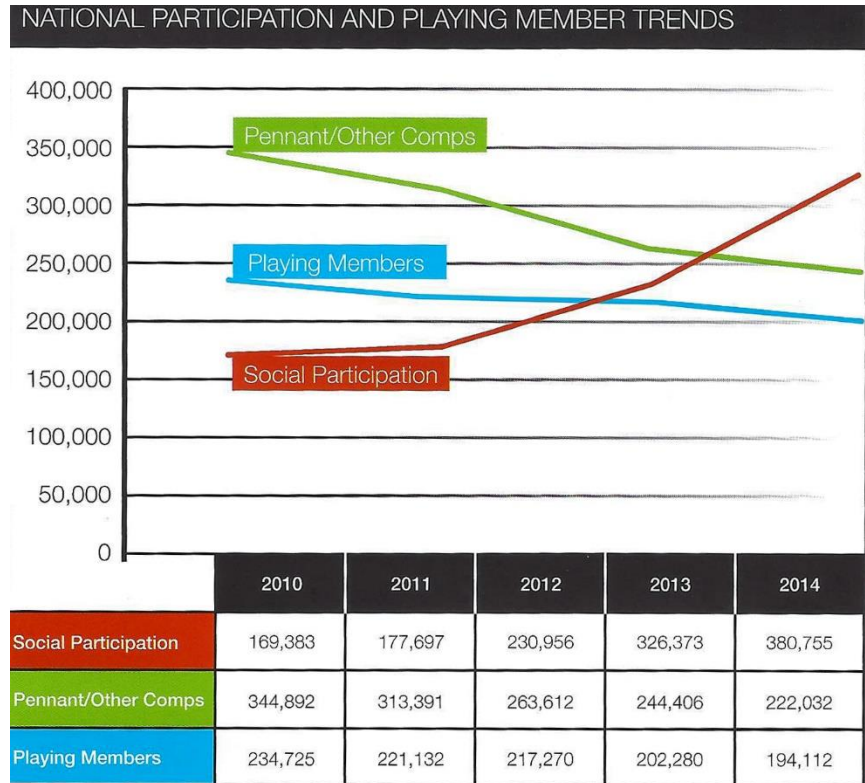
- **Loss of Club Members**
  - Retirement
    - Old
    - Infirm
    - No longer interested
  - Die
  - Transfer
- **Base figure – What do we do in 2016-2017 after 3 years?**
- **When is base reset, how and how often?**
- **Adjustments for deceased members?**
- **Adjustments for transfers?**
  - **A fee increase to \$100 with 50% share to losing club**  
(2137 transfers in 2014-2015)
- **Honesty**
  - Clubs hiding members
  - Clubs not abiding by eligibility program



# 2016 & Beyond Affiliation

## Categorisation of Members

- **What is an affiliated bowler?**  
(Yarra Region have 38 different affiliation types  
Life members and long serving members pay no or discounted club fees)
- **Who can play? Who can't?**
- **What benefits are available to affiliated members over social participants?**
- **Clubs hiding members**



# 2016 & Beyond Affiliation

## Consider

- Direct member on-line sign up
- Club based fee & affiliation
- Social participation should underwrite clubs
  
- Do we need to define categories of membership with entitlements? **Yes**
- BV Assist-website
  - Promote
    - Volunteering
    - Financial management
    - Grow Members
- Dirty "A" word!!
  
- Transfer fee \$100 shared
- Two year reset of base
- Progressive or regressive fee scale – based on group increments of 10?
  
- A lot of review and analysis yet to be completed

