



VERMONT SOUTH BOWLS CLUB ACTION PLAN 2021 – 2025

This action plan has been created in March 2021. Updated May 2021.

This action plan identifies the ways we can continue to keep the bowls section:

- Viable;
- High profile and successful and
- Be a great place to belong.

Focus area: COMMUNICATION

GOAL: Efficient and Effective Communication that is transparent, open and honest

Objective	Strategies	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result/Progress
Underpins everything we do; builds relationships and keeps people involved	Identify actions that will achieve our goal	1. Copies of e-news will be placed in an identified position in clubrooms as well as on noticeboard		Bowls Committee Keith/Mike	Immediately	Members acknowledging news items	To commence immediately, will be replaced each week and old one will be placed in the greenhouse
		2. Bowls Committee minutes will be circulated to all stakeholders and published in Enews and on noticeboard		Bowls Committee Graeme/Di	Immediately	Members satisfaction with communication within the club	To commence immediately and ongoing
		3. Explore digital app e.g. SLACK as a communication tool within the club		Lachie White/Bowls Committee	Next Committee Meeting	Improved Communication	Committee to continue to trial app
		4. Handbook to be an agenda item for next VSC meeting – needs to be on line and/or hard copy (hard copy would not need current detail).	Ray Evans to assist if required	VSBC	Before the start of the new season	Member satisfaction	Laurice Webb has volunteered to prepare the handbook... progressing
		5. Review and revitalise the Club's Website – it must include a yearly calendar of events; member contact details that can be updated by the member themselves and Committee/Sub-committee structures. Hardcopy calendar of events to be revitalised –revamp use of yearly planner	Lachie White and Daniel Shell	VSC - Lachie	Ongoing monthly updates/6 months	Easy to navigate Website with lots of information for members Members know what is happening and when	Lachie advised that he and Daniel were currently rebuilding the website but there is a chance it might be outsourced Hardcopy in office

Focus area: COMMUNICATION Continued from p2

Objective	Strategies	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result/Progress
Underpins everything we do; builds relationships and keeps people involved	Identify actions that will achieve our goal	6. Noticeboards – reviewed, restructured if necessary and brought up to date.		Bowls Committee Graeme/Keith	Review and update ongoing	More members accessing information on noticeboards	In progress
		7. Identify what forms can be accessed online via website	Lachie White and Daniel Shell	Bowls Committee Secretary/Lachie White	Ongoing/monthly updates	Members using website to access documents and information need	Keith will develop a schedule of forms
		8. Clarify the current channels of communication and what we are using each one for		Bowls Committee	Next meeting	All stakeholders know where and how to access information	Informed by survey results when finalised
		9. Upcoming events will be announced and attendance promoted at members gatherings in the clubrooms; as well as achievements		Bowls Committee	Ongoing	More informed members; having an up-to-date knowledge and increased attendance	To be included on running sheets for social and pennant days

Focus area: SOCIAL FABRIC ; CULTURE and WELLBEING

GOAL: Inclusive and supportive approach to all members

Objective	Strategies	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result/Progress
WE CARE	Maintain a proactive approach to the culture of our club and the wellbeing of our members	1. Profile our wellbeing responsibility and contact via e-news; website etc		Bowls Committee Wellbeing Officer Mike Petty	Prior to the start of the new season	Well known amongst members	Mike to develop "Val's corner"
	Guarantee a positive experience when people become a member	2. Create a social calendar of events (tapping into opportunities in the bowls calendar also)		Bowls Committee/Social Committee	Ongoing	Greater number of events and increased member participation	Hardcopy calendar to be used and commitments dates to be added -kept in office
		3. Social Committee Rep to attend Bowls Committee Meetings		Bowls Committee/Social Committee	Ongoing	Stronger liaison and communication	Di met with SC and they will report by exception – sending their minutes to Graeme to go out with the agenda
		4. Review and revitalise community connections and support		Bowls Committee	Next meeting		
		5. Revisit our mentor program – regular follow up and reaching out	Job Description developed by Gail Pearson	Bowls Committee/Club Coaches	Ongoing	Retain new members Long term increased involvement	Di met with Gail Pearson and this is ongoing when Gail is advised of new members

