



Purpose To inspire Western Australians to love tenpin bowling	Pillars/ Key Priorities	1. People Recruit more People	2. Participation Grow Participation	3. High Performance Identify and Support Talent	4. Promotion/Marketing Raise the Profile	5. Facilities Lanes to Bowl and Grow	6. Governance Well Governed and Funded
	Key Outcomes	More people recruited, trained and developed to support Tenpin Bowling in WA	Increased number of people participating in Tenpin Bowling in WA	Increased number of WA representatives in National Training Squad	Implementation of a structured and effective marketing plan that promotes Tenpin Bowling in WA	A Future Facilities plan. Efficient and affordable use of existing facilities	Tenpin Bowling in WA is governed well, sufficiently funded, and prospers at all levels of the sport
Vision A lifetime sport for all Western Australians that enriches people's lives through the spirit of community Values TBAWA will embody and promote the principles of: <ul style="list-style-type: none"> Inclusivity Unity Community Accessibility Performance Fun 	Key Strategies and Actions 2020-25	1.1 Volunteers (TBAWA) 1.1a Develop a Volunteer Management Program (VMP) to recruit, recognise and retain volunteers 1.1b Identify Local Association and individual Champions ("hit list" of good volunteers) to support implementation. 1.1c Implement VMP 1.2 Coaches (Dianne Milton) 1.2a Develop and implement a structured coaching development plan with schedule of coaching courses and development opportunities ¹ 1.2b Identify, encourage and support appropriate coaches to attend 1.3 Local Associations (TBAWA) 1.3a Develop and implement a plan to create new Local Associations (including in regional WA). ² 1.3b Develop and implement a plan to support and develop new and existing Associations (including clear identification of the benefits of affiliation to TBA/TBAWA).	2.1 Participation (TBAWA) 2.1a In collaboration with TBA Local Associations/Centres, develop a written, coordinated plan for the recruitment and retention of tenpin bowlers in WA ³ 2.2 Participation (6-12 yrs old (Primary School) (TBAWA) 2.2a Encourage and support TBAWA Local Associations to implement the "Bowl Patrol" and Sporting Schools program 2.3 Participation (12 years plus – post Primary School) (TBAWA) 2.3a In collaboration with TBAWA Local Associations, implement a series of structured "Come and Try" days 2.4 Inclusion (TBAWA) 2.4a Implement "BowlAbilities" inclusion strategy to increase participation opportunities for people with disabilities 2.4b Promote participation of people from culturally and linguistically diverse backgrounds 2.4c Promote women's participation in tenpin bowling through development events and tournaments	3.1 Pathways (TBAWA) 3.1a Identify and document all Tenpin Bowling Age-Group structures and Pathways 3.1b Promote Age Group structures and Pathways through appropriate media channels 3.2 Talent Identification and Development Program (TBAWA) 3.2a Develop and implement a structured talent identification and development program for coaches and athletes 3.3 Provide appropriate Tournaments/Competitions for elite participants (TBAWA) 3.3a Prepare an annual schedule of structured tournaments/competitions for elite participants at different levels ⁴ 3.3b Conduct tournaments/competitions as per annual schedule	4.1 Marketing Strategy (TBAWA) 4.1a Develop a Marketing Plan (complete with actions and timeframes) to increase the awareness of Tenpin Bowling in WA including: <ol style="list-style-type: none"> Working collaboratively with TBA/facility owners/managers in promoting tenpin bowling as a sport. Updating and keeping current the TBAWA website Effective use of Social media Channels, blogs and newsletter 4.2 Bowling Facility Owners (TBAWA) 4.2a Enhance relationships with existing bowling facility owners/managers for advertising and promotional opportunities ⁵ 4.3 Local Community and Businesses (TBAWA) 4.3a Assist Local Associations to develop relationships with the local community and business owners to increase awareness of and promote Tenpin Bowling	5.1 Future Facilities Plan (TBAWA) 5.1 Establish a working group of appropriately experienced and qualified people to develop a Future Facilities Plan for Tenpin Bowling in WA 5.2 Use of Existing Facilities (TBAWA) 5.2a Identify what has been successful in other States 5.2b Review existing scheduling method and outcomes 5.2c Identify any improvements to scheduling, including: <ol style="list-style-type: none"> Use of software Priority of use schedule Use in low use period(s) 5.2d Work with bowling facility owners/managers to identify cost effective and efficient use of facilities 5.2d Develop and implement plan for the most cost effective and efficient use of facilities	6.1 Funding (TBAWA) 6.1a Develop a plan to ensure sufficient funding for the employment of a Development Officer to 30 June 2022 6.1b Implement a plan to identify and secure additional funding, inclusive of alternative revenue streams including: <ol style="list-style-type: none"> Increase of funding from DLGSCI Increase of sponsorship revenue 6.2 Board Composition/Diversity (Board Skills Matrix) (TBAWA) 6.2a Undertake Board skills assessment, determine appropriate composition/diversity and approach potential Board members 6.3 Governance Education (TBAWA) 6.3a Identify and distribute opportunities for Board and Committee personnel to "up-skill" in governance 6.4 Policies and Risk (TBAWA) 6.4a Review and update TBAWA policies (including risk management) and supplement with any additional policies required.
	Key Performance Indicators 2020-2025	KPIs for Pillar 1 Strategies 1. Plan created and benefits of affiliation documented by December 2020 2. VMP implemented in 20% of Local Associations by Dec 2021 3. Structured coaching development plans implemented, and courses conducted by December 2022	KPIs for Pillar 2 Strategies 1. Inaugural Women's Tournament created by July 2020 2. Four Come and Try Days conducted by 31 Dec 2021 3. Recruitment and retention plan developed and implemented by Dec 2023 4. 5% more women participate by 2025 than in 2019	KPIs for Pillar 3 Strategies 1. Age Group Structures and pathways documented and promoted by Dec 2020. 2. Talent Identification and Development Program for Coaches and Athletes developed and implemented by Dec 2021 3. Two elite tournaments/competitions conducted by Dec 2023	KPIs for Pillar 4 Strategies 1. Meetings held with a minimum of 3 bowling facility owners/managers by Dec 2020 2. Marketing Plan developed and implemented by 31 Oct 2021 3. A minimum of 6 local businesses assist in promoting tenpin bowling in 20% of Local Associations by Dec 2024	KPIs for Pillar 5 Strategies 1. Facilities Plan Working Group established and has met a minimum of twice by Dec 2024 2. Plan for cost effective and efficient use of facilities implemented by Dec 2025	KPIs for Pillar 6 Strategies 1. Funding secured for a DO through to 30 June 2022 2. Board Skills Matrix completed by Jun 2020. Two additional Board members approached by Oct 2020 3. Minimum 2 Board members up-skilled in governance 4. TBAWA policies reviewed and supplemented as necessary by 31 Dec 2020

¹ Coaching Courses require presenters from TBAWA and have minimum number requirements.

² There are only two Incorporated Local Associations at 31 January 2020

³ Centre management/staff will be key – need to develop relationships and look at potential incentives

⁴ Different level tournaments will be key here – State level and National/Ranked tournaments to attract top bowlers. Potential qualifying tournament structure to encourage more participants. Level pay down to (eg 12th) may also assist with participation numbers. Tournament director needed.

⁵ For example, use of facility in low use period – win/win - \$ to Centre and use for TBAWA/Associations