



# BOWLS

NEW ZEALAND

**◎ ONE BOWLS: ◎ ONE VISION**



**For Strong Sustainable Clubs**

# *One Bowls: One Vision*



- One Sport Plans: alignment at every level of the sport
- Strong and successful clubs and Regional Service Centres
- A network of centres linked to Regional Service Centres
- More people playing bowls more often
- A high performance culture and pathways so people can participate and progress from club to international levels

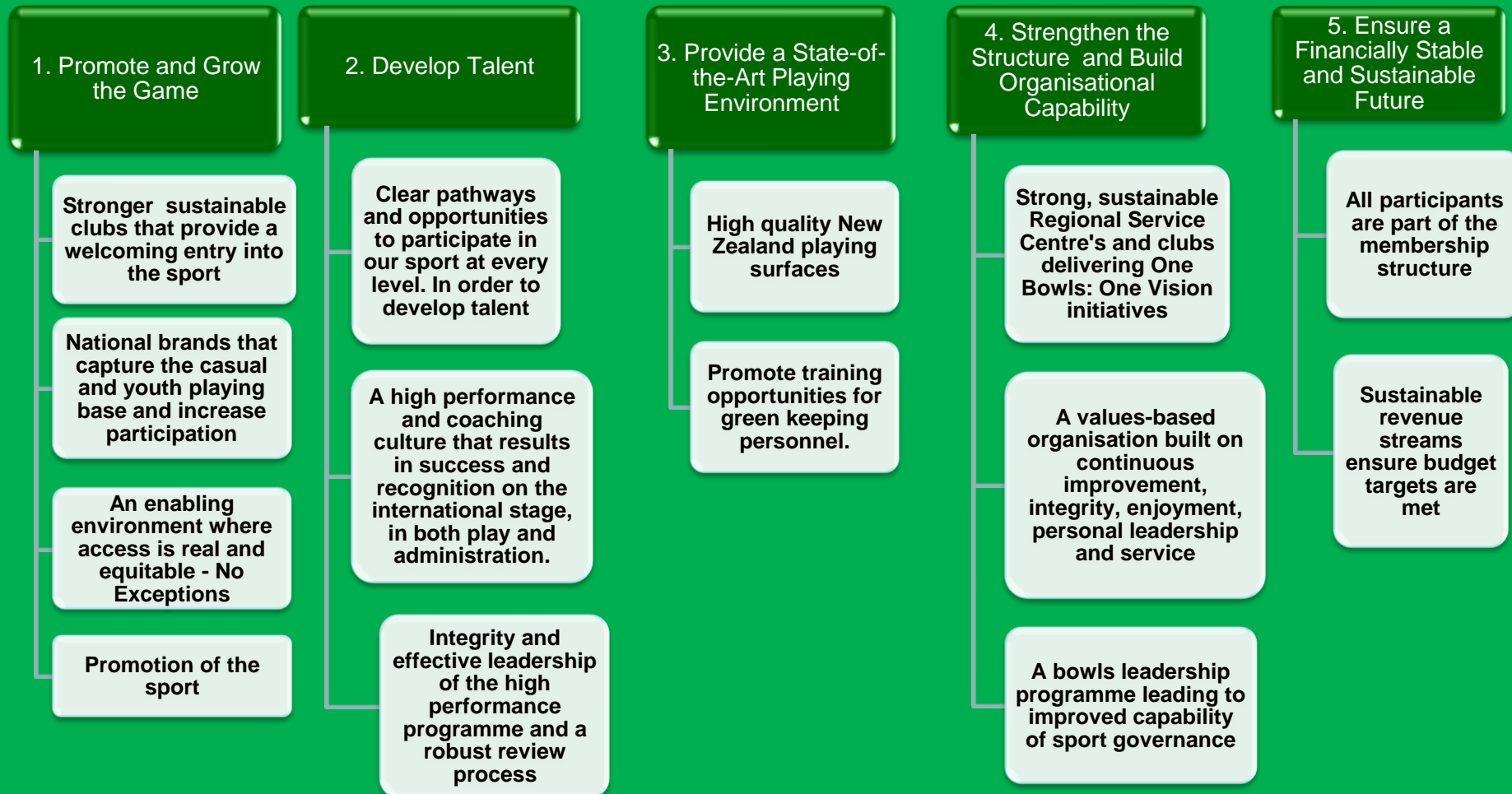
# ONE BOWLS: ONE VISION

## *For Strong Sustainable Clubs*



**Vision**  
**Mission**

**To be the best bowling country**  
**Bowls is enjoyable, entertaining and accessible to all New Zealanders now and into the future**





ONE BOWLS: ONE VISION



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# Key Challenges for Bowls NZ

The following challenges are those currently facing Bowls NZ. They are based on discussions that occurred at a national team meeting held on 9 December 2010 and a strategic planning session held on 15 December 2010. At both meetings representatives from the three Regional Advisory Centres were present and contributed to the discussions.

