

STRATEGIC PLAN

OUR VISION

A community for all, a
game for life

OUR VALUES

Respect
Inclusion
Innovation

OUR STRATEGIC INTENT: Supporting clubs to be the **HEART** of their community

STRATEGIC PILLARS & FOCUS AREAS:

CAPABILITY

Build internal capability based on our values that enables the leadership and delivery of our vision and objectives.

Strategic Focus Areas

1. Continue to develop 'Our Home' to create spaces and places (both physical and digitally) that our people, clubs and players can come together.
2. Build effective governance (through a Governance Plan) that prioritises the future.
3. Develop Bowls Auckland structure (including staff and committees), systems and processes to deliver our core roles and strategic objectives.

CLUBS

Provide support to enable clubs to thrive within their own communities whilst creating a vibrant and connected network.

Strategic Focus Areas

1. Support enhanced, multi-use facilities that are accessible to the community all year round.
2. Deliver programs to produce and develop more qualified coaches, umpires and greenkeepers.
3. Successfully fund and deliver Club is the Hub to support vibrant and healthy clubs.
4. Build governance and operational capability within clubs through the Club Leaders Programme.

CONNECTION

Deliver high quality experiences through play and connection that creates communities in and around bowls.

Strategic Focus Areas

1. Deliver offerings with a focus on Youth and Social Bowls that increases participation through play or engagement.
2. Raise the awareness of bowls (and clubs) and continue to evolve the perception of the sport to be fun, inclusive, modern and accessible.
3. Adopt and deliver technology (including Bowlshub) that enables better experiences and connection.