Focus area: GOVERNANCE STRUCTURE							
GOAL: Understand the boundaries of responsibility between the VSC Committee of Management and the VS Bowls Section							
Objective	Strategies	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result /Progress
Better working relationship creating harmony, unity and co-ordination	Obtain information to provide clarity of roles and responsibilities for each governance body	1. Establish role and responsibility (purpose) statements for Bowls Committee/VSC Committee	VCS to provide for their committee	Bowls Chairperson	May 2021	Clarity in boundaries of responsibilities for each committee	To be arranged by Di
		2. Establish if there are areas of duplication		Bowls Committee Di	July 2021		
		3. A facilitated meeting with both committees	VSC involvement	Bowls Committee Di	September 2021		
		4. Publicise to members and other communication channels	VSC involvement	Bowls Committee Di	September 2021		
		5. Sub-Committees review to follow on from top level governance review and consideration of bowls sub-committees leaders being members of the bowls committee		Bowls Committee Di	Commencing after April AGM – completed prior to new season		Di has had numerous meetings and this is feeding into changes she is working through with the Bowls Committee

Focus area: SPONSORSHIP; GRANTS: FINANCES

GOAL: Maximise \$\$\$\$ coming into VSC

Objective	Strategies	Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result /Progress
Allows us to function and create better facilities. Ensures viability	Understand the relationship between the Bowls Committee and VSC and the role the bowls committee has in contributing to the \$\$\$\$ coming into the VSC	1. VSC (currently Ken George) provides a report or attends Bowls Committee meeting	VSC sponsorship responsibility	Ken George/Bowls Committee	Every bowls committee meeting	Greater working relationship to maximise sponsorship opportunities	Bowls Committee especially the Tournament Sub-committee to liaise with Ken George about any Sponsorship matters
		2. Bowls Committee to co-ordinate the continuation of money-making initiatives such as gala day; mega raffles; pennant raffles; pro-shot Tournament; Bunnings BBQ	Continual liaison with the VSC sponsorship nominated person	Bowls Committee/Ken George	Commence at next bowls committee meeting	Increased incomings; financial viability maintained or improved enabling club development	Wyn McNamara to be approached to reintroduce the Mega Raffle Breaks to be taken in Pennant games – impact for revenue Tournament committee developing a program to present to the next Bowls committee meeting Survey outcomes also to be considered
		3. Development of a budget plan	Treasurer support	Bowls committee	June 2021	Understanding budget allocations and priorities	Meeting between Ray, Di and Martin to be arranged
		4. Develop fund raising targets according to calendar of events or as each event is being planned	Treasurer support	Bowls Committee	According to calendar of events or as each event is being planned – discuss with organiser	Better budget planning	When budget is released

Focus area: SPONSORSHIP; GRANTS: FINANCES (Continued from page 6)

		5. Consideration of increase in green fees for pennant and social/tournament events/or increase membership fees instead	Treasurer support Survey other clubs to ascertain what they are doing	Bowls Committee	Next Meeting	Increased revenue	Question in survey – waiting its finalisation
		6. Continued support of Corporate Events	Promotion of planned events Volunteers	Bowls Committee/ Corporate Leader Lachie White Pam Barnhill Mike Petty John Ispanovic	As scheduled	Financial increase	Flyer to be developed and dropped off at businesses advising opportunities for clubhouse hire Liaison with local businesses to ascertain in business open day/ competition John to advise others when advised off inquiries or request for events to be held here

