

Bermuda Bowls Association

Vision and Strategic Plan

VISION

To create lasting positive social impact through widespread participation in the sport of Bowls in Bermuda, and for Bermuda to be represented in international bowls competitions.

STRATEGIC PLAN

The following strategies are proposed to achieve this vision:

1. Marketing strategy
2. Facilities and equipment strategy
3. Performance strategy
4. Financial strategy
5. Governance strategy

Marketing Strategy

We need to raise the profile of Bowls in Bermuda. This will be achieved via:

- Local Media campaign (newspapers, radio)
- Social Media campaign
- Targeted marketing campaigns e.g. seniors, schools
- Further development of the Association's website (<https://bermudabowls.org>)
- Publicity from representation at international competitions e.g. Island Games
- Publicity arising from local events e.g. National Championships
- Word of mouth

Facilities and Equipment Strategy

The initial strategy is to focus on growing participation in a full-size "lawn bowls" form of the sport in a single, central location. This is to benefit from economies of scale and keep costs to a minimum. It also supports the Performance Strategy (see below).

Participation can potentially be further increased by providing opportunities to play short mat bowls in different locations. Short mat bowls can be played in smaller venues

and can appeal to those preferring to play indoors, in a very local venue, and potentially at lower cost in the long-run relative to the outdoor sport. Short mat is a particularly accessible form of the sport and could be played in schools or senior homes.

Substantially more equipment will be required to enable growth in participation, especially if distributed in different locations across Bermuda rather than stored centrally.

Performance Strategy

Bowls is a competitive sport requiring skill, technique, strategies and tactics. Performance will improve with practice (“time on the green”). Improvement will be accelerated through coaching and competition. The performance strategy includes the following:

- Providing access to online coaching resources
- Developing coaches and delivering in-person coaching
- Organising tournaments
- Entering international competitions where eligibility criteria are met e.g. Island Games, Commonwealth Games, World Events

Entry to certain international competitions is only eligible to World Bowls Member Countries. Therefore, as soon as possible, the Bermuda Bowls Association shall apply for membership of World Bowls and shall seek formal recognition as National Sports Governing Body by the Government Department of Sport and Recreation, as well as seeking recognition by the Bermuda Olympic Association.

Financial Strategy

To date, Bowls in Bermuda has been entirely funded by personal expenditure/contributions. The financial strategy involves:

- Introducing membership fees at a low level
- Continuing to accept contributions from members
- Seeking corporate sponsorship

There is a possibility in future once appropriate recognition has been received for the Bermuda Bowls Association to seek a grant. However, applying for public money would most likely only be considered to support participation by Bermudians, development of Bermudian talent or to support high performing Bermudians to attend international events.

Governance Strategy

We will ensure that the Bermuda Bowls Association observes the high standards of governance set out in our Constitution.

We will engage with the Department of Sport and Recreation to obtain recognition as the National Sports Governing Body for Bowls in Bermuda, obtain recognition from the Bermuda Olympic Committee and affiliate to World Bowls.

We will adopt and maintain policies and procedures to ensure that our sport is providing a safe and secure environment for all our participants.