



# ACTTBA Strategic Plan 2020-2023

\* Approved at the January 2020 Board Meeting

To have a sporting environment where all bowlers of all abilities can enjoy and grow in the Canberra community



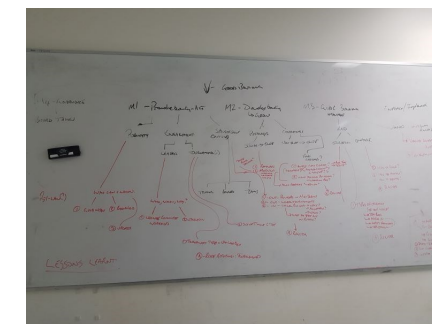
## PROMOTE BOWLING IN THE ACT REGION



## DEVELOP BOWLING IN THE ACT REGION



## GUIDE BOWLING IN THE ACT REGION



## GOVERN BOWLING IN THE ACT REGION

### Generate and manage publicity

- Use the ACTTBA website
- Use social media to guide readers to the ACTTBA website
- Use regular newsletters
- Use in-centre promotions

### Engage with bowlers

- League Committee workshops
- Education presentations
- Publicising local tournaments

### Curate sponsors

- ACTTBA can sponsor National Team members
- ACTTBA can sponsor local tournaments
- ACTTBA request sponsorship form local businesses

### Maintain pathways

- Provide opportunities for bowlers at all levels
- Foster or facilitate programs to allow bowlers to progress
- Provide state-based training in both the physical game and game knowledge

### Create opportunities for coaching

- Register valid coaches
- Regulate advertising of coaching services
- Link coaches with learning paths
- Facilitate training for coaches

### Educate bowlers on the rules

- Provide education opportunities on the general rules of the game
- Provide education opportunities for rules specific to leagues
- Provide education opportunities for rules specific to tournaments
- Provide education opportunities for sporting frameworks including member safety and ASADA requirements

### Enforce the rules

- Articulate and guide the jurisdiction for the different management levels
- Identify processes for managing and elevating issues, including appeals and grievances

### Align with One Management

- Work with TBA to align with Sports Australia's One Management framework

### Effectively delegate and share work

- Create and empower the relevant Committees to operationalise the Boards guidance and direction

### Work with other bowling associations

- Work with ATBSO, Holt and Disabilities to create a unified approach to bowling in the ACT region

### Work with venues

- Encourage social bowlers to become competitive bowlers
- Identify opportunities for increasing bowling participation

### Ensure ACTTBA frameworks and processes are clearly articulated and visible

- Regularly review the Constitution and by-laws
- Publish the Constitution and by-laws on the ACTTBA website