



Bowls Sask

2021-24 Plan (draft year 1)

Overarching Goals

Participation – VP Sport for All

1. Increase and sustain membership
 - I. for the 2021 season by 10% over 2020 membership numbers (?? bowlers)
 - II. for the 2022 season get back to 2019 membership numbers (?? bowlers)
 - III. for the 2023 season by 10% over 2019 membership numbers (?? Bowlers)
2. Assist clubs to Improve greens quality
3. Increase Grassroots (recreational, non-competitive) opportunities
4. Increase opportunities for developing competitive bowlers

Excellence – VP Sask First

1. Increase number of certified Competition coaches
2. Support continued placement of athletes on National Teams

Capacity (Funding) – Secretary/Treasurer

1. Increase Zone participation
2. Increase revenue through sponsorship opportunities

Interaction (Media)

1. Improve internal communications
2. Develop external communications strategy

2021/22 Operational Initiatives

1. Continue to help Waskesiu get their green operational
2. Develop a plan to bring Waskesiu into Bowls Sask as a member club
3. Increase youth membership by targeting public schools for demonstrations
4. Secure some provincial sponsorships – Sponsorship and Promotions Committee will investigate putting a sponsorship package together and if needed hire a consultant to help.
5. Continue to support clubs with Return to Sport and the effects of the pandemic
6. Increase the number of active coaches and umpires if possible, will not know if feasible with the Provincial Order
7. Develop a Bowls Sask membership affiliation fee structure for the future

- 8) Develop Communication Strategy
 - I. Improve internal communications through hosting virtual workshops for Club Executives on how to run clubs, as well as provide more training/knowledge around Bowls Sask policies, and benefits. Will potentially explore a forum for Presidents share thoughts and ideas on a regular basis.
 - II. Social Media Policy – with the intention to be more active on our social media platforms
 - III. Marketing Campaign with hiring and external consultant to implement right before registration for the 2022-23 season to help increase membership or bring back members who have not been participating since the pandemic.
- 9) Update our office computer system and obtain IT support with the purpose to aligning with new trends.