

# Strategic Plan Bowls NT 2024

**Vision:** To promote excellence and inclusivity in Lawn Bowls across the NT, fostering a vibrant community and enhancing the sport's reputation regionally and nationally.

**Mission:** Our mission is to provide exceptional opportunities for participation, competition, and development in Lawn Bowls, ensuring accessibility for all ages and abilities while upholding the highest standards of sportsmanship and integrity.

## Goals:

### **Increase Participation and Engagement:**

Develop outreach programs to attract new participants, including, youth, women and girls, across all abilities, bowls as your next sport and diverse communities.

Enhance communication channels to engage existing members and encourage involvement in events and initiatives.

Establish partnerships with local clubs, schools, and community organisations to promote Lawn Bowls as a recreational activity.

### **Foster Excellence in Competition:**

Provide high quality tournament experiences at all levels, from local to state championships.

Implement a talent identification and development program to support elite athletes and nurture future champions.

Invest in coaching and officiating resources to ensure a high standard of competition and fair play.

### **Enhance Facilities and Infrastructure:**

Collaborate with clubs and local authorities to improve facilities, greens, and amenities across the state.

Develop a maintenance and upgrade plan for existing facilities, prioritising safety, accessibility, and sustainability.

Explore opportunities for the construction of new facilities in underserved areas to expand access to the sport.

**Promote Governance and Best Practices:**

Review and update governance structures and policies to ensure transparency, accountability, and compliance with regulatory requirements.

Provide training and support for club administrators, volunteers, and board members to enhance organisational effectiveness.

Foster a culture of continuous improvement and innovation within the organisation, embracing best practices in management and operations.

**Strengthen Partnerships and Sponsorships:**

Cultivate strategic partnerships with government agencies, sporting bodies, and corporate sponsors to support organisational goals and initiatives.

Develop customised sponsorship packages and benefits to attract and retain sponsors, highlighting the value proposition of aligning with Lawn Bowls.

Collaborate with sponsors on marketing and promotional activities to raise the profile of Lawn Bowls and increase visibility for sponsors.

**Implementation Strategies:**

Establish working groups to oversee the implementation of specific initiatives aligned with each goal.

Allocate resources, including funding, staff, and volunteers, to support priority projects and activities.

Monitor progress regularly through key performance indicators (KPIs) and adjust strategies as needed to address emerging challenges and opportunities.

Communicate progress and achievements to stakeholders through regular reports, newsletters, and meetings to maintain transparency and accountability.

**Evaluation and Review:**

Conduct periodic evaluations to assess the effectiveness of strategies and initiatives in achieving organisational goals.

Solicit feedback from members, stakeholders, and partners to identify areas for improvement and refinement.

Use evaluation findings to inform future planning cycles, ensuring the strategic plan remains relevant and responsive to evolving needs and priorities.