



BOWLS
WESTERN AUSTRALIA

Bowls in Western Australia
Strategic Plan

BUILDING OUR FUTURE
2017 - 2022



Our Vision

(What we ASPIRE to become and achieve in the future)

For Bowls to be recognised as a sport of choice

Bowls is a sport that may be played by people of all ages and ability.

Bowling clubs provide a base for interaction on many levels, offering their community a safe, secure environment for active and passive participation.

Our Mission

(What we DO and for WHOM and to what BENEFIT)

Provide LEADERSHIP, SUPPORT and GUIDANCE to our clubs and through GROWTH achieve long term SUSTAINABILITY for the sport.

Bowls WA was founded to represent our member clubs – this basic tenant has not changed.

Our sport has a long and proud history and whilst mindful of our traditions accepts the need to adapt to the changing needs of the wider community. We will continue to work with our clubs to enhance their operations and in doing so enhance the sustainability of the sport in general.

The need to improve and innovate is at the core of our operations as we continually seek to grow all aspects of the game for its future benefit.



BOWLS
A sport for life

Our Values

(The collective principles and ideals which describe what Bowls WA stands for)
Bowls WA will underpin its business activities and operations by following these organisational values:

Accountability

for our actions by making evidence based decisions for the betterment of the sport

Respect

to elicit trust and respect throughout the bowls and wider community through our professionalism

Integrity

to act responsibly and ethically in the administration of the game and in dealings with our stakeholders

Innovation

to be progressive, adaptable and agile in the provision of bowls products, programs and services

Strategic Pillars

(Those areas of priority that will focus our efforts and resources towards the achievement of our Vision)



*Business
Sustainability*



*Member
Services*



*Engagement
and Growth*



*Events,
Competitions
& Pathways
(the Game)*

Business Sustainability

Ensure the long term future of the Association through sound financial investment, development of strategic partnerships, personal growth of staff and committee volunteers and attainment of high standards of corporate governance.



Supporting Strategies

- ▶ Prioritise key areas for improvement in order to secure whole of Government support for Infrastructure, Participation and other relevant initiatives
- ▶ Discuss with BA opportunities for Shared Services in order to better utilise resources
- ▶ Manage costs and address key business risks through continued development of Risk and Asset Management
- ▶ Review performance of investments to ensure target return is achieved
- ▶ Continually review the future of 158 Main Street as a commercial entity
- ▶ Develop a Diversity Plan that ensures a diverse and inclusive workforce
- ▶ Develop and implement a Staff Development Plan that includes professional development and improved performance management
- ▶ Investigate strategies for the implementation of the 2nd phase of the Club Affiliation Fee
- ▶ Review the operation and effectiveness of all Charters of Bowls WA committees
- ▶ Continue to promote the BPL competition and drive the involvement of the Perth Suns



Member Services

Provide services that add value to Club operations, including the representation of their interests to Government in support of their on-going sustainability.

Supporting Strategies

- ▶ Improve the Bowls WA communications strategy, recognising the varying effectiveness of individual Club communication strategies with their members
- ▶ Actively promote the services that Bowls WA provide to Clubs. Ensure effective communication channels to seek feedback from Clubs and to explain strategies and decisions
- ▶ Build strong personal and structured relationships between Bowls WA, (including the Board and Committees) with Club officials
- ▶ Through the Club Development Committee and RBM's ascertain club training needs and action,
- ▶ Present WASF Top Plan program to Clubs and develop strategic plan templates for clubs with RBM assistance
- ▶ Encourage Clubs to actively participate in the Forum process
- ▶ Develop a Bowls WA CSRFF strategy for Clubs to access as part of their CSRFF submissions. Continue to build relationships with LGA community services staff
- ▶ Develop a Club Resource Guide online, accessing third party resources, for clubs to access information and training on effective management
- ▶ In consultation with BA investigate financial cost and geographical opportunities for the appointment of a 3rd RBM – potentially based in a regional city
- ▶ Promote and support Clubs to gain Good Sports accreditation



Member
Services





Engagement and Growth

Engage the wider community in order to grow participation, continue to build relationships with our stakeholders and enhance our program pathways for officials, coaches and participants of all forms.

Supporting Strategies

- ▶ Develop a Marketing/Promotion campaign
 - Appoint a professional agency to build campaign
 - Attain club support for campaign
 - Action as required, ensuring mechanism for review
- ▶ Support as an STA the work of the RBM's in building national participation programs through club communication forums
- ▶ Encourage Clubs to use Bowls Connect systems to their full potential
- ▶ Investigate the opportunities of a Jack Attack Cup competition during the 2018/19 season



Events, Competitions and Pathways (The Game)

Enhance our game by adapting to the changing requirements of the market, such that the sport delivers on the demands of existing members and targeted demographics.

Supporting Strategies

- ▶ In conjunction with BA deliver easily accessible pathways for lifelong involvement in bowls for players, coaches, umpires and volunteers
- ▶ Continue to develop BWAs High Performance teams through professional programs and appropriate support systems including a focus on Leadership, Personal development and Culture
- ▶ Attract, develop and retain high quality coaches, officials and volunteers via appropriate promotion, training, communication, and recognition
- ▶ Develop a Junior Development Plan and appoint a Coordinator to manage that Plan by June 2018
- ▶ Continue to invest resources into the BWA Academy such that it becomes a recognised pathway to state teams
- ▶ Drive event management via the Bowls Connect system seeking continuous improvement
- ▶ Conduct biennial IT training sessions on the Competition Management system
- ▶ Plan to increase prizemoney for all BWA events (including Country Week(s) in the 2018/19 season
- ▶ Develop appropriate compliance procedures for Working with Children check.



*Events,
Competitions
& Pathways
(the Game)*



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