

# 2023-26 Strategic Plan

## Our Vision

Cultivate a fun, inclusive, and excellent lawn bowls culture that brings communities together.

## Our Mission

To provide leadership that facilitates inclusive participation and excellence for the sport of lawn bowls in Canada.

## Our Values

### Integrity

We execute our commitments with honesty, respect, and transparency while adhering to the ethical and professional standards of Canadian amateur sport.

### Inclusion

We foster a fun, safe, and welcoming environment both on and off the greens.

### Collaboration

We commit to meaningful engagement with our stakeholders and value their collective experience.

### Innovation

We commit to responding to our ever-changing world with efficiency, agility, and creativity.

### Excellence

We strive for excellence in performance and character in everything we do from the boardroom to the podium.

## Our Goals

### Diversification and Growth

Bowls Canada will develop tools and resources that will raise the visibility of lawn bowls across Canada and lead to increased participation and diversity in our sport.

- A national promotion and communication strategy is developed to proactively raise the visibility of lawn bowls in Canada by 2026.
- Opportunities are available for participants with disabilities that align with the Bowls Canada LTD Para Bowls pathway in every member Province by 2027.
- An Equity, Diversity and Inclusion strategy that empowers local bowls clubs to attract, recruit and retain under-represented populations such as youth, newcomers, Indigenous, LGBTQ2S+, BIPOC and other communities to the sport of lawn bowls is developed by 2026.
- A Municipal Strategy that promotes the inclusion of lawn bowling as a valuable activity in municipal strategic and operational plans is developed by 2026.

### Reaching the Podium

Bowls Canada will foster an inclusive and safe culture of high-performance excellence within a robust development system, supported by a growing talent pool, producing consistent international podium results.

- Athletes are systematically guided and supported along a sustainable high-performance pathway to international medals on an ongoing basis.
- Opportunities for quality competition are developed, supported, and promoted by 2026.
- A robust coaching culture is developed and supported by 2026.

### Sustainable Solutions

Bowls Canada will provide innovation, tools, and resources which support the long-term viability of the sport across Canada.

- Customizable tools and resources that support PSOs and clubs in meeting their needs for creating long-term sustainability, including quality greens are developed and available by 2026.
- Sustainable human and financial resources for Bowls Canada are secured and enhanced on an annual basis.
- Program delivery guidelines that mitigate the impact of climate change within lawn bowls are developed by 2026.

### Good Governance

Bowls Canada, in collaboration with its Provincial Association members, will provide values-based strategic leadership that ensures relevant policies, protocols, and resources are in place to foster organizational excellence.

- Governance best practices are developed and shared throughout lawn bowls in Canada on an ongoing basis.
- Transparent, compliant, and meaningful policies and procedures that align with our organizational values are developed and maintained on an ongoing basis.
- An equitable, diverse, and inclusive board is supported and developed to ensure we have the skill sets and capacity needed to achieve our mission.

