



Bowls South Africa Development



THE DEVELOPMENT STANDING COMMITTEE OF BSA

The Development Standing Committee is appointed to assist and advise the Executive of Bowls South Africa in all development of the **sport of bowls**, working in close relation with the Coaches Standing Committee (whose responsibility it is to develop players).

The responsibility to initiate, manage and bring about change within the sport at national, district and club level, is incumbent on Bowls SA. The Development Standing Committee, therefore, is to **market**, encourage, influence, prompt and promote necessary change to enable more people to join bowls.

The DSC needs to encourage and **establish a habit in Districts** to develop the sport of bowls and to accept it as part of a process of the existence of the sport.

Further, the DSC needs to ensure that Districts have the right information at their disposal so that bowls can be one of the options that are included in the array of many other sports.

All Districts need a programme to raise the profile of the sport so that it is well known, respected and recognized by the public.

The fact must be recognized that the image of bowls is not a positive one. Too many opinions see bowls as a sport for older people rather than for all ages.

There must be a common goal, namely, to increase the retention rate of players and get more people to play the sport.

In considering the development of our sport, the DSC must look at:

- (i) the awareness of the sport among the public
- (ii) change the image of the sport
- (iii) the access and approach to the "masses" in general
- (iv) emphasizing the sporting, quality, leisure and social aspects of the game
- (v) maintaining existing membership
- (vi) making the sport more attractive
- (vii) increase the participation rates of the sport at all levels
- (viii) increase the retention rate of players within the sport at all levels

The **core objectives**, therefore, are to:

Market the Sport of Bowls in all its ramifications as a vibrant, dynamic and exciting leisure activity for all people in South Africa.

ITEM 1

WHO DEVELOPS BOWLS

Everyone plays a role in bowls development.

This includes administrators, coaches, technical officials, bowlers, development officers, in fact all bowls leaders in their various fields.