



BOWLS
TASMANIA

STRATEGIC PLAN 2022-25



Tasmania Tridents members – left to right – Mark Strochnetter (Coach), Rebecca Van Asch, Taelyn Male and Mark Nitz.

INTRODUCTION

Bowls Australia has reviewed its Strategic Plan for 2022-25 with a major priority being to *future proof* Bowls: **MORE PEOPLE – PLAYING MORE BOWLS – MORE OFTEN!**

In 2022, Bowls Australia worked together with State and Territory Association's to develop an aligned strategic planning framework.

Bowls Tasmania has reviewed its previous Strategic Plan 2019-23 and has aligned it in timeframes and in areas of mutual priority with Bowls Australia's 2022-25 Strategic Plan, whilst also ensuring that Tasmania's needs are prioritized and actioned as required.

The COVID-19 pandemic has and will continue to present new challenges in the future for bowls. Other public health and environmental issues may arise in the future that may impact on bowls in Tasmania. Bowls Tasmania needs to be flexible and able to make changes as required to address those challenges as they arise.

Bowls Tasmania strongly believes that bowls can improve health and social outcomes for all Tasmanians through involvement in our sport and our aim going forward will be to get more Tasmanians playing bowls more regularly – be it socially or competitively.

A major focus for Bowls Tasmania moving forward will be to provide inclusive programs that increase the accessibility of bowls for all Tasmanians.

Bowls Tasmania will work together with its regions and clubs to ensure the successful and sustainable future of bowls in a rapidly changing Australian sport and active recreation landscape.

Bernard Knight

PRESIDENT

BOWLS TASMANIA

August 2022

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 PRIORITIES

1. SEE IT! ..

Elevate our sport and brand to a new place of prominence, drawing greater numbers of participants and larger audiences to the sport and connecting more people with bowls in positive ways.

SUCCESS INDICATORS

- The bowls brand is a united, relevant and purposeful brand, connecting more people to bowls in Tasmania.
- Accurate member and participation rates.
- Enhanced relationships with media stakeholders in Tasmania across print, radio and television.
- Development and promotion of more digital content especially live streaming major events in Tasmania.
- More people are aware of bowls opportunities relevant to them and where to access them in Tasmania.
- More bowls clubs in Tasmania promoting and delivering meaningful bowls opportunities for their communities.
- Greater levels of diversity within all elements of the Tasmanian bowls community – multicultural programs, women in sport, bowling arm programs disability bowls programs and schools – i.e. participation, membership, boards and committees, coaches, officials and staff.

2. PLAY IT!

More people playing bowls in more ways more often.

SUCCESS INDICATORS

- 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.
- More people continuing to play bowls.
- More first-time players participating in bowls.
- More people playing social bowls.
- Increased participation in Bowls Tasmania programs and events.
- Expansion of Gala Weeks to include more events for bowling arm and disability bowlers.
- More volunteers, coaches and officials entering and continuing in the bowls workforce.
- More junior and youth participants.
- More clubs delivering contemporary social bowls offerings to more people.

3. WIN IT!

More Tasmanian players in pathways and national teams.

SUCCESS INDICATORS

- An integrated, performance driven, coach led, athlete focused and expert supported Bowls Tasmania high performance system is in place.
- Effective promotion and delivery of the Bowls Tasmania high performance program to increase the size and quality of the athlete talent pool.
- Effective promotion and delivery of Tasmania Tridents in the Bowls Premier League utilising only local players to provide them with a pathway to progress their bowls.
- Number of players in pathway and national teams rather than success in Bowls Australia events.

4. SUPPORT IT!

Tailor our support to regions, clubs and people facilitating bowls programs, to inspire and empower them to create outstanding local experiences.

SUCCESS INDICATORS

- Actively promote the services that Bowls Tasmania provides to regions and clubs.
- Enhance Club Help Desk online to provide resources for clubs.
- Collaborative approach to organisational planning and management in Tasmania.
- Encourage regions and clubs to use Bowls Link to its full potential.
- Have a greater and more valued presence and impact on clubs, via the work of the Regional Bowls Manager.
- High quality resources, systems and training opportunities are in place to attract, develop, support and retain the bowls workforce (both volunteer and professional).
- Improved communications at all levels.

5. MANAGING OURSELVES

Continuously improve the governance of the sport in Tasmania in line with good governance principles and practices

SUCCESS INDICATORS

- The financial sustainability of Bowls Tasmania, its regions and clubs are enhanced with Bowls Tasmania having sufficient levels of liquidity and, in the long term, at least breaking even.
- Our governance and operating models are industry leading and well placed to support the entire Tasmanian bowls community into the future.
- An aligned planning framework is in place between Bowls Australia and Bowls Tasmania which clearly articulate respective roles and responsibilities.
- Bowls Tasmania meets all Sport Australia Governance Standards.
- A comprehensive, best practice policy framework is in place and implemented and reviewed on a regular basis.
- An appropriate model of raising revenue from the regions.
- Sustainable Bowls Tasmania annual operating budgets are in place.
- Three-year rolling calendar of events are in place.
- Commitment to innovation and new ideas.
- An appropriate and best-practice approach to human resource management.
- An appropriate level of technology is in place.

WHAT WE WILL DO – OUR OPERATIONAL PLAN

In addition to our normal activities, a lot of work will need to be done to achieve the vision outlined in the Strategic Plan.

A separate Operational Plan 2022-25 has been prepared which details actions to be taken to ensure the achievement of specific “Success Indicators” outlined in the Strategic Plan.

The Operational Plan outlines who is responsible for what actions, the time frame for such actions and performance indicators required to indicate the achievement of specific actions.