



BOWLS UNLEASHED 2025

**DOING BOWLS DIFFERENTLY TO CONNECT
MORE PEOPLE IN MORE WAYS MORE OFTEN!**

BOWLS VICTORIA 2022-25

STRATEGIC PLAN



BOWLS
VICTORIA

www.bowlsvic.org.au

INTRODUCTION

Bowls Victoria's purpose is to lead, unite and empower the Victorian Bowls Community to do bowls differently to connect more people with bowls in Victoria – in more ways – more often!

BOWLS UNLEASHED 2025 has been developed to:

- Provide clarity of purpose to the BV Board, committees and staff;
- Support the future capability and sustainability of clubs;
- Ensure BV is focusing on what is most important to our current and future sustainability and success;
- Encourage purposeful collaboration among the Bowls community; and
- Maximise the relevance, visibility, and impact of Bowls within the broader community.

ISING TO THE CHALLENGE

Prior to the COVID-19 pandemic, the changing and dynamic nature of the Australian sport and active recreation landscape meant the sustained success of Bowls and its delivery system in Victoria (clubs, regions, BV, schools and others), was never assured. The COVID-19 pandemic has; and continues to present new challenges to the future of our sport and the organisations who manage its delivery in our state.

BV has taken the view that the organisation and the sport of Bowls in Victoria cannot stand still, nor can it continue to operate in the same way into the future. Change is a must!

Despite the challenges we face, we are taking an “opportunity focused approach” to how we plan for the future of BV and the future of Bowls in Victoria.

We will do what is best for Bowls, not what is easy!

ALIGNED PLANNING FRAMEWORK

In 2022, Bowls Australia (BA) and their State and Territory Associations (STAs) worked together to develop an aligned BOWLS UNLEASHED 2025 strategic planning framework. This approach sees STA and BA Strategic Plans align in timeframes (2022-2025), and in areas of mutual priority, whilst also ensuring local needs are prioritised as required.

We are committed to fulfilling our roles and responsibilities within the Australian Bowls landscape to the very best of our ability – always!

We believe in our purpose and values, together with the strategic priorities and projects identified in this plan. Now it's time to deliver – it's time to lead, unite and empower the Victorian Bowls Community to:

DO BOWLS DIFFERENTLY TO CONNECT MORE PEOPLE WITH BOWLS – IN MORE WAYS – MORE OFTEN!

BOWLS VICTORIA - OUR WAY!

OUR VISION

For all Victorians to engage with Bowls during their lifetime.

OUR PURPOSE

To lead, unite and support the Victorian Bowls Community to **DO BOWLS DIFFERENTLY TO CONNECT MORE PEOPLE WITH BOWLS – IN MORE WAYS – MORE OFTEN!**

OUR PHILOSOPHY

All Bowls is Bowls and anyone can Bowl.

OUR POSITIONING

Thriving clubs = thriving future – We recognise that strong clubs means a strong sport.

OUR VALUES

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

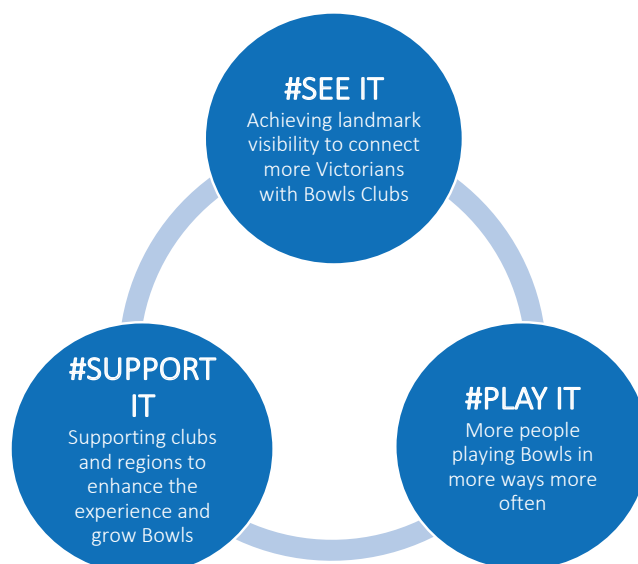
Care – We passionately care about the thriving future of Bowls and our member clubs.

