



**BOWLS TASMANIA SOUTH**

**STRATEGIC PLAN**

**MARCH 2015**

**VISION STATEMENT:**

Bowls - the sport for life

**MISSION STATEMENT:**

To grow the sport of bowls in southern Tasmania

**CORE VALUES:**

1. Passion - we care about our association, our people/members and our purpose
2. Teamwork - we work together for a common goal and create a harmonious environment
3. Integrity - we are honest and treat people with respect
4. Excellence - we aim for continuous improvement and innovation in everything we do.
5. Accountability - we are clear about our roles and responsibilities and decision making authority.

**PORTFOLIO AREAS:**

1. Participation
2. Communication
3. Bowls
4. Governance

<b>OBJECTIVE:</b> What do you want to achieve?	<b>STRATEGY:</b> How are you going to do it?	<b>RESPONSIBILITY:</b> Who will do it	<b>TIMELINE:</b> When will they do it by?	<b>RESOURCES/FINANCES NEEDED:</b>
<b><u>PARTICIPATION:</u></b>				
Open gender review	Review of open gender within the BTS pennant structure and how it relates to our competitions.	BTS Board	Major review with clubs by June 2015	
Participation increase of members	BTS to hold a forum for clubs on how to increase participation, and to determine a process on how clubs jointly can obtain increase in participation at the club.	BTS Board	December 2014	
Try Bowls Days	Establish a committee to put together a plan for an annual regional Try Bowls Day, for the benefits of all clubs on a dedicated day.	BTS Committee	October 2014 Then annually	
Establish a Schools program	Contact BT Regional Bowls Manager to determine an appropriate strategy. Individual clubs to approach local schools	BTS Board Clubs	September 2015 December 2015	
Review length of season as its length may put possible new members off.	Undertake review of length of season.	BTS Match Committees	December 2015	
Marketing and membership research	Engage a PhD marketing student to look at how bowls can better market itself to increase membership numbers.	BTS Board	December 2015	

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<b><u>COMMUNICATION:</u></b>				
Pennant results	Review the current process to make it more efficient and simplistic for sending of match results.	BTS Statistician  BTS Board	Presentation to Delegates Meeting September 2015  June 2016	
Facebook	Establish a working party to determine strategies to increase number of members for BTS Facebook and ongoing communication.	BTS Committee including BTS Facebook Coordinator David Genford	December 2016	
Website	Encourage more clubs to use IMG based websites.  Increase the use of the current website to communicate ongoing events and news stories from clubs in the region.	BTS Board  BTS Webmaster	March 2015  December 2014	IMG Training Courses paid for BA

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<b><u>BOWLS:</u></b>				
Development and promotion of the game	Develop committee terms of reference. Establish committee to look at alternative options to promote our game in the strongest manner.	BTS Board  BTS Board	December 2016  December 2016	
Review of championships	Undertake review of all championships	BTS Board	April 2016	
Coaches	Review the role and structure of the panel	BTS Coaches Panel	December 2015	
Umpires	Review the role and structure of the panel	BTS Umpires Panel	December 2015	
Review dress, etiquette & behaviour on greens.	Develop guidelines for inclusion in Conditions of Play.	BTS Board	September 2015	

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<b><u>GOVERNANCE:</u></b>				
Policies review	Establish committee to document current BTS policies and place on BTS website.  Review of current policies and by-laws annually to ensure they remain current and any issues are addressed that occur during the season.	BTS Match Committees  BTS Board	June 2015  Annually July	
Budget	Establish a detailed budget and review of budget on a quarterly and annual basis. The aim is to develop a financial structure that is sustainable.	BTS Treasurer	Annually May  Reviewed quarterly	
Governance training	Undertake governance training and to promote to the clubs within the regions.	BTS Board.	June 2015	
Assets	Compile an asset register and ensure equipment is up to date and current.  Review asset register annually.	BTS Secretary  BTS Secretary	December 2014  Annually April	
Financial viability of Clubs	Review financial reports of Clubs annually to ensure that they are financially viable.	BTS Board	June 2016 Annually June	