Tenpin Bowling
Australia
Participation Plan
2019
Introduction

Tenpin bowling continues to enjoy high participation rates with over 2.5 million Australians bowling at least once a year. In 2018 over 15 million games were bowled – and that’s just in sport registered centres alone!

Tenpin Bowling Australia is committed to playing its role in partnering with Sport Australia to ensure we are the world’s most active and healthy nation. As a low impact, inclusive, non-weather dependent sport that can be enjoyed by people of all ages and abilities, tenpin bowling is well positioned to get the most inactive Australians up and moving and reaching the goal of 150 minutes per week of moderate to vigorous physical activity.

Growing participation remains TBA’s most important strategic priority. Like many sports, attracting new people to more traditional forms of the game such as weekly league competitions is increasingly challenging. Tenpin bowling’s competitive environment has shifted markedly in this time; a once strong core of league bowlers has slowly but consistently dwindled, and the industry is more of an entertainment proposition than a sport to consumers.

In the 1980’s over 100,000 league bowlers took to the lanes weekly for more than 40 weeks of the year. But the way we live, work and engage with sport is vastly different with that number declining to around 40,000. Factors such as growth in two income families, closure of day-care facilities in bowling centres, a time poor society and an endless array of entertainment options have all taken its toll.

Furthermore in recent years, we have seen a decline in the number of traditional stand-alone bowling centres - many of which were established in the 1970’s and 1980’s. However, there has been huge growth in the number of smaller boutique venues where bowling is one of several entertainment offerings. Australians are still bowling but they are consuming the sport differently which presents tremendous opportunity.

The challenge for Tenpin Bowling Australia and the broader industry is how best to modify and adapt its offerings to allow individuals and families to enjoy the fun and entertainment of bowling whilst still providing opportunities for those who want to pursue more traditional competition pathways.

With a limited workforce at both the State and National level TBA’s 2019 Participation Plan is targeted and aims to grow participation in three key markets – arguably those amongst the most inactive in the country:

1. Children (primary school age)
2. Older Australians
3. People with a Disability

Only 19 per cent of Australians aged 5 to 17 are meeting the recommended guidelines of 60 minutes of moderate-to-vigorous physical activity each day, with the same age group spending on average two to three hours on screens.

Australians over the age of 65 is projected to more than double in the next 40 years. Currently only 25 per cent of Australians over 65 meet the physical activity guidelines. Finally, people with a disability are one of the most under-represented participation groups in sport and physical activity in Australia.

TBA’s plan is ambitious but as a sport we are committed to doing our part and getting some of the most inactive members of our community participating in tenpin bowling.

Cara Honeychurch - Chief Executive Officer
“A lifetime sport for all Australians that enriches people's lives through the spirit of community”
Tenpin Bowling Australia Core Values

**Passion**
We are proud & dedicated to our sport and community

**Integrity**
We uphold the principles of fairness, respect & honesty

**Performance**
We perform at the highest level & benchmark against the best

**Education**
We facilitate the sharing of our knowledge, skills, values & beliefs

**Collaboration**
We encourage & support others to achieve common outcomes
As a community we are fortunate to be part of a lifetime sport that enriches lives...

......but we face profound challenges to ensure continuing relevance and success of tenpin bowling in Australia.

As a nation of time poor people we have less time for organised sports

Our financial sustainability is an ongoing challenge

Declining numbers of traditional bowling centres with growth in entertainment focused venues

Meeting the demand for coaches & volunteers to grow participation

Increasing junior participation in a competitive market to supplement an ageing member base

There is a need to re-position tenpin bowling as a viable sport and not just an entertainment option
Tenpin Bowling Australia What we know about our sport

2.5 million Australians bowl annually~

Bowling is fun, inclusive, for all ages, a quality experience, welcoming and accessible~

Time (39%) and price (26%) are the greatest barriers to increased participation~

57% of members are over 50 years of age^
Tenpin Bowling Australia Participation SWOR Analysis

**STRENGTHS**
- Inclusive
- Strong proprietor support
- Relationship with SSO’s
- Inter-generational recognition
- Diversity - gender and age
- Perceived as safe, non weather dependent

**WEAKNESSES**
- Limited workforce to deploy participation programs
- Not financially independent
- Lack of visibility at centre level
- Lack of control over facilities
- Limited number of coaches
- Perceived as mostly an entertainment option rather than a sport

**OPPORTUNITIES**
- Bowl Patrol & Sporting Schools
- Bowling centre workforce
- Many children introduced to bowling at a young age
- New environments for bowling eg retirement villages & schools
- Commercialisation of programs
- Strong growth in the number of smaller, boutique bowling centres
- Growth in number of Australian’s over the age of 65
- Well positioned to address barriers for participation such as poor health, injury, increasing age

**RISKS**
- Ageing membership
- Players not advocating their sport
- Strong reliance on government funding
- Decrease in league participation
- Lack of coaches & volunteers to deploy participation programs
- Changing government priorities
- Declining number of traditional sport focused bowling centres
Participation Pathways - From **Sporting Schools** to the **Pro Tour**

1. **Fundamentals**
   - Bowl Patrol
   - Sporting Schools
   - Roll N Strike

2. **Mastering your skills**
   - State Based Training
   - State & National Tournaments
   - League Competition

3. **Showing the world**
   - Pro Tour
   - National Team
   - National Training Squad
Sporting Schools is a $100 million Australian Government initiative designed to help schools to increase children's participation in sport, and to connect children with community sport. In partnership with more than 30 National Sporting Organisations (NSOs), Sporting Schools will help to coordinate sporting organisations, coaches and teachers to deliver sport before, during and after school hours.