Accountability – We do what is right for Bowls – always.

Respect – We respect 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 STRATEGIC PRIORITIES



WHAT IS MOST IMPORTANT TO US

SEE IT Achieving landmark visibility to connect more Victorians with Bowls Clubs

PROOF POINTS

- Increased event live streaming and other digital content metrics annually.
- Accurate participation and membership data is used to promote the sport and its community impact in Victoria.
- Greater levels of diversity within all elements of the Australian Bowls community – i.e. participation, membership, Boards and committees, coaches, officials and staff.

STRATEGIC PROJECTS/ACTIONS

- **Modernise and revise BV Events** – improve our events to ensure they meet their purpose.
- **Expand the streaming platform** – lift the fan base for Victorian bowls.
- **Lift the diversity of our sport** – achieve gender representation at club level bowls.

PLAY IT More people in Victoria playing Bowls in more ways more often

PROOF POINTS

- Retention: More people continuing to play, coach and officiate in regional and metropolitan Victoria.
- Recruitment: More first-time players, coaches and officials in regional and metropolitan Victoria.
- Increased participation in BV events.
- More players, coaches and officials progressing through a clearly articulated BV talent pathway, into Victorian and BA high performance programs.
- Achievement of national benchmark event performance targets annually.
- Establishment of a BV State Bowls Centre.

STRATEGIC PROJECTS/ACTIONS

- **Victorian Bowls League** – create a competition to build the profile of the sport and our stars.
- **Franchise a participation program** – provide a vehicle for growing participants in our clubs.
- **Expand BowlsLink and Online Scoring** – ensure the technological ease of participating and managing our sport.

SUPPORT IT Supporting clubs to enhance the experience and grow Bowls

PROOF POINTS

- Improved club and member satisfaction data.
- High quality resources and training are being widely accessed, which make it easier for clubs and regions to modernise their business models and participation offerings and to grow the sport.
- Bowls maintains a Victorian club footprint capable of growing the sport into the future, including the establishment of new clubs.

STRATEGIC PROJECTS/ACTIONS

- **Seek alternate revenue streams** – decrease the unhealthy reliance on affiliation fees.
- **Expand the Country Manager Program** – provide increased support to Country/Regional Clubs and Regions.
- **State Bowls Centre** – provide better opportunities for education of volunteers.



OUR COMMITMENT TO BOWLS UNLEASHED 2025

BOWLS UNLEASHED 2025 will be delivered by living our values and working together as one Bowls community.

BV's operations between 2022 and 2025 will be guided by this document – used by staff, monitored by the Board and formally reviewed annually. Importantly, BV will develop annual operational plans, which incorporate financial allocations for each strategic project being implemented during the relevant 12-month period. We will successfully complete our projects in a timely manner, to the highest possible standard, and ensure the financial management of BV remains sound at all times.

Between 2022 and 2025 we will use a range of internal and external measurements to monitor our progress against the success indicators within this Plan. In particular, we will monitor the number, and diversity of people engaging in all forms of Bowls, focusing on how, when, where, how often and why they participate.

We will also measure satisfaction levels across a range of areas, including BV events; coach, official, administrator and volunteer development programs and resources; staff and director satisfaction; as well as commercial and government partners' satisfaction, to ensure we do what we say we will do and that we're doing it well.

We will concentrate on our commercial success, ensuring the ongoing financial sustainability of BV, which will allow us to put more back into the sport.

Sustained success of Victorian state teams; increased participation in new and innovative participation products and events; and greater connection with our clubs, will all help us achieve our strategic objectives, and in doing so, to achieve our purpose:

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to DO BOWLS DIFFERENTLY TO CONNECT MORE PEOPLE
WITH BOWLS – IN MORE WAYS - MORE OFTEN!**



BOWLS

VICTORIA

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