

Central Otago Bowls (Draft)

Strategic plan 2026- 2028

Vision - More and Better (?what)

Mission - To act as the link for our 16 member clubs & Bowls NZ

Promote the game and organise competitions & tournaments at all levels

To focus on inclusiveness and improvement

Values – Its not about you and your club

Its not about me and my club

Its about us and our club

Strategic Focus

Increase in player numbers

Facilities/greens meet future needs

Recognition events are part of annual calendar

National participation increased

BCO lives within its financial parameters and runs effective programmes, training and development

2026/27 ACTIONS

- 1) Promote game & number of people playing
Novice programmes , coaching
Survey current members to ascertain numbers and target increases to youth, disability
Marketing plan developed
- 2) Explore options for maintenance of facilities/greens
Options paper on facilities greens.
- 3) Encourage partnership and collaboration

Quarterly club presidents meetings

Survey of club issues

Work towards common open 27/28

Identify issues that require increased collaboration

- 4) Promote and Recognise individuals /teams/clubs achievements :
Annual awards event
Newsletters ,social media, marketing, live streaming
Community initiatives
- 5) Run efficient effective programmes :
Match committee advise on byes, extending sessions, number of days , training and development.
- 6) Maintain profitability, increase sponsorship/partnerships:
Identify potential sponsors and partners
Monitor budget and risks monthly
- 7) Comply /deliver constitutional objectives :
Review 6 monthly to ensure all objectives addressed

KEY RISKS 2026/27

- 1) Maintaining membership : aging population therefore attracting new , younger members essential
- 2) Financial Sustainability : decreased membership = lower revenue , look for new ways to attract funding
- 3) Club collaboration : essential to have bowls thrive Central Otago wide
- 4) Loss of facilities : any loss threatens region overall so forward thinking plan needed.