

Bowls ACT

2019-2022 Strategic Plan

find out more!



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BOWLS
ACT

Vision

Bowls – The Sport for Life

Mission

To grow the sport of Bowls

Core Values

Collaborative – Implementing national unity through collaborative governance, leadership, management and administration

Professional – Displaying integrity, ethical behaviour and providing high quality services

Innovative – Creating effective products, processes and services

Transparent – Acting openly on the best available evidence in decision making and policy formation

Inclusive – Creating a sense of community through Bowls



Staying ahead of the Game



Strategic Priorities	Actions
<p>“Act don’t react”</p> <p>Engage with new ideas and different views. Identify the opportunity in change.</p>	<p>Governance</p> <ul style="list-style-type: none">• Review the Constitution to incorporate best practice governance principles• Develop recruitment strategy for Board and Committee positions (including gender balance targets)• Establish and implement Terms of Reference for all Bowls ACT committees• Review, develop and implement good governance policies• Undertake a review of the capitation model and provision of bowls facilities for the future <p>IT Development</p> <ul style="list-style-type: none">• Assist BA (through working party membership) to develop inhouse IT Systems that are operational and fit for purpose• Provide training and support to clubs to enhance their take up of the Bowlslink system including new competition management, membership database and website system <p>Communication</p> <ul style="list-style-type: none">• Utilize the database’s mailing list capabilities to direct market to individuals• Seek and utilise feedback from participants and potential participants

Our Business Model



Strategic Priorities	Actions
<p>Good governance, professionalism and streamlined communication are hallmarks of Bowls ACT's business model.</p> <p>Bowls ACT Brand is recognised and respected in the ACT sporting context and across the wider community</p>	<p>Diversifying Revenue Sources</p> <ul style="list-style-type: none">• Identify sponsorships opportunities and develop proposals aligned to organisational needs• Develop sponsorship plan that addresses maintenance of existing relationships and development of further opportunities for sponsorship• Work with Bowls Australia and State Associations for a Whole of Sport Sponsorship plan• Identify other sources of Government funding <p>Maintain Viability</p> <ul style="list-style-type: none">• Ensure operational priority is given to Sport & Rec grant Key Performance Indicators, meeting government funder's expectations and providing documented evidence• Consider recommendations from the Facilities Review conducted (2019)• The Bowls ACT logo and other corporate identifies are used appropriately and consistently.• Service sponsorships as per contracts• Continue to develop evidence based budgets

More Play



Strategic Priorities	Actions
<p>Bowls is fully accessible for players, coaches, officials, supporters and administrators and broadly promoted to encourage new participants.</p>	<p>Retention</p> <ul style="list-style-type: none"> • Capture accurate membership and participation data from clubs • Provide a clear point of contact for member enquiries • Utilise social media and other digital forums to inform members of news and opportunities including maintaining an active Facebook page and corporate website • Support Clubs to create strategies to assist the changeover of personnel at club level from one season to the next (rolling boards at club level, handover strategies, and position descriptions)
	<p>Recruitment</p> <ul style="list-style-type: none"> • Work with Bowls Australia and STAs to develop a national participation campaign • Support clubs to promote events for younger players e.g. Bring a Grandchild days. • Work with clubs to grow Jack Attack and Junior Jack Attack • Support clubs to promote recruitment drives • Establish connections with retirement establishments for targeted bowls programs • Actively promote and deliver coaching and officiating education programs. • Re-establish Schools competitions involving primary, secondary and college levels and all three sectors (Government, Catholic and Independent)
	<p>Review</p> <ul style="list-style-type: none"> • Promote (to Clubs) the benefit of the RBM Program and encourage them to fully utilize his/her skills and resources • Survey members to understand their involvement patterns in the sport. • Provide Clubs with information on market segmentation and other resources to assist recruitment • Work with BA and STAs by supporting research, participating in pilot programs, promoting initiatives etc that lead to increased membership and participation

Support Player Potential



Strategic Priorities	Actions
Players of all ages are provided with opportunities to pursue sporting excellence	Representative Pathways <ul style="list-style-type: none"> Assist identified individuals to access Bowls Australia's national development pathway Select and support representative teams to compete in various BA national competitions Develop a pathway plan for those athletes wishing advance their bowls Conduct or participate in test matches and 'friendly' matches Extend opportunities for junior players to compete against other states and zones Establish relationship with new University of Canberra Centre of Sporting Excellence Investigate potential relationships with Regional Academies with the view to re-establishing competitions with them
	Player Development <ul style="list-style-type: none"> Develop a representative program culture where: athlete behaviour conforms to expected team values; communication between stakeholders is clear, honest and respected; coaches, managers and selectors are supported to perform their roles; feedback is sought (and acted upon) from stakeholders to identify areas for improvement to the best of their ability Provide relevant competition opportunities for players, coaches and officials to progress their technical and match play skills to fulfil their individual potential and enhance ACT team results at a national level. Support individuals selected in the BA national development pathway through timely and clear communication Ensure all representative program athletes are aware of, and comply with, ASADA, Sport Integrity and anti-match fixing principles
	Participation <ul style="list-style-type: none"> Allocate resources to support development of representative program coaches and officials Conduct Pennant Competitions for all levels of bowlers Conduct ACT championship events in various disciplines Extend opportunities for senior (older aged) players to compete in appropriate level competition

Inspire the Bowls Community



Strategic Priorities	Actions
Inspire the Bowls Community Participants and potential participants respect, admire and value the sport and have confidence in its leadership	Promotion <ul style="list-style-type: none">• Support BA in efforts to market and promote the sport• Advertise and promote key events: local, national and international• Utilise social media and other digital forums to inform members of news and opportunities including maintaining an active Facebook page and corporate website• Provide a clear point of contact for member enquiries Continuous Improvement <ul style="list-style-type: none">• Seek and utilise feedback from participants and potential participants.• Build respectful and professional relationships with members, sponsors and government• Provide support to members to enhance the reputation of the sport through integrity, player behaviours and sportsmanship principles.