



# 'Working Together'



Central Coast DWBA

# The Bowls

2020-2022

# Strategic Plan

## TERRIGAL BOWLING SECTIONS



Terrigal Bowling Club





**CONTENTS**

<b>Cover Page</b>	<b>Page 1</b>
<b>Contents</b>	<b>2</b>
<b>Introduction</b>	<b>3</b>
<b>Club Profile</b>	<b>4</b>
<b>Our Mission</b>	<b>5</b>
<b>Our Goals</b>	
<b>Our Core Values</b>	
<b>What We Will Do</b>	<b>6</b>
<b>Club Membership</b>	<b>7</b>
<b>Membership Catchment Area</b>	<b>8</b>
<b>Club Comparison</b>	<b>9</b>



# CLUB TERRIGAL BOWLING CLUB

The Recreation Area at 4, Wilson Road, Terrigal, NSW.

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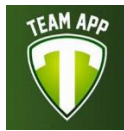
Web [www.clubterrigan.com.au](http://www.clubterrigan.com.au)

Bowls: Email [bowls@clubterrigan.com.au](mailto:bowls@clubterrigan.com.au)

Web [www.terriganwbc.blogspot.com](http://www.terriganwbc.blogspot.com) (Terrigal Women)

[www.Terrigan.bowls.com.au](http://www.Terrigan.bowls.com.au) (Terrigal Men)

Find us on



## Introduction

This strategic plan follows on from the work already undertaken in the previous Bowls Strategic Plan.

Following the changes brought about by the COVID pandemic, the review of staffing arrangements and the move toward unification of men's and women's bowls in New South Wales this 2020-2022 strategic plan is simply titled '*Working Together*'. It recognises the need to restructure with the formation of volunteer committees for the men and the need for continued collaboration across the bowling sections in readiness for an eventual unification of RNSWBA and WBANSW.

Our previously identified strengths, weaknesses, opportunities and threats have been reviewed along with the results of the member survey conducted during 2019. A statistical analysis of membership data is included but

Page | 3

which may not be as reliable as usual until we can assess the return from and impact of the COVID interruption to bowls.

Membership renewals and participation rates will be closely monitored as we return from COVID restrictions, as will the potential loss of membership as a consequence of changes to staffing arrangements.

Following the recent release of the Club Terrigal Bowls Policy, our mission statement and goals have been reviewed and to achieve those goals we have developed a series of short to medium term and medium to long term objectives. We will continue to embrace the continuous improvement process as we move forward and build upon the achievements of the previous strategic plan.

The consideration of members in the decision-making process is seen as an extremely important aspect of club life. Bowling members are encouraged to participate in all activities at the club and provide feedback for improvement. Bowling members are also invited to engage with organisers and committee members to encourage two-way communication and improve transparency.

Any club member wishing to be involved with this strategic plan or planning the future for bowls at their club should contact the Bowls Controller or a member of their Management Committee.

*Freddy Douse*

Terrigal Bowls Controller

23<sup>rd</sup> June 2020



**Club Profile** The Terrigal Bowling Club was erected in 1951 and it is now a well-established and financially sound bowling club. It is one of twenty-five bowling clubs on the Central Coast and is affiliated with BowlsNSW and with WomensBowlsNSW.

There are three well maintained greens – two grass and one synthetic, with lights installed for one grass green. There is a restaurant, bar and gaming facilities, with ample space to socialize after bowls. A recent upgrade during 2019 and 2020 provides for a light and cheerful ambience. Car parking for members is available in the adjacent car park and in the Terrigal multi-level car park.

The club is managed by an elected board of directors and the Club Constitution allows for bowling sections for male and female members. Only bowling members can be elected to the board and only bowling members may vote on resolutions at General Meetings. Terrigal Women's Bowling Club elect their Committee of Management and subordinate sub committees whilst the board of directors appoint all male bowling committees from nominated male bowling members.

The Board of Directors also appoint a Full (male or female) Bowling Member as the Bowls Controller to liaise with all bowling groups within the club. This role encourages co-operation across the various groups and acts as the conduit between the members and the Board of Directors on bowling matters.

