

A photograph of two bowlers shaking hands on a green lawn. The bowler on the left is wearing a blue long-sleeved shirt with 'NEUTREX' on the back and a blue cap. The bowler on the right is wearing a white and red long-sleeved shirt with 'North Sydney' and a red flower logo, and black shorts. In the background, there are other bowlers and a building with a green roof.

# 2025 Bowls NSW Strategic Plan

## Our Goal

To achieve growth, success and sustainability of the sport for all current and future bowlers.

## Mission

Administer and promote the sport of bowls through strong leadership and innovation.

## Vision

A positive, sustainable organisation with continuous growth in participation and innovation for the sport of bowls.

## Our Values

- **Focus on the Vision:** We keep the end goal in mind and make our decisions in the best interest of Bowls in NSW and to grow the game.
- **Respectful:** We listen to each other, respect each other's view and acknowledge that we may be coming from different perspectives. We actively work to develop common understandings.
- **Collaborative:** This is a merger of equals, it is not about wins and losses. If we can't decide on something, we do some more work on it together and assist each association in working through challenges as they arise.
- **Open and honest:** We have the hard conversations in the room and are open, honest and transparent around the table. We don't leave the room with different messages.
- **Progress not perfection:** We acknowledge and reflect on our past but move forward and recognise this is about progress. Not everything will be perfect.
- **Clarity and transparency:** We keep members, staff and association committees informed of our progress and bring everyone on the journey as best we can.



# Strategic Plan

## - Quick Look

### Strategic Objective 1

#### - Brand Exposure and Recognition

Our strength will come from the continuous exposure and overall recognition of our brand.

Together with a strong marketing strategy the ongoing development of our governance and key stakeholder relationships will be essential for exposure and recognition.

### Strategic Objective 2

#### - Position the Sport for Tomorrow Through Innovation

Innovation is needed in the immediate future to allow us to capitalise on growth opportunities.

We can position for this through a culture that encourages creative ideas and empowerment to challenge the norm to drive the sport forward.

### Strategic Objective 3

#### - Growth in Participation and Partnerships

We will identify and maximise new and existing opportunities which includes cultivation of strategic partnerships with members, clubs and all stakeholders. We will utilise all opportunities and relationships to benefit the members we represent.

### Strategic Objective 4

#### -Diversifying Our Membership

To expand, diversify and increase inclusive opportunities we will align ourselves with the National Diversity strategy and its inclusion activities. We will work with recognised stakeholders and greater opportunity for interaction with all sectors of the community will be established.

### Strategic Objective 5

#### - Increase Our Capabilities and Capacity

Succession planning together with a culture of education and mentoring will drive the company forward and will be a focus as we grow and progress the sport.