## One Bowls: One Vision

The One Bowls: One Vision philosophy of alignment across the sport underpins all of the challenges and opportunities to be faced over the next few years. The aim of the project is to build strong and successful clubs and regional service centres supported by a network of centres delivering regional competitions and representative team programmes; to get more people playing bowls more often; and to provide pathways so people can participate and progress from club to international levels. The One Bowls: One Vision project was endorsed by the 2009 annual general meeting and has the support of the majority of the membership. The One Bowls: One Vision philosophy requires a commitment to the following:

### A) Regional Service Delivery

Auckland Wellington and Canterbury bowls centres entered into agreements to deliver regional services commencing in 2009/2010. Key performance indicators were clearly specified to ensure consistent service delivery across New Zealand of coach, talent development, umpire, youth and greenkeeping plans. A revised role for centres in line with their strengths has been agreed and regional service centres will provide centralised administration where this is required. A strong emphasis will be put on providing targeted services to ensure stronger, more sustainable clubs. A need to leverage regional resources to supplement the seed funding provided by Bowls NZ to regional service centres has been identified.

### B) Leadership and Resourcing

Improving leadership capability is essential to ensuring strong, sustainable centres and clubs. A bowls leadership programme, based on the SPARC leadership programme model, will be developed in consultation with stakeholders to address current sport capability issues. The leadership training programme will be linked to the work of the CDOs and incorporate club plan and other capability tools.

# Key Challenges for Bowls NZ cont

## C) New Markets and Participants

Nationally branded products including MIB, Squad6, Xmas Bowls and Fling Bowls have been developed to provide a quality, enjoyable experience for players and to provide a fun experience for volunteers, and these have proved popular. These will be subject to ongoing review as new markets are identified and new products are developed and aligned to match those needs. Youth and casual bowlers represent a very important market for the sport and this means providing offerings that are fun, accessible and relevant, and communicating in ways that will attract new participants to the sport. The challenge for Bowls is to continually provide appropriate

## D) Sport Image

For bowls to flourish it is vitally important that the sport is viewed positively by the members, the public and the media. A communications and stakeholder engagement strategy will be developed. This will focus on ensuring a proactive approach to building beneficial relationships with the media and a positive image of bowls as a sport that is accessible and attractive to young people as well as a game for life for other participants. The strategy will incorporate the four faces of bowls as well as promoting young and successful Black Jack representatives demonstrating pathways for young people to achieve national and international sporting success.

## E) High Performance

In order to achieve success at international level, a performance based culture must be developed with pathways from club level through to selection in the Black Jacks team including coach led representative teams at club and centre level. Selection at club, centre and national levels must be open and transparent to ensure talented individuals can access pathways through representative teams development squads and ultimately to earn selection for national honours. A coach led approach for all talent identified athletes and teams is imperative as is adherence to a Code of Conduct and a set of values.

## D) Values-Based Organisation

Bowls NZ values are based around continuous improvement, integrity, enjoyment, personal leadership and service. These values need to be constantly demonstrated and reinforced at every level of the sport to ensure a successful future as a fully aligned and integrated sport. Bowls NZ must work to build trust across the membership and both support and challenge leaders within the sport at centre and club level to continually improve, to demonstrate integrity, to enjoy the game of bowls, to provide leadership and to provide a service for all participants

# *One Sport Plans*

- Coaching and Talent Development
- Umpires
- Youth Bowls
- Greenkeeping
- Alignment at national, regional, centre, club levels on strategic and functional responsibilities



# ***Strong Sustainable Clubs***

- Enhanced leadership skills and capability
- Financially sustainable
- Meeting needs of traditional bowlers
- Active recruitment targeting new markets
- MIB, Fling Bowls, Have A Go, Xmas Bowls
- Services targeted at those clubs who want to engage in best practice and work with CDOs –approach is different for Rural and Urban



