

Lawn Bowls Association of Alberta



*Strategic Plans for
Lawn Bowls Association of Alberta
2014-17*

Lawn Bowling – A Sport for Life



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A Message from the LBAA President

Lawn Bowling is an old sport dating back hundreds of years and has been very popular with the people of a number of Alberta communities. With changing lifestyles and increased sporting opportunities the participation has declined in recent years. The benefits of participation in a gentle form of exercise and social contact are as necessary now as they have always been especially in a society with a large demographic approaching their senior years. But the sport offers great competitive events for youth right through to those in their nineties! Increasing our membership, in all age categories, will become a major focus over the next few years.

This strategic plan is giving us the direction the organization needs to go and the details of what we need to do to maintain and grow the sport. For many years we have rested on the normal routine activities from the past. Now we have specific actions to aspire to and a positive message to present to our members and the public about what Lawn Bowls is going to attain.

The plan is going to challenge our thinking and stretch our resources, particularly our volunteers. The hope for the future is always on the backs of the dedicated people who step forward and make the plans come to life but I am sure the enthusiasm and belief in the sport will keep us all focused on the goals.

Anthony Spencer, LBAA President

Purpose of the plan

The purpose of the plan is to identify a common vision, build an effective, sustainable organization, and to have as many members as possible have a say in the direction the Board of Directors are taking the sport of Lawn Bowls in Alberta.

Methodology for the production of the Strategic plan

A survey was produced by the President tested and distributed to affiliate members with 40 responses.

A report from a visiting professional coach, Clay Parker, assessing the state of Lawn Bowls in Alberta was reviewed for guidance and identification of weaknesses and challenges to address.

A Canada Sport For Life LTAD self-assessment survey was completed by the newly elected Board of Directors and members of the LTAD Committee identifying our strengths, weaknesses, opportunities and threats.

We consulted a strategic planning facilitator and consulted with other provincial associations who had recently produced their own plans. We reviewed our National Sports Association Strategic Plans for 2010-2015 as well as Strat Plans from other associations.

Three drafts were presented to the board and reviewed and further developed to achieve the final document plans.



Mission Statement:

“To promote and foster the sport of Lawn Bowls in all its forms to Albertans.”

Vision Statement:

“To promote participation and excellence in the sport of Lawn Bowling for all Albertans of all ages and abilities. We will fully encourage everyone, from the many club recreational bowlers to the highest level of competitive athletes that strive to play on the international scene...from the youngest players that enjoy the fun of the sport to the 90 year old senior that remains active for life and also enjoys the social aspect of membership. We will fully support our member Lawn Bowling Clubs that offer a wide range of participation opportunities for all residents of their communities. We will continue to seek support and direction from our National Sports Association, Bowls Canada Boulingrin.”

Values Statements:

Belonging

We are a community of individuals that acts like a family who are connected and passionate about the sport of lawn bowling.

Excellence

We are committed to do our very best at all times and achieve high standards including personal bests.

Integrity

We act in a fair, consistent and forthright manner which enables honorable delivery of our programs and services.

Transparency

We act in an open manner.

Enjoyment

We provide an experience where one can choose to enjoy both the social and competitive aspects of the game.

Responsibility

Our operations are based on responsible operational and fiscal practices.

Inclusion

We are committed to making our sport equally available to all ages, sexes and nationalities



History:

The Lawn Bowls Association of Alberta has been promoting and fostering the sport of lawn bowling in Alberta for the past 25 years. Prior to 1988 lawn bowling in Alberta was divided into two separate associations. The ladies' association was referred to as the Ladies Lawn Bowling Association (ALLBA) and the men's' association was called Alberta Lawn Bowling Association (ALBA). Each association held their own general meetings and were governed by their own set of bylaws. During 1988, meetings were held to discuss the advantages and disadvantages of forming a joint association. On October 21, 1988 the first meeting of this new association was held and an executive was elected. To comply with a directive from Alberta Sports Council, the province was divided into three divisions:

- North Division: Edmonton, Lloydminster, Wainwright
- Central Division: Calgary, Didsbury, Red Deer
- South Division: Medicine Hat, Lethbridge

This new association was called "Lawn Bowls Association of Alberta" (LBAA); the certificate of incorporation was signed January 20, 1989.

