

Bowls Wellington Strategic Plan 2021 - 2031



Mission Statement

We work to ensure
that Bowls is enjoyable,
entertaining and accessible
to our community.



Vision

The most successful Centre
determined by participation,
sustainability
and representative performance.



Participation

To grow participation and develop
our bowlers, the game,
and the people who deliver it.



Communications

To positively engage the
Wellington bowls community,
supporters,
and media.



Club Support

To support our clubs to be self-sustaining within
their communities.

To support the Umpires' Association.

To support the Greenkeepers' Association.



Leadership and Governance

To excel in organisational performance,
exhibiting a high standard of governance.



Commercial Development

To identify and leverage
commercial opportunities
to ensure the long-term viability of
Bowls Wellington.

