



BOWLS
NEW ZEALAND

STRATEGIC & OPERATIONAL DIRECTION

Bowls New Zealand 2020-2022



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 the sport of bowls at any level – 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 bowls within our communities, is maximised.



OUR
GOALS

OUR GOALS

- 1** Increase community participation
- 2** Remain respected champions
- 3** Deliver targeted experiences working with capable partners



OUR
GOALS

THE OUTCOMES

COMMUNITY PARTICIPATION

We will increase community participation by supporting our clubs to achieve their potential. Our desired outcomes (by December 31, 2022):

- a 2% overall increase in Playing Membership
- a 7% overall increase in Limited Playing Membership
- a 12% overall increase in casual participation at Bowling Clubs

RESPECTED CHAMPIONS

We will remain respected champions by committing to our high performance programs. Our desired outcome (by December 31, 2022):

- To be a top 3 ranked world bowls country, by winning a minimum of six medals (total) at the World Championships and Commonwealth Games

PARTNERSHIPS

We will deliver great targeted experiences by working with willing and capable partners - Our desired outcome (by December 31, 2022):

- To increase our investment directly into community bowls by \$200,000, on 2019 levels.



THE
DIRECTION

COMMUNITY PARTICIPATION

- To present Bowls New Zealand as a 'listening' partner to ALL bowling clubs, in the delivery of bowls into our communities, by engaging directly with all clubs on an annual basis (minimum).
- To effectively operate a master document of ALL bowling clubs, which tells a detailed story of each affiliated club and their individual needs and past performance.
- To successfully establish Bowls3Five at national (TV), club and community levels, through a deliberate and consistent growth campaign.
- To establish a centralised service that promotes Bowls3Five and corporate/social bookings at bowling clubs, for the direct benefit of our bowling clubs.



COMMUNITY
PARTICIPATION

RESPECTED CHAMPIONS

- To review the 'World Class Strategy 2018-2022', make appropriate changes and continue to drive towards our desired outcome.
- To focus and activate plans for key athletes and support staff that will bring short-term success at the World Bowls Championship in 2021 (four medals) and Commonwealth Games in 2022 (two medals).
- To prepare and plan meticulously for the unprecedented short 14-month gap between World Bowls Championship (May/June 2021) and Commonwealth Games (July/August 2022).



RESPECTED
CHAMPIONS



BOWLS
NEW ZEALAND

PARTNERSHIPS

- To grow commercial revenues from the existing \$250k base to \$350k, through sponsorship and/or commercial rebate partnerships.
- To successfully move the Bowls NZ offices (and High Performance) to a Bowling Club.
- To deliver 10+ quality digital video bowls events to mainstream media partners.
- To establish a successful pilot of a statistical membership solution.



OUR
PARTNERSHIPS



BUSINESS PLAN

1 July 2020 to 30 June 2021



PART ONE

Our response to Covid-19 and how Bowls NZ can support our bowling clubs.

PART TWO

Key growth projects for the sport of bowls and our bowling clubs.

**OUR
RESPONSE
TO COVID-19**

**KEY
GROWTH
PROJECTS**

DEVELOP THE SHORT FORMAT BOWLS GAME FOR ALL NEW ZEALANDERS.

- Establish Bowls3Five Twilight

“Invest directly into bowling clubs, creating a consistent look and feel to Twilight (Business House) bowls – a look and feel that Bowls NZ can actively promote and sell to ALL New Zealanders, for the direct benefit of clubs”

- Relaunch Bowls3Five Interclub

“Re-launch Bowls3Five at club level as being an accessible competition for ALL playing members”

- Relaunch Bowls3Five on SKY Sport

“Present Bowls3Five on Sky Sport in a fresh way, with an emphasis on the stories from within the NZ bowls community”

BOWLS 3 FIVE

ESTABLISH A CENTRALISED RESOURCE TARGETING NEW BUSINESS FOR BOWLING CLUBS.

- Promote and market Xmas functions and corporate bookings
- Promote and market Bowls3Five Twilight
- Develop a Sunday afternoon / Friday evening 'family' offering





**OUR
RESPONSE
TO COVID-19**

ESTABLISH A COVID-19 HARDSHIP FUND

**FOR THOSE CLUBS MATERIALLY
IMPACTED BY COVID-19 OF \$130,000.**





PART TWO

Key growth projects for the sport of bowls and our bowling clubs.

A white line graph on a dark background, showing an upward trend with three distinct steps. The line starts at the bottom left, rises to a first step, then to a second, higher step, and finally to a third, highest step, ending with an arrowhead pointing towards the top right corner.

**KEY
GROWTH
PROJECTS**

PART TWO

- Relocate Bowls New Zealand to the Ponsonby Bowling Club (PBC)
- Establish a mutually beneficial partnership between NZ Indoor Bowls and Bowls New Zealand
- Establish and deliver an Online Bowls Shop within Bowls New Zealand digital platforms
- Produce a complete bio of every bowling club in New Zealand
- Establish a new Level 2 (introductory) and GroSafe certification for bowling club greenskeepers
- Continuously progress the 'Diversity and Inclusiveness' message



**KEY
GROWTH
PROJECTS**

PART TWO

- Pilot a new High Performance 'Analytics' reporting solution
- Produce a new Umpires Manual and introductory/competency online certification
- Provide all Bowls NZ team with either introductory Te Reo or Sign Language training
- Create a 'preferred supplier' partnership for the replacement and installation of artificial greens
- Continue to establish the 'Summer of Bowls' calendar as primary delivery of bowls to the competitive bowler
- Create and promote the adoption of a new template bowling club and centre Constitution
- Deliver FOUR medals at the 2021 World Championships in Australia
- Deliver ten (10) national or international events on the Sky Sport Next platform and stuff.co.nz



**KEY
GROWTH
PROJECTS**