

Tenpin SA Strategic Plan

2016 – 2018

VISION

Tenpin Bowling to be a major lifetime sport for all South Australians, “the Sport for Everyone”

MISSION

“Enrich, grow and continuously improve the sport of Tenpin Bowling in South Australia and the wider community”

PILLARS OF OUR STRATEGY

1. Sustainability

1.1 Support new and existing tenpin bowlers and coaches in South Australia

Achieved By:

- Understanding our athletes and coaches and their needs
- Facilitate the TBA Registration process for athletes and coaches
- Provide training and other avenues for bowlers and coaches to improve

1.2 Keep the future of our sport front of mind

Achieved By:

- Develop, maintain and strengthen relationships with both registered and non-registered bowling centres and other bowling associations in South Australia
- Work with non-registered centres to promote the benefits of TBA registration
- Alignment of our governance and management model with TBA
- Work with the SA Office for Recreation and Sport to promote tenpin bowling as a sport of choice for South Australia
- Pursuit of alternate income streams
- Develop partnerships

1.3 Alignment to Tenpin Bowling Australia (TBA)

Achieved By:

- Promotion of TBA initiatives such as Bowl Patrol and Sporting Schools
- Exploration of a centralised management structure consistent with other State Associations
- Ensure a consistent governance model

2. Brand & Profile

2.1 Enhance the TenpinSA profile

Achieved By

- Acting responsibly
- Actively seeking and encouraging feedback and demonstrate our willingness to improve

2.2 Communicate regularly with athletes, coaches and other interested parties

Achieved By:

- Continued use of Facebook and email
- Sustained use of www.tenpinsa.com.au
- Other digital mediums

3. Volunteers

3.1 Recruit and retain volunteers in South Australia

Achieved By:

- Advertise for new volunteers
- Reward and recognise our existing volunteers
- Teaching and instruction of our volunteers
- Providing our volunteers the best environments to work in

3.2 Be prepared for the future

Achieved By:

- Identifying and filling gaps in the volunteer pool
- Developing succession plans for key volunteers

4. Facilities & Technology

4.1 Make the best use of social media

Achieved By:

- Promote Tenpin SA as an organisation including local achievements in our sport
- Advertise all events that we run

4.2 Obtain and use equipment and technology to further develop bowling in South Australia

Achieved By:

- Provide the best possible resources to our athletes and coaches, including those with a disability
- Encourage the use of iPads and other tools for coaches to develop our elite athletes
- Teach our athletes and coaches about bowling, from the basic to the advanced

4.3 Investigate the possibility of establishing a dedicated training facility for our athletes and coaches

Achieved By:

- Work and partner with similarly-sized sports to develop concept plans for a future multi-purpose facility

5. Participation & Pathways

5.1 Increase Junior participation

Achieved By:

- Advocate and actively promote targeted programs such as Bowl Patrol and Sporting Schools
- Develop and promote state-wide Junior Development squads as well as those contained within individual bowling centres
- Provide Junior Bowlers the best possible introduction to tenpin bowling
- Document and demonstrate a pathway from Junior bowling to the elite level
- Work with centres to recruit more Junior bowlers
- Promoting bowling as a sport of choice, rather than a recreational activity

5.2 Develop the pool of tenpin bowling coaches in South Australia

Achieved By:

- Provide incentives to potential coaches to complete their coaching accreditation
- Work with centres to train staff to attain Level 1 coaching accreditation

5.3 Develop our elite bowlers

Achieved By:

- Provide opportunities to allow bowlers to train on different conditions
- Educating bowlers and encourage them to take on a coaching accreditation