



BOWLS ALBERTA

Strategic Plans 2018 - 2022

Our Vision: To promote both participation and excellence in the sport of lawn bowls for all ages & abilities.

Three essential **priorities** have been identified to aid in guiding our sport over the next five years and to lay a foundation of long term growth and achievement of bowls in Alberta, as well as nationally and internationally.

Under each of these priorities we set out specific **goals** that we must strive to achieve to ensure our priorities are met. The summary below gives you an overview:

1. Sustainable Future for Bowls

- Securing alternate sources of revenue
- Ensuring effective leadership & direction setting
- Supporting our member clubs so they thrive
- Increasing awareness of our sport



2. Strong and Unified Bowls Alberta Community



- Helping clubs meet standards of excellence
- Supporting clubs in greens maintenance
- Encouraging interclub leagues and tournaments
- Increasing participation of club members in provincial events
- Developing a provincial awards program
- Distributing a provincial newsletter

3. Quality Sport Development & Achievements

- Support for athletes / participants through committees
- Support and recognition of volunteers
- Targeted support for para athletes



Under each of the **goals** listed above specific tasks were identified along with who is accountable to oversee the work. We've also set out target years for most tasks along with some measurables.

Some new endeavors for 2018: targeted membership growth; launching of a Youth Program targeting teachers/parents; setting up grant opportunities for clubs to assist in the development of youth programs and with greens maintenance and improvements; plans to develop a regular provincial newsletter; growing our online community through Facebook & Twitter; use of bowls stickers for provincial championships; increased support for youth to attend Canadian Championships.

For the full details of the Strategic Plans you can view or download the document from the [Bowls Alberta](#) website.