![Bowls Auckland logo]

STRATEGIC PLAN

OUR PURPOSE

Lead and grow the sport of Bowls in Auckland

OUR VALUES

We strive to provide LEADERSHIP to the bowling community
We are committed to EXCELLENCE in whatever we do
We are open and INCLUSIVE to all
We show RESPECT in all our actions

OUR VISION

More people playing and enjoying Bowls more often

Strategic Intent: Supporting clubs to be the HEART of their community

STRATEGIC PILLARS & FOCUS AREAS:

01 INTERNAL CAPABILITY AND EFFICIENCY

We will build internal capability that enables successful delivery of our purpose and vision.

Strategic Focus Areas
1. Establish a home of Bowls in Auckland that creates a central focus and delivery hub for the sport in our city.
2. Build capability for effective governance that continually looks forward and prioritises the future of bowls.
3. Develop Bowls Auckland structure, systems and processes to deliver our core roles and strategic objectives.

02 CLUB NETWORK

We will provide relevant resource, expertise and support to empower clubs to thrive within their own communities and create a vibrant and connected network.

Strategic Focus Areas
1. Support enhanced, multi-use facilities that are accessible to the community and are available all year round.
2. Establish tailored programmes to produce and develop more qualified coaches, umpires and greenkeepers.
3. Deliver a strategy that supports the delivery of bowls through successful and professionally managed clubs.
4. Build capability within clubs for effective governance to set and achieve strategic goals.

03 PARTICIPATION

We will grow participation in all forms of Bowls through quality opportunities and experiences.

Strategic Focus Areas
1. Identify target markets and deliver tailored offerings that result in increased opportunities to play and connect with Bowls.
2. Organise, and maximise all marketing and communication platforms to best connect with existing and new communities.
3. Adopt and deliver technology that enables better experiences for our community.