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# NT TENPIN BOWLING ASSOCIATION

STRATEGIC PLAN 2016 - 2018

# VISION



## TENPIN BOWLING IS AN ENJOYABLE, LIFETIME SPORT FOR ALL.

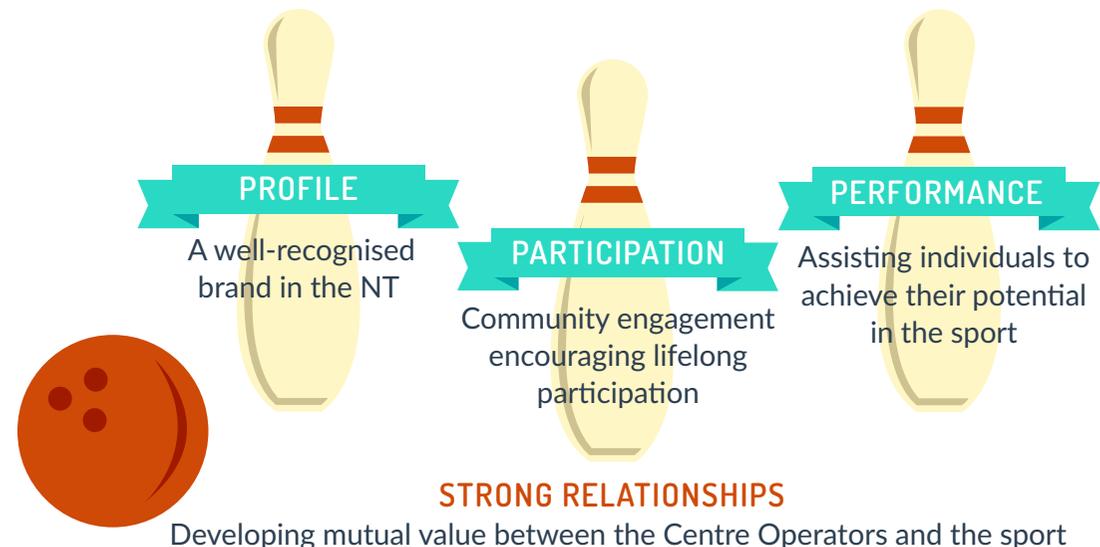
By this, we mean that tenpin bowlers are passionate people involved in a sport that requires skill, strategy and focus. Our community is made up of all ages and all abilities. Our sport can be exciting and enjoyable no matter what age. We are a true lifetime sport.

Developing and implementing a strategic plan requires the involvement and collaboration of all stakeholders to be successful. Whilst it is the 'Strategic Roadmap for the Management Committee' it also requires the clubs and members to understand its importance in developing the sport within the NT.

Profile, Participation, and Performance' are aligned to Tenpin Bowling Australia. This alignment is important as it ensures that the initiatives that the National Sporting Organisation is working towards can be easily linked to the developments and opportunities at the Territory level.

This strategic plan provides NTTBA with clear strategic and operational initiatives to be working towards over the next 3 years. The strategic priorities of 'Strong Relationships,

NTTBA is looking forward to implementing this strategic plan with the support of its members, centre operators and other key stakeholders to ensure the long-term success of the sport.



## STRATEGIC PRIORITY

## OBJECTIVE

## STRATEGIC INITIATIVE

## OPERATIONAL INITIATIVE

## SUCCESS MEASURES



# 1/STRONG RELATIONSHIPS

To build strong relationships with the Centre Proprietors in order to deliver a value proposition to the community to engage in our sport.

1.1/ To understand the business environment that the Centres operate in and their business goals.

Meet with the Centre Proprietors and owners to understand the question - 'What do they want from us as an Association?'

The Centre Proprietors rate our strategic plan as complementary to their own strategic objectives.

Develop a clear two way understanding of how the sport and centres can operate for mutual benefit.

1.2/ To develop a mutual value proposition that grows participation in the sport and lineage for the Centres.

Identify an existing Centre/ Association partnership model to assist in the development of participation in the sport.

Staff are jointly employed between the Centres and Association to develop the sport through a joint participation strategy.

Develop strategic partnerships in the following areas:

- Participation strategy
- Marketing strategy
- Business and Sport Development Officer role

There are a range of partners who support the sport through the conduct of their business.

Develop partnerships and sponsorship opportunities with key mutual suppliers.

1.3/ To grow the relationship through ongoing engagement from both parties.

Develop a Sub-Committee that is responsible for fostering the mutual value proposition between the sport and the centres.

We work closely with the Centres to achieve mutual success.

Investigate formal and informal governance opportunities to enable the Centre Proprietors input to the planning process for the Association.

We have regular dialogue with the Centres around planning for the future.

Develop joint business proposals that provide a win for the sport and a win for the centres.

A clear model for mutual benefit has been implemented between us and the Centres.

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SUCCESS MEASURES

2/PARTICIPATION



To grow participation through programs that allow for a lifelong participation in the sport.

2.1/ Implement a junior participation program that aligns to TBA through the Sporting Schools Program.

Develop a Sport Development Officer Role to lead the Participation initiatives.

We have a Development Officer who is funded via a financially sustainable source.

Implement the 'Rolling Strike' Program through in school and out of school programs (after school care providers, holiday programs, Scouts, Girl Guides etc).

Our Development Officer has implemented a participation strategy that engages junior participants.

Work with Schools, School Sport NT, and other stakeholders to develop an Inter House Competition for Primary Schools.

We have seen an increase in junior participation in centres.

Develop a social in-centre junior program which leads into a Competition League.

2.2/ Implement a participation program that engages with the adult population within the community.

Develop programs for sectors of the community including seniors and people with a disability.

Our Development Officer has implemented a participation strategy that engages adult participants.

Develop a social participation program that meets the needs of the adult population within the community in terms of financial and time commitment.

We have seen an increase in adult participation in centres.

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SUCCESS MEASURES



To develop a brand for Tenpin Bowling in the NT that reflects the vision and provides opportunities for ongoing investment in the sport.

3.1/ Develop and implement an internal communication strategy to engage and retain current members.

Work with TBA to develop and implement a communication plan that defines and reinforces member benefits that are relevant to the NT.

Our members provide positive feedback about the Association and the benefits available to them as members.

Develop an online presence that engages the community and is user friendly.

Develop a calendar of events that showcase the sport and the available opportunities across the NT.

3.2/ Develop and implement a community awareness promotional strategy for the sport in the NT.

Develop a marketing strategy that links to the participation strategy.

We have greater awareness within the community about the sport in Tenpin Bowling and the opportunities in the NT.

Work with Centre Proprietors to develop a joint marketing strategy that achieves mutual benefit.

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SUCCESS MEASURES

4/PERFORMANCE



To increase the capacity of the sport to enable talented individuals to achieve their true potential.

4.1/ Support and foster individuals to achieve their potential.

Review the existing performance pathway and programs, identify gaps and provide recommendations.

We have a clear performance pathway that supports emerging talent.

Develop a clearly defined and documented performance pathway.

4.2/ Increase the coaching workforce.

Review the existing coach education and coach engagement model, identify gaps and provide recommendations.

We have sufficient coaches to deliver the participation and performance pathways.

Identify opportunities to partner with external parties (eg teachers, parents, uni students, 3rd party providers, existing athletes etc).

Develop a program to engage new coaches.

4.3/ Recognise our volunteers.

Work with TBA to develop a volunteer development program that supports our volunteers in the roles they do.

We have sufficient and happy volunteers, who are appropriately trained for the roles they undertake.

Work with TBA to develop an appropriate and sustainable volunteer recognition program.