Current State:

We currently have 10 affiliated clubs within the province. They are:

- Edmonton: Commonwealth, Highlands, Royal Lawn Bowling Club, Edmonton Indoor Lawn Bowling Club
- Calgary: Bow Valley, Calgary Lawn, Rotary Park, Stanley Park
- Lethbridge: Ted Petrunia Lawn Bowling Green
- Medicine Hat: Medicine Hat Lawn Bowling Green

There are a few unaffiliated clubs which we are working on bringing them into the fold. They include Grande Prairie LBC and Inglewood LBC in Calgary.

We hosted the following 12 events over 12 weekends. The following events were hosted from June 22 – September 15th in 2013:

- * Northern Alberta Singles – Men and Women divisions
- * Southern Alberta Singles – Men division
- * Provincial Fours – Men and Women divisions
- * Provincial Pairs – Men and Women divisions
- * Provincial Triples – Men and Women divisions
- * Mixed Triples
- * Provincial Mixed Pairs
- * Provincial Senior Triples – Men and Women divisions
- * Novice Pairs North and South
- * Senior Mixed Triples
- * Indoor Qualifier – Men and Women divisions
- * Mixed Triples



The 2013 year was a busy one with some major growth at some clubs, visits by the President of the Association at almost all the member clubs, and the identifying of some great passionate leaders to take us into the next few years.

Work on our provincial long term athlete development (LTAD) plan based on our national organization's model saw the first phase completed.

Our 2013 year's focus was: Increased enjoyable participation and inclusion for all bowlers at all levels of play with greater support from all the leaders of our Association.

The highlight of the year proved to be the success of the work of the Australia Coach that visited all the clubs across the province and worked with almost 50% of the members. Coach Clay Parker worked with bowlers of all abilities as well as supported the executive directors of the clubs and encouraged them in their work. Highlights of Clay's work:

- he assisted a few of the limited sight bowlers
- he demonstrated the use of an arm apparatus to bowlers challenged with ankle, knee and back problems
- His work with the high performance bowlers as Coach Clay assisted the Alberta team in winning the Tri-Province tournament held in Saskatchewan (between SA, MB and AB) for the first time in their 7 years of participating!
- He also assisted the 18 member team that competed in the Canadian National Majors Championship in Vancouver.

We have been successful in increasing the enjoyment of participation through improving skills and increased inclusion of many bowlers with special challenges. We have some improvements required in providing greater support from the leaders of the Association as we move forward in order to get the work completed and committee struck.

Strengths and Weaknesses:

Strengths:

- ✓ S1: Starting our provincial LTAD (Long Term Athlete Development Plan) work
- ✓ S2: Competitions for both genders and various ages
- ✓ S3: Trained and/or certified coaches across the province particularly in Edmonton area
- ✓ S4: National level competition venues
- ✓ S5: Long-term planning initiatives
- ✓ S6: Consistent office staff – Executive Director
- ✓ S7: Pool of retired volunteers
- ✓ S8: Benefits of an Australian Coaching visit for skill development
- ✓ S9: Additional support from our clubs to provide assistance to our two National Level Athletes
- ✓ S10: Opportunity to participate in the Tri-Provincial Competition to “warm-up” our athletes going to Nationals.



- ✓ S11: the sport is very affordable for all income levels
- ✓ S12: inner city clubs well located to host corporate events, thus exposing many new people to the game
- ✓ S13: Survey conducted by City of Calgary indicated a high percentage of non-bowlers surveyed would be interested in trying bowls - this survey provided some of the direction for the City of Calgary's recent support of Calgary's lawn bowls clubs ie. funds set aside for relocation of Calgary Lawn

Weaknesses:

- ✗ W1: Well intentioned volunteers without follow through so things were dropped or not actioned.
- ✗ W2: Predominately a white Caucasian sport from the old country. Not well recognized in Canada
- ✗ W3: Limited media coverage
- ✗ W4: Limited sponsorship dollars
- ✗ W5: Limited sport funding dollars
- ✗ W6: Viewed as an old person's sport
- ✗ W7: Bowls Canada has gone through some major changes re staff and governance and hasn't been as supportive as hoped.
- ✗ W8: Limited dollars to spend on the Executive Director hence less hours spend from the office that needs to be picked up by volunteers or not done at all.
- ✗ W9: Lawn Bowling has priced itself very low for many years with seniors on fixed income and so it is hard to raise the fees to sustain the expenses.

