

OUR PURPOSE: Lead and grow the sport of bowls in Auckland
OUR VISION: More people playing and enjoying bowls more often
OUR VALUES: Leadership – Excellence – Openness – Respect

OUR STRATEGIC GOALS & INITIATIVES:

Sustainable club network	Enhanced facilities	Growth in participation
<i>We will provide relevant resources, expertise and support to enable sustainable, proficiently run clubs</i>	<i>We will support enhanced, multi-use facilities to have access to play all year round</i>	<i>We will maintain and grow participation in full playing, limited, social and casual members</i>
<p>Strategic initiatives</p> <ul style="list-style-type: none"> • Develop an online resource to assist the efficient administrative running of clubs. • Establish a coaching programme to produce more qualified coaches within the club network. • Implement a Talent ID programme to provide opportunities for identified talent to compete and reach maximum potential. • Promote club development partnerships across Auckland bowling clubs. • Review existing club network to assist and support clubs to become more successful, profitable and sustainable. 	<p>Strategic initiatives</p> <ul style="list-style-type: none"> • Have world-class standard of greens across the clubs. • Having strategically aligned locations for covered greens across the Auckland Bowls region. • Utilise the Facilities Enhancement Fund to partner with clubs to improve player and bowling amenities. 	<p>Strategic initiatives</p> <ul style="list-style-type: none"> • Identify target markets to develop and provide tailored offerings that result in increased membership. • Develop playing formats that can cater for all levels of membership categories. • Promote bowls through media channels to increase participation for ‘more people playing and enjoying bowls. • Increase sponsorship profile.
<p><i>At Auckland Bowls we will build success across our network of clubs to deliver our purpose and vision</i></p>		

OUR GOALS: To be the number one performing centre in New Zealand
 To provide best practice, effective governance and leadership of Auckland Bowls
 To become more community focussed