



# BOWLS ALBERTA

## Strategic Plans 2018 - 2022

**Our Vision:** To promote both participation and excellence in the sport of lawn bowls for all ages & abilities.

Three essential **priorities** have been identified to aid in guiding our sport over the next five years and to lay a foundation of long term growth and achievement of bowls in Alberta, as well as nationally and internationally.

Under each of these priorities we set out specific **goals** that we must strive to achieve to ensure our priorities are met. The summary below gives you an overview:

### 1. Sustainable Future for Bowls

- Securing alternate sources of revenue
- Ensuring effective leadership & direction setting
- Supporting our member clubs so they thrive
- Increasing awareness of our sport



### 2. Strong and Unified Bowls Alberta Community

- Helping clubs meet standards of excellence
- Supporting clubs in greens maintenance
- Encouraging interclub leagues and tournaments
- Increasing participation of club members in provincial events
- Developing a provincial awards program
- Distributing a provincial newsletter



### 3. Quality Sport Development & Achievements

- Support for athletes / participants through committees
- Support and recognition of volunteers
- Targeted support for para athletes



Under each of the **goals** listed above specific tasks were identified along with who is accountable to oversee the work. We've also set out target years for most tasks along with some measurables.

**Some new endeavors for 2018:** targeted membership growth; launching of a Youth Program targeting teachers/parents; setting up grant opportunities for clubs to assist in the development of youth programs and with greens maintenance and improvements; plans to develop a regular provincial newsletter; growing our online community through Facebook & Twitter; use of bowls stickers for provincial championships; increased support for youth to attend Canadian Championships.

**For the full details of the Strategic Plans you can view or download the document from the [Bowls Alberta](#) website.**