



BOWLS
VICTORIA

Rolling Towards 2030 Strategic Facilities Plan 2020 – 2030



Acknowledgements and Disclaimer



Acknowledgements

We respectfully acknowledge the Traditional Owners and custodians of the lands on which our respective offices and bowls facilities and offices are located throughout Victoria. We also pay respect to all Aboriginal community Elders, past and present, who have resided in Victoria and have been an integral part of the history of the lands on which our clubs and facilities are located.

We would like to thank all stakeholders that contributed to the development of this strategy by responding to the online survey and participating in the in-depth interviews. Your contribution has helped to shape the future direction of bowls facilities in Victoria.

Bowls Victoria acknowledges the support of the Victorian Government in developing the Strategic Facilities Plan, and recognise Sport Business Partners (SBP) as the independent consultants engaged to develop this strategy.

Disclaimer

SBP have prepared this study solely for Bowls Victoria. The work informing this study was undertaken between December 2019 and July 2020. It draws on primary research and secondary data collected from Bowls Victoria and publicly available sources during this time.

Due to rounding, numbers presented throughout this report may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures. All reasonable endeavours have been made to ensure that the contents of this document are factually correct, however SBP do not accept responsibility for the accuracy and completeness of the contents and shall not be liable for any loss or damage that may be occasioned directly or indirectly through the use of or reliance on the contents herein.

This report was developed prior to the COVID-19 pandemic and therefore any impacts the pandemic may have had on the bowls industry have not been considered in this strategy.

Facilities located within retirement villages are in addition to the data provided and generally do not accommodate any district or state level competition, as they are predominantly used for social and casual bowls participation.

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Introduction and Objectives



Bowls Victoria has developed a Strategic Facilities Plan to understand, prioritise and guide the facility development of new and existing bowls clubs over the next 10 years, to enable greater participation and sustainability for the sport of bowls into the future.

The overall objective for this project is to provide:

An evidence-based roadmap for the future, outlining the optimal mix of facilities for the sport in Victoria.

In addition, the following will be provided throughout the project:

- Clarity of the facility requirements (type and geographical distribution) based on current facilities, current and future participation and market/demographic forecasts.
- Localised findings at LGA level to enhance advocacy and funding opportunities.

- Documentation of the broad value proposition of bowls facilities within the community.
- A series of strategic options which will maximise the sport and community benefits of bowls facilities.
- A structured process for ongoing data collection, monitoring and access by clubs, including indication of participation and visitation numbers at each club.
- Case studies which identify best-practice and enable learnings to be shared across the sport, including sustainable operating models, coaching, diverse community engagement and participation.
- Templates for clubs that demonstrate the types of amenities/facilities within each club and the opportunities to increase club activities based on its facility.

The Need for the Strategic Facilities Plan



Bowls is often referred to as the sport that takes a second to learn but a lifetime to master. The game has **several different formats designed to cater to the needs of various audiences** – providing opportunities to participate regardless of age, background, skill-level and time constraints. The sport also has an extensive geographic footprint of facilities and an increasingly diverse value proposition for the surrounding local communities.

The social connection that bowls provides is one of the key strengths of the sport. **Bowls enables physical activity and social connection amongst older Australians and over 82% of bowls participants are aged over 40.** The potential benefits which bowls can provide to local communities, and to older segments of the community with far less formal recreation options, has traditionally been underappreciated.

While 88% of clubs have some supporting social infrastructure including function areas, meeting rooms, kitchen and bar facilities, only 40% of clubs have access to all of these elements. **Bowls clubs can be much more than just sports facilities and are often the key community hub for local residents** to celebrate special occasions, enjoy a meal and catch-up with family and friends – all while enjoying the fun of rolling one down the green.

Bowls facilities are challenging to run and traditionally owe their success to dedicated teams of volunteers. With an ageing and

increasingly time-poor society, the importance of professional and modern facilities, supported by a diverse offering will literally determine the survival and prosperity of some clubs. **The sport requires ongoing support from all levels of government** to ensure its facilities continue to remain viable and able to deliver ongoing benefits to the community.

The sport is currently lacking a Centre of Excellence facility that provides a dedicated home of bowls within Victoria – serving as a hub for high performance, coaching, administration and sport development. This strategy will future-proof the sport by adopting an evidence-based approach to facility planning that identifies priority areas and outlines the optimal mix of facilities for the sport.





By 2030, bowls in Victoria will have..

A network of high-quality, sustainable and consistently operated bowls facilities, which exceed the expectations and diverse needs of the community in every region of Victoria.

Alignment

Ultimately the implementation of the Bowls Victoria Strategic Facilities Plan will be an enabler and contributor to the organisation's overall Vision: To have more people connected to Bowls; and its Mission: To grow and support the sport of bowls through Clubs and their communities. The specific outcomes which are envisaged for our sport's facilities are detailed on the following page.



The Bowls Victoria Strategic Facilities Plan will deliver the following key outcomes for the sport:

- **Fit-for-purpose facilities** which are customer and community focused, delivering exceptional experiences at a local level.
- **Strong connection** to – and between **grassroots clubs and bowlers**.
- Consistent application of a **statewide facility hierarchy** that designates the optimal mix of amenities and services, and enables facilities of all sizes to operate successfully. This highlights the need for a **state-level facility** that provides a dedicated home of bowls within Victoria.
- **Increased collaboration** with the **industry and key stakeholders** including all levels of government, community, businesses and partners.
- **Consistency and efficiency** in the **presentation** and **operations of facilities**.
- **Greater innovation and collaboration** with key stakeholders in the **turf industry** (e.g. Victorian Greenkeepers Association and the Australian Sports Turf Management Association).

