



**CONNECTING MORE PEOPLE TO BOWLS
– IN MORE WAYS – MORE OFTEN!**

BOWLS AUSTRALIA'S

**Diversity, Equity
and Inclusion
Strategy**



**BOWLS
AUSTRALIA**

www.bowls.com.au

Bowls Australia

OUR VISION

For all Australians to engage with Bowls during their lifetime.

OUR PURPOSE

To future proof Bowls by: **CONNECTING MORE PEOPLE TO BOWLS – IN MORE WAYS – MORE OFTEN!**

OUR VALUES

Our values define our character and guide how we behave when it matters most.

Care – We passionately care about the future of our sport and the people within our Bowls community.

Accountability – We do what we say we will do, when we say we will do it. We do what is right for Bowls – always.

Respect – We value everyone within the Bowls community and what they can bring to the future of our sport.

Excellence – We embrace change, have a growth mindset and strive to be better tomorrow than we are today.

OUR ENABLERS

Governance and Operating Models – Our governance and operating models are industry leading and well placed to support a bright future for organisation.

Communication – We will regularly use our voice to inform, support and encourage positive change.

Insights – We capture, analyse and share high quality information to make evidence-based decisions.

Innovation – We are committed to continuous innovation, transforming the way people connect with Bowls, offering outstanding experiences for all.

Diversity – We will promote and celebrate the inclusivity of Bowls, continuing to broaden the sport's appeal for new participants to enjoy.

OUR STRATEGIC PRIORITIES



BARRIERS TO PARTICIPATION

GAME FORMAT & SCHEDULING

Often too long and scheduled during work/school hours

OVERLY COMPETITIVE

Competition can be taken very seriously and bring out unpleasant behaviours

DISCRIMINATION

Due to age, gender, background, ability

CONFIDENCE

Clubs can be overwhelming to attend as an individual

FACILITIES

Poor club/green access or lack of protection from weather

RELIGION

Licensed venues, Fri/Sat/Sun scheduling can clash with religious commitments

LANGUAGE

For those for which English isn't their first language

IMAGE

Perceived as an activity for just older people

TRANSPORT

Getting to and from venues can be difficult

INTIMIDATION

Unwelcoming attitude towards new players or members

UNIFORM

Policies/expectations can be strict and outdated

OUR STRATEGIC PRIORITIES

The Seven Pillars of Inclusion is a broad model developed by Play by the Rules to give sports clubs and associations a starting point to address inclusion, equity and diversity. The Seven Pillars model focuses on the commonalities of inclusion and the habits that drive change. The Seven Pillars model has been a key consideration in drafting this strategy.

ACCESS	ATTITUDE	CHOICE	PARTNERSHIPS	COMMUNICATION	POLICY	OPPORTUNITY
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PILLARS AND OBJECTIVES

EQUITY (WOMEN & GIRLS)

- Implement the Women in Bowls Strategy
- Encourage equity/access to play
- Empower Women and Girls to be future leaders

ALL ABILITIES

- Acceptance of all participants of varying abilities and inclusion in pathways
- Modified equipment and resources/toolkits.
- Training for coaches to assist AA participation
- More integrated events

PRIDE IN BOWLS

- Support and partner with LGBTQI+ organisations
- Celebrate Pride events

FIRST NATIONS

- Regular acknowledgement of Country
- Connecting with First Nations Groups
- Development of a Reconciliation Action Plan (RAP)

INCLUSION & SAFETY

- Understanding how to welcome people regardless of ability, culture and/or lifestyle choice at all levels of sport
- Creating safe places and family friendly environments

MULTICULTURAL

- Understanding cultures within our communities
- Respectful inclusion

SUCCESS INDICATORS IN BA STRATEGIC PLAN

SEE IT

- Marketing, communications, and media strategies aligned to drive the increased visibility of Bowls and our diverse community with increased media metrics
- Increased involvement by all ages, abilities, genders and cultures within our sport i.e. participation; membership; boards and committees; coaches; officials and staff

PLAY IT

- We listen to the changing needs and wants of our marketplace and members. We will adjust and create game formats to reflect the needs of our marketplace and members.
- Increased involvement by all ages, abilities, genders and cultures within our sport i.e. participation; membership; boards and committees; coaches; officials and staff

WIN IT

- An integrated, performance-driven, coach-led, athlete-focused and expert supported national HP system is in place

SUPPORT IT

- High quality resources, systems, policies and training opportunities are in place to attract, develop, support and retain the Bowls workforce (both volunteer and professional)
- Devise and implement policies, services and systems that make life better for all bowlers,
- BA, STAs and clubs, prioritising integrity, digital and technology initiatives.

