



BOWLS VICTORIA PARTICIPATION STRATEGY

PROJECT VALUE: \$19,500
COMPLETED: 2016
CLIENT: BOWLS VICTORIA

KEY HIGHLIGHTS:

- Created an integrated participation framework for all levels of bowls.
- Defined specific key market segments for bowls and bowlers that allow for the development of opportunities inline with market needs.
- Identified Bowls Victoria's focus in terms of participation on providing leadership, services resources and support and promoting the good work of the Victorian Bowls Community.

Bowls Victoria commissioned *insideEDGE* to develop a Participation Strategy that aims to guide all forms of bowls to 2020 and beyond. The key message - **'Bowls, the sport for life'** - highlights Bowls Victoria's desire to grow the range of opportunities to play and introduce the sport to more people earlier in life.

The focus of the Participation Strategy was to take people from being inactive or somewhat active and encourage them to become regular participants in Bowls. This strategy identified the need to provide a range of options and opportunities that best meet the needs of, and appeal to, a greater range of Victorians.

It also highlighted the need to engage with schools and clubs more, and identify a stronger role for coaches in implementing participation initiatives.

Bowls Victoria believe that an "investment into participation is an investment into the future of the sport".