



VERMONT SOUTH BOWLS CLUB ACTION PLAN 2022 – Last Update 10 Apr 22

This action plan was created in March 2022 and will be reviewed and updated regularly

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	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	<p>1. Copies of e-news will be placed in an identified position in clubrooms as well as on noticeboard</p> <p>Bowls Committee minutes will be circulated to all stakeholders and published in Enews and on noticeboard</p>		Bowls Committee Keith/Mike	Immediately	Members acknowledging news items and be kept informed	In place and ongoing
	<p>2. Social Media - explore opportunities to reach out to communities and attracting new members</p> <p>Register our social bowls program on "Get a game of bowls"</p>	Pam Janssen	Bowls Committee	Immediately	Members satisfaction with communication within the club	In place and ongoing
	<p>3. Handbook or yearly planner to be developed for bowls members.</p>	Ray Evans to assist	VSBC	Before the start of the new season	Member satisfaction	
	<p>4. Running sheets for Pennant and Social convenors</p>		VSBC	Ongoing	More informed members	In place and ongoing

ocus area: SOCIAL FABRIC ; CULTURE and WELLBEING

GOAL: Inclusive and supportive approach to all members

Objective	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result/Progress
WE CARE	1. Review our mentor program – regular follow up and reaching out	Ian Heatley to assist	Bowls Committee	Prior to new season	Retain new members long term Increased involvement and satisfaction	
Maintain a proactive approach to the culture of our club and the wellbeing of our members	2. Keeping connected to our retired members		Bowls Committee – Keith, Pam & Chris	Ongoing strategy within 3 months	Our retired members feel connected and part of the club	
	3. Maintain regular social functions		Social sub-committee	Ongoing	Culture of social enjoyment and a sense of belonging	
	4. Bowls committee meeting with new members	Coaches/Selectors	VSBC	Minimum of twice yearly		First forum held Feb 22

Focus area: SPONSORSHIP; GRANTS: FINANCES

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

Objective	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	1. Liaise with VSC to understand the availability of sponsorship for social bowls days and Tournaments; to explore how the bowls section can maximise revenue		Di/Ken - Sponsorship Sub-committee be invited to Bowls Committee meeting	3 months	Bowls section is maximising sponsorship revenue to run events that can maximise revenue overall to the VSC	
Maximise revenue opportunities through use of sponsorship	2. Corporate Brochure for distribution to businesses and community		VSBC -	3 months	Maximise revenue and opportunities for corporate events and additional sponsorship identified	
	3. Year-round recruitment strategy Meeting with Jack Attack, Try Bowls and Barefoot bowls convenors Social Bowls program review – introduce more barefoot bowls and Jack Attack opportunities	Social bowls program brochure Sporting club partnerships	VSBC and nominated members	Immediate	Additional revenue via increased membership Other clubs joining our social bowls program	Tuesday social – Barefoot bowls; Sun arvo – Jack Attack with sausage sizzle; Vermont Cricket club partnership

	4. Street signage and banners	VSC/Council	VSC/VSBC	Immediate	Community is more aware of our presence	
	5. Hensalite partnership and sponsorship	Hensalite	VSBC	3 months	Reduced costs for our members and clubs	In progress

Focus area: TOURNAMENTS/SOCIAL BOWLS

GOAL: Maximising participation, skill level and building relationships

Objective	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result/Progress
Viability of the Club High Profile Increased membership	1. Yearly planner of Tournaments, Pennant, Social bowls, social events etc Social Bowls Program brochure to be created for circulation to community and other clubs.	Ray Evans to assist Social bowls program brochure Flyer development for tournaments	VSBC	3 months	More involvement in events New members Other clubs entering our events	
	2. Using our social bowls program for new member development according to ability/potential One member of the committee takes responsibility for liaison with social convenors	Social Convenors/Coaches	VSBC	Immediate	Higher performing bowlers	New members involved in Mon 2/4/2
	3. Family-day for new sporting club partnership	Club partnership	VSBC	Oct approx	New memberships Opportunity to create more partnerships	
	4. Introduce Jack Attack/Sausage sizzle to Sunday afternoons	Social convenors	VSBC	2 months	Increased participation, revenue and new members	

	5. Explore opportunities for further club challenges (like Mulgrave)		VSBC	6 months	More people experiencing our club and facilities Revenue opportunity	
	6. Nominate 4 main Tournaments for the year and schedule into the yearly planner	Sponsorship Sub-committee	VSBC	3 months	More people experiencing our club and facilities Revenue opportunity Increased membership opportunity	
	7. Social convenors to provide monthly report to the BC regarding attendance, revenue, outgoings, bar and introduce variety to their format at least once per month	Social Convenors	VSBC	Immediate	Informed details for the committee to monitor progress Response to members from their feedback at the social convenors forum	
	8. Have a club social day every 3 months on a Thursday, encouraging all members to attend	All members/Social convenors	VSBC	Immediate	All member involvement Club satisfaction	
	9. Identify back-up convenors for all events in our social program	All members	VSBC	Immediate	Everyone participating in a successful club	

Focus area: PENNANT/Coaching and Skills Development

GOAL: Maximise participation of members in the competitive arm of the Bowls Club/ To be successful and competitive

Objective	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	<p>1. Winter coaching program be developed and run including practical, theory and mental aspects of the game</p> <p>Utilise an audit system to monitor progress</p>	Coaches Skills audit	VSBC	Commencing 7/5	Bowlers' performance improves Club success	
Maximise attracting bowlers to our club	2. Advertise paid coach position		VSBC	May 2022	Coach appointed	
	3. Maximise opportunities for development through social bowls program	Coaches/Convenors	VSBC	Immediate and ongoing	Greater participation in our pennant competition Improved Pennant results	
	4. Guest coaches for individual sessions, weekly sessions or for a period of time	Coaches	VSBC	Immediate and ongoing	Greater participation in our pennant competition Improved Pennant results	

	5. Players performance assessment process to be reviewed/Skips responsibility session	John Strybosch/Selectors	VSBC	Immediate	Better process, easily understood by players Skips better equipped to perform their role and responsibilities	
	6. Coaches/Selectors forums to continue	Coaches/Selectors	VSBC	Ongoing	Working together to achieve improved outcomes Improved pennant outcomes	
	7. Measurer refresher prior to each season/umpire briefings	Umpire Co-ordinator	VSBC	Sept/Oct	Players more confident in undertaking the role Others volunteering for the role	
	8. Team Managers session prior to the start of each season	Chairs of selection panels	VSBC	Sept/Oct	Players more confident in undertaking the role Others volunteering for the role	
	9. Introduce sausage sizzle/hamburgers after Pennant and social bowls	Volunteers	VSBC	As opportunities identified	More involvement in the club Part of after the game enjoyment	

Focus area: VOLUNTEERS (Office Bearers; Committee/Sub-Committees; Catering; Housekeeping/Other

GOAL: Maximising involvement of members in the running of the club

Objective	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result (how did you go?)
Viable club We are all in this together Our future is in our hands	1. Discuss at AGM and encourage more participation Ask people individually how they can help with the running of the club	All members	VSBC	AGM	More people involved in the activities of the club	
	2. Thank you and recognition forums acknowledging volunteer involvement		VSBC	Yearly	Volunteers feel valued and acknowledged	First forums held Feb/March 22