



VERMONT SOUTH BOWLS CLUB ACTION PLAN 2021 - 2022

This action plan has been created in March 2022 and will be reviewed quarterly and updated yearly.

Reviewed: July 2022

Updated: Sept 2022

Updated March 2023

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	<p>In place and ongoing</p> <p>Communication and information has been a focus of this committee over the past 2 years – there has been an emphasis and proactivity in our efforts to keep members informed.</p>
	<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	<p>Linked in to Facebook “Bowls Talk”/New Club Facebook page created</p> <p>Social bowls program flyer completed and circulated</p> <p>The bowls committee has been proactive with VSC about creating/updating our website to the point that we have meetings with some work coming about this year</p>

	3. Handbook or yearly planner to be developed for bowls members.	Ray Evans to assist	VSBC	Before the start of the new season	Member satisfaction	We introduced the handbook last year and will provide a further updated edition this year
	4. Running sheets for Pennant and Social convenors		VSBC	Ongoing	More informed members	Detailed running sheets for convenors of both social and pennant were introduced last year and have been another way to provide up to date information to members - In place and ongoing

Focus 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	Documentation and members of mentor pool reviewed by Ian Heatley. Meeting held 27/6/22. Program running
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	Pam and Chris to write open letters to retired members twice in the next year advising current happenings and look for opportunities to invite them to the club. The first letter has now been sent.
	3. Maintain regular social functions		Social sub-committee	Ongoing	Culture of social enjoyment and a sense of belonging	Our social functions have been impacted a little with the uncertainty of our renovations but some very successful events have been held over the past 2 years - Ongoing
	4. Bowls committee meeting with new members	Coaches/Selectors	VSBC	Minimum of twice yearly		First forum held Feb 22 was successful and feedback from our new members was that they were very worthwhile. Looking to build on this in the future.

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	Sponsorship has been a focus for this past year and the Bowls section has been able to utilise funds in some of their operations – will need to look at how we work with the VSC sponsorship sub-committee for the benefit of our members in the upcoming year.
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	Brochure created but deferred until we can fully publicise impact of renovation
	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	The social program was reviewed both last year and this year. We formalised the approval of the social program expenditure at VSC level. Bec's barefoot bowls nights introduced. Our cricket club partnership family day has been deferred until later this year

	4. Street signage and banners	VSC/Council	VSC/VBC	Immediate	Community is more aware of our presence	Banner was designed, created and has been placed on tennis fence A formal submission has been lodged with Council to improve our signage
	5. Hensalite partnership and sponsorship	Hensalite	VBC	3 months	Reduced costs for our members and clubs	In progress Bowls bag and 100 drink bottles donated

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
<p>Viability of the Club</p> <p>High Profile</p> <p>Increased membership</p>	<p>1. Yearly planner of Tournaments, Pennant, Social bowls, social events etc</p> <p>Social Bowls Program brochure to be created for circulation to community and other clubs.</p>	<p>Ray Evans to assist</p> <p>Social bowls program brochure</p> <p>Flyer development for tournaments</p>	<p>VSBC</p>	<p>3 months</p>	<p>More involvement in events</p> <p>New members</p> <p>Other clubs entering our events</p>	<p>Handbook reintroduced, created and distributed.</p> <p>Social bowls program brochure finalised and distributed.</p> <p>Flyers for Friday Ladies social bowls created and circulated.</p> <p>Calendar of events developed but further work needs to be done to allow access to members.</p> <p>Ladies Day tournament was run, was successful and will be run again this year.</p> <p>KCL tournament is sponsored and scheduled for 22/4.</p> <p>10-week Balmoral cup, sponsored by Balmoral, introduced from April 2023.</p>