# ***Strong sustainable RSCs***



- Delivering coach, talent development, umpires, youth and greenkeeping plans
- National and regional competitions
- Centralised administration for centres
- Regional coordination of bowls events and tournaments
- Regional coordination of AGM representation

# ***Strong Centre Network***

- Supporting local clubs
- Growing the sport through promotion of National and Regional initiatives and promotion of best practice
- Organising centre competitions
- Coordinating the representative team programmes



# *More People Playing Bowls*



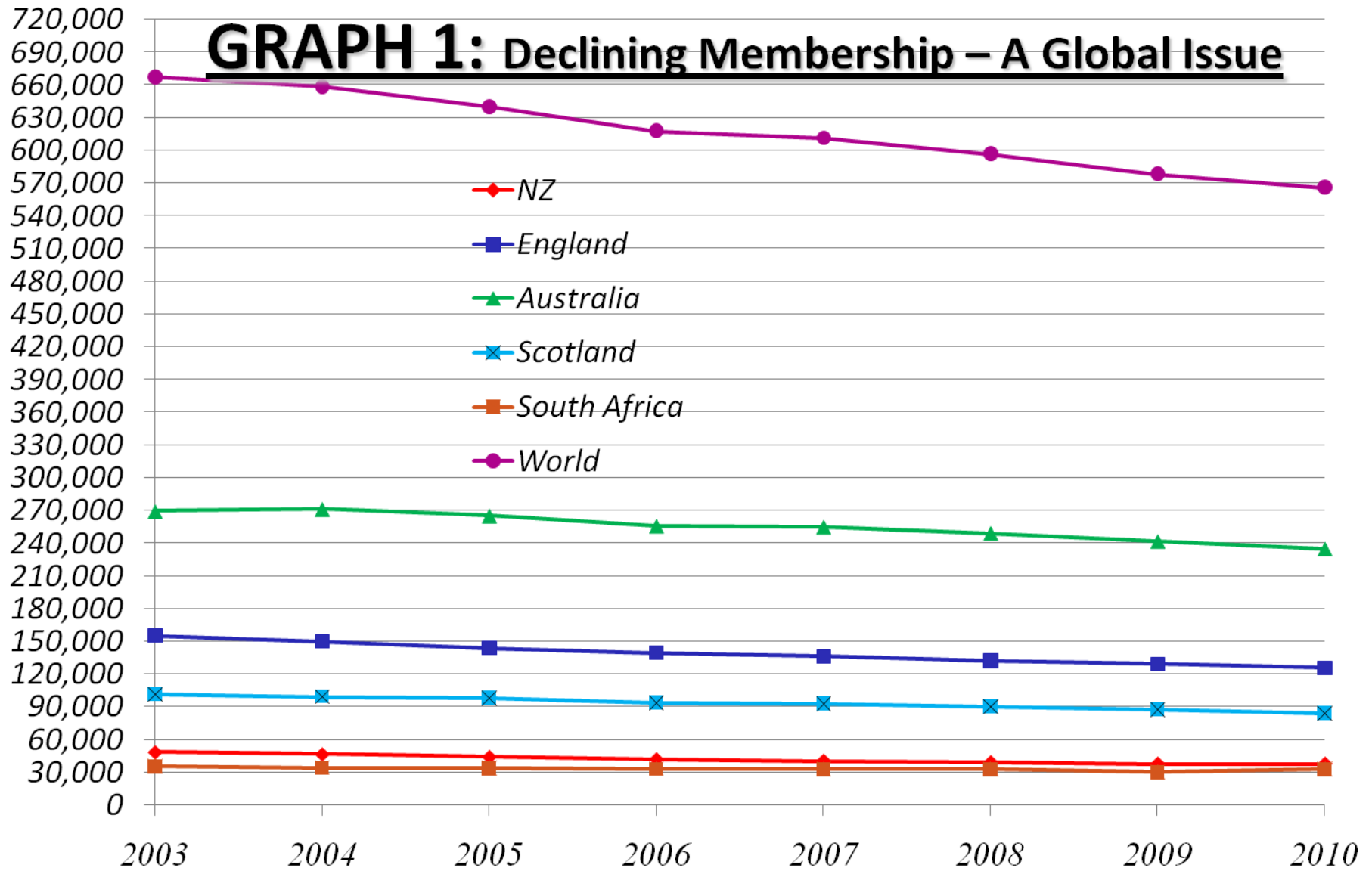
- Nationally branded products
- MIB, Squad6, Fling Bowls, Xmas Bowls
- New products developed to align with new markets
- Link to strong sustainable clubs