The Bowls Controller is responsible for developing the Bowls Strategic Plan and working with all bowling groups to improve efficiency, communication and collaboration. The Bowls Controller also works with the Board of Directors to establish the annual budget and approves expenses within the budget

Principal office bearers of both the Terrigal Bowling Club and the

Terrigal Women's Bowling Club meet routinely and regularly to discuss and organize combined events, share information and plan for the availability of green space. This group works to ensure that bowling member privileges are shared equally across both bowls sections.

There are 66 female bowling members and 165 male bowling members. Like most other bowling clubs our memberships have been declining and we have a correspondingly low level of participation in both social and competitive bowls. We have an ageing bowler membership with 74 percent of female bowlers over the age of 70 years and 23 percent over the age of 80 years. Amongst the male bowlers 63 percent are aged over 70 years and 27 percent are aged over 80 years. 2 in every 3 of the combined bowling memberships is aged 70 years or older and there are 3 active male bowlers who are 90 years or older.

Terrigal is, never-the-less, a competitive bowling club, able to field multiple grades in the pennant competitions with pennant wins across several grades in both women's and men's pennant competitions – including successive men's Grade 1 pennants in 2018 and 2019. The Club also has an outstanding record from individuals entering State championships through the Zone (male) and District (female).

The Club runs a full Club Championship calendar, programs regular tournaments, and hosts Zone, District and State event days. The club offers social bowls on 6 days each week and organizes combined mixed visitation days in addition to the annual Mothers' Day and Fathers' Day events. Presentation Day is also a combined male/female event

Coaching is offered to new and developing bowlers and there is an active Junior bowler group. The club has a pool of active coaches, umpires and volunteers.

The club was presented with the Club of the Year Award for 2019 from Zone 15 Bowls Central Coast.

## Our Mission

### *Working Together –*

To promote the sport of lawn bowls in an inclusive, competitive and innovative club where members are welcomed, encouraged and provided with the opportunity and facilities to play bowls in a team environment.

## Our Goals

### *Working Together –*

To increase bowling membership at Terrigal

To increase bowls participation at Terrigal.

To improve communications across all membership areas and with our external stakeholders.

To encourage the development of aspiring bowlers and provide them with the opportunity to participate competitively.

To obtain sponsorship to fund carnivals, tournaments and other bowling activities.

To encourage a competitive and sportsperson like culture at Terrigal.

To maintain and enhance bowls at Terrigal for the enjoyment of social bowlers.

To increase junior and younger person bowling involvement at Terrigal.

To improve forward planning and encourage a culture of continuous improvement.

## Our Core Values

### *Working Together –*

**We will improve communication** with our members to increase our reach and to engage with more members to ensure transparency and encourage two-way communication.

We will **focus on our membership** to engage with our members to identify what motivates participation in bowls and club activities. Through listening and understanding the expectations of existing and potential members we will be able to **provide the game, the time and the opportunity** for more members to enjoy *their* game.

We will encourage sportsmanship and equality **in an inclusive single community club.**

We will encourage **continuous improvement.**



# WHAT WE WILL DO

## Management

- Develop Terrigal Bowls Policy
- Develop 2020-2022 Strategic Plan
- Revise Bowls Management Guides
- Develop Bowls COVID Safety Plan
- Develop Bowls Management Succession Plan
- Re Establish Combined Bowls Sections Management Meetings
- Form TBC Committees to work in parallel with TWBC Committees and establish routine meetings
- Compile budget assessment and Implement budget controls
- Complete membership audit to reconcile bowls records with club records
- Develop marketing program to seek out new sponsors and maintain contact with existing sponsors/advertisers

Establish combined Barefoot Bowls organization for the provision of 'hosts'

## Bowls

- Develop a return to Bowls Program for 2020 Championships
- Develop a return to Social Bowls Program for 2020
- Develop a Tournament Program and Assessment Guide
- Develop the 2021 - 2022 Bowls Program
- Conduct post COVID review of membership and participation
- Expand activities of Junior Bowlers and develop program for involvement in Zone Academy and club bowls

- Establish a combined group to review Mixed Bowls
- Establish TBC group to review Saturday Social Bowls
- Establish TWBC group to review bowls participation

## Officials

- Establish training program for club representative players
- Establish point of contact for individual coaching requirements
- Establish single point of contact for provision of umpires
- Provide the opportunity for members to become recognized officials and maintain recognition status
- Establish regular reviews/audits of umpire and coaching equipment

- Establish regular coaching times for potential and new members
- Establish regular coaching times for Junior bowlers

