



Bowls Alberta



2024-27 Strategic Plan – Bowls Alberta

Our Mission

Why Bowls Alberta exists

To support member clubs by providing leadership, guidance, coordination, and development services which advance and enhance the sport of lawn bowls in Alberta.

Our Vision

The future we desire

Cultivate a lawn bowls culture in Alberta that brings people together and allows participants to achieve their goals in lawn bowls.

Our Values

Our guiding principles

- Integrity – conduct that is honest, respectful, and transparent
- Inclusion – foster a fun, safe and welcoming environment
- Collaboration – engage with our stakeholders by soliciting input and feedback
- Stewardship – honour the trust of our members by being financially responsible

Our Goals

Bowls Alberta Goals can be grouped into 10 Activities within 4 Program Areas as follows:

1.0 Support Program

1.1 Activity: General Office and Board Operations

- Financial Sustainability
- Organizational Stability
- Governance – embrace sound policies which respond to needs
- Governance – understanding our roles
- Provide effective communications throughout

1.2 Activity: Membership Assistance:

- Support existing members – social and competitive
- Volunteer recruitment, retention, and recognition
- Provide services to clubs
- Promote safe sport
- Financial Assistance to member clubs

2.0 Development Program

2.1 Activity: Bowling Sport Growth Initiatives

- Market the Sport of Bowls
- Encourage and Support Para Programs
- Encourage and Support Youth Programs
- Expand to other zones

2.2 Activity: Athlete Development Initiatives

- Provide Supports which enable participants to improve competitiveness
- Provide Supports which enable elite athletes to prepare for Championships

2.3 Activity: Coach and Officials Development Initiatives

- Recruit and Train Drawmasters
- Recruit and Train Umpires
- Encourage / Support clubs to establish Head Coaching Positions
- Encourage members to become NCCP trained

3.0 Competition Program

3.1 Activity: Competitions

- Provincial Competitions – Majors Events
- Regional Competitions – Majors Events
- Nationals Qualifier Events
- Novice Development Competitions
- Increase Para events where possible

3.2 Activity: Competitions Assistance & Support

- Financial Recognition of Host Clubs
- Assistance with Events Planning and Delivery
- Recognition of Officials

4.0 Athlete Assistance Program

4.1 Activity: Assistance with Registration Fees

- Provincial Representatives at National and International Events

4.2 Activity: Travel Assistance

- Provincial Representatives at National Events
- Provincial Representatives at International Events

4.3 Activity: Provision of Standardized Provincial Uniforms

- Acquisition of Provincial Team Uniforms
- Sale and Delivery of Uniforms

1.0 Support Program

1.1 Activity: General Office and Board Operations

Key Performances	Strategies	Indicators of Success	Responsibility/ Timeline
Governance training for BA board members	Provide access to online training	<ul style="list-style-type: none"> All new board members complete the training within three months of assuming a board position 	ED with the help of the president Mid 2024
Succession Plan implementation	<p>Review job descriptions of board positions</p> <p>Set up a Nominations Committee with a Terms of Reference</p>	<ul style="list-style-type: none"> Accurate job descriptions published on web site and applications Nominations Committee established Recruitment of quality candidates for board positions 	<p>ED and board supported work End of 2024</p> <p>ED and Board End of 2024</p>
Open and regular communication with member clubs and associate members	<p>Website review and update</p> <p>Adoption of an email blasting software</p> <p>President's Monthly Updates to Board and Club Presidents</p>	<ul style="list-style-type: none"> Easily navigable website as judged by members Purchase of a software such as Mailchimp Meetings scheduled as necessary Board Members and clubs kept updated links to clubs websites on our website 	<p>ED End of 2024</p> <p>ED Mid 2025</p> <p>President in collaboration with clubs Ongoing</p>
Raise social media profile	More effective and consistent use of Instagram, Twitter, Facebook etc.	<ul style="list-style-type: none"> Increased hits on the various social media sites 	ED Ongoing

Explore alternate sources of revenue for BA and share that info with clubs	Apply for grants Approach businesses and corporations for sponsorships for provincial events, leagues, tournaments	<ul style="list-style-type: none"> • Successful grant applications for BA and clubs • Businesses willing to sponsor 	ED ED and board by 2026
Policy Updating	Attend conferences, communicate with NSO and government	<ul style="list-style-type: none"> • Policies are updated to reflect the current amateur sporting landscape 	ED and Board Ongoing
Foster equity, diversity and inclusion for all decision making	Recruit a diverse board with broad representation including from different clubs, cities, interest groups (Para, social, competitive, etc.) all with a gender balance	<ul style="list-style-type: none"> • Different clubs, locations and interest groups represented with gender balance 	ED and board support End of 2025