# *High Performance Culture and Pathways*



- A high performance culture from club to national representative levels for competitive bowlers
- Coach led representative teams
- Competitions meet needs of all ages and abilities – there need to be a choice of programmes for different participants. This will have no impact on casual bowls programmes.
- Pathways from club to international level

# GRAPH 1: Declining Membership – A Global Issue



# Membership Trends

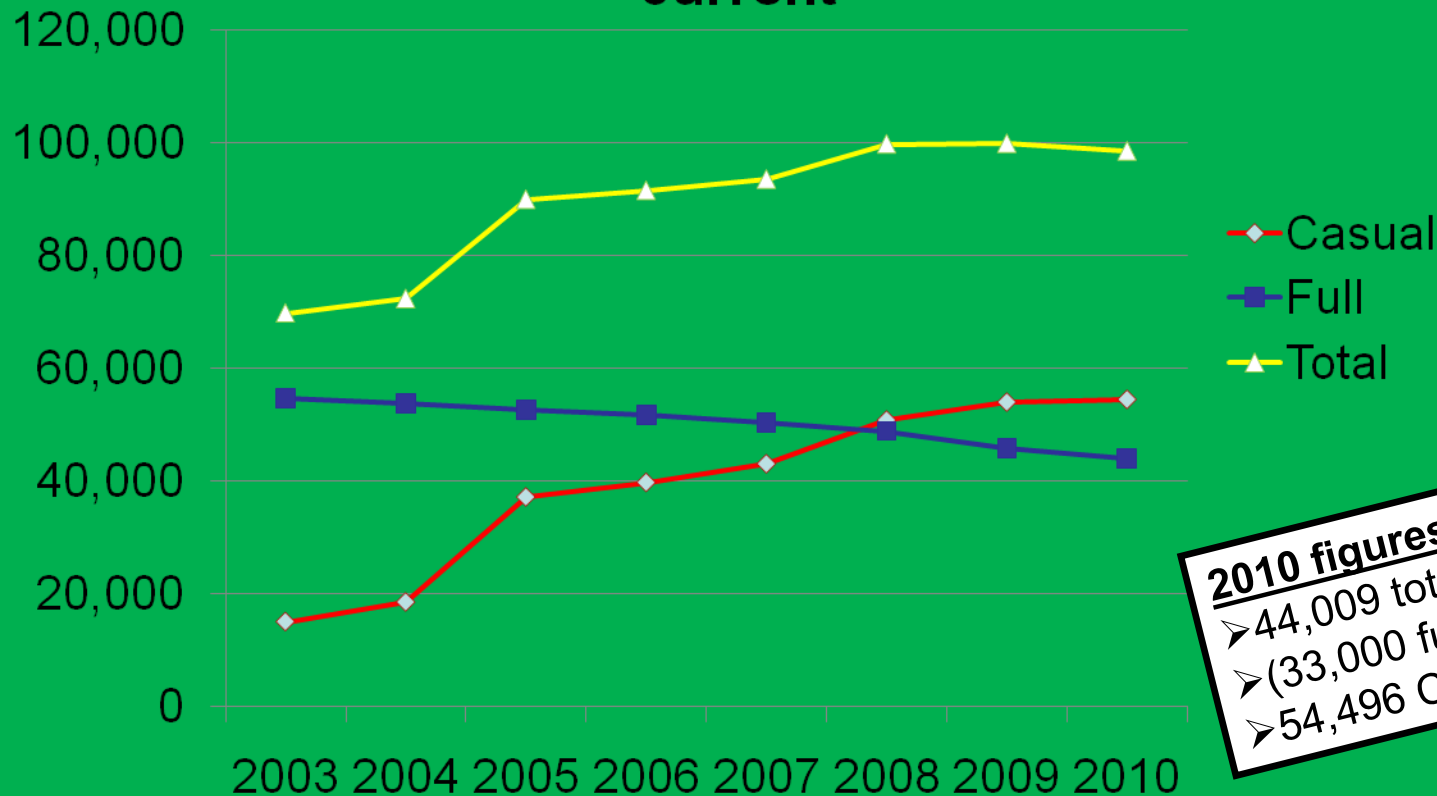


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## Participation Statistics from 2003 to current