	<p>2. Using our social bowls program for new member development according to ability/potential</p> <p>One member of the committee takes responsibility for liaison with social convenors</p>	Social Convenors/Coaches	VSBC	Immediate	Higher performing bowlers	<p>New members involved in Mon 2/4/2; Saturday 2 bowl triples and Thurs 3 bowl triples</p> <p>Chris has had the committee responsibility for social program for the past 2 years and has worked tirelessly to support our social bowls program.</p>
	<p>3. Family-day for new sporting club partnership</p>	Club partnership	VSBC	Oct approx.	<p>New memberships</p> <p>Opportunity to create more partnerships</p>	<p>Scheduled for 6/11 – postponed – will relook at it for later this year</p>
	<p>4. Introduce Jack Attack/Sausage sizzle to Sunday afternoons</p>	Social convenors	VSBC	2 months	<p>Increased participation, revenue and new members</p>	<p>Planning for after family day on 6/11 – replaced by Bec’s monthly barefoot bowls</p>
	<p>5. Explore opportunities for further club challenges (like Mulgrave)</p>		VSBC	6 months	<p>More people experiencing our club and facilities</p> <p>Revenue opportunity</p>	<p>Discuss at Oct meeting – follow up in the development of our next action plan</p>
	<p>6. Nominate 4 main Tournaments for the year and schedule into the yearly planner</p>	Sponsorship Sub-committee	VSBC	3 months	<p>More people experiencing our club and facilities</p> <p>Revenue opportunity</p> <p>Increased membership opportunity</p>	<p>4 tournament events identified</p> <ul style="list-style-type: none"> • Ladies’ day (Oct) • Family day (6/11) • KCL (March) • Schools (after Pennant) – could not get take up and so have decided not to pursue schools in the coming year

	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	Covered by social program review and approval of expenditure by VSC Review social program each season
	8. Identify back-up convenors for all events in our social program	All members	VSBC	Immediate	Everyone participating in a successful club	New convenors involved after social program review – John Strybosch; Leanne Bourke; Di Agius; Susan Morgan. Peter Morgan is helping Mal on Mondays.

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>	<p>Coaches</p> <p>Skills audit</p>	VSBC	Commencing 7/5	<p>Bowlers' performance improves</p> <p>Club success</p>	<p>John Strybosch was appointed as Head Coach. Goals and strategies were developed in his first year. A number of sessions were held with each division about the mental aspects of the game.</p> <p>John will further progress his program in the 2nd year of his appointment.</p>
Maximise attracting bowlers to our club	2. Advertise paid coach position		VSBC	May 2022	Coach appointed	As above - Head Coach appointed
	3. Maximise opportunities for development through social bowls program	Coaches/Convenors	VSBC	Immediate and ongoing	<p>Greater participation in our pennant competition</p> <p>Improved Pennant results</p>	<p>With the influx of new members over the past 2 years they have shown their enthusiasm by entering club championships, pennant competitions and club tournaments. Last year's new members are really developing their potential and should play in higher levels in the upcoming season.</p>

	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	Guest coach, Peter Middleton presented at the club and a meeting was held with Lachie Tighe. Our Head Coach is attending a “debrief of your season” event run by Lachie Tighe in April 2023.
	5. Player’s 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	Assessment system reviewed and adjusted – the second and the Skip will now submit ratings. Feedback has been very positive about the front end and the backend being involved in player ratings.
	6. Coaches/Selectors forums to continue with the Bowls Committee	Coaches/Selectors	VSBC	Ongoing	Working together to achieve improved outcomes Improved pennant outcomes	Ongoing every 2-3 months
	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	Ad hoc sessions held – needs to be formalised prior to the start of each season.
	8. Team Managers session prior to the start of each season	Chairs of selection panels	VSBC	Sept/Oct	Players confident and others volunteering for the role	To be scheduled prior to the start of each season

	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	Deferred due to the uncertainty of impact of renovation – for later consideration

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?)
<p>Viable club</p> <p>We are all in this together</p> <p>Our future is in our hands</p>	<p>1. Discuss at AGM and encourage more participation</p> <p>Ask people individually how they can help with the running of the club</p>	All members	VSBC	AGM	More people involved in the activities of the club	There has been some members volunteering to take on roles in the club but future discussion needs to take place about rostering
	<p>2. Thank you and recognition forums acknowledging volunteer involvement</p>		VSBC	Yearly	Volunteers feel valued and acknowledged	<p>First forums held Feb/March 22</p> <p>Thank you arvo tea on 3/9 for Winter season</p> <p>Thank you afternoon tea planned for 21/5</p>