1.2 Activity: Membership Assistance:

Key Performances	Strategies	Indicators of Success	Responsibility/ Timeline
Provide Safe Sport leadership	<p>Encourage clubs to complete "Belonging in Bowls"</p> <p>Hold regular reviews of Safe Sport policies</p> <p>Review Safe Sport policies</p> <p>Utilize Sideline Learning database to monitor uptake on training/learning.</p> <p>Help with dispute resolutions</p>	<ul style="list-style-type: none"> • 60% of clubs have completed "Belonging in Bowls" • Updating the policy as the sport landscape evolves • Sideline Learning assistance from ED • BA develop a dispute resolution procedure that supports the 	<p>Coaches and BA board 2025</p> <p>BA board 2026</p> <p>ED</p>

		clubs' safe sport officers	ED ongoing
Financial Assistance for Clubs	Offer subsidies and grants as appropriate and within budget allocations	<ul style="list-style-type: none"> Every club is in good financial standing 	ED + Board End of 2025
Insurance for Member Clubs	Discuss with insurance provider to ensure the cost and coverage is the best offer Continue to update clubs about BA insurance	<ul style="list-style-type: none"> The majority of clubs are under the association's insurance plan 	ED End of 2027

2.0 Development Program

2.1 Activity: Bowling Sport Growth Initiatives

Key Performances	Strategies	Indicators of Success	Responsibility/Timeline
<p>Circulate member clubs' calendars</p> <p>Develop new provincial level competitions</p>	<p>Share club calendars in a hard copy form to be distributed at the AGM</p> <p>Bowls Programming Committee, working with clubs to expand opportunities for competitions</p>	<ul style="list-style-type: none"> All clubs send their calendars to be shared Hard copies distributed at AGM Survey satisfaction levels of competitive and social bowlers with opportunities provided Increase by 10% number of competitive bowler due to the wider range of competitions 	<p>ED solicits calendars and puts them on website and produces hard copy by April 30 each year</p> <p>Board + VP Bowls Committee</p>
Continue to support clubs in their development of Youth programs	BA grant for Youth programs - \$500 for clubs with programs BA Youth Committee to ensure focus on Youth	<ul style="list-style-type: none"> All clubs with Youth programs apply for grant Youth Committee re-established Timeline and objectives 	BA board ongoing

Pilot a Province-wide Youth Bowls Academy program	Prov. Coach(es) provide the board with a prospectus for approval	established for Academy	Coaches and BA board by 2027
Expand into more zones	<p>Communicate with communities and provide assistance as appropriate to add clubs to BA membership.</p> <p>President to establish contact with non-member clubs to attract them to join BA</p> <p>Board review current opportunities in Edmonton Board pursue possibilities in Red Deer Board explore possibility of Calgary indoor bowlers forming a club and joining BA</p>	<ul style="list-style-type: none"> • A bowling presence is established in an additional zone • Leduc Indoor joins through Edmonton Indoor • Contact made with Red Deer • Calgary engages in conversations about more formal indoor club • The Lethbridge Club and the Inglewood Club in Calgary persuaded to rejoin BA. 	<p>ED + Board End of 2025</p> <p>Edmonton Indoor with BA board BA board Calgary contacts</p>
Extending the length of the bowling season	<p>Engage a consultant to assess indoor bowling opportunities in Calgary</p> <p>Talk to the participants and expand their communications to the Calgary Clubs</p>	<ul style="list-style-type: none"> • A venue(s) is established 	ED + Board End of 2025
Expand reach of the sport	Determine the avenues to best market the sport Determine issues restricting the	<ul style="list-style-type: none"> • A strategy is created and implemented 	ED End of 2025

	sport Approach Youth serving organizations and school boards re: summer programs in bowls	<ul style="list-style-type: none"> Potential material created and distributed 	
Continue to promote and foster para athletes and the programming	Apply for grants Offer more opportunities for athletes to improve Develop promotional program to attract more para athletes	<ul style="list-style-type: none"> A 20% increase of para athletes 	ED + Board End of 2026
Volunteer Recruitment, Retention and Recognition	Continue and expand volunteer awards (Provincial Volunteer Recognition Program) Clubs apply for a Volunteer Recognition program grant from BA	<ul style="list-style-type: none"> A volunteer pool increase of 10% each year Create grant in budget Criteria for grant established 50% of clubs apply successfully Program parameters established and approved 	ED + Board Ongoing ED and Board Early 2025
Review Alternatives to Membership	Consultation with Bowls Canada	<ul style="list-style-type: none"> a membership model that encompasses corporate use and groups such as Edmonton Sport and Social Club 	End of 2026

2.2 Activity: Athlete Development Initiatives

Key Performances	Strategies	Indicators of Success	Responsibility/ Timeline
Continue to appoint a Head Coach (or Coaches each year)	Appointed for two year terms	<ul style="list-style-type: none"> Athletes benefit from coaching as indicated in results of competitions 	BA Board ongoing