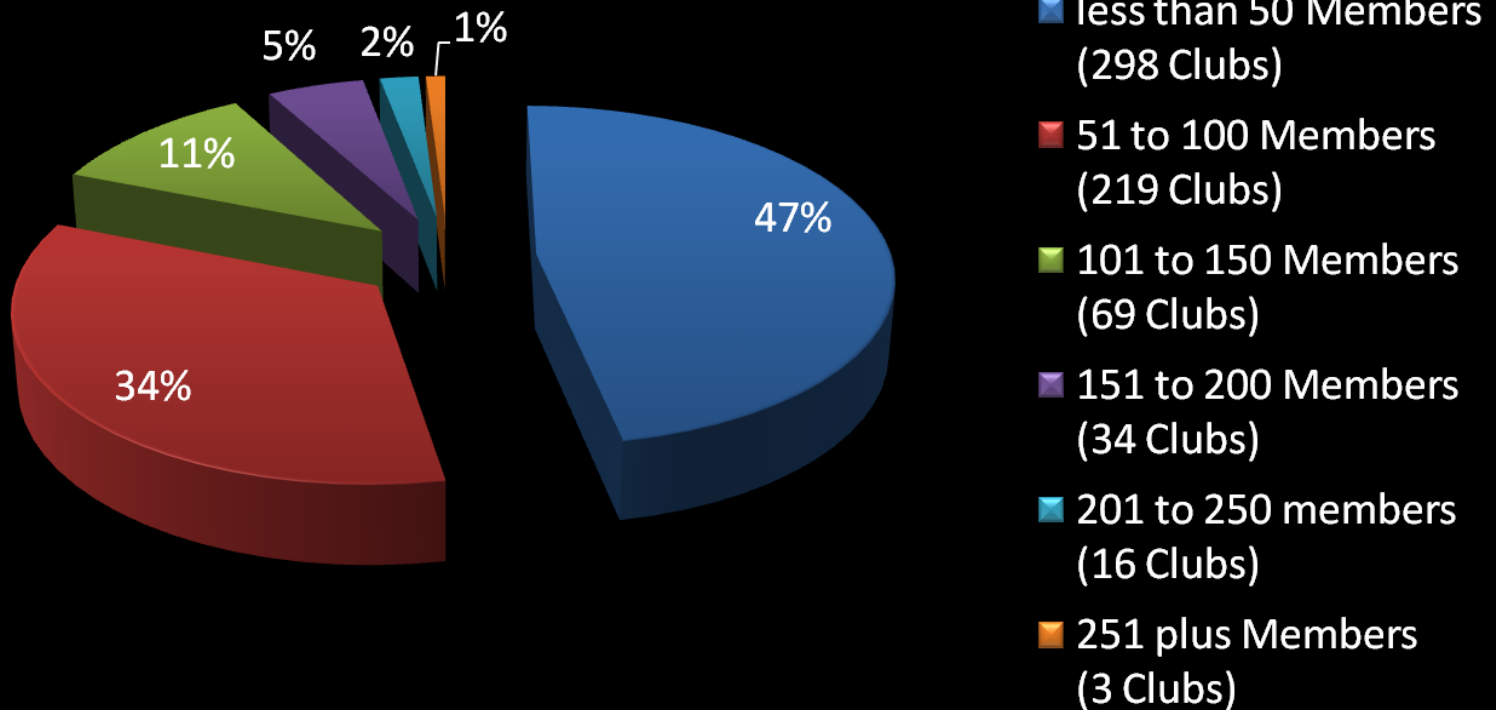
### **2010 figures**

- 44,009 total membership
- (33,000 full playing members)
- 54,496 Casual participants