Tenpin Bowling Sporting Schools is a four week introductory program designed to introduce tenpin bowling with a focus on learning the fundamental skills of the sport in a fun environment. It can be delivered both in school and in a centre, utilising portable lanes and lightweight rubber bowling balls; making it ideal for primary school children aged 6 to 12 years old. The program has been designed to assist both coaches and teachers to conduct quality sessions easily, ensuring ongoing participation, skill development, achievement and learning.

Sporting Schools is the critical first step in the participation pathway for children. With at least one session taking part in a bowling centre, the program allows children to experience the sport not only in a modified form but also on full length lanes using real bowling balls. It also provides the opportunity to create a link between local schools and the bowling centre and leads into our in centre Junior Participation Program “Bowl Patrol”.
With a completely unique approach to program development, TBA created Bowl Patrol; an 8 week in centre junior program for children aged 6-12 in 2017.

Bowl Patrol was developed based on consumer driven national research into the needs and desires of children and their parents rather than the traditional approach of taking an existing program and asking consumers to adapt to what the sport has to offer.

Challenging what were considered sacred elements of the sport, Bowl Patrol introduces a simplified, shorter game with new rules for scoring on shortened lanes. Gone are the bumpers – this is about challenging children and rewarding achievement whilst recognising that allowing children to be with their friends and learn in a fun way is crucial.

Partly funded by Sport Australia, this project not only allows for significant participation growth in primary school aged children, but is an important case study for the sport sector to understand what can be achieved when programs are developed allowing the needs of the consumer to drive program outcomes rather than those of the sport.
BA has always had a strong focus and commitment on increasing participation for people with a disability (PWD). With Bowl Patrol being a popular choice for children with a disability, our commitment in 2019 and beyond is to expand the program to offer it to adults with a disability; particularly targeting those with an intellectual disability.

In collaboration with partners such as Special Olympics Australia and Autism Spectrum Australia we will enhance the current Bowl Patrol program as we strive towards ensuring tenpin bowling is a welcoming and enjoyable physical activity for all Australians; particularly for those with a disability.

Delivered by accredited coaches who are educated in meeting the needs of those with a disability; the emphasis will be on participants having fun, socialising, learning new skills and improving their bowling.
The number of Australians over the age of 65 is projected to more than double in the next 40 years. With currently only 25 per cent of Australians over 65 meeting the physical activity guidelines tenpin bowling is an ideal physical activity for older Australian's. A low impact indoor activity that can be enjoyed all year round, tenpin bowling has a low risk of injury and with a significant number of modifications and specialised equipment available is ideal for those with physical limitations.

With the financial assistance of Sport Australia under the Better Ageing Grant program, TBA if successful will develop a program incorporating general exercise & tenpin bowling to target inactive, socially isolated older Australians to improve health and wellbeing through increased physical activity and reduced social isolation.
Tenpin Bowling Australia Coach Accreditation Levels

**Level 1 Certification**

**Purpose**
Coaches gain basic knowledge & skills to deliver beginner bowling programs.

**Target**
Centre staff, School teachers, Carers & Volunteers

**Bronze Certification**

**Purpose**
An intermediate program for those coaching the fundamentals on a more ongoing basis.

**Target**
Bowling centre & Local Representative team coaches

**Silver Certification**

**Purpose**
An advanced program for coaches of elite athletes & those coaching at State and National team level

**Target**
Coaches of HP athletes, State & National Team coaches
How will we **Measure Success** in 2019

Participation in the sport of tenpin bowling will continue to evolve. Whilst traditional participation pathways will always be a focus, TBA will be an innovator of new products and a valued partner of the industry that drives new forms of participation in new markets and is focused on more people bowling more often.

### Increase Member Engagement for Future Growth
- All league participants contribute financially to the sport
- Continue to add relevant, compelling benefits for members
- Increase digital engagement with members that fosters spirit of community
- Develop, educate and grow capabilities of Local Associations

**Success measures**
- 29,000 full active members
- 45 local/regional associations that are incorporated

### Increase Participation in Targeted Groups
- Increase number of schools involved in Sporting Schools across all States & Territories
- Increase participation in Bowl Patrol working with partners to increase its appeal to children with a disability
- Expand Bowl Patrol product to provide a program for adults with a disability
- Create a participation program specifically for Older Australians

**Success measures**
- 125 Sporting Schools programs delivered annually to 10,000 children nationally
- 1,000 Bowl Patrol primary school aged participants
- 100 adult participants with a disability partake in new modified program for adults
- 25,000 participants for people with a disability that bowl regularly *minimum 12 times p.a.
- Established and successfully piloted new participation program for older Australians

### Develop Coach and Volunteer Workforce
- Increase coaching workforce to support participation outcomes

**Success measures**
- 350 accredited coaches
- 80 accredited managers