## Communications

- Establish TBC Web page consistent with BA recommendations and with interface links with Club Terrigal, TWBC, TeamApp and Facebook.
- Conduct combined review of above to identify and correct errors and inconsistencies
- Establish TeamApp and expand use to minimise need for telephone contact
- Compile email contact distribution lists from membership listings
- Implement password controls for Bowls Office computer use
- Review and clarify communication methods

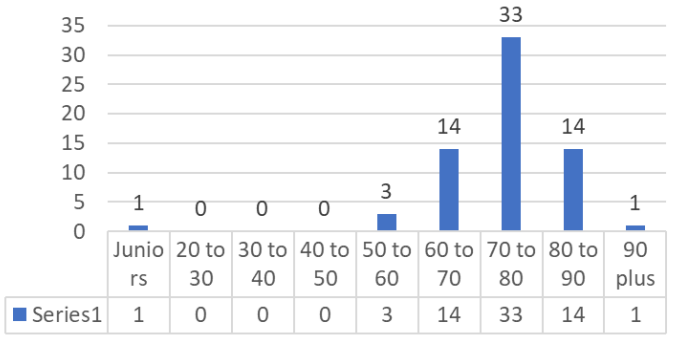
Review in house media and update where necessary

Establish a Recruiting and Retention Committee

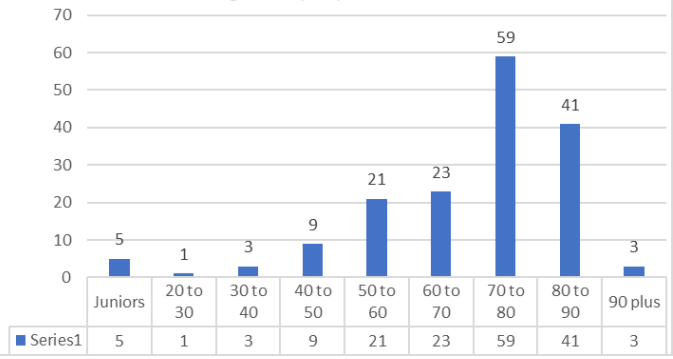
## What we will measure

- Membership totals and participation rates
- Dollars as expense and income

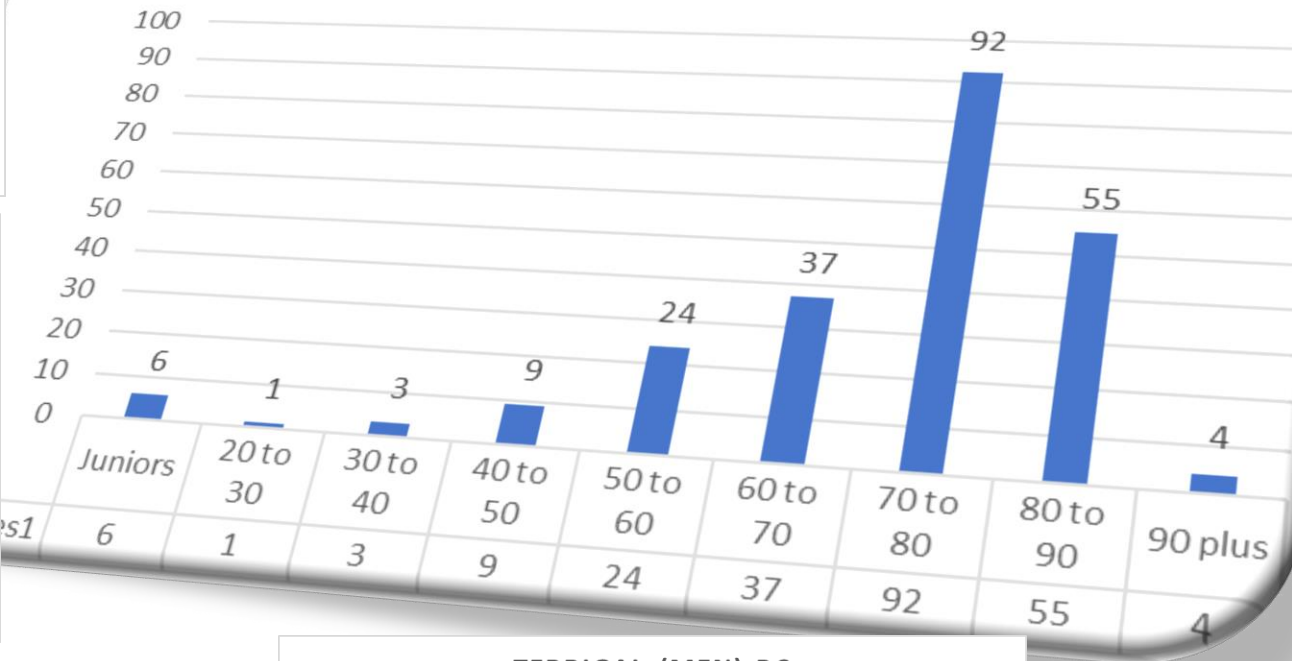
Terrigal Women's BC  
Age Groups April 2020



