

# ALPHINGTON BOWLS CLUB

## STRATEGIC PLAN

### 2018 - 2022

#### OUR VISION

Alphington Bowls Club – the premier sporting and community club in Alphington.

#### OUR PURPOSE

To provide excellent and accessible sporting and social experiences for the benefit of the local Alphington residents and surrounding communities.

***This document links directly to the themes contained in the following:***

- *Bowls Aust Strategic Plan 2018 - 2022 : 'Bowls Unleashed'*
- *Bowls Victoria Strategic Plan 2018 - 2022*
- *ABC Strategic Plan 2015 - 2018*
- *ABC Constitution & Statement of Purpose - 2017*
- *City of Yarra Council Plan & Strategic Objectives 2017 - 2021*

## OUR VALUES

### **Adaptable**

We are forward thinking, strategic in our decision making and open to new ideas in response to the ever-changing environment and needs of those interested in playing bowls.

### **Inviting**

We welcome everyone and treat them with respect, projecting a positive image of the sport into the community that entices public interest and partnerships.

### **Unified**

We value our relationships and work collaboratively as a team toward a common purpose to achieve the best outcomes for our sport and the community.

### **Supportive**

We embrace the passion within our sport and share ideas, knowledge, experience and workloads for the benefit of our Club, participants, volunteers and visitors.

### **Efficient**

We manage the resources available to us carefully by streamlining our activities and structures to maximise our governance and service quality to those playing bowls and using our facilities.

## OUR GOALS

- 1. Promote Participation** - Create and implement initiatives that grow participation in bowls inclusive of all.
- 2. Support Clubs** - Develop a strong and viable Club through employing best practice governance and supporting an engaged volunteer network.
- 3. Strengthen Connections** - Enhance our community profile through effective communication, positive media presence and commercial growth.
- 4. Community Building** - Guide ABC's future growth and capacity driven by the Yarrabend development.

## **OUR PRIORITIES (linked to OUR GOALS)**

### **1. Promote Participation**

- Build on our efforts to increase participation across the local community such as Friday nights, social & community events, AAA and school programs.
- Develop new programs and pathways that attract new players to the club and the sport.
- Trial and execute competition formats (both traditional and newly developed).
- Develop opportunities to link with the community by providing attractive participation offerings.
- Development of all players, enabling success on the green

### **2. Support Clubs**

- Leverage on our gains over the past years.
- Best practice governance leading to strong committee structures and strategic alliances.
- Grow a strong and skilled Club that is engaged, viable and sustainable into the future.
- Skilled, supported, and recognised volunteers at all levels.

### **3. Strengthen Connections**

- We have well established advances in this criteria, achieved by hard work and focus.
- Promote an all-inclusive/multi-generational, fun and exciting sport that attracts positive media and builds the profile of bowls and our community focus.
- Highly effective communication on a Whole of Sport Basis.
- Maximise available resources and diversify income streams through strong commercial partnerships and exploration of new opportunities.

### **4. Community Building**

- We are renowned as 'the hub of the local community'. The Yarrabend development will bring 5,000 new residents on our doorstep in the next 10 years.
- Welcome, embrace and represent all members of the community in our sport and community values.
- We are a local sporting community drawn from all walks of life.
- We are inclusive of all backgrounds and ability levels.

## **OUR KEYS TO SUCCESS**

### **BOWLS**

- **SUCCESS** in all competitions we enter - aim for finals & promotion for ALL pennant teams
- Regular training & practice is **ESSENTIAL** to achieve success.
- **RECRUITMENT** and **COACHING** focus - **NURTURE** and make new bowlers welcome
- **RELIABLE** and play for the team - good form and diligence will be **REWARDED**.
- **ALL SKIPS & senior players** are club **LEADERS** - on and off the greens.
- Be vocal on the greens - **SUPPORT** and **ENCOURAGE**.
- Be **RESPONSIBLE** - **DON'T** 'put down' your teammates.
- **ASSIST** on match days - every bit helps.

### **MEMBERS**

- **ENJOY** your time at the club.
- Be **PROUD** members and display the right **BEHAVIOURS**.
- Inappropriate behaviour will **NOT BE TOLERATED** - no matter what.
- Display **RESPECT** for all.
- **SUPPORT** our social and community events - especially **FRIDAY** nights.
- Be **ACTIVE** members - success depends on **YOU**.
- Promote a **VOLUNTEER** culture.

### **CLUB MANAGEMENT**

- **LEAD** by example.
- **DELEGATION** of tasks to BoM and members.
- Proactive and **CONSISTENT** club management.
- Strong **LEADERSHIP** and **ACCOUNTABILITY**.
- Clear and timely **COMMUNICATION** to members.
- A **FIRM** but **FAIR** attitude.
- A strong focus on the **COMMUNITY** and **FUTURE** - esp. **YARRABEND**.
- Be welcoming and engaging to **ALL**.
- The BoM are there to **HELP** - we need you to do the same.
- If you have any **CONCERNS** - please **SHARE** these with us.