# 81% of our clubs have less than 100 members!

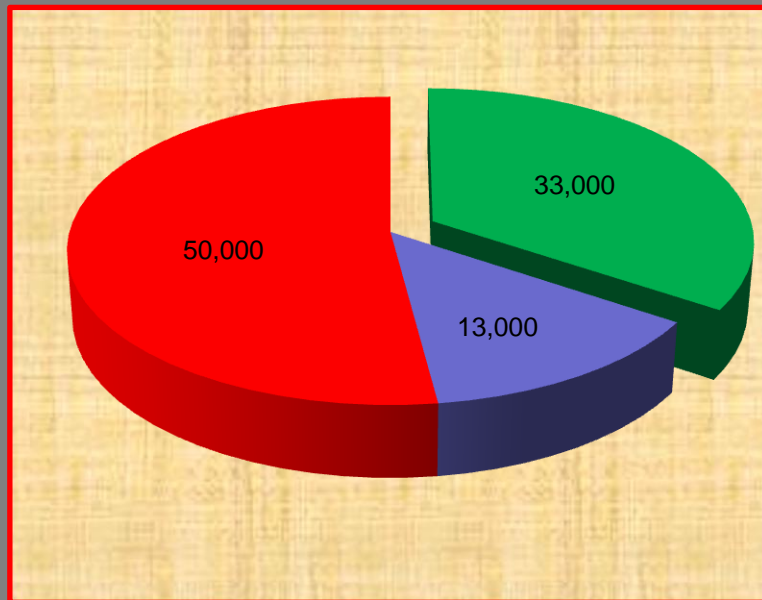
## BOWLING CLUB MEMBERSHIP



# Where the Financial burden of our sport lies



## Who contributes to the financial sustainability of our sport



- full Playing members who contribute financially
- Casual Bowls leagues
- all other



**Who contributes what**

- 33,000 full playing members contribute \$920,000
- 13,000 casual bowls leagues contribute \$18,000
- 50,000 other contribute \$0

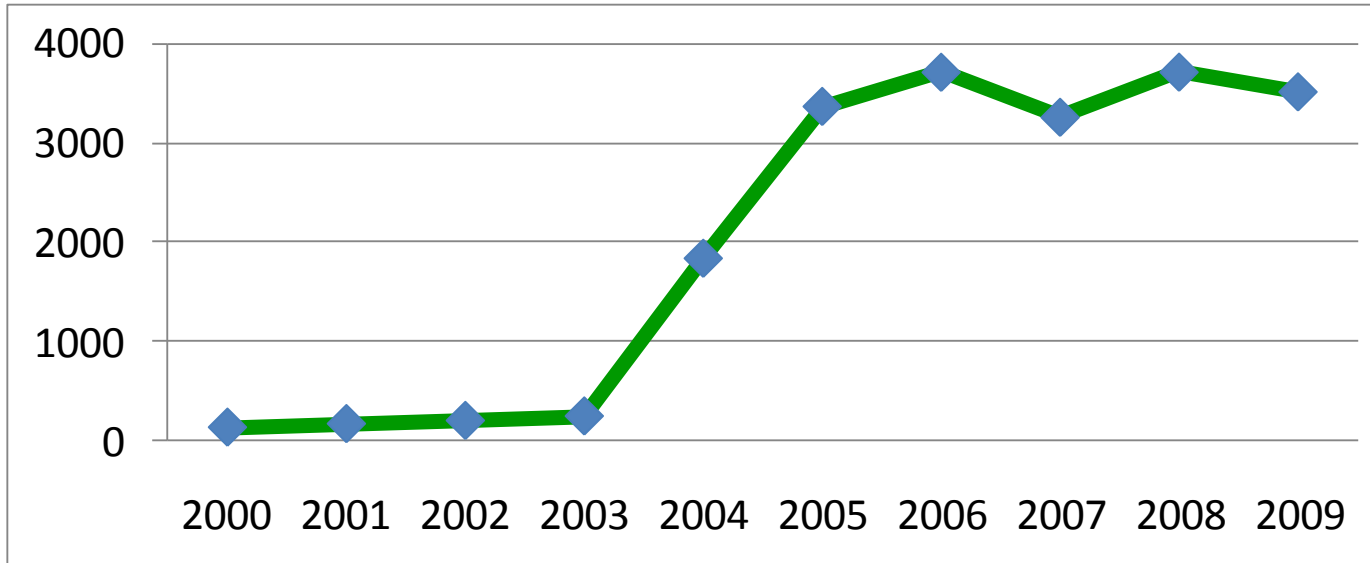


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# Increasing Student Bowlers



# Tomorrow's Participant



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