Opportunities and Threats

Opportunities:

- ✓ O1: LTAD (Long Term Athlete Development Plan)
- ✓ O2: Work with Bowls Canada to create a strong national program which will filter down to the provincial level.
- ✓ O3: Train new and more coaches and facilitators on the new NCCP certification pathway
- ✓ O4: Develop a robust junior program to keep the sport functioning for years to come.
- ✓ O5: Enhanced participation especially with visible minorities and the youth
- ✓ O6: Information Technology and mass media.

Threats:

- ✗ T1: Aging demographics
- ✗ T2: Aging infrastructure
- ✗ T3: Changing lifestyles – less time for new activities, less disposable income, etc.
- ✗ T4: Tired volunteer pool – return to the same individuals to provide assistance
- ✗ T5: Less provinces sending players to compete at National level competitions.
- ✗ T6: New younger members are primarily interested in playing on a recreational level once per week vs the competitive side of the game



Risk Analysis of Threats listed above

Risk	Mitigation Strategies	Risk Factor
Aging demographics	<ul style="list-style-type: none"> ➤ More baby boomers means more potential bowlers. Need to embrace this as a potential bowling pool. This group along with youth and minorities membership drives will reduce this risk along with increased awareness of the sport as a sport for life. ➤ Work closely with the Sport Matters group which lobbies for sport funding and infrastructure capital on the municipal, provincial / territorial, and national level. 	Moderate
Changing lifestyles	<ul style="list-style-type: none"> ➤ Share success stories of programs which appealed to different groups of individuals. ➤ Public awareness of the sport, sport for life and the reasonable cost the sport costs. 	Moderate
Tired volunteer pool	<ul style="list-style-type: none"> ➤ Reach out to other individuals to fill roles required vs using the same people. ➤ Hold training session to help people learn the roles like draw master, club coach, umpires, etc. ➤ Make use of ad-hoc committees vs using the standing committees to do all the work. 	Moderate
Aging infrastructure	<ul style="list-style-type: none"> ➤ Some of the infrastructure is owned by the municipalities so at times need their assistance. ➤ Mother Nature can cause challenges to some of the clubs in the low lying areas like Calgary's flood. ➤ Increasing membership will increase dollars for repairs ➤ Casinos assist with raising money for infrastructure. ➤ Need to explore more grants and funding from various government programs to assist not-for-profit organizations. 	Low
Less provinces sending players to compete at National level competitions.	<ul style="list-style-type: none"> ➤ This is a catch 22 as it allows us to send more Albertans to compete but it waters down the field. It is our responsibility as stewards of the game to work with other provinces and bowls Canada to build the sport nationally. 	Low



Goals

The Lawn Bowls Association of Alberta's mission, vision, and values focus us on enabling, transforming and supporting bowling in Alberta. All of these items directly align with the vision, mission, values and goals of LBAA.

We recognize that our goals and objectives are dependent on other factors for success and at the same time, our goals and objectives will have an impact on other organizations. Given this interdependency, we will establish or build on existing partnerships to ensure our mutual success. These predominately will be Bowls Canada Boulingrin and our member Lawn Bowling Clubs.

Over the next three years, LBAA will work to achieve the following goals:

1. The Long Term Athlete Development strategy will continued to be incorporated into the Lawn Bowl Association activities.
2. Improve consistent coaching across the province.
3. Increase youth involvement in the sport.
4. Increase the number of members including minorities.
5. Increase public awareness of the sport.
6. Encourage/assist clubs to involve people with disabilities.
7. Improve board governance of the association.
8. Encourage Lawn bowlers from Alberta to compete in competitions outside Alberta.
9. Maintain Human resources to administer the Association.
10. Be "Stewards of the Game".





Goal 1: The Long Term Athlete Development

Initiative	Key Outcomes (measurable)	Responsibility	Timeline	Resources
1. Educate the membership on the LTAD program	a) All 10 affiliated bowling clubs in Alberta will have had the principles of LTAD program presented to the club members	LTAD Chair	April 2015	Executive Director, LTAD Committee, LBAA executive, coaches, athletes, volunteers and office supplies
2. LTAD will be incorporated into the competitions	a) Two competitions per year will be reviewed to align with LTAD including funding models developed for high performance athletes		April 2016	
3. Review the lifelong participation and recreational model to align with LTAD.	a) Develop 2 competitions for recreational competitors like Grand Masters (75+) or novice or mixed triples			
4. Sport for Life	a) Encourage clubs to use the slogan in their advertising for membership b) Update website to include these age ranges of bowlers		April 2015	

