



**CBCOB Bowling Club**  
**Membership, Marketing,**  
**Transformation and Women**  
**5 Year**  
**Strategic Plan**  
**(2019/20 – 2024/25)**

**MMTW Sub-Committee to CBCOB Bowling Club**

**April 2019 (version 2)**



## VISION

To – as a world class community club – promote lawn bowls by creating a thriving bowls community through the proactive marketing and development of the Sport of Bowls.

## MISSION

To be active in the lawn bowls and general community by:

- Providing affordable and accessible participation to lawn bowls for everyone in the community.
- Providing competitions, challenges and opportunities at **ALL** levels of the sport.
- Understanding, embracing and valuing the differences within the bowls community.
- Promoting bowls as healthy, safe and enjoyable sport for people of all ages and culture groupings.
- Increasing numbers playing social and competitive bowls.

## VALUES

- Participation – An inviting accessible experience for everyone.
- Fun – Promote enjoyment of bowls and club facilities through good sportsmanship, a welcoming environment and dynamic programs.
- Inclusive – Encourage a broad section of the community to use our facilities for their enjoyment and betterment.
- Ethical – Conduct ourselves in accordance with the code of behaviour at all times.
- Trust and Integrity – Build an environment of trust through open, transparent and honest leadership.
- Safe – Provide a safe environment that protects and considers everyone's physical and emotional well-being.
- Healthy lifestyle – Provide the ability for all to participate and lead an active lifestyle.



**TASKS**

To strengthen the overall vision of the NSC [M&M] as well as the BGN DSC [MMTW] through the following:

- Adhering to and implementing all current Bowls SA/ BGN policy documents.
- Marketing the sport to, inter alia create awareness and change perceptions.
- Negotiating with relevant authorities to have bowls introduced as a sport at schools through the involvement of teachers.
- Submitting reports of progress as may be deemed necessary.
- Maintaining communication with the DSC [M&M] as per Bowls SA Communication Policy.
- Subject to the approval of the Main Committee CBCOB Bowling Club arrange marketing workshops, seminars or other events to achieve set goals.

**TASK APPLICATION**

These are listed in Appendix A.

**APPROVED BY:**

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Chris E.E. Gerber

(Convenor MMTW Sub- Committee)

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Date

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Anthony Rea

(President CBCOB Bowling Club)

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Date

## CBCOB Bowling Club MMTW Strategic Plan – Appendix A

Strategic Pillar	Activities/ Participation	Outcomes/ Action Plan	Communication	Time line
Aspirational Goal	To provide competitive and social bowl activities for All members of the community regardless of their skill level	A respected club that achieves continuous success by improving the divisions we play in	To be recognised by the public and participants for being one of the most popular & successful bowling clubs in BGN	Continuous
General	Development Committee	Social media utilities e.g. Facebook, Twitter etc.	<ol style="list-style-type: none"> <li>1. Minutes of meetings</li> <li>2. Communication to members</li> <li>3. Review plan &amp; update</li> <li>4. Recruitment of committee</li> <li>5. Co-opt of members</li> </ol>	Every 2 <sup>nd</sup> month Ongoing  Annually Annually
Membership Growth	Youth	<ol style="list-style-type: none"> <li>1. Youth Month Event</li> <li>2. School Programme</li> <li>3. Tertiary Programme</li> </ol>	Advertising  Direct Marketing Direct Marketing	3 month prior to event ( <b>JUNE</b> ) Through-out Through-out
	Disability	Disability Month Event	Direct Marketing, Advertising	3 months prior to event ( <b>NOV</b> )
	Business League/Sport League	Introducing Business/Sport League	Direct Marketing e.g. Business' in the area, newspaper editor's league	Through-out and to be held weekly in summer months( <b>Oct- Mar</b> ) <b>(OCTOBER)</b> <b>(AUGUST)</b>
	Women	<ol style="list-style-type: none"> <li>1. Annual Event (CANCER)</li> <li>2. New Bowlers Event</li> </ol>	Direct Marketing, Advertising	

# CBCOB Bowling Club MMTW Strategic Plan – Appendix A

Strategic Pillar	Activities/ Participation	Outcomes/ Action Plan	Communication	Time line
Membership Growth (continues)	Other Sport Codes e.g. cricket, squash, rugby, soccer, tennis, Virgin Active "INVITE NIGHT"	<ol style="list-style-type: none"> <li>1. Challenge different sport codes to partake.</li> <li>2. Establish round robin league with trophy</li> </ol> <p>Bring a Buddy – to increase new comers and boost growth for league purposes</p>	<p>Direct Marketing, Advertising</p> <p>Direct Marketing among fellow bowlers</p>	<p>Through-out (FEBRUARY)</p> <p>Early in Season (OCT – DEC)</p>
Retention of Members	<ol style="list-style-type: none"> <li>1. Competitive Bowlers</li> <li>2. Non Competitive Bowlers</li> </ol>	<ol style="list-style-type: none"> <li>1. Shamrock Challenge</li> <li>2. Development of players by means of coaching techniques, 2-4-2 competitions etc.</li> <li>3. Turkey Day</li> <li>4. Night Series</li> <li>5. Power Bowl Series (singles)</li> <li>1. "Tabs In" Challenges</li> <li>2. Training sessions to improve skills</li> </ol> <p>Give new comers training – new members allocated to a coach to do induction, coach to <b>sign off</b> new members as being competent</p> <ol style="list-style-type: none"> <li>1. Skills Training, fault analysis, PST, circuits</li> <li>2. Develop both genders and willing players as back rankers or specialist front rankers</li> </ol>	<p>Advertising</p> <p>Advertising through club channels</p>	<p>March/April or June depending on available long weekend Through-out</p> <p>(DECEMBER) (JAN- FEB) (JAN)</p> <p>Through-out Through-out</p> <p>Induction ±7 weeks</p> <p>Through-out Through-out</p>
Coaching	<ol style="list-style-type: none"> <li>1. New Comers</li> <li>2. Established Players</li> </ol>	<ol style="list-style-type: none"> <li>1. Target high end market for participants e.g. SOE's, Black Business Forum, Dominant Black newspaper editors etc.</li> <li>2. Establish "sub-club" with CBCOB as facilitator</li> </ol>	<p>Introduce new comers to club with "welcoming pack"</p> <p>Monthly news letter</p>	<p>Through-out Through-out</p>
Transformation	New Comers	<ol style="list-style-type: none"> <li>1. Prizes</li> <li>2. Clothing e.g. Hats, T-shirts</li> </ol>	<p>Direct Marketing, Advertising</p>	<p>Through-out</p>
Sponsorships	Seek sponsorships for future events		<p>Direct Marketing &amp; Lotto</p>	<p>Through-out</p>