

# BOWLS VICTORIA STRATEGIC PLAN 2018-22





## Message from the Chief Executive

Our strategic plan establishes a clear vision for Bowls Victoria to define itself as a vibrant and committed State Sporting Association dedicated to further developing our sport through strengthened connections with the wider community.

The Bowls Victoria Strategic Plan 2018-2022 directs and guides our sport firmly on an exciting path focused on the future. By defining our work around traditional core activities and complementary participation offerings available to players and social participants to engage with their local Clubs, it will aid Bowls Victoria to achieve our goals and strategic objectives.

**Graeme Bridge**  
Chief Executive

## Our Vision

**More people  
connected to Bowls.**

## Our Mission

**To grow and support  
the sport of bowls  
through Clubs and their  
communities.**

# Our Values



## **Adaptable**

We are forward thinking, strategic in our decision making and open to new ideas in response to the ever-changing environment and needs of those interested in playing bowls.

## **Inviting**

We welcome everyone and treat them with respect, projecting a positive image of the sport into the community that entices public interest and partnerships.

## **Unified**

We value our relationships and work collaboratively as a team toward a common purpose to achieve the best outcomes for our sport.

## **Supportive**

We embrace the passion within our sport and share ideas, knowledge, experience and workloads for the benefit of Clubs, Regions & Divisions, participants and volunteers.

## **Efficient**

We manage the resources available to us carefully by streamlining our activities and structures to maximise our governance and service quality to those playing bowls.

## Goal one

### Promote Participation

Create and implement initiatives that grow participation in bowls inclusive of all.



### Priorities

- Identify new participant segments and develop programs/pathways that attract new players to the sport.
- Research, consult, modify, trial and execute competition formats (both traditional and newly developed).
- Empower and assist Clubs, Divisions & Regions to develop opportunities to link with their communities by providing attractive participation offerings.
- Fostering development of players, enabling success on the green for Victorian athletes, teams and officials.

## Goal two

### Support Clubs

**Develop strong viable Clubs through employing best practice governance and supporting an engaged volunteer network.**

### Priorities

- Role model best practice governance leading to strong committee structures and strategic alliances.
- Growing strong and skilled Clubs/Divisions/Regions that are engaged, viable and sustainable into the future.
- Skilled, supported, and recognised volunteers at all levels.



## Goal three

### Strengthen Connections



**Enhance our community profile through effective communication, positive media presence and commercial growth.**

## Priorities

- Promote an all-inclusive/multi-generational, fun and exciting sport that attracts positive media and builds the profile of bowls.
- Highly effective communication on a Whole of Sport Basis.
- Maximise available resources and diversify income streams through strong commercial partnerships and exploration of new opportunities.





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**BOWLS**  
VICTORIA