Alignments/Addressing SWOT (Strengths, Weaknesses, Opportunities or Threats)

Strengths	Weaknesses	Opportunities	Threats
S1, S2, S5, S11	W1, W2, W3, W6, W7, W9	O1, O2, O3, O4, O5	T1, T3, T5, T6



Goal 2: Improve Coaching at all levels

Initiative	Key Outcomes (measurable)	Responsibility	Timeline	Resources
1. Hosting Club Coach Sessions and/or courses	<ul style="list-style-type: none"> a) Two clinics will be held, one in Edmonton and one in Calgary. b) Coaching will be aligned with LTAD c) Class lists shall be maintained in the office d) Certificates presented upon successful completion and presented by Board Members. e) Standardize the course curriculum 	Coaching Coordinator	Annually	Executive Director, LBAA executive, Coach Learning Facilitators, athletes, volunteers, office supplies, grant funded.
2. Support club coaches once certified and/or trained	<ul style="list-style-type: none"> a) Host one additional refresher clinic in both Edmonton and Calgary a year after their certification course. b) Monthly contact with the coaches to review any additional assistance they require. c) Annual Report to the AGM reviewing the year's activities d) Update the coaching committee operational binder e) To retain a list of active coaches across Alberta f) To connect with them so they understand their coaching status and the requirements to keep current and/or certified. g) To ensure we communicate to all those interested in becoming coaches h) Create links on our website and through documentation of frequently asked questions and answers. 			
3. Coaching Facilitator Training	<ul style="list-style-type: none"> a) To have one new coaching facilitator trained each year. 			
4. Bowling Fitness	<ul style="list-style-type: none"> a) Develop a bowling fitness program with pregame and post-game warm-ups and stretches b) Engage the University of Alberta in assessing the fitness elements of the sport 			
5. International Coach	<ul style="list-style-type: none"> a) To have the expertise of an International Coach to further develop our coaches and athletes 		Once every 3 years	



Goal 2: Cont'd

Alignments/Addressing SWOT (Strengths, Weaknesses, Opportunities or Threats)			
Strengths	Weaknesses	Opportunities	Threats
S1, S2, S3, S5, S8, S11, S13	W1, W2, W5, W5, W6, W7, W8, W9	O1, O2, O3, O4, O5,	T1, T3, T6

Goal 3: Increase Youth Involvement in the Sport

Initiative	Key Outcomes (measurable)	Responsibility	Timeline	Resources
1. Have a voice at the board table from the Junior Perspective	a) Have a Junior Committee chair appointed to the Board. b) Create a Junior Committee	President	April 2014	Executive Director, LBAA executive, coaches, athletes, volunteers, office supplies, grant funded.
2. Host competitions for these age groups	a) Hold an u18 competition that has been promoted in the various media blasts b) Hold an u25 competition that has been promoted in the various media blasts		Annually	
3. Increase the number of junior members	a) Share success stories among the clubs b) Grow by 10 new junior members each year			

Alignments/Addressing SWOT (Strengths, Weaknesses, Opportunities or Threats)			
Strengths	Weaknesses	Opportunities	Threats
S1, S2, S3, S5, S11, S12, S13	W1, W2, W4, W5, W6, W7, W9	O1, O2, O4, O5	T1, T3, T5, T6



Goal 4: Increase Membership

Initiative	Key Outcomes (measurable)	Responsibility	Timeline	Resources
1. Have a voice at the board table from the membership drive Perspective	<ul style="list-style-type: none"> a) Have a Membership Committee chair appointed to the Board. b) Create a Membership Committee whose mandate will be to increase membership in the clubs 	President	October 2015	Executive Director, LBAA executive, coaches, athletes, volunteers, office supplies, grant funded.
2. Assist clubs to host effective open houses	<ul style="list-style-type: none"> a) Distribute guidelines for operating an effective open house. b) Provide the clubs with advertising materials c) At least 50% of the clubs to host an open house. d) Increase membership by 5% each year 		Annually in June	
3. Increase the number of affiliated clubs in the province	<ul style="list-style-type: none"> a) Affiliate the last 2 remaining clubs in the province. 		October 2016	
4. Increase the number of minorities' members (visual minorities, etc)	<ul style="list-style-type: none"> a) Share success stories and encourage creativity in bowling programs b) Increase membership in the province by 1% with minorities 		Annually	
5. Learn-to-Bowl programs	<ul style="list-style-type: none"> a) Develop the new bowler manuals and distribute to the clubs 		October 2015	
6. Family and Friends Invitational Bowls Day	<ul style="list-style-type: none"> a) Sponsor a province wide bowls day b) Create posters and advertising c) Distribute forms for clubs to register d) Collect and post pictures from the event on the website 		October 2015	
7. Create a Newsletter	<ul style="list-style-type: none"> a) To find a member of the association that would take on this task and prepare a minimum two newsletters in the 2014 season. News updates should be placed on the website in a timely fashion between newsletters. 		Annually	