Focus area: TOURNAMENTS/SOCIAL BOWLS

GOAL: Maximising participation, skill level and building relationships

Objective	Strategies	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result /Progress
Viability of the Club High Profile Increased membership	Survey	1. Develop a survey exploring members views about participation and identifying any barriers		Bowls Committee/ Keith; Pam; Di	4 weeks	High % of responses	Survey end date for responses is 7/5 Summary of responses to be presented at next meeting
	Tournament committee; Social committee, Secretary, Wellbeing; ERBR to include any updates to the running sheets of social convenors/pennant chairs	2. Review of club championships and social bowls (Summer and Winter) after survey complete (Consider seedings or competitions within each division and then against each other)	Tournament Committee	Bowls Committee Chris Holland Mike Petty Tournament sub-committee	June 2021	Higher rates of participation	Social Program responsibility to be reallocated to committee members Tournament sub-committee to present a program of Club championships and Club Tournaments to next meeting
	Social Program		Social Bowls Convenors	Bowls Committee Chris Holland Mike Petty			Social Program brochure detailing VS social service offer to be developed and distributed to other clubs and community Running sheet to be developed so that convenors can announce news, upcoming events, wellbeing etc Survey results to be reviewed

Focus area: PENNANT							
GOAL: Maximise participation of members in the competitive arm of the Bowls Club/ To be successful and competitive							
Objective	Strategies	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result/Progress
Maximise the potential skills within the club involved in competition	Identify actions that will achieve our goal	1. Encourage the continuation of employing a coach	Funding for position	Bowls Committee	Ongoing	Recognition of the need to employ a coach	Waiting survey views from members
Maximise attracting bowlers to our club		2. Explore pathway of potential new bowlers moving from Jack Attack and Barefoot Bowls to Tuesday night pennant	Membership co-ordinator	Bowls Committee	May 2021 and ongoing	Increase in membership and pennant participation	Look at option of Pennant Selectors referring players to Tuesday night pennant for development purposes in specific positions
		3. Encourage participation in outside tournament events i.e., Region events; general tournaments, club championships		Bowls Committee/Selectors/Coaching group	Ongoing	Increased participation and success	Ongoing
		4. Explore the option of pre-paying pennant fees in the survey being developed	Treasurer support	Bowls Committee nominated people responsible	Next meeting	Increased participation and success	Survey results next meeting
		5. Establish lunch and afternoon tea rosters to support pennant participation		Bowls Committee with 2 volunteers to manage	Prior to new season starting	Increased participation and success	Catering team currently organising rosters

		6. Coaches forum to develop strategy to assist Selectors and contribute to Pennant Success	Head Coach/coaches	Bowls Committee Di	Prior to season starting	Pennant success	Di has written to all coaches and advised if they will be involved, date will then be set
		7. Coaches/Selectors/Committee and nominated reps to be involved in a forum "What does Pennant success look like for VSBC?" "What do we have/need to do to make it happen?"	Coaches Selectors	Bowls Committee Di	Prior to season starting	Pennant success	Di to organise after coach's forum has been run
		8. Measuring refresher course to be run for 3rds and measurers; Increase in umpire pool	Umpire Co-ordinator	Bowls Committee	Prior to season starting	Pennant outcomes	Di has met with Jim Baler who has agreed to arrange the session Pennant Running sheets to include: Umpires for the day are: Measurers for the day are: Exploring the possibility of a Laser measurer being purchased for the club Mike Petty, Jim Jones and Ken Jones to be registered for an umpire's course

