



BOWLS
TASMANIA

STRATEGIC PLAN 2019 - 2023



INTRODUCTION

Bowls Tasmania believes bowls can improve health and social outcomes for all Tasmanians through involvement in our sport.

Bowls Tasmania will work together with Bowls Australia to achieve our vision and ensure the future of the sport of Bowls in Tasmania.

We are 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 Tasmania.

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

Sue Ross

PRESIDENT
BOWLS TASMANIA

OUR COMMON VISION

For all Tasmanians to engage with bowls during their lifetime.

OUR COMMON PURPOSE

For the Tasmanian Bowls community to work collaboratively to get more Tasmanians engaging with bowls in meaningful and positive ways. We shall 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 Tasmanian 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 Tasmanian Bowls community we shall build strength and resilience in our organisations by working together; taking a more open, 'whole of sport' approach to what we do.

Innovation

- We shall 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 Tasmanian 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 Tasmanian 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.



OUR PROOF POINTS

How we will measure our success:

1. OUR BUSINESS MODEL

GOOD GOVERNANCE

- Contemporary good practice governance systems are implemented across the entire Tasmania Bowls Community.

COLLABORATIVE LEADERSHIP AND MANAGEMENT

- A contemporary, collaborative approach to organisational planning and management is in place throughout Tasmania.

BUILDING A VALUED BRAND

- The bowls brand is a united, relevant and purposeful brand, widely recognised throughout the sports industry and the wider Tasmanian community.

2. MORE PLAY

CONNECTING COMMUNITIES

- More bowls clubs promoting and delivering meaningful and positive opportunities for their communities to engage with bowls.
- Celebration and reflection of community diversity through our sport. (Multicultural programs, Women in Sport, Disability Programs)

MORE PARTICIPANTS AND COMPETITORS

- The creation, promotion and delivery of more relevant participation and competition opportunities for all members of the Tasmanian Bowls Community to engage in our sport in a meaningful and positive way.
- An increase in the number of Tasmanians participating recreationally and/or competitively in bowls on a regular basis.
- Continue with our Try Bowls Day annually.

BUILDING, SUPPORTING AND REWARDING THE BOWLS WORKFORCE

- More skilled, supported and rewarded bowls coaches operating at all levels of the pathway.
- More skilled, supported and rewarded bowls officials, operating at all levels of the pathway.
- More skilled, supported and rewarded bowls volunteers and paid staff operating at all levels of the pathway.

3. EVENTS & COMPETITIONS

ENHANCING OUR GAME

- Develop a three-year rolling calendar for forward planning and to maximise revenues, branding and promotion opportunities for bowls.
- Investigate growing a second week of bowls in Tasmania to include events such as mixed pairs, B Grade events and novice competitions to be played with the Champion of Champions and Open Triples.
- Develop a Junior Development Plan and appoint a Coordinator to manage that Plan.



4. ENGAGING THE COMMUNITY

ENGAGING THE PUBLIC

- The development and promotion of more digital content, including continuing to develop our Live Streaming and enhance the spectator experience.
- Enhance relationships with media stakeholders in Tasmania across print, radio and TV.

ENGAGING THE BOWLS COMMUNITY

- Actively promote the services that Bowls TAS provide to Clubs. Ensure effective communication channels to seek feedback from Clubs and to explain strategies and decisions.
- Develop a Club Help Desk online to provide resources for clubs to assist with effective management.
- Build a strong personal and structured relationship between Bowls TAS, (including the Board and Committees) and Club Officials.

5. STAYING AHEAD OF THE GAME

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- Encourage Clubs to use Bowls Connect systems to their full potential.
- Drive event managements via the Bowls Connect system seeking continuous improvement.
- Conduct annual IT training sessions on the Competition Management system.
- Develop and implement a Staff Development Plan that includes professional development and improved performance management.