Training camps for competitive players	Athlete Development camps organized and scheduled by provincial coach	<ul style="list-style-type: none"> A minimum of 12 men and 8 women applying and being accepted to the Development Squad each year 	Board + Head Coaches Ongoing
Encourage member clubs to host training clinics	Head/club coach creates a list of skills required for competitions	<ul style="list-style-type: none"> Clubs buy into the training clinics 	Supported by Head Coaches Hosted by Club Coaches Ongoing
Head coaches continue to host the annual Premier League	Evaluating the success of the league	<ul style="list-style-type: none"> Increase of one new participating club each year 	Head coaches 2026

2.3 Activity: Coach and Officials Development Initiatives

Key Performances	Strategies	Indicators of Success	Responsibility/ Timeline
Offer coaching workshops	Provincial coach(es) schedules workshops at all clubs	<ul style="list-style-type: none"> All clubs host a workshop with minimum attendance of 5% to 10% of club membership 	NCCP Learning Facilitators End of 2025
Increase the number of Club coaches	Hold two coaching courses per year Offer assistance and opportunities for members to gain certification	<ul style="list-style-type: none"> 10% increase of coaches per year Each club has a head coach 	NCCP Learning Facilitators Ongoing End of 2026
Increase number of Certified Competitive coaches	Offer assistance for certification	<ul style="list-style-type: none"> Increase of one certified competitive coach per year Process is clear on the BCB website 	BCB + ED Ongoing
Offer officiating courses	Discuss with board and membership how best to implement	<ul style="list-style-type: none"> Two courses per year are held 	Head Umpire Early 2025
Increase the			

number of umpires	Support Youth to take the umpire courses Offer assistance to enable members to gain certification	<ul style="list-style-type: none"> Each club has at least two umpires 	Head Umpire End of 2026
Increase the number of National level officials	Offer assistance to enable officials to improve their certifications	<ul style="list-style-type: none"> Have 2 to 3 officials capable of officiating at National events 	Head Umpire End of 2027
Increase the number of drawmasters	Offer assistance to enable members to become drawmasters	<ul style="list-style-type: none"> Gain one new drawmaster per year Every club has at least two drawmasters 	Board Ongoing

3.0 Competition Program

3.1 Activity: Competitions

Key Performances	Strategies	Indicators of Success	Responsibility/ Timeline
Creating Western Canadian competitions	Discuss with the Western PSOs the possibility creating regional competitions Discuss with Western PSOs the creation of a Regional Competitions Committee	<ul style="list-style-type: none"> Annual regional competitions are created Opportunities are created for athlete development Western Triples Championships are created for elite bowlers and for seniors 	ED + Board End of 2027
Hosting Qualifiers for Canadian Championships	Create new competitions to accommodate the new National format	<ul style="list-style-type: none"> A new format is created that provides fair competition. 	ED + Board Early 2025 VP and Bowls Program Committee

Encourage and support novice championships	Discuss with members, clubs and other PSOs the best way to grow events	<ul style="list-style-type: none"> A 10% increase of entrants for each event each year 	ED Program Committee Ongoing
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3.2 Activity: Competitions Assistance & Support

Key Performances	Strategies	Indicators of Success	Responsibility/ Timeline
Continue supporting clubs which host Provincial, Regional, and city-wide competitions	Provide grants to clubs hosting provincial competitions to cover costs of greens (rentals) and to compensate officials (umpires etc.)	<ul style="list-style-type: none"> Budget funds for events More clubs offer to host competitions 	Board VP and Bowls Program Committee
Operate tournament registration system, collect entrant fees	Provide funding and organizational support for clubs hosting "Try-its" and other inclusive events/programs		BA board ED

4.0 Athlete Assistance Program

4.1 Activity: Assistance with Registration Fees

Key Performances	Strategies	Indicators of Success	Responsibility/ Timeline
Elite athletes assisted in competing Nationally and Internationally	Board to assess including a budget allocation to assist with the cost of registration fees	Elite Athletes compete at National and International competitions	ED and Board Ongoing

4.2 Travel Assistance

Key Performances	Strategies	Indicators of Success	Responsibility/ Timeline
Qualifying athletes supported to represent Alberta Nationally/internationally	Annually establish a budget for travel assistance- Annual review of Travel Assistance Program financial parameters	<ul style="list-style-type: none"> Every athlete who wins Provincials represents Team Alberta Nationally 	ED and Board Ongoing

	Assist with travel planning		
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4.3 Provision of Standardized Provincial Uniforms

Key Performances	Strategies	Indicators of Success	Responsibility/ Timeline
Supply of Team Alberta attire	Ensure enough quality attire is accessible to all athletes representing Team Alberta on the National stage Take stock of inventory and order new supply when needed Provide team attire to provincial team members at cost.	<ul style="list-style-type: none"> Every athlete has the proper attire at National events 	ED Ongoing