

An official Bowls Australia publication



BOWLS UNLEASHED

**THE BOWLS AUSTRALIA
2020-2022 STRATEGIC PLAN**

BOWLS IN AUSTRALIA



OUR VISION IS FOR ALL AUSTRALIANS TO ENGAGE WITH BOWLS DURING THEIR LIFETIME.

We believe bowls can improve health and social outcomes for all Australians through involvement in our sport.

Bowls Australia (BA) and the State and Territory Associations (STAs) will work together to achieve our vision and ensure the future of the sport of Bowls in Australia.

We recognise the unique roles and responsibilities each section of the Australian Bowls community has from the creation of strategies at the highest level to their implementation and delivery to our members at State, Region, District, Zone, Division, Association, League and Club level.

We also recognise that while we share a common vision for the sport of Bowls in Australia, each STA may also have their own strategic focus areas and priorities which may be relevant only to them.

Nevertheless, we are all committed to working together to achieve a “whole of sport” strategic planning approach in addressing the issues which affect the future viability of Bowls in Australia.

As we work together to achieve our vision for Bowls in Australia we will seek to always demonstrate our core values of collaboration, innovation, customer focus and inclusiveness.



Darryl Clout

President
BOWLS AUSTRALIA

WHAT IS BOWLS UNLEASHED?

BOWLS UNLEASHED is the Bowls Australia Strategic Plan

Building on what the 2018-20 Bowls Australia Strategic Plan has achieved, BOWLS UNLEASHED 2020-2022 sets out the direction for the next two years for Bowls Australia.

BOWLS UNLEASHED provides the blueprint for how BA will work in collaboration with the STAs to drive the increased capacity, relevance and effectiveness of Bowls across Australia.



BOWLS UNLEASHED has been developed to:

Provide **VISION AND DIRECTION** to the Australian Bowls community;



Guide the future **GROWTH AND CAPACITY** of the Australian Bowls community;



Encourage **COORDINATION, COOPERATION AND COLLABORATION** amongst the Australian Bowls community;



Ensure the **RELEVANCE OF BOWLS** within the Australian sporting sector and beyond is maximised;



Ensure the **SUCCESSFUL AND SUSTAINABLE** future of bowls in a rapidly changing Australian sporting landscape; and



Assist the Australian Bowls community to **COMMUNICATE THE PLAN, BELIEVE IN IT; LIVE IT.**

BOWLS AUSTRALIA - OUR WAY

Our Common VISION

For all Australians to engage with bowls during their lifetime.

Our Common PURPOSE

For the Australian Bowls community to work collaboratively to get more Australians engaging with bowls in meaningful and positive ways. We will provide opportunities for more people to take part more often and to stay involved with bowls as social or competitive players, and as coaches, officials, spectators or volunteers.

Our Core VALUES

Our core values will shape the culture of the Australian Bowls community, how groups work together and communicate. They draw on and promote our strengths and each supports the other. These core values – collaboration, innovation, customer focus and inclusiveness will define and guide our actions and behaviours.

Collaboration – Within the Australian Bowls community we will build strength and resilience in our organisations by working together; taking a more open, ‘whole of sport’ approach to what we do.

Innovation - We will be open to new ideas and different ways of thinking; we are prepared to be challenged; we are committed to sharing ideas and information; to displaying collective determination and drive for the benefit of all members of the Australian Bowls community. We believe this value also conveys our desire to continually seek to improve what we do and to embrace change when it can bring benefits for all.

Customer Focus - Everything we do stems from a focus on our end-users. We are committed to accurately identifying the specific motivators of our customers - current or potential participants in bowls; and to developing and delivering systems, programs and products designed specifically to meet these motivators.

Inclusiveness - We welcome, embrace and represent all members of the Australian community in our sport. We are a single sporting community drawn from all walks of life; we are inclusive of all backgrounds and ability levels; we represent contemporary Australian society.



STRATEGIC PROJECTS

What are our priorities and focus?



STRATEGIC PROJECTS: What we will do.

- Create Working Parties to assist in the delivery of BOWLS UNLEASHED.
- Develop and implement a Shared Services Model for STAs.
- Develop and implement Good Governance Models for States, Districts, Zones and Clubs.
- Implement the BA Facilities and RLV Action Plan.
- Develop and implement an Integrity Framework.
- Implement the BA National Participation Plan.
- Implement the BA Community Hub-Club Strategy.
- Implement the Bowls Club Enhancement Initiative.
- Undertake a Facility Mapping Review.
- Develop and implement a BA Diversity and Inclusion Strategy.
 - Stage 1 Establish a Women in Bowls Working Party.
- Implement a COVID-19 Response Plan for the bowls community.
- Develop and implement the BA Player Development Pathway Model.
- Develop and implement a BA Coaching Support Framework.
- Conduct a High Performance Review in 2022.
- Produce a legacy from the 2020 World Bowls Championships.
- Explore the feasibility of establishing a Centre of Excellence as a legacy from the 2020 World Bowls Championships.
- Successfully stage the 2020 World Bowls Championships.
- Develop a 2020 World Bowls Championships Legacy Plan.
- Grow the BPL and BPL Cup.
- Grow the Australian Open.
- Implement the BA Digital Strategy.
- Implement the BA Commercial Strategy.
- Develop and implement a BA National Research Strategy.
- Implement the National Marketing campaign.
- Develop and implement an Environmental Sustainability Strategy.
- Develop and implement a National Technology and Systems Plan.

OUR PROOF POINTS:

How we will measure our success:



3. Winning Teams

World class performance pathways and support

- A detailed, evidence-based and clear national development framework in place which guides the optimal development and support of all elements of the bowls player, coach and official pathways.
- Support and maintain National Officiating Advisory Group and National Coaching Advisory Group.

World's best national teams

- Meet medal targets at the 2020 World Bowls Championships, 2022 Commonwealth Games and other benchmark events.
- Australia to hold the #1 nation ranking.

4. Fan Experience

Fan Experience

- An improved bowls spectator experience for all and a consistently positive and welcoming experience at all state and national events.
- A database of 200,000 subscribers to our e-newsletters by 2022 and key social media metrics increasing each year.
- Enhanced relationships with broadcast channels and partners to connect with a wider audience.
- The development, promotion and consumption of more cutting edge digital content and products.
- Host commercially viable national and international events that are environmentally responsible.

5. Innovation and change

More Targeted Research

- A focus on improving our understanding of why and how people currently engage with bowls and could engage in the future (players, fans, spectators, coaches, officials, volunteers, commercial partners, non-participants and others) to improve decision-making across the game.
- A focus on improving and communicating our understanding of the health and well-being benefits of being involved in Bowls.
- The nationwide delivery of contemporary competition and event formats.

Technology

- Enhanced system-wide use of technology.
- More STAs, districts and clubs using nationwide technology platforms and tools.

Environmental Sustainability

- Develop an Environmental Sustainability Action Plan both within the organisation and for clubs.





OUR FUTURE NOW

BOWLS UNLEASHED builds on the work completed by BA and STAs and the wider Australian Bowls community over the last two years.

Every stakeholder in the Australian Bowls community has a role to play in helping to deliver BOWLS UNLEASHED to ensure our sport achieves its immense potential between 2020 and 2022 (and beyond).

Our activities and BA operations will be guided by this Strategic Plan, which will be monitored by the BA Board and reviewed regularly by the State Consultative Body.

Through trust, cooperation, connection and commitment, we can and will achieve the future success and sustainability of Bowls in Australia and our vision for all Australians to engage with bowls during their lifetime.

