

# NSW TBA

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New South Wales Tenpin Bowling Association Inc

## Strategic Direction

### Strategic Plan 2013-2015

Version 2

Updated Nov 2012



## Vision Statement

Growing the sport in New South Wales for all.

## Mission Statement

Creating pathways and promoting growth in the sport of Tenpin Bowling in New South Wales in conjunction with the industry and stakeholders.

## Strategic Goals

- Increase Membership
- Increase Sport Promotion
- Build Relationships
- Financial Planning
- Improve Image
- Increase Communication
- Develop Volunteer Management
- Create Pathways
- Strengthen Governance



# New South Wales TBA Strategies

## Increase Membership

### Objective

Increase membership to 12,000 members by the end of 2015

### Action Plans

- Provide ongoing training, support and assistance to Centres and Associations with Tenpin Bowling Australia Ltd Membership
- Concentration on Regional Centres and adding value to these locations
- Be conscious of new membership opportunities

## Increase Sport Promotion

### Objective

Increase the promotion of all aspects of the sport.

### Action Plans

- Concentration on Social Media and web-based mediums to communicate to all stakeholders
- Create and promote the NSW TBA brand to members, associations, centres and stakeholders
- Develop a Schools Program
- Engage local media to promote all aspects of the sport
- Create community awareness through engagement with community events

## Build Relationships

### Objective

Build relationships with members, stakeholders, the National Sporting Organisation, bowling centres, local associations and centre associations to unite Tenpin Bowling in NSW.

### Action Plans

- Offer services and assistance to members, stakeholders, bowling centres, local associations and centre associations
- Train and develop members, stakeholders, bowling centres, local associations and centre associations to constantly add value
- Build relationships with key local media



## Financial Planning

### Objective

Effectively manage finances to ensure a balance between long-term sustainability and short-term sport development

### Action Plans

- Implement a budget that coincides with an Operational Plan
- Financially plan for the sustainability of all Sub-Committees
- Increase Revenue Streams

## Improve Profile

### Objective

To improve the profile of the sport and NSW TBA

### Action Plans

- Improve the profile of NSW TBA to become a dynamic and forward thinking organisation through the implementation of best practice methods
- Improve the image of Tenpin Bowling to be seen as a sport for all

## Increase Communication

### Objective

Make members, stakeholders, bowling centres, local associations and centre associations more aware of their sport and NSW TBA

### Action Plans

- Improve access to NSW TBA for members, stakeholders, bowling centres, local associations, centre associations to raise issues and provide feedback to NSW TBA
- Create and utilise self-managed marketing platforms and tools to better communicate messages to members, stakeholders, bowling centres, local associations and centre associations.



## **Develop Volunteer Management**

### **Objective**

Ensure the sustainability of volunteerism in NSW TBA

### **Action Plans**

- Recruit, retain and recognise all Volunteers in the organisation
- Implement a succession plan
- Define roles and responsibilities of all Volunteers

## **Create Pathways**

### **Objective**

Develop pathways to ensure a sustainable sport for all.

### **Action Plans**

- Implement and support National Pathway Structures
- Create a pathway for athletes and persons with a disability
- Create a continuous pathway from grass-roots through to elite

## **Strengthen Governance**

### **Objective**

Ensure effective governance of the sport in NSW

### **Action Plans**

- Educate and train volunteers in all aspects of governance and compliance
- Consolidate the NSW TBA organisational structure and continually monitor the structure for ongoing requirements
- Clearly define reporting lines and ensure continual whole organisational feedback
- Ensure a transparent organisation

