



Rangatahi Plan 2025 - 2027

*A community for all
A game for life*



Statement of Intent

Bowls New Zealand aims to make the sport of bowls inclusive, accessible, and popular among tamariki and rangatahi in New Zealand.

This commitment aligns with our broader Inclusion Plan, promoting the bowls community as a welcoming environment for everyone, regardless of age, gender, ethnicity, physical or mental ability, or financial situation.

Our goal is to ensure that our rangatahi have a variety of choices, improved access, and positive experiences in learning, playing, and competing in bowls.

Over the next three years we plan to support bowling clubs and schools in creating programmes and opportunities that will encourage our next generation of bowlers to be active users of their community bowling club, as well as helping to promote a wider culture of inclusivity for all Aotearoa.



Current Participation

2023

9,901

2024

12,630 ↑ 27.6%



Inclusion Plan

The opportunity to introduce the game of bowls to our rangatahi is particularly enticing.

Our targets though will not be the 'sporty kids'; instead, our plan and activations should target those rangatahi that are either not interested or not able to engage in competitive sports that are physically, mentally or technically demanding.

Awareness Sessions

Support opportunities within the school day (lunchtime/PE lessons or even after school).

In School Competitions

Support full day of bowls via internal school sports days (Houses or Colours) - more students likely to participate particularly those who are sports shy.

Mixed Gender Events

Deliver events and trainings that are mixed gender - removing for the next generation any gender differences in the playing of the game of bowls.

Rangatahi Twilight Bowls

Help promote bowls to our rangatahi in an easy and fun social environment, support clubs to run secondary school student only Twilight Leagues after school.

Special Needs

Provide support to 20 schools and clubs in the implementation of our bowls program, specifically designed to engage and empower rangatahi with special needs, fostering inclusion and skill development.



Digital and Social Media Engagement

To engage rangatahi in bowls, we will leverage social media platforms like Instagram, TikTok, Facebook and YouTube, along with a user-friendly website, to create a vibrant online presence.

By sharing engaging content such as videos, challenges, and event highlights, we aim to showcase bowls as a fun and social activity - not only for an older generation.

This approach will raise awareness and build a community, making it easy for our rangatahi to connect with the sport and get involved in local clubs.

Website: Dedicated Rangatahi Page

- Information on how to get involved/clubs etc
- Video content
- Image library of past school visits/tournament
- Upcoming events
- Contact details for Rangatahi Lead - Cole Drinnan and various region leads

This can then be shared across various channels to not only our Rangatahi but the parents or caregivers - who will play a part in activation.



Continuous learning and development

Young people's engagement in sport is constantly evolving, and Bowls New Zealand must adapt accordingly.

At the conclusion of each season, Bowls New Zealand will assess our progress and adjust our delivery model based on our findings and feedback collected.

This demographic does not align with the online survey format; instead, feedback will be collected on-site at each event, school visit, and tournament.

A combination off of “sticky note” feedback and token deposits into boxes with pre-determined questions.



Future growth and activation

Category	Programme	2024	2025	2026	2027
Activations	Nationally	108 Schools 12,630 Students	120 Schools 15,000 Students	135 Schools 17,000 Students	140 Schools 20,000 Students
Events	Kittyhawks/ Rangatahi U21's	12 Participants	32 Participants	50 Participants	64 Participants 2- Division Tournament
	Secondary School Champs Pairs			25 Teams	30 Teams
	Regional Secondary School Champs	4 Centre's: Northland, Auckland, Wellington Canterbury	5 Centre's: Northland Auckland, Wellington Canterbury, Dunedin	6 Centre's: Northland, Auckland, Taranaki Canterbury, Dunedin	7 Centre's: Northland, Auckland Waikato, Taranaki, Canterbury, Dunedin
	College Bowls	1 Centre – Wellington	2 – Wellington & Auckland	3 – Wellington, Auckland & Canterbury	4 – Wellington, Auckland, Canterbury, Dunedin
	Halberg Games		Give it a go activation	Competition	Established Competition
	Disability Give it a go day	1 Day – Auckland 30 Participants	4x Days – 2x Auckland 120 Participants	6x Days 200 Participants	8x Days 260 Participants
Club Membership	Rangatahi Members	200 Members	TBC		
Coaching	Assist regions to have a Rangatahi champion: A Champion is someone in that region either a volunteer or staff that is passionate about Rangatahi bowls.	4 Champions Northland Auckland Wellington Canterbury	5 Champions Northland Auckland Wellington Canterbury Dunedin	6 Champions Northland Auckland Taranaki Canterbury Dunedin	7 Champions Northland Auckland Waikato Taranaki Canterbury Dunedin
	Advisory			Create a Rangatahi Advisory Panel from our champions	Establish a Rangatahi Athlete Advisory Panel