



Overview

Bowls Southland is the regional governing body for lawn bowls and is committed to delivering a sport that is enjoyable, entertaining and accessible to the people of Southland and visitors to our province.

This plan is an update of the 2017-2019 Strategic Plan. It responds to the changing way Southlanders are choosing to spend their leisure and entertainment time, and the challenges faced by our affiliated Bowling Clubs.

Statistics show casual participation numbers far outweigh traditional member numbers and we need to respond to this change to ensure our clubs are in a position to be successful for many years to come.

We are committed to ensuring that sport and recreation is a part of our everyday lives in Southland through the provision of lawn bowls. We believe in and are committed to achieving the shared vision of "Southlanders: more active, more often".

Mission

To promote participation and excellence in the sport of Bowls by providing opportunity for all members from recreational bowlers to our most competitive players

Vision

To attract and increase new members by promoting lawn bowls throughout the Southland province as a place where fun, friendship and camaraderie is fostered. To be committed to ongoing training in all aspects of our game. To work alongside Clubs to provide facilities and opportunities for all members to enjoy and in doing so recognizing and maintaining the integrity and respect of the sport and that of its fellow members and to show sound financial management and forward planning.

Values

Enjoy our greens and facilities, our social interactions, our game

Grow the game, our image, our abilities and our future

Share our resources, our stories, our knowledge, our skills and experiences

Honour and respect our diversity, our history, our values, our achievements

Succeed by planning, investing and cooperating, and that we celebrate our success on and off the Green

We look forward to working with our partners and members to turn this strategic plan into reality.

Bowls Southland Strategic Plan 2020 – 2025

1) Growth

- Increase full membership numbers across the Centre
- Increase opportunities for non-members
- Increase participation in championship events

2) Performance

- Ensure all aspects that promote increased performance are supplied
- Maintain a national presence at all levels on and off the green

3) Communication

- Enhance dialogue between governance, administration, clubs and members
- Encourage clubs to explore long term survival options/requirements

4) Financial

- Ensure that Bowls Southland maintains financial sustainability
- Maintain a break-even or surplus position in annual financial accounts

1) GROWTH OF LAWN BOWLS IN SOUTHLAND

Goal	Strategies	Responsibility	Indicators	Outcomes
Increase full membership numbers across the Centre	Drive and encourage Bowls NZ club programmes	Executive Officer	Work with Clubs to introduce new initiatives eg. Bowls3Five Social Competitions.	
Increase opportunities for non-members	Increase exposure of Lawn Bowls in Southland by promoting our sport in action	Executive Officer Sub Centres	Encourage clubs to host “Open Days”. Promote through our Livestreaming and Social Media of all our events. Look to promote outside Southland events also eg. Bowls3Five televised league to gain more exposure.	
	Maintain youth development	Executive Officer	Host Southland Secondary school’s tournament Visit Schools and/or have school visit our greens as required.	
Increase participation in championship events	Continued annual review of events to ensure our programme meets the need of participants	Executive Officer Match Committee	Increase overall event participation Match Committee providing support to Clubs for development players to form composite teams for pairs, triples and fours etc. and always looking for ways to improve our events. Look to run surveys for all our members every 2 years.	

2) PERFORMANCE OF BOWLS IN SOUTHLAND

Goal	Strategies	Responsibility	Indicators	Outcomes
Increase support to areas that promote performance of Individuals	Training of coaches and bringing in new coaches	Executive Officer	Host and encourage Clubs to attend coach training when its available each time.	
	Greenkeepers provided support to prepare surface	Executive Officer	Turf Institute Green Tours three times per year	
Increase the performance of the Centre	Ensure committee members have the right tools and knowledge to perform at their best	Executive Officer	Hold a collaborate workshop in the off season for all committees to attend when necessary, with training opportunities for committee members. Document job descriptions so there is a back up system if things happen.	
Bowls Southland Representative Squads and increase opportunities	Maintain Southland on the platform as producing exceptional players both on and off the green and increase opportunities for our competitive members	Executive Officer Selector/Manager	Attendance by players to effective all coaching/training sessions	
			Implement a High-Performance Coach program working with our players with the assistance of Sports Southland and our Selectors / managers.	

3) COMMUNICATION OF BOWLS IN SOUTHLAND

Goal	Strategies	Responsibility	Indicators	Outcomes
Clear communication with Clubs	Monthly Club newsletter, Social Media (Facebook).	Executive Officer	Newsletter includes information of importance and relevance. Facebook page maintained and all current information promoted where relevant.	
	Website current and relevant	Executive Officer	Resources available on website for Club use	
	Encourage and assist where necessary players / clubs to do online entries to events and online payments (Cheques phasing out)	Executive Officer	To have at least 80-90% of players and Clubs either paying or entering events online.	
Club Amalgamations	Encourage clubs to investigate amalgamation	Executive Officer	Work with Sports Southland to host sessions on Amalgamation if Clubs are interested.	
Communication with stakeholders	Increased communication with non-members		Annual report to Funders/Sponsors and stakeholders of performance Maintain media coverage	

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4) FINANCIAL AND SUSTAINABLE FUTURE OF BOWLS IN SOUTHLAND

Goal	Strategies	Responsibility	Indicators	Outcomes
Ensure that Bowls Southland maintains financial sustainability	Annual draft budget to board for discussion and approval	Executive Officer Board	Annual budget approved prior to year commencement Monitoring financial position and budget variances during the financial year	
Maintain a break-even or surplus position in annual financial accounts	Secure long term sponsorship relations	Executive Officer	Secure sponsors for all relevant events	
Building brand value	Continue working with sponsors and funders to ensure sponsors and funders are receiving what they desire while working to maintain relationships	Executive Officer	Maintain current sponsors and funders, continued communication. Promote them all through our Events, newsletters, Facebook and Livestreaming.	