Focus area: COACHING AND SKILLS DEVELOPMENT

GOAL: Maximise the potential ability of every bowler

Objective	Strategies	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result/Progress
Club Profile Survival Attractive for new members joining Member's satisfaction	Identify actions that will support an overall strategy of coaching and skills development of our members	1. Reinforce the continuation and need for a paid coaching position	Position funding Selectors/Club Coaches	Bowls Chairperson	Next meeting	The role continues	Waiting survey views from members Further development of coaches to be explored Performance review to be conducted
		2. Liaise with Head Coach to progress a skills development program (which includes assistance to improve a bowler identified problem area/s and position specific development i.e., lead, second, third and skip	Selectors/Club Coaches	Bowls Chairperson	Prior to commencement of the season		See pennant actions listed Coaching forum being progressed Coaching/Selectors forum to be progressed
		3. Include as part of the survey a question seeking details why members do not come to Mon/Thurs training – identify any actions from responses Discuss with Head Coach		Bowls committee/Bowls Chairperson	Next meeting	Increased participation	Results by next meeting and relevant areas distributed to stakeholders responsible
		4. Identify development group of bowlers/succession planning moving to higher divisions and create a program to improve bowling ability	Selectors	Bowls committee with Head Coach	Prior to commencement of season	Better bowlers – more success	Will be part of coach's forum

Focus area: VOLUNTEERS (Office Bearers; Committee/Sub-Committees; Catering; Housekeeping/Other)							
GOAL: Maximising involvement of members in the running of the club							
Objective	Strategies	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result (how did you go?)
Viable Club Productive relationships Ageing population	Identify actions to maximise involvement Succession Planning	1. Utilise the survey being conducted to identify barriers to volunteering and drive responses into actions to increase participation and to contribute to succession planning. Include a volunteer recruitment drive in the survey		Bowls Committee	Survey timeline	More member involvement	Survey results by next meeting
		2. Review job profiles; create new ones where required and publish.		Bowls Committee Keith	Commence next bowls committee meeting and completed by end of year	Members understand the role and responsibilities of volunteer positions	Keith will commence updating Job Descriptions for all positions
		3. Create a succession planning document to guide our succession planning, including min/max terms of office. Re-introduce a Vice-Chair position	Induction package to be developed for committees/sub-committees Role statement to be developed	Bowls Committee Graeme/Di John Ispanovic was elected Vice Chair by the committee –	June 2021	Succession planning is up and running	Induction package to be formalised from our first committee meeting – include Job Descriptions In Di's meetings she has asked who will be the replacement for their position if they left the club tomorrow – a person has been identified or a role statement/JD has been developed that the next person can follow to do the job

Focus area: MEMBERSHIP; CLUB DEVELOPMENT: MARKETING/SPORTS CO-ORDINATOR

GOAL: Recognised profile in the community with large membership

Objective	Strategies	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result /Progress
<p>Increases membership and participation in bowls activities</p> <p>Increased financials to enhance our facilities</p>	<p>Continuously identifying opportunities to raise membership numbers especially in younger age groups</p>	<p>1. Introduce a bowls membership co-ordinator who liaises with all stakeholders to drive an increase in membership.</p> <p>Consider suggestions and ideas from members such as pop-up stalls at shopping centres; secondary school sports days etc</p> <p>Consider developing a paper with suggestions and avenues of advertising</p>	<p>Stakeholders include: Jack Attack Try Bowls Barefoot Bowls</p>	<p>Bowls Committee – Membership Co-ordinator</p>	<p>Bowls Committee AGM and ongoing</p>	<p>Increased profile and membership as a successful club</p>	<p>Di and Keith to follow people signed up on recent membership offers</p> <p>Plan to be developed by: Pam Barnhill Di John Ispanovic Lachie White..... For next meeting</p>
		<p>2. Explore opportunities for pathway to increase membership e.g., Friends of VS; getting email address at Try bowls to we are keeping contact via sending e-news – maintaining the contact link through additional bowling opportunities (invitation to a special night, afternoon)</p>		<p>Bowls Committee – Membership Co-ordinator</p>	<p>Bowls Committee AGM and ongoing</p>	<p>Increase in membership</p>	<p>Keith to be membership coordinator</p>
		<p>3. Open day for secondary colleges in the area or a general open day for the community with BBQ etc</p>		<p>Bowls Committee</p>	<p>Next committee meeting</p>		<p>Mike Petty and Lachie White to explore by next committee meeting</p>
		<p>4. Liaise with Sports Co-ordinator – better communication to know what’s being worked on; identifying opportunities</p>		<p>Bowls Committee Sports Co-ordinator</p>	<p>Next meeting</p>	<p>Increased membership</p>	<p>Sports Co-ordinator to be invited to next meeting</p>

