



Bowls New Zealand

Strategic Plan 2023/2024 to 2025/2026

OUR PURPOSE

To deliver a sport that is enjoyable, entertaining
and accessible to all New Zealanders

AND

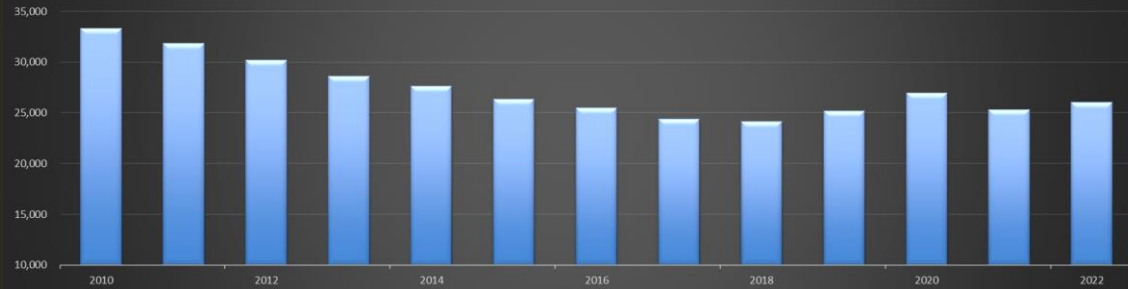
To support and grow vibrant and healthy bowling
clubs within our communities.

STRATEGIC PLANNING

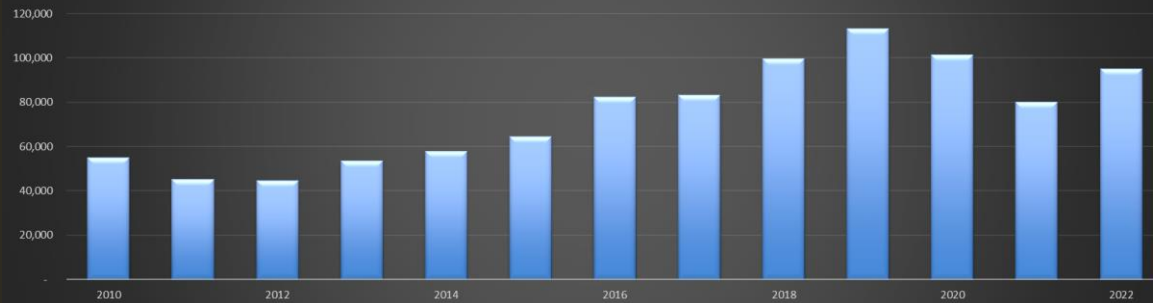
Our strategies are developed so that Bowls New Zealand can guide future growth and capacity within the bowls community.



Playing Membership



Casual Participants



The bowls community in Aotearoa:

465 bowling clubs

40,000+ playing members

100,000+ casual/social participants

35% female

5,000+ rangatahi

50,000+ Xmas/Corporate customers

13,000+ Twilight Bowls members

A look at TODAY

- ✓ Long term decline in playing membership has been reversed
- ✓ National Event entries have tripled in five years
- ✓ Long term growth in casual participation
- ✓ Consolidation of clubs to sustainable numbers
- ✓ Growing base of rangatahi players
- ✓ Twilight (social) bowls provides the link between casual participant and playing membership.



