



## **BOWLS SOUTH AFRICA**

### **VISION**

Through teamwork and a culture of shared values we will become:

**“ BOWLS” THE BEST SPORT FOR ALL**

Our stakeholders will be proud of our success as a sport

Competitors will respect us

Communities will support and embrace us

### **MISSION**

Bowls South Africa is to create equal opportunities to grow, develop, organize, transform and control the Sport of Bowls to ensure racial, gender and age representation of our country's demographics, at the same time sustaining a competitive edge internationally.

### **OUR VALUES**

The total commitment of the bowls fraternity is fundamental to our success. The following values will guide our decisions and behaviour:

- Innovation: To seek new ideas and encourage continuous personal growth and improvement in everything we do in order to stay sports leaders.
- Initiative: To make things happen, through a spirit of enthusiasm energy and commitment.
- Integrity, Honesty, fairness and transparency to all.
- Mutual Trust: Complete belief in the reliability of all concerned. Our interactions and deliberations are based on trust and confidence.

## **BUSINESS PLAN**

### **1 Membership**

- 1.1 Increase membership by supporting the Membership & Marketing initiatives.
- 1.2 Investigate and develop a strategy to include non-affiliated members onto the Data Base.

### **2 Membership & Marketing**

- 2.1 Establish a strategy to attract new members from people exiting other sports.
- 2.2 Promote a programme to attract new members from the corporate sector of business.
- 2.3 Drive our Membership & Marketing initiatives to encourage mass participation.
- 2.4 Liaise with senior officials from the Provincial and National Departments of Sport and Education in order to get bowls declared a school sport.
- 2.5 To be an innovative and pro-active Sports Federation by being alert and responsive to commercial, political, technological and sporting changes.

### **3 Funding**

- 3.1 Retain current Sponsorships and work towards expanding other opportunities.
- 3.2 Maintain good relationships with the Department of Sport to canvass for the annual grant.
- 3.3 Develop relationships with the National Lottery Board.

### **4 Tournaments**

- 4.1 Constantly examine the formats of tournaments to modernize the sport and to increase its wider appeal.

### **5 Media & Marketing**

- 5.1 Maintain, develop and market communication channels with Sports Editors, TV, Radio and Social Media.
- 5.2 Ensure that all newsletters reflect the objectives associated with the Marketing and Promotion of the Sport of Bowls.

### **6 Administration**

- 6.1 Maintain high standards of leadership, support and communication with Provincial and National Standing Committees, Districts and Clubs.
- 6.2 Develop and maintain a culture of excellence.