Focus area: GREENS; FACILITIES; AMENITIES; GARDENS							
GOAL: Maintain first class quality greens; facilities; amenities and gardens							
Objective	Strategies	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result/Progress
Best Facilities Maximise membership Participation and Attraction	Identify actions to achieve goals	1. Recommend the creation of a professional maintenance plan at VSC level that supports our budget planning	Liaison with VSC/funding	Bowls Committee Chairperson	Next meeting	VSC has an official professional maintenance plan	Di to progress
		2. Succession planning – utilise outcomes from succession planning document and survey responses to drive actions and consider also possible outsourcing proposals. i.e. outsourcing more gardening/cleaning duties	Funding Treasurer support	Bowls Committee	Next meeting and ongoing		Committee actions have been informed by discussions that Di has had around the club
		3. Explore the development of a proposal to have a dome over the green; consideration also for new scoreboards and shade cover for players and belongings	Funding	Bowls Committee/Sports Co-ordinator/Grants person	2021 – 2024	Dome cover that will enable bowls to be played night and day; more tournament opportunities etc	Suggestions for improving our facilities is a question in our survey – outcomes to be forwarded to VSC
		4. Explore the possibility to create a connection between the top and bottom green	VSC liaison	Bowls Committee Lachie/Daniel	Prior to start of new season	Easier access from green to green	Lachie to speak with Ken George Lachie advises quotes are being obtained
		5. Explore roadside signage so people know we are here and what we offer	VSC liaison	Bowls Committee/Lachie	April AGM	Roadside badging is in place	Lachie advises that DD is progressing with Council

APPENDIX A

Sports Co-Ordinator Responsibilities (provided by Max Goldsmith)

- Tournament Organisation
- New tournament ideas
- New barefoot bowls group ideas
- Marketing advice
- Development of marketing materials
- All sports communication
- Club Development ideas
- Website updating (Lachie White and Daniel Shell)
- Schools Programs
- Council Grants/Government Grants (Gwen Baker)
- Sponsorship Opportunities (Ken George)

And Uniforms

APPENDIX B

VSC Mission statement and values

- VISION -

The Vermont South Club seeks to occupy a position as the most recognisable and respected sporting club in the district.

- MISSION -

The Vermont South Club serves the community through the provision of healthy and competitive sporting activities and provides, for its members, excellent sporting facilities within a warm and friendly atmosphere.

We adhere to a fundamental belief that a healthy lifestyle and positive community spirit is enhanced by the provision of social and competitive sport for people of all ages and abilities at an affordable price.

- VALUES -

We will turn our vision into reality by:

Focusing on participation
rather than "winning at all costs"

Fostering a sense of fair play
and sportsmanship

Acknowledging people who succeed
and those who contribute to the Club

Being financially prudent and
delivering value for money to members

Planning for the future and being open
to the challenge of new ideas

Working constructively |
with our sporting partners

Embracing equality of opportunity

Conducting our activities with integrity

Seeking continuous improvement

Building links to our community.

GLOSSARY:

GOAL: *THE WHAT - overarching aim of the focus area – broad statement for achieving the “Focus area’s” purpose*

Objectives: *THE WHY – details about why we need to achieve our goals*

Strategies: *THE HOW – realistic and achievable strategies to support achieving our goals*

Activities: *Detailed actions that need to happen for each of the identified strategies. These include the day to day, monthly and annual tasks that will take place in the short, medium and longer term to achieve the “Focus Area”*

Resources and Support: *can include financial, volunteers, equipment etc*