

TENPIN BOWLING AUSTRALIA STRATEGY ²⁰²¹/₂₀₂₃

VISION A THRIVING TENPIN BOWLING INDUSTRY THAT ENGAGES & CONNECTS COMMUNITIES THROUGH PLAY & SKILL

BUSINESS OF BOWLING

Profitable centres providing awesome experiences to all customers

PLAYFUL CONNECTIONS

More people playing the sport and connecting through Tenpin Bowling

A STRIKING FORCE

Provide opportunities for elite bowlers to excel and support them to optimise their talent

PINNED TOGETHER

All stakeholders within the sport collaborating and driving to an agreed outcome and clear goals

INITIATIVES

- Facilitate the connection between centres and the community to grow visitation
- Support the industry by benchmarking performance to inform effective operating models
- Create & deliver training & education programs to support the industry
- Commercialise existing and new assets including IP, events and data
- Evolve the TBA business model to be less reliant (proportionally) on membership and government funding and more in line with sector performance

- Evolve our participation programs for children and people with a disability (Bowl Patrol and Bowl Abilities)
- Develop participation program(s) for Older Australians
- Using data and insights create innovative league and social competitions

- Explore feasibility of High Performance centre to develop coaches, athletes and other technical experts
- Deliver a National Championship that attracts the world's best & supports athletes and coaches to achieve success on the international stage
- Invest in a robust high performance pathway

- Good governance systems are implemented across the sport to maximise efficiencies
- Collaborate with key stakeholders to create alignment across the industry and the sport

MEASURES OF SUCCESS

- Increase the total number of games bowled per annum by 5%
- Increase of member revenue of 5% by close of 2022
- Commercial revenue to be 8% of total membership revenue by 2023

- 10% year on year growth across BP, BA and SS by 2023 built off 2021 baseline
- 65% of all centres offer a national program
- Spare Time Seniors designed and in market by 2022

- Australia to be ranked in top 5 (Asia) and number 1 for Oceania
- 10% increase in number of coaches at all levels (Lane Rangers, Level, Bronze and Silver)
- NTS Athletes satisfaction level baseline established

- 80% or greater adoption of one management model by SSO's
- Create an industry working group to respond to industry trends
- Increased engagement through TBA Digital Communications assets (baseline + growth % TBC)

VALUES

INNOVATION, COURAGE, INTEGRITY, COMPASSION, EXCELLENCE