Terrigal (men) BC  
Age Groups April 2020



Terrigal Combined BC's  
Age Groups April 2020



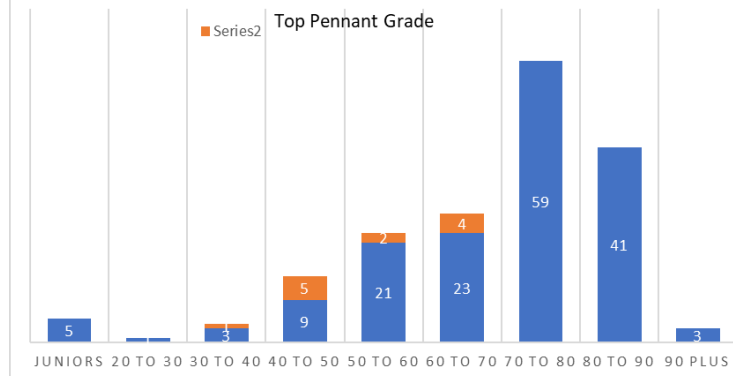
Under 60 years

**43**

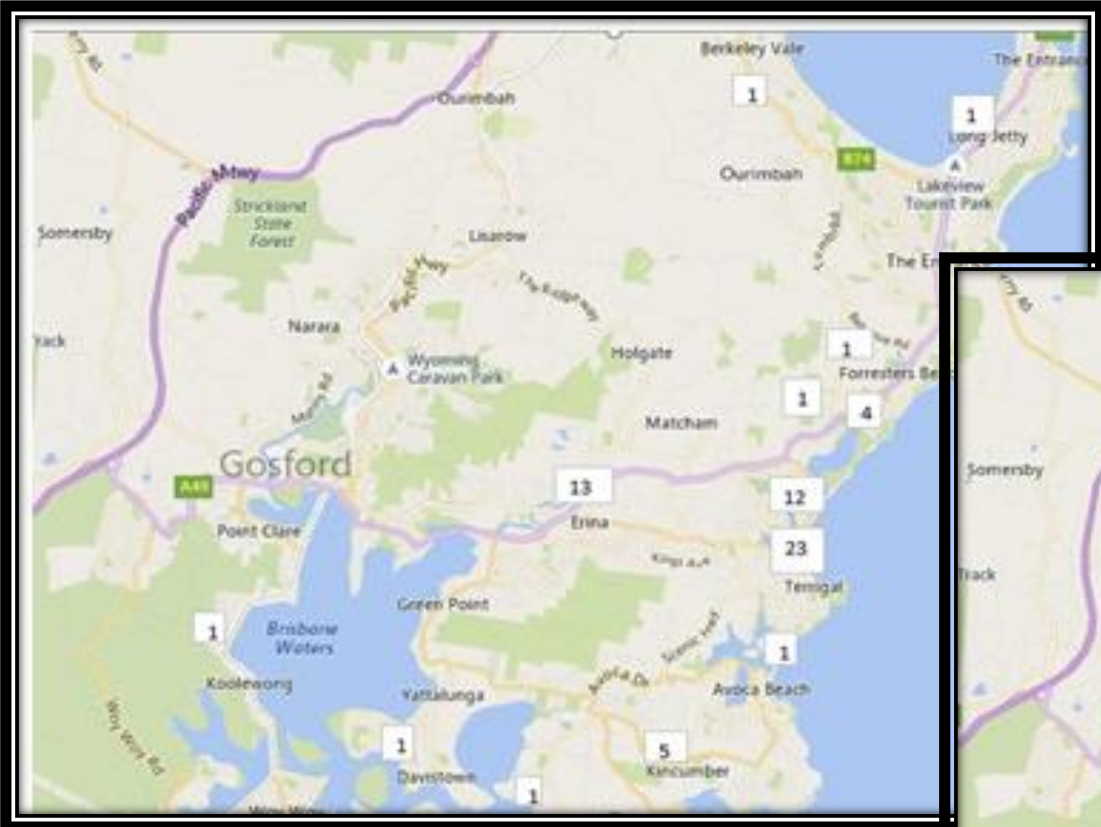
Over 60 years

**188**

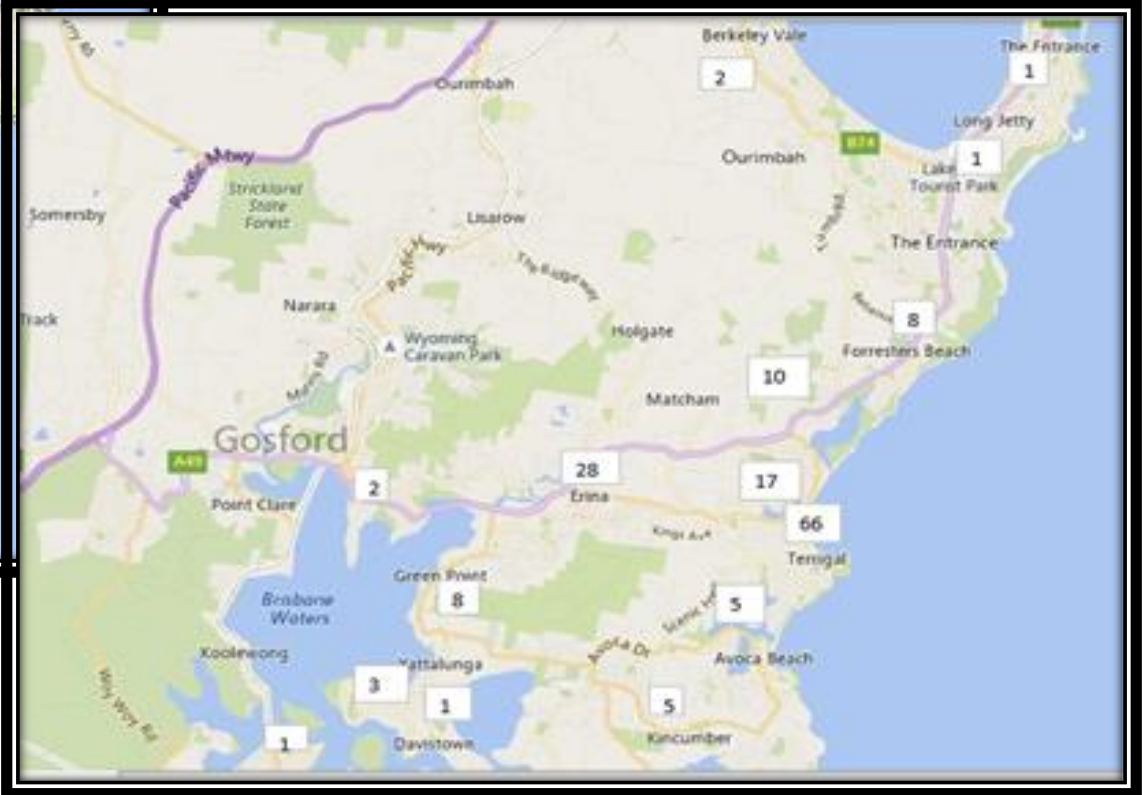
TERRIGAL (MEN) BC  
AGE GROUPS APRIL 2020