Goal 4: Cont'd

Alignments/Addressing SWOT (Strengths, Weaknesses, Opportunities or Threats)			
Strengths	Weaknesses	Opportunities	Threats
S1, S2, S3, S4, S5, S6, S7, S11, S12, S13	W1, W2, W3, W6, W7, W9	O1, O2, O4, O5	T1, T3, T4, T6

Goal 5: Increase Public Awareness of the Sport of Lawn Bowls

Initiative	Key Outcomes (measurable)	Responsibility	Timeline	Resources
1. Create a marketing/promotions position on the Board	<ul style="list-style-type: none"> a) Create a job description for the volunteer position b) Fill the position with a qualified candidate c) Use the ad-hoc clause in the bylaws to full fill this position/committee. 	President	April 2016	Executive Director, LBAA executive, coaches, athletes, volunteers, office supplies, grant funded.
2. Develop Sponsorship Policies	<ul style="list-style-type: none"> a) Develop policies and place in the policy manual b) Advise and educate the individual clubs on these options for sponsorship. 		April 2017	
3. Seek out Sponsorship	<ul style="list-style-type: none"> a) Add at least one provincial sponsor to help offset costs of the associations efforts 			

Alignments/Addressing SWOT (Strengths, Weaknesses, Opportunities or Threats)			
Strengths	Weaknesses	Opportunities	Threats
S1, S2, S3, S4, S5, S6, S7, S9, S11, S12, S13	W1, W2, W3, W6, W7	O1, O2, O3, O4, O5, O6	T1, T3, T3, T5



Goal 6: Encourage/assist clubs to involve people with disabilities

Initiative	Key Outcomes (measurable)	Responsibility	Timeline	Resources
1. Consult with existing organizations for people with specific challenges.	a) Contact various associations to see if they have members who would like to try bowls b) Create a list of resources to call on regarding specific challenges available to club coaches	Executive Director	April 2015	Executive Director, LBAA executive, coaches, athletes, volunteers, office supplies, grant funded.
2. Offer products to assist individuals with challenges	a) Create products to offer individuals with challenges b) Have club coaches trained to adapt basic bowling skills to accommodate limitations and barriers to participation in the sport c) Have a set of some of the devices for trying like extended arms, lifters, etc d) Have a list of suppliers who offer these products for purchase e) Contact associations like ASRAB to see what we can do to have access to their list of sports to try. f) Recognize winners from various competitions like blind bowling on our website	Coaching Coordinator	October 2015	

Alignments/Addressing SWOT (Strengths, Weaknesses, Opportunities or Threats)

Strengths	Weaknesses	Opportunities	Threats
S1, S2, S3, S4, S5, S6, S7, S11, S12, S13	W1, W2, W3, W4, W5, W6, W7	O1, O2, O5, O6	T1, T3, T6



Goal 7: Increase the efficiency and effectiveness of the governance of the association

Initiative	Key Outcomes (measurable)	Responsibility	Timeline	Resources
1. Define Policies for governing the association	a) Define policies for the association b) Keep them all in one location with only one source of truth c) Define an orientation plan for new board members	President	October 2017	Executive Director, LBAA executive, coaches, athletes, volunteers, office supplies, free resources from the Alberta Government
2. Board Development	a) Have at least 20% of the LBAA Board attend a board development workshop b) Train at least 2 board members to teach a development workshop to the club board members c) Define materials to deliver that cover not for profit organizations			

Alignments/Addressing SWOT (Strengths, Weaknesses, Opportunities or Threats)

Strengths	Weaknesses	Opportunities	Threats
S1, S2, S5, S6, S7, S11	W1, W7, W8	O2	T4



