



# Strategic Plan 2020-2030

**OUR PURPOSE:** Lead and grow the sport of Bowls in Auckland **OUR VISION:** More people playing and enjoying Bowls more often

**OUR VALUES:** Openness – Respect – Development – Excellence – Recognition

## SUSTAINABLE CLUB NETWORK

**We will provide relevant resource, expertise and support to enable sustainable, proficiently run Clubs.**

*Our desired outcome – To have our own Coaching Academy with the latest technology to provide a first class pathway for all levels of playing ability.*

### Strategic Initiatives

- Launch an on-line resource to assist the proficient running of Clubs.
- Establish a Coaching Academy to produce more qualified Coaches within the Club network.
- Implement a Talent ID programme to provide opportunities for identified talent to compete and reach maximum potential.
- Ensure a Club Development Agreement is in place for all Clubs willing to work with Auckland Bowls.
- Support Clubs to enhance their Social and Corporate Bowls offering that results in sustainable revenue generation.

## ENHANCED FACILITIES

**We will support enhanced, multi-use facilities and access to play all year round.**

*Our desired outcome – Three new covered greens by 2025 and 10 clubs assisted to enhance facilities by 2025.*

### Strategic Initiatives

- Establish a Greenkeepers Academy to produce qualified greenkeepers across the entire club network.
- Identify strategically aligned locations for covered greens and implement a plan to deliver 3 new covered greens.
- Develop a Facilities Enhancement Fund and partner with clubs on process for accessing support.
- Partner with identified clubs to provide expertise to ensure modern, multi-purpose and successfully managed facilities that result in an enhanced customer experience and diversified revenue streams.

## GROWTH IN PARTICIPATION

**We will maintain and grow participation in casual, non-playing, limited playing and full playing members.**

*Our desired outcome – 10% growth year-on-year in casual, 5% growth year-on-year in non-playing, 500 limited playing members in first year and 400 first year Bowling members in first year.*

### Strategic Initiatives

- Invest in a database that enables clubs to accurately capture and track playing/membership information.
- Identify target markets (secondary schools, retirement villages) to develop and provide tailored offerings that result in increased membership.
- Identify and implement fit for purpose game formats to cater for all level of potential membership categories.
- Promote Auckland Bowls through relevant media channels that create exposure for more people playing and enjoying Bowls.

## SUSTAINABLE AUCKLAND BOWLS

**We will build internal capability to enable sustained success in our network of Clubs and to deliver the Auckland Bowls vision and purpose.**

To be the Number One Performed Centre in New Zealand

### GOALS:

- Diversify and expand sources of income.
- Build capability for effective governance and leadership of Auckland Bowls.
- Ensure Auckland Bowls staff, systems and processes are fit for purpose and resourced for effective delivery.