



VERMONT SOUTH BOWLS CLUB ACTION PLAN 2024 - 2025

This action plan has been created in June 2024 and will be reviewed quarterly.

Created: 18/6/24

Reviewed: October 2024

Reviewed: March 2025

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

- Viable
- High profile and successful
- Moving forward together
- A great place to belong.

Focus area: COMMUNICATION

GOAL: Efficient and Effective Communication that is transparent, open and honest/keeping everyone informed

ObjectiveCo	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result/Progress
Underpins everything we do; builds relationships, keeps people involved and informed	<p>1. Social Media - explore opportunities to reach out to communities and attract new members</p> <p>Regularly publishing news, information and social events on our Facebook page. Linking in to other relevant bowls Facebook pages</p> <p>Increase the number of administrators to 3 or 4</p>	<p>Pam Janssen</p> <p>Other administrators</p>	Bowls Committee	Immediately and ongoing	<p>Members satisfaction with communication within and external to the club</p> <p>Responses and contact eventuating from Facebook posts</p>	<p>Pam Janssen has now returned to her role in social media and will be looking for members to supply her with lots of opportunities to publish events around the club.</p> <p>We are exploring how we connect to other social media sites creating opportunities to attract new members and raise our profile.</p> <p>Di and Spiro have had a meeting with the organisation "Clubmap" and are exploring through VSC, on line opportunities to raise our profile also.</p> <p>There are 3 other administrators – Warren Strybosch; Leanne Bourke and Gill George</p>

	2. Handbook or yearly planner to be developed for bowls members.	Jim Cull	VSBC	By the start of the season	Member satisfaction	Handbook continues to be published every year for the benefit of bowls members.
	3. VSC Website to have the bowls section updated and in place		VSC Mike, James, Di	Oct 2024	Member satisfaction; attract new members; a resource for members	James Byrne – Vic President of the VSC is gradually completing updates to the VSC website Recent updates in February have resulted in many more contacts from the community for barefoot bowls sessions and corporate events
	4. Corporate Brochure for bowls events to be finalised		Bowls Committee Mike	Sept 2024	Increase in corporate requests and revenue return	Brochure is finalised and being distributed for enquiries received Corporate brochure will be placed on our website.

Focus area: SOCIAL FABRIC; CULTURE and WELLBEING

GOAL: Inclusive and supportive approach to all members/we support each other /Maintain a proactive approach to the culture of our club and the wellbeing of our members

Objective	Actions/Activities	Resources & Support	Person/Position or Group responsible	Time line	Measure of success	Result/Progress
WE CARE	1. Maintain regular social functions		Social sub-committee	Ongoing	Culture of social enjoyment and a sense of belonging	Social committee is very active with a number of events planned over the course of the year Mega bowl held this year which was very successful and scheduled for Melbourne Cup Day 2025
	2. Advertising for new members Bowls committee meeting with new members Recruitments strategy to be developed around – Jack Attack, Barefoot bowls and pop-up stalls in shopping centres (FH, Knox, VS)	Coaches Selectors	Bowls Committee	Immediately Minimum of twice yearly Sept - May	Increase in new members Satisfied new members, feeling of belonging Increase in membership	1 new members night has been held this year. Mike Petty developed “come to TRY bowls” flyer for distribution and assisting in our recruitment of new members Barefoot bowls and Jack Attack are our main avenues for recruitment at present Barefoot bowls has now been moved to Friday nights from 6pm to 8pm for community members to try bowls and club members to have a social night together with meals monthly to be trialled

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
Maximum member participation	1. Develop a schedule for Club Championships including rules encouraging members to nominate		Bowls Committee Graeme D Mal Walker David Fisher	6 months	Increase in members entering the Club Championships Championships are viewed as a success	Graeme Durrant, Mal Walker and David Fisher are the Club Championship committee and organised the schedule of events for this year. Considerably more entries were received this year compared to previous years.
	2. Planning for the following Tournaments: Balmoral Cup 2024/2025 Super 4s Ladies Day Ladies' development	Sponsorship sub-committee	Bowls Committee	3 months	More people experiencing our club and facilities Revenue opportunity Increased membership opportunity Successful days	Balmoral Cup has been run for the second time this year and was a great success. 2 rounds of games were played at the Balmoral Village during the 10-week season. This event will be run again in 2025 and is becoming a fixture on our yearly calendar. Ladies 5-week development for new/newer players has been completed. Feedback was positive about the concept but would like to see it developed further with coaches present to assist players personal development. Super 4s scheduled for Sunday 27 th April Ladies Day is scheduled for Saturday 22 nd March Mega Bowl competition scheduled for 5 th November

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	1. Coaches/Selectors and Bowls Committee forum to determine goals and strategies for the upcoming season	Coaches Selectors	Bowls Committee	4/6	Bowlers' performance improves Club success	Forums was held and goals and strategies have been developed for the 24/25 pennant season. Introduction of the Coachforce strategy involving advanced coaches supporting the development of players in the club Forums have been held with Skips/Thirds and pennant teams to determine changes that will need to be considered for next season
	2. Player's performance assessment process to be reviewed/Skips and thirds responsibility session	Selectors	Bowls Committee	Prior to start of pennant	Better process, easily understood by players Skips/Thirds better equipped to perform their role and responsibilities	Performance process has been reviewed and is currently subject to feedback from players on the player availability form. Decisions will be made when goals and strategies are set for the 2025/2026 pennant season later this year
	3. Coaches/Selectors forums to continue with the Bowls Committee with a review to be held mid -season to assess progress	Coaches Selectors	Bowls Committee	Dec 2024	Working together to achieve improved outcomes	Sessions were held and will feed into decisions made for the new pennant season later this year

	4. Measurer refresher prior to each season/umpire briefings	Umpire Co-ordinator	Bowls Committee	Sept/Oct	Players more confident in undertaking the role	Accreditation session was held October 2024
	5. Team Managers session prior to the start of each season	Chairs of selection panels	Bowls Committee	Sept/Oct	Players confident and others volunteering for the role	Team Managers sessions were held
	6. Introduce pies, sausage rolls and after Pennant	Volunteers	Bowls Committee	As opportunities identified	More involvement in the club Part of after the game enjoyment	Food was introduced after pennant games and will be reviewed for next season
	7. Player's sessions for pennant – selection policy, rules of the game, coaching opportunities etc Alert players to the booklet – Advanced bowling and tactics for \$5	Selectors	Bowls Committee	Sept/Oct	Players confident with their knowledge of the selection policy, opportunities for coaching sessions and rules of the game	Sessions were held

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

GOAL: Maximising involvement of members in the running of the club/Recognising our volunteers and their hard work

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. Continually drive the need for volunteer involvement in running the club</p>	All members	Bowls Committee	Ongoing	More people involved in the activities of the club	Ongoing – Committee will consider rosters/every member having a job
	<p>2. Thank you and recognition forums acknowledging volunteer involvement will be included at each AGM</p> <p>Local legend award presented</p> <p>Presentation event to be included with AGM and volunteer thank you</p>		Bowls Committee	April 2025	Volunteers feel valued and acknowledged	AGM, Presentations, Thank you afternoon tea and Local Legend award held this year and will again be held on Sunday 4 th May 2025