# Terrigal BC's Catchment Areas



Terrigal WBC



Terrigal BC



## Zone 15 Bowling Club comparison (similar figures are not available from WCCDBA)

AN OVERVIEW OF CLUB MEMBERSHIP NUMBERS & AGE PROFILES @ FEBRUARY 2020																
CLUB MEMBERSHIP				Dec-19	Age Profile of Club						Feb-20	Mem %				
CLUB	2008	2013	2018	2019	U18	18-44	45-65	65-75	75+	NK	Total	Over 75	2019-2018	Ladies		
<b>CLUBS ...Membership less then 50</b>																
WOY WOY	180	115	39	31		1	9	11	8	2	31	25.81%	-8	4		
DIGGERS	111	110	66	39			10	12	16		38	42.11%	-27			
<b>Sub Total</b>	<b>291</b>	<b>225</b>	<b>105</b>	<b>70</b>		<b>1</b>	<b>19</b>	<b>23</b>	<b>24</b>	<b>2</b>	<b>69</b>	<b>34.78%</b>	<b>-35</b>			
<b>CLUBS ...Membership 50 -100</b>																
MOONEY MOONEY	18	45	37	51		7	27	12	4	2	52	7.69%	14	13		
TOUKLEY RSL	131	134	77	59	1	5	18	16	20	1	61	32.79%	-18			
<b>Sub Total</b>	<b>149</b>	<b>179</b>	<b>114</b>	<b>110</b>	<b>1</b>	<b>12</b>	<b>45</b>	<b>28</b>	<b>24</b>	<b>3</b>	<b>113</b>	<b>21.24%</b>	<b>-4</b>			
<b>CLUBS ...Membership 100 - 125</b>																
THE ENTRANCE	261	215	110	101		6	34	30	33	2	105	31.43%	-9	3		
BREAKERS WAMBERAL	142	126	109	109		1	8	49	51	3	112	45.54%	0	3		
TOUKLEY DISTRICT	282	198	116	116	1	6	26	34	47	3	117	40.17%	0			
GOSFORD	190	178	135	119	3	9	23	32	48	4	119	40.34%	-16	9		
MINGARA	102	101	99	101		6	20	42	48	4	120	40.00%	2	20		
<b>Sub Total</b>	<b>977</b>	<b>818</b>	<b>569</b>	<b>546</b>	<b>4</b>	<b>28</b>	<b>111</b>	<b>187</b>	<b>227</b>	<b>16</b>	<b>573</b>	<b>39.62%</b>	<b>-23</b>			
<b>CLUBS ...Membership 125-175</b>																
GWANDALAN	184	169	128	127		8	25	45	40	10	128	31.25%	-1			
OURIMBAH RSL	123	120	106	128	2	3	33	37	51	5	131	38.93%	22	12		
DAVISTOWN RSL	148	145	133	132		6	37	44	44	2	133	33.08%	-1	1		
EVERGLADES	183	169	119	132		4	34	36	61	1	136	44.85%	13			
WYONG	252	150	156	144	4	6	26	54	52	1	143	36.36%	-12			
AVOCA BEACH	275	191	130	135		8	25	60	51		144	35.42%	5	13		
TERRIGAL	233	231	158	161	4	8	36	46	66		160	41.25%	3	1		
<b>Sub Total</b>	<b>1398</b>	<b>1175</b>	<b>930</b>	<b>959</b>	<b>10</b>	<b>43</b>	<b>216</b>	<b>322</b>	<b>365</b>	<b>19</b>	<b>975</b>	<b>37.44%</b>	<b>29</b>			
<b>CLUBS ...Membership 175 +</b>																
MUNMORAH	213	144	185	184	3	4	31	63	86		187	45.99%	-1			
UMINA BEACH	264	243	209	199		6	46	70	67	9	198	33.84%	-10			
BATEAU BAY	341	287	272	254	4	17	53	90	86	3	253	33.99%	-18	4		
ETTALONG MEM	343	343	248	248	4	24	77	78	69	4	256	26.95%	0	7		
HALEKULANI	364	298	257	273	8	20	68	66	104	7	273	38.10%	16	6		
<b>Sub Total</b>	<b>1525</b>	<b>1315</b>	<b>1171</b>	<b>1158</b>	<b>19</b>	<b>71</b>	<b>275</b>	<b>367</b>	<b>412</b>	<b>23</b>	<b>1167</b>	<b>35.30%</b>	<b>-13</b>	<b>96</b>		
<b>GRAND TOTAL</b>	<b>4340</b>	<b>3712</b>	<b>2889</b>	<b>2843</b>	<b>34</b>	<b>155</b>	<b>666</b>	<b>927</b>	<b>1052</b>	<b>63</b>	<b>2897</b>	<b>36.31%</b>	<b>-46</b>			
Loss from 2008/13 & 13/18			<b>-14.15%</b>	<b>-22.59%</b>												