



Bowls Saskatchewan: Strategic Plan (April 1, 2024 to March 31, 2028)

Vision	Lawn Bowls – Where the Grass is Greener
Mission	To promote, encourage, coordinate and administer the sport of lawn bowls and to provide opportunities for all bowlers in Saskatchewan to participate in the sport of lawn bowls.
Values	D – Diversity I - Integrity R - Respect E - Excellence C - Communication T - Transparency
Stakeholders	Sask Sport Inc. Provincial Bowls Clubs Membership Bowls Canada Boulingrin (BCB) Media Provincial Associations Potential Corporate Partners Municipal Partners The Public/potential Members



SWOT ANALYSIS

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> • Competent volunteerism • Experience • Passion for sport • Sask Sport Funding • Facilities • Quality / Successful Bowlers • Organized Individuals / Committees • Accessibility • Open to change and innovation • Office Support 	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> • Difficulty retaining members • Not in all sport districts • Improvement to club development plan • Improvement to use of Social Media • Costs • Deteriorating facilities/equipment • Improvement of transparency • Volunteer burn out • Under-utilization of coaches • Policies and procedures not widely understood • Social Media/Marketing
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> • Sponsorship / Fundraising • Many potential members • Increase coaching and athlete development • Short Mat development • Hosting Corporate Challenges / Fun Leagues • Social Media/Marketing • Hosting National Competitions • Para development 	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> • Tradition / resistance to change • Diminishing memberships • Lack of full district participation • Loss of/lack of provincial/municipal funding • Lack of support to maintain facilities • Other sports/activities • Weather • Geography • Lack of development opportunities and competition



Bowls Sask Goals

Administration

1. Maintain updated bylaws and policies
2. Adopt and implement the new Sask Sport Safe Sport Policy
3. Maintain and support an Office Manager position
4. Increase volunteer involvement at all levels within Bowls Sask

Capacity

1. Sustain and increase a diverse membership
2. Sustain and increase youth membership
3. Investigate opportunities for para bowls membership
4. Increase district participation
5. Increase revenue streams
6. Improve internal/external communications
7. Establish and follow a strategic plan
8. Increase the use of social media
9. Investigate marketing opportunities

Participation

1. Improve greens quality
2. Increase and sustain recreational opportunities
3. Increase the number of coaches
4. Increase opportunities for developing competitive bowlers

Excellence

1. Increase number of certified competition coaches
2. Increase number of certified officials
3. Sustain and increase competitive opportunities
4. Support continued placement of athletes on National Teams



ADMINISTRATION

GOAL #1 Maintain updated bylaws and policies

Action
Establish a policy review committee
Evaluate which policies or bylaws require review

GOAL #2 Adopt and implement the new Sask Sport Safe Sport Policy

Action
Review the policies to ensure alignment with all requirements
Review of the Safe Sport policy and send any proposed edits to Sask Sport for approval
Promote and inform the new Sask Sport Safe Sport policy to member clubs

GOAL #3 Maintain and support an office manager position

Action
In conjunction with the president to set annual goals and maintain ongoing communication
Initiate a hiring process when required
Ensure the computer hardware and software are up to date

GOAL #4 Increase volunteer involvement

Action
Identify prospective board members with experience and leadership skills with respect to a succession plan
Identify prospective committee members with experience and leadership skills with respect to a succession plan
Provide information and resources to clubs to increase volunteer involvement

CAPACITY/INTERACTION

GOAL #1 Sustain and increase a diverse membership

Action
Work with clubs to continue offering open houses
Work with clubs to continue offering training opportunities for new members
Work with clubs to continue offering club opportunities for members to participate
Meet with all clubs to review current recruitment initiatives and consider additional initiatives

GOAL #2 Sustain and increase youth membership

Action
Work with clubs to continue offering open houses



Work with clubs to continue offering training opportunities for new members

Work with clubs to continue offering club opportunities for members to participate

Meet with all clubs to review current recruitment initiatives and consider additional initiatives

GOAL #3 Investigate participation opportunities for para bowls membership

Action

Determine what is needed for a para bowls program

Conduct a para bowls information session with clubs (program details, grants available, requirements, etc.)

Identify and communicate with parasport bodies or those bodies providing accessibility support

GOAL #4 Increase district participation

Action

Develop a plan to bring Waskesui into Bowls Sask as a member club

Investigate opportunities for new short mat clubs

GOAL #5 Increase revenue streams

Action

Investigate opportunities for sponsorship

Investigate fundraising opportunities

Investigate grant opportunities

GOAL #6 Improve internal/external communications

Action

Office Manager and/or board representative to conduct clubs visits

Ongoing review of website for updates and relevant information for the membership

Explore the offering of a forum for Presidents to share thoughts and ideas on a regular basis.

Determine who will conduct external communications on behalf of Bowls Sask

GOAL #7 Establish and follow a strategic plan

Action

Board to meet to confirm responsibility and timelines for action items on an annual basis

Consider and review decisions to ensure they align with the strategic plan

GOAL #8 Increase the use of social media

Action

Investigate all types of social media opportunities to select those the Association will use

Decide who will oversee each social media opportunity



GOAL #9 Investigate marketing opportunities

Action
Investigate marketing opportunities to be used
Decide who will oversee each marketing opportunity

PARTICIPATION**GOAL #1 Improve greens quality**

Action
Survey clubs for evaluation of greens quality
Evaluate survey results
Determine actions to be taken

GOAL #2 Sustain and increase recreational opportunities

Action
Work with clubs to maintain existing club leagues
Work with clubs to increase participation in club leagues
Work with clubs to introduce new club leagues
Work with clubs to increase opportunities for drop-in bowling

GOAL #3 Increase the number of club coaches

Action
Work with clubs to actively recruit individuals to take available introductory coaching courses
Assess current resources available to coaches and promote the NCCP and Respect in Sport programs within the Association

GOAL #4 Increase opportunities for developing competitive bowlers

Action
Encourage recreational bowlers to take athlete development clinics
Encourage recreational bowlers to participate in the Bowls Sask Tournament

EXCELLENCE**GOAL #1 Increase number of certified competition coaches**

Action
Encourage members to take coach development courses to be certified competition coaches
Assess current resources available to coaches and promote the NCCP and Respect in Sport programs within the Association.



GOAL #2 Increase the number of certified officials

Action
Encourage members to take umpire courses
Mentor alongside certified umpires to complete certification
Assess the current resources available to officials and promote the officiating program within the association
Develop a program to promote acquisition of officials

GOAL #3 Sustain and increase competitive opportunities

Action
Continue to offer provincial championships leading to the Canadian Championships
Continue to offer other provincial championships
Offer other provincial competitions

GOAL #4 Continued placement of athletes on national teams

Action
Identify potential national team athletes to BCB's regional coach
Identify gaps in training/development
Provide extra coaching to bridge gaps
Provide funding to athletes and/or coaches to attend other high level competitions
Bring in experts to develop athletes/coaches

