



BOWLS SOUTH AFRICA

MODUS OPERANDI OF THE NATIONAL STANDING COMMITTEE: MARKETING [NSCM]

April 2022

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1. Bowls South Africa Executive shall appoint members of the National Standing Committee: Marketing [hereinafter referred to as NSCM]. These appointments shall be at the discretion of the Bowls South Africa Executive [hereinafter, referred to as the Executive] and revised when necessary.
 - 1.1 The NSCM shall consist of not less than three or more than six persons. The Executive will seek to enforce the principles of gender and racial equality when appointing the members of the NSCM, who will, as a minimum requirement consist of at least one member of the opposite gender and race. Non-compliance with this provision will only be accepted or enforced where no member of the opposite gender or race has been nominated for any position on the NSCM.
 - 1.2 The Executive may, at its discretion, allow NSCM Officials to serve on a Provincial/District Bowls Association and/or Associate Member Standing Committee.
 - 1.3 The appointment of additional and/or replacement of members to the NSCM shall be at the sole discretion of the Executive, with appointments made annually at the Executive Strategic Planning Meeting.
 - 1.4 The Convenor shall be appointed by the Executive.
 - 1.5 In the event of the Convenor not being present at any scheduled Meeting, the NSCM shall elect one of the members to act as Chairperson for that Meeting.
 - 1.6 The NSCM shall be responsible and accountable to the Executive.
 - 1.7 The NSCM shall meet as and when required to perform its functions. The nature of the purpose of the NSCM is such that many of the functions can be performed through telephonic or electronic communication between its members thereby reducing the need for physical meetings to the minimum.

- 1.8 The Convenor may convene any meetings of the NSCM Committee as and when required at his or her discretion or as directed by the Executive.
- 1.9 All minutes of meetings and copies of correspondence must be submitted to the Executive Liaison within 15 days of such meeting.
- 1.10 In the event of the NSCM not being able to reach a unanimous decision, the matter must be referred to the Executive Liaison.
- 1.11 The Convenor, in conjunction with the Executive Liaison, shall determine the allocation of duties and responsibilities to the members of the NSCM, according to a detailed list of job descriptions, with allocations made annually at the Executive Strategic Planning Meeting. The job descriptions should detail each member's responsibilities and be easily transferable from member to member, especially at the time of introduction of new members.
- 1.12 The Convenor of the NSCM shall seek approval for unbudgeted expenses from the Executive Liaison prior to undertaking such expenses.
- 1.13 Members of the NSCM shall be entitled, upon submission of satisfactory documentation to the Executive, to be reimbursed for reasonable travelling, accommodation, subsistence and communication expenses, provided it was recommended and signed by the Convenor and the Executive Liaison member of the NSCM.
- 1.14 The NSCM may not conduct banking accounts of any nature either in its name or in the name of Bowls South Africa.

- 1.15 No credit purchases, travel or accommodation arrangements may be made without the prior written consent of the Executive.
- 1.16 The Executive may make EFT advances against an agreed budget for specific courses or events. The reconciliation of these advances together with the supporting documents must be submitted to the Bowls South Africa office, within 15 days of closure of course or event.
- 1.17 Any conflict of interest must be declared by any member of the NSCM annually.

2 **The NSCM shall**

- 2.1 On request, assist and make recommendations to the Executive on sport marketing matters in the Republic of South Africa.
- 2.2 Draft, and implementing of an approved, Bowls SA Marketing Plan, including a Social Media Marketing Plan.
- 2.3 Be responsible for the marketing of:
 - 2.3.1 All Bowls SA, including the various NSCs, events/activities.
 - 2.3.2 The bowls Proteas.
 - 2.3.3 Bowls as a sport for all in South Africa (#1Sport4Life)
- 2.4 Live-stream selected Bowls SA events.
- 2.5 Plan, and manage, Bowls SA's participation in selected Sport Expos.

- 2.6 Subject to the approval of the Executive arrange National/Provincial/District Seminars pertaining to the marketing of sport.
 - 2.7 Subject to the approval of the Executive attend Seminars pertaining to the marketing of sport.
 - 2.8 Submit such reports as the Executive may determine from time to time.
 - 2.9 Undertake such other duties as the Executive may delegate from time to time.
3. **Provincial/District Association and Associate Member Marketing Standing Committee:**
- 3.1 Each Provincial/District Bowls Association and Associate Member should be encouraged to appoint a Standing Committee, preferably of mixed gender, to control and administer all marketing aspects of bowls.
 - 3.2 The Provincial/District Bowls Associations and Associate Members are to submit reports pertaining to marketing activities within its area of jurisdiction to the NSCM by the end of the following months annually:
 - 3.2.1 January
 - 3.2.2 April
 - 3.2.3 July
 - 3.2.4 September
4. **Bowls SA Code of Conduct and Communication Policies**
- All members are to be conversant with and abide by these policies.

5. **Attendance at Functions:**

All Executive members, Selectors, Standing Committees and Players to attend all functions when required to do so.

Spouses/Partners will only accompany when specially invited. This must be approved by the Office.

No Spouses/Partners to accompany any Executive, Selector or Standing Committee member when they travel for official duty. The President may under very special circumstances allow a spouse/partner to accompany the member. The additional cost will be for the member's account.

6. **Standing Committee Clothing Policy:**

The following is the dress policy whilst performing Bowls SA duties, unless instructed otherwise by the President or the Bowls SA office.

Men

Bowls SA Windbreaker, Cream/White Golf Shirt, Navy Blue Trousers and Bowls Shoes that are predominantly white or blue.

Women

Bowls SA Windbreaker, Cream/White Golf Shirt, Navy Blue Slacks and Bowls Shoes that are predominantly white or blue.

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