

WORLD BOWLS STRATEGIC PLAN 2023 – 2025



VISION

Bowls is a sport that is internationally recognised and inspires more people of all ages and abilities to participate.

PURPOSE

To arrest the decline in our existing membership, expand the sport into new markets and grow the number of member nations.

VALUES

Accountability. We will lead the sport of bowls and be transparent to our members and stakeholders.

Integrity. We will govern the sport with high morals, ethics and respect for all concerned.

Collaboration. We will listen to our members and stakeholders and encourage sharing of best practice.

Innovation. We will continuously develop and encourage growth and change for the advancement of the sport.

STRATEGIC PRIORITIES

Leadership and Collaboration

- Review and update Strategic Plan, Constitution, policies, staffing structure and corporate documents.
- Collaborate with IBD, IBBA, WBT (PBA) Crown Green Bowls, Short Mat Bowls and IIBC to enable a global and unified voice and for the benefit of MNAs.
- Lead the Bowls in the Olympics Advisory Group (BOAG) to work towards achieving Olympic/Paralympic recognition and inclusion in multi-sport events.
- Work with MNAs to develop a Climate Action Plan/guidelines.
- Establish a regional buddy system for the larger MNAs to assist smaller developing countries across administration, marketing/comms, coaching, umpiring and development.

Building Value

- Explore the creation of a World Bowls Premier League (WBPL) to showcase the sport on the world stage and grow commercial opportunities.
- Develop a Commercial Strategy to diversify and increase revenue streams.
- Develop a sponsorship, licensing and investment prospectus.
- Review all World Bowls Events including hosting fees paid by MNA's and establish new hosting guidelines.

Telling our story

- Develop a new brand strategy and update our marketing and communications platforms (i.e. logo, website, EDM, social media, streaming, merchandise/e-store etc.).
- Grow our consumer data via our communication platforms and expand our digital capability to grow fan engagement.
- Develop a shared resources platform (on the website) which includes successful case studies of success across MNAs.
- Utilise technology to develop an offering for MNAs for a membership and competition management platform.
- Develop an annual Communications Plan with the MNA's, partners and key stakeholders.

Grow the Sport

- Review our membership offer and benefits package for MNAs and other Bowls stakeholders.
- Target and recruit new countries as members of World Bowls.
- Undertake an annual global participation census.
- Prepare a diversity, equity and inclusion plan with a commitment to grow women's and under represented groups participation in all areas of Bowls.
- Establish an equipment exchange program between larger MNAs, the Bowls industry and smaller MNAs.

ENABLING OUR SUCCESS

Excellence in Governance and Management

New and diversified income streams

Technology transformation

Insights and innovation