



## WERRIBEE BOWLS CLUB – PARTICIPATION STRATEGY PLAN 2017-22

OBJECTIVE <i>What do we want to achieve?</i>	STRATEGIES <i>How are we going to do it?</i>	RESPONSIBILITY <i>Who will do it?</i>	TIMELINE <i>When will we do it?</i>	RESOURCES/FINANCES
<p><b>1. JUNIORS</b></p> <p><i>Continue to work towards increasing the number of Juniors participating at the Club from within the immediate community. E.g. Children’s Week</i></p>	<ul style="list-style-type: none"> <li>a. Resume working with local schools and start a schools program working with Primary, Secondary, Specialist Schools and home schooled children.</li> <li>b. Offer a School Challenge Program utilising Bowls Victoria guidelines.</li> <li>c. Long term, set up a Junior Training Program based at the Club.</li> <li>d. Link junior initiative to Barefoot Bowls opportunity for families and other Club events.</li> <li>e. Investigate home schooling community</li> <li>f. Ensure Club coaches have the appropriate training and accreditation.</li> </ul>	<p>The Co-Ordination Officer, who will liaise with our Club coaches.</p>	<p>August 2016 - ongoing</p>	<ul style="list-style-type: none"> <li>1. Ongoing use of Junior Jack Attack equipment.</li> <li>2. Utilise the small sized bowls purchased.</li> <li>3. Utilise additional equipment – cones, target mats etc.</li> <li>4. Publicise Junior membership category (free)</li> <li>5. Utilise and roster Club volunteers to assist with managing the program.</li> <li>6. Ensure all volunteers are Working with Children certified.</li> </ul>
<p><b>2. BAREFOOT BOWLS</b></p> <p><i>Continue to positively promote the number of barefoot bowls opportunities the Club offers to ensure we cater for Diversity &amp; Inclusion and the LGBTQI community.</i></p>	<ul style="list-style-type: none"> <li>a. Conduct regular barefoot bowls night Eg. Friday nights from 1700.</li> <li>b. Actively promote barefoot bowls functions and events, Come &amp; Try Days, Multicultural Cup, Play Bowls Month event and Bowling with Babies.</li> <li>c. Identify the next steps in participation opportunities i.e. Jack Attack, Corporate Challenge, Wednesday social bowls, Club competitions in addition to pennant bowls.</li> <li>d. Work with Cultural &amp; Community groups via WyndhamCity Council Community Hubs e.g. Indian, Chinese, Karen etc.</li> <li>e. Publicise and provide promotional materials with information on the Club and the different opportunities to participate.</li> <li>f. Investigate additional ways of attracting new comers to the sport and facility.</li> <li>g. Develop a core group of barefoot bowlers with other cultural groups to take part in tournaments as has been the case with the Wyndham Chinese Happy Life Association.</li> </ul>	<p>The Activity Co-Ordinator, Welcoming Officer, and Club Coaches etc.</p>	<p>August 2016 - ongoing</p>	<ul style="list-style-type: none"> <li>1. Ongoing use of the new bowls purchased from grant funding.</li> <li>2. Publicise membership categories i.e. Social &amp; Junior membership</li> <li>3. Provide promotional materials eg. Brochures/flyers with information and links to social media and Club website.</li> <li>4. Utilise and roster Club Volunteers to assist in running the programs.</li> <li>5. Sound system provided for music.</li> <li>6. Card facility including Tap &amp; Go.</li> </ul>



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<p><b>3. COMMUNITY LINKS</b></p> <p><i>Continue to work to Increase the number of connections the Club has with different community groups and stakeholders.</i></p> <p><i>I.e. Sporting Clubs, disability groups, schools, local council and multicultural groups via Community Hubs, Pop Up Parks, Daughters of The West, Children’s Picnic, All Abilities/Blind Bowlers and the LGBTQI community.</i></p>	<ol style="list-style-type: none"> <li>a. Continually review the community to identify opportunities to connect with different groups through Wyndham Council, Bowls Australia (Regional Bowls Manager) and Bowls Victoria Western Metro sports Clubs.</li> <li>b. Link with these groups by visiting Community Hubs and engage in conversation through to functions, Barefoot Bowls, Try Bowls and other program offerings.</li> <li>c. Ensure Club coaches are appropriately accredited.</li> <li>d. Conduct multi-cultural Try Bowls days.</li> </ol>	<ul style="list-style-type: none"> <li>• Engage an Activity &amp; Community Co-Ordinator.</li> <li>• List of Coaches availability.</li> </ul>	<p>Ongoing regular reviews</p>	<ol style="list-style-type: none"> <li>1. Engage Club volunteers to assist running the programs.</li> <li>2. Community Stakeholder to liaise with stakeholders.</li> <li>3. Continue to work with Wyndham Council Community Co-Ordinators.</li> </ol>
<p><b>4. CLUB EVENTS, PROGRAMS &amp; COMPETITIONS:</b></p> <p><i>Continue to build on the number of participation opportunities for the community through Club programs and competitions.</i></p>	<ol style="list-style-type: none"> <li>a. Prepare documentation outlining all of the different Club events and modified competitions on offer for current &amp; potential members.</li> <li>b. Ensure the information circulated is appropriate for all levels of bowlers.</li> <li>c. Ensure the Club has a welcoming and inclusive environment.</li> <li>d. Recognition that the Club is community based and accessible to the entire community.</li> <li>e. Investigate multipurpose use of an All-Weather green.</li> </ol>	<ul style="list-style-type: none"> <li>• Bowls Committee will Appoint a Community Co-Ordinator.</li> <li>• Bowls Committee will provide a list of accredited Coaches availability.</li> </ul>	<p>Aug 2016 - ongoing</p>	<p>Bowls Committee</p>