Goal 8: Encourage High Performance Athletes

Initiative	Key Outcomes (measurable)	Responsibility	Timeline	Resources
1. Have Lawn bowlers from Alberta compete in competitions outside Alberta representing Alberta	a) Align with LTAD and what each person abilities and desire are for bowls b) Provide funding based on budget constraints for each competitor desiring this level of competition c) Host provincial events to determine this level of competitor. Performance based assessments. d) Send representatives from Alberta to all the national competitions. e) Based on performance determine and fund the team to represent Alberta at the Tri-Province f) Provide a policy for others who want to play internationally but who are not on the national team.	President	Annually May 2015	Executive Director, LBAA executive, coaches, athletes, volunteers, office supplies, sponsorship from clubs

Alignments/Addressing SWOT (Strengths, Weaknesses, Opportunities or Threats)

Strengths	Weaknesses	Opportunities	Threats
S1, S2, S3, S4, S5, S7, S8, S9, S10, S11,	W2, W3, W4, W5, W6, W7	O1, O2, O3, O4, O5	T1, T3, T5, T6



Goal 9: Supportive Administration through Human Resources

Initiative	Key Outcomes (measurable)	Responsibility	Timeline	Resources
1. Retain an Executive Director	a) Sign a contract with the staff member for a 3 year term. b) Define a job description with roles and responsibilities c) Secure funding to pay the staff d) Create an annual agenda so each executive member knows what needs to be accomplished by which date.	President	April 2014	Executive Director, LBAA executive, office supplies, volunteers, sponsorship from clubs
2. Volunteers to help perform some of the operational duties of the Association	a) Fill all the board positions of the association with qualified candidates b) Use standing committees, ad hoc and sub committees when necessary. Use more of the volunteers not on the board to fill these committees	Past President	Annually	
3. Explore the use of Students	a) Contact the local colleges/universities for students to work with the executive director for a semester.	Executive Director	April 2015	
4. Membership list	a) To develop an online data base system through our website that clubs can enter their membership and maintain their lists b) Ensure all clubs understand the information that we require and the purposes of the information. c) To develop a privacy policy in regards to collecting and reporting membership information.			

Alignments/Addressing SWOT (Strengths, Weaknesses, Opportunities or Threats)

Strengths	Weaknesses	Opportunities	Threats
S1, S2, S3, S5, S6, S7, S11, S13	W1, W3, W4, 5, W7, W8, W9	O1, O2, O3, O4, O5, O6	T1, T2, T3, T4, T6



Goal 10: Stewards of the Game

Initiative	Key Outcomes (measurable)	Responsibility	Timeline	Resources
1. Support our National Sporting Organization	a) Assist our national body with helping them become strong functioning as the head of the sport in Canada. b) Share best practices with the national body on coaching, membership drives, etc.	President	Annually	Executive Director, LBAA executive, office supplies, volunteers.
2. Build relationships with various organizations and stakeholders	a) Maintain contact and initiate relationships with various organizations like: Bowls Canada, Alberta Sport Connection, Alberta Center for Active Living, Canada Sport for Life, National Coaching Certification Program, Alberta Sports and Recreation Association for the Blind, World Bowls, Teen Challenge, Alberta High School Athletics, Corporate Challenge, Other Provincial Sporting Organizations, Sport Matters, etc.	Executive Director		

Alignments/Addressing SWOT (Strengths, Weaknesses, Opportunities or Threats)

Strengths	Weaknesses	Opportunities	Threats
S1, S2, S3, S4, S5, S6, S7, S8, S9, S10, S11, S12, S13	W1, W2, W3, W4, W5, W6, W7, W8	O1, O2, O3, O4, O5, O6	T1, T2, T3, T4, T5, T6



Summary

The Lawn Bowling Association of Alberta Executive is committed to accomplishing these strategies over the next three years. We also have to continue offering our other ranges of services to our membership like the provincial play downs and sanctioned events. Organizing of these events has taken up the bulk of the volunteer hours to date through the various committees and within the Board.

As with any strategic document it is a living document and updates will be reviewed annually for accomplishments and modifications as needed and based on changes to the environment, activities, ad-hoc committees or organizational priorities.

We are committed to continuing down the path of Long Term Athlete Development and making it a part of the fabric of lawn bowling.

We are also committed to continue requesting feedback from our membership on ways to improve our sport.

We would like to become the sport of choice when people are looking for something new to try! Lawn Bowls is a great sport for any age, a potential sport for participants that are blind or have limited sight, a sport with devices to include those with aging bodies, a sport for corporate challenges, for a one time summer evening, or a great sport for life.