A look to the FUTURE

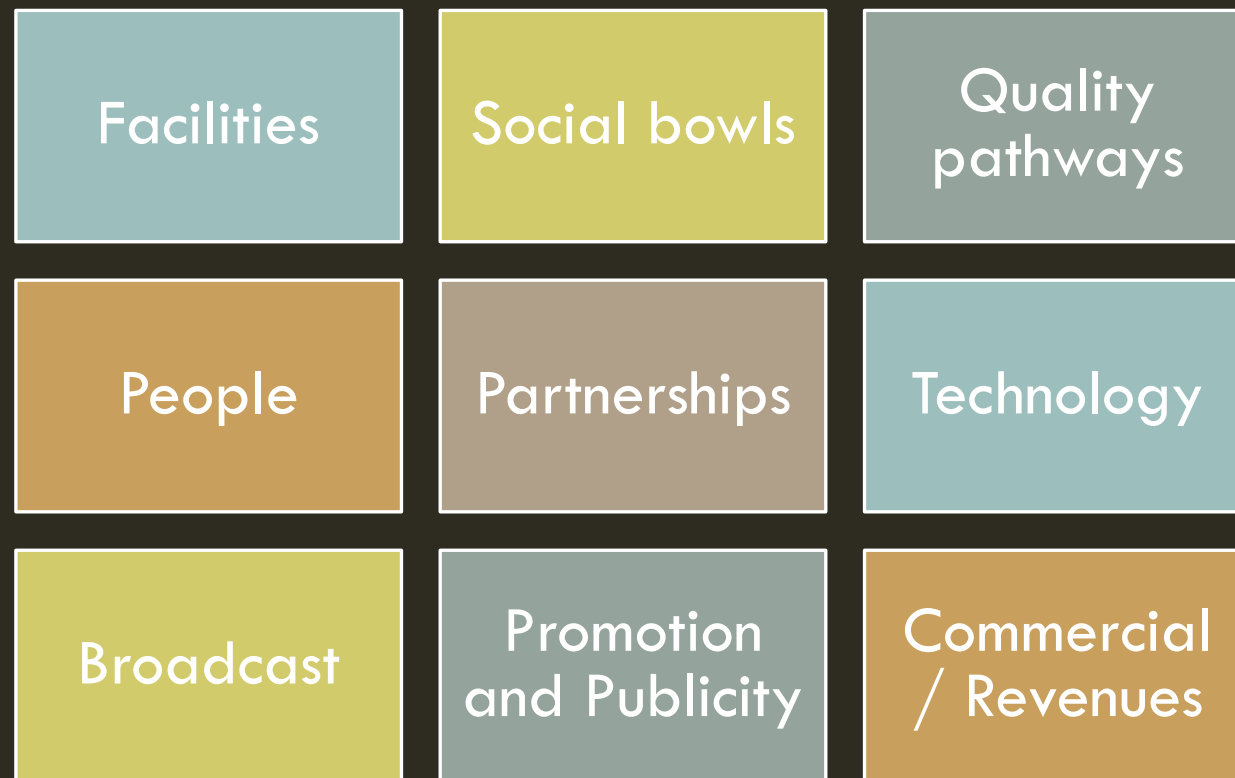
- A growing playing membership as bowls broadens its appeal to a more diverse participant base.
- The expanded role of bowling club facilities as community hubs.
- Increased product adaption to deliver to the social / casual participant.
- Greater use of technology by administrators, for the benefit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

Strategic Outcomes

- More people playing
 - More people watching
 - Stronger, healthier and vibrant clubs and administrators
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DELIVERING GROWTH — FOCUS AREAS



“A message of diversity and inclusion is woven within all our planning”

FACILITIES (THE OPPORTUNITIES)



Artificial Greens

Covered Greens

Modernising clubrooms

Multi-Purpose facilities

Club Fences/Entrances

Accessibility (for disability)

Equipment – modern bowls, scoreboards,
mats and jacks

SOCIAL BOWLS (THE OPPORTUNITIES)



Twilight Bowls3Five

Corporate / Casual Hire

Shortened game formats

24/7 accessible facilities

Youth bowls (Tamariki and Rangatahi)

QUALITY PATHWAYS (THE OPPORTUNITIES)



High Performance

Summer of Bowls (national) Calendar

Umpires

Greenkeepers

Coaching

PEOPLE (THE OPPORTUNITIES)



- Club and Centre management training
- Bowls NZ employment of centre managers
- Professional development opportunities
- Volunteer acknowledgement
- Club and Centre visits

PARTNERSHIPS (THE OPPORTUNITIES)



NZ Indoor Bowls

World and Oceania Bowls

Judicial system – Integrity

Retirement Villages

Partner charity(s)

Bowls NZ Players charitable trust

Bowling Clubs and Centres

TECHNOLOGY (THE OPPORTUNITIES)



BowlsHub Integrated event management and membership database

Bowls Grading solution

Coaching/Umpiring/Greenkeeping/Manager training tools and video's

Bowls NZ website

Bowls NZ App

BROADCAST (THE OPPORTUNITIES)



Bowls NZ YouTube TV

Multiple events

Midweek TV league

New broadcast partnerships and
platforms

PROMOTION AND PUBLICITY (THE OPPORTUNITIES)

Social Media

Human Interest stories on clubs and
volunteers

‘News’ media stories

Bowls community ambassadors



COMMERCIAL / REVENUES

(THE OPPORTUNITIES)



Commercial partnerships

Sport NZ and HPSNZ

Gaming

Government Agencies

Club Affiliation Fees

Broadcast partnerships

Online Shop

Event Entry Fees / BowlsHub

TAB

DIVERSITY & INCLUSION

Bowls is promoted as a safe place for everybody – no matter the age, gender, ethnicity, or ability.



‘a message of diversity and inclusion is at the heart of all our planning’

OUR INVESTMENT PRIORITIES FOR 2023/2024



- Broadcast
- Social (Twilight) Bowls
- BowlsHub
- Rangatahi
- Diversity and Inclusion

Key Deliverables



2023/2024 Business Plan
2024/2025 Business Plan
2025/2026 Business Plan