



Bowls New Zealand Strategic Plan

2023-2025

DRAFT

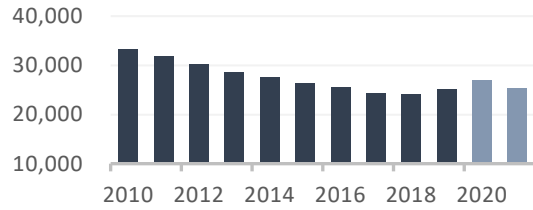


BOWLS
NEW ZEALAND
AOTEAROA

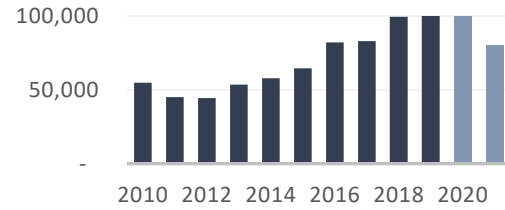
**BOWLING CLUBS AT THE
HEART
OF NEW ZEALAND
COMMUNITIES**



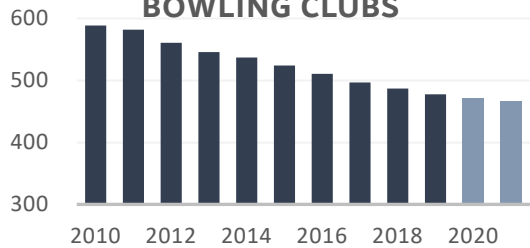
FULL PLAYING MEMBERS



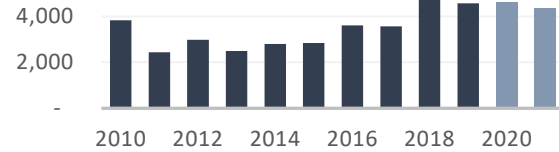
CASUAL PARTICIPANTS



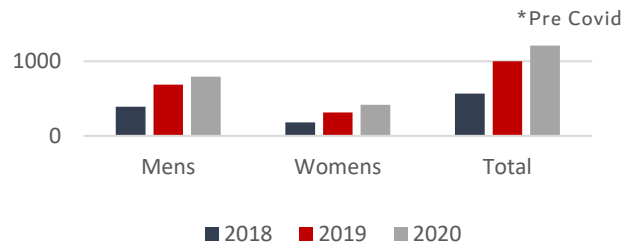
BOWLING CLUBS



RANGATAHI



NATIONAL EVENT ENTRIES



The bowls community in Aotearoa:

467 bowling clubs

35% female

40,000+ playing members

5,000+ rangatahi

100,000+ casual/social participants

50,000+ Xmas/Corporate customers

A look at TODAY

- ✓ Long term decline in membership has been reversed
- ✓ National Event entries have doubled in three years (pre-covid)
- ✓ Long term growth in casual participation
- ✓ Consolidation of clubs to sustainable numbers
- ✓ Growing base of Rangatahi players (pre-covid)



A look to the FUTURE

- A growing playing membership as bowls broadens its appeal to a more diverse participant base.
- The expanded role of bowling club facilities as community hubs.
- Increased product adaption to deliver to the social / casual participant.
- Greater use of technology by administrators, for the benefit of membership

Statement of Strategic Direction:

To be the best deliverer of sport into New Zealand communities.

Bowls New Zealand exists so that New Zealanders can participate in and enjoy our sport and facilities – social or competitive.

Our strategies have been developed so that Bowls New Zealand can guide the future growth and capacity of the New Zealand bowling community by ensuring the relevance of bowling clubs within our communities is maximized.