STRATEGIC ACTIONS

EQUITY (WOMEN & GIRLS)

- Re-formation of an operational Women and Girls in Bowls Working Party, including representatives from STAs & Clubs
- Implement key measures within the Women in Bowls Strategy:
 - Develop a calendar of entry-level competitions to make it easier for new participants to engage with the sport
 - Review and update existing policies and plans to ensure equal and diverse representation in all collateral and promotional materials across all channels and platforms
- Implement remaining key measures within the Women in Bowls Strategy

ALL ABILITIES

- Develop a national register of contacts, stakeholders and events
- Have more coaches complete the ASC Essential Skills Coaching course which guides coaches on creating fun, safe and inclusive environments for participants
- Links on website/BowlsLearn to ASC Essential Skills Course
- Pathway for players of any ability established and resourced in Clubs

PRIDE IN BOWLS

- Complete Pride in Sport's PSI survey each year
- Complete staff training with Pride in Sport
- Celebrate at least two significant Pride days each year
- Share more individual stories of bowlers in the LGBTQI+ community
- National Pride in Bowls day

FIRST NATIONS

- Acknowledgement of Country at all National/STA events
- Connect with Reconciliation Australia
- NAIDOC week celebration on all Bowls media channels
- Establish a national register of clubs with traditional place names and people
- Commence development of Reconciliation Action Plan
- Continue development of Reconciliation Action Plan

INCLUSION & SAFETY

- Work with Welcoming Clubs on developing more resources for Clubs to help create inviting/safe environments
- 'Growing Clubs' workshops/roadshows, finding some champions within the Bowls community to co-present

MULTICULTURAL

- Using publicly available (ABS/Census) data to create cultural maps of the major regions in Australia to help tailor resources
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- Celebrate a number of multicultural events at Clubs each year

SUCCESS INDICATORS

SEE IT

- Ensure at least one pillar is almost always reflected in our communications
- Publish at least one story of inclusion each week through our media channels
- Aim towards representation of gender, ability and culture that matches the community at all levels of the sport

WIN IT

- Develop and publish at least one inclusive coaching module each quarter
- Define a clear pathway for the majority (if not all) pillars
- HP players will speak out and support inclusion at least one a quarter

PLAY IT

- Clubs host inclusive social events that cater for people of all genders, abilities and backgrounds at least once a year
- Major events integrate players of all abilities where equipment/facilities are available to improve accessibility

SUPPORT IT

- Provide education and training of existing staff on all pillars within the DEI strategy
- Develop quality resources and provide training opportunities to attract and support a more diverse and stronger Bowls workforce, through webinars, workshops and BowlsLearn
- Devise and implement policies, services and systems that make life better for all bowlers (competitive and social)



TIMELINE

PHASE ONE - 2023

PHASE TWO - 2024

PHASE THREE - 2025

EQUITY

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- Complete staff training with Pride in Sport
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INCLUSION & SAFETY

- Work with Welcoming Clubs on developing more resources for Clubs to help create inviting/safe environments
- 'Growing Clubs' (working title) workshops/roadshows, finding some champions within the Bowls community to co-present

MULTICULTURAL

- Using publicly available (ABS/Census) data to create cultural maps of the major regions in Australia to help tailor resources
- Begin producing more promotional material in different languages or framed in ways that appeal to various cultures
- Celebrate a number of multicultural events at Clubs each year

ALL

- Planning and execution of initial staff education and training
- Ongoing education and training of staff
- Ongoing education and training of staff





BOWLS

AUSTRALIA

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