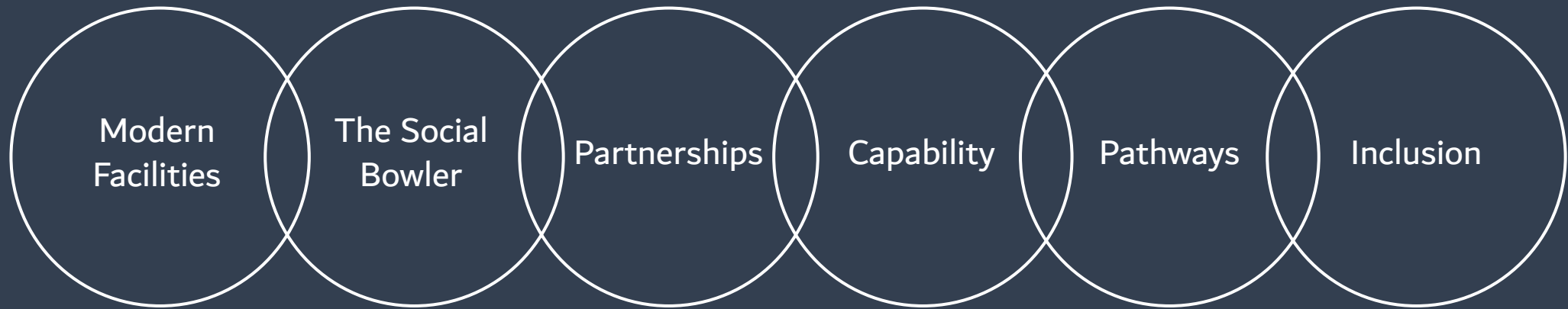


Strategic Outcomes

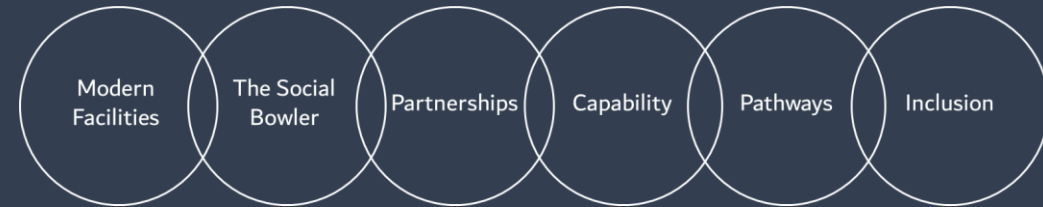
- Stronger Bowling Clubs and Administration
 - Membership and Participation Growth +5%
-



Strategic Focus Areas: 2023-2025



Statement Focus Areas: 2023-2025



Modern Facilities	The Social Bowler	Partnerships	Capability	Pathways	Inclusion
Covered Greens	Twilight Bowls3Five	Disability Bowls	Volunteers and Committees	Rangatahi	Retired
Carpet Greens	Short Format Bowls	Māori Bowls	Website and Facebook	Disability	Tamariki and Rangatahi
Accessible Community Use	Mixed Gender Bowls	World Bowls	Integrity	Blackjacks	Māori, Pacific Island and Minorities
Modern Hire Equipment		NZ Indoor Bowls		Pacific Islands	Women and Girls
		Commercial		Coaching	Physical and Invisible Disabilities
		Broadcast		Umpiring	Mental and Physical Health

Key Deliverable:

- Annual Business Plan

BOWLS NEW ZEALAND 2022/2023				
Key Projects and Innovations				
		Project lead	Progress	
1	Tallight Bowls NZ	Grow the number of clubs covering Tallight Bowls NZ from 82 to 95 clubs	SM	
2	Regional	Grow clubnet participation numbers to 2022, and successfully deliver 2 x National Events for rangatahi, with 150+ entrants	SM	
3	Summer Nationals	Grow attendance at National Events by 26 Jun 2023 numbers, with an average survey rating of 4 (out of 5)	CL	
4	Broadcast Events	Deliver 10+ days of LIVE event coverage for Bowls NZ via YouTube TV, across Australia	TM	
5	Reward & Recognition	Promote volunteers and clubs that deliver Bowls into the local communities, with 50+ written stories and weekly Podcasts	AM	
6	New TV Shows	Successfully pilot and produce two new TV shows - short format and demonstrating the inclusive nature to our sport and community.	EM	
7	Modern Facilities	Work with 15+ bowling clubs, in the delivery of new artificial green, clubhouse, or covered green	SM	
8	Club and Centre Hubs	Visit 'face-to-face' 100+ bowling clubs or centres, communicating Bowls NZ support of their local plans	CL	
9	2022 Commonwealth Games	Deliver three medals at the 2022 Commonwealth Games	SM	Completed - 3 medals achieved
10	HP Review and Plan	Review the 2022 Commonwealth Games and plan for the 2023 World Championships	MKG/BJ/MC	
11	2023 World Championships	Successfully deliver dedicated camps and events for World Change 2023	MKG/BJ	
12	Bowls NZ Advice	Implement Bowls NZ into five centres and two clubs in 2022. Utilise the solution for all Bowls NZ national events and grass the membership pipeline to 4000	CM	
13	Strength & Adapt - Sport NZ	Successfully progress an application to Sport NZ, for the \$2M fund. Expenditure \$15M over three years (2023-2025)	SM	
14	Partners Advice	Deliver a new advisory body (and plan) for the Bowls community, that combines the resources of your existing NZBWA and NZBWA along with other disability bowls groups	MS	
		Explore the opportunity for Indoor Bowls (and staff) to be a part of the wider		