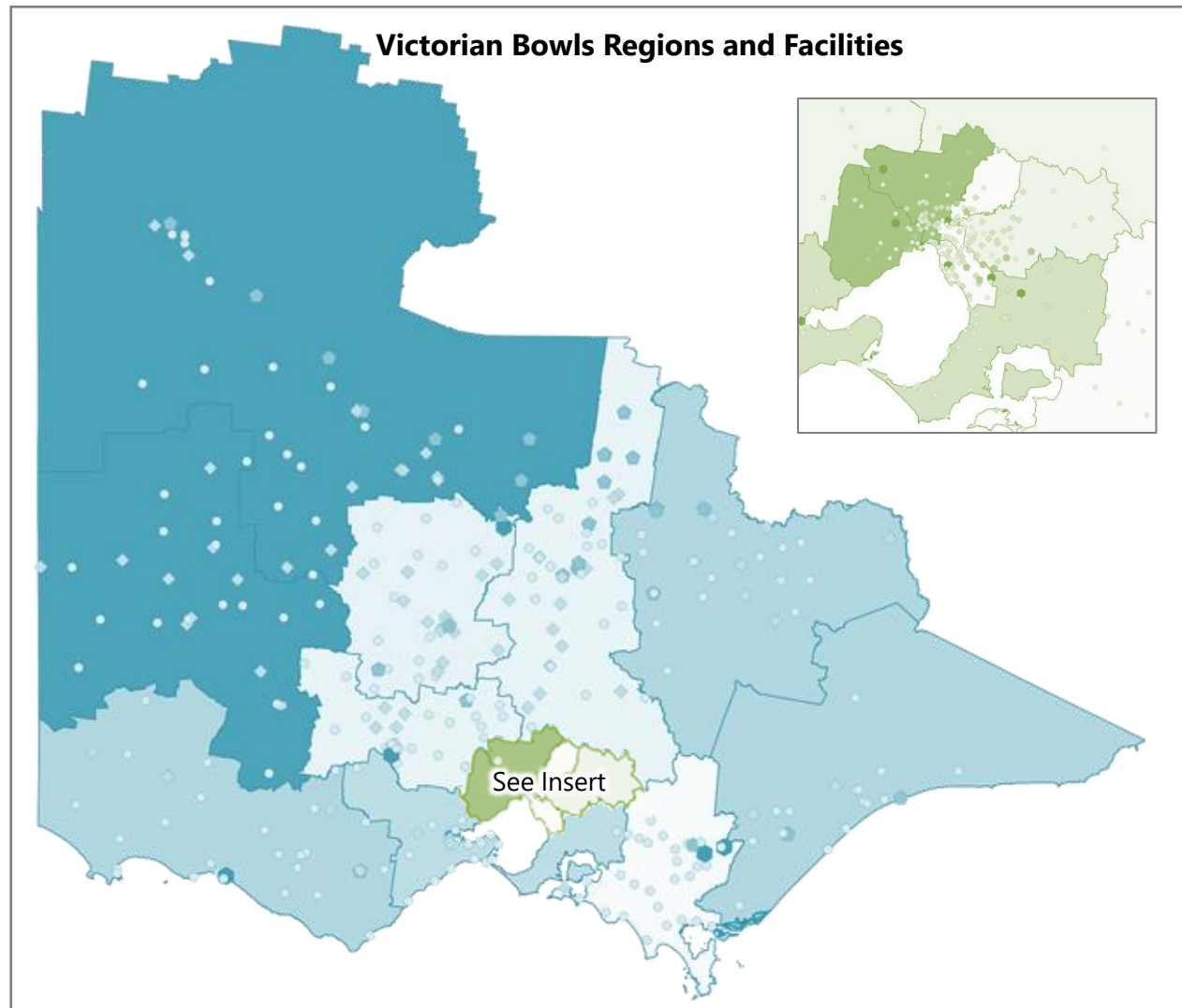
Snapshot of Bowls in Victoria



Quick Facts

- 16 bowls regions
- 510 clubs
- 41,980 members
- 193,072 participants
- 945 greens
- 6,869 rinks

Bowls Region	Total Clubs	Total Participants
Eastern Ranges	33	12,231
Metropolitan West	22	6,076
Northern Gateway	26	7,313
Sandbelt	41	10,954
Yarra	26	8,422
Total Metropolitan	148	44,996
Bendigo Campaspe	33	17,396
Central Goulburn	41	16,864
Murray		
Central Victoria	42	34,447
Geelong	24	9,639
Gippsland	19	5,015
Murray Mallee	35	11,355
Ovens & Murray	28	10,443
Peninsula Casey	33	10,031
Strezlecki	33	6,499
West Coast	36	15,537
Wimmera	38	10,850
Total Regional	362	148,076
TOTAL	510	193,072



State-wide Facility Priorities



The following state-wide facility priorities have been identified through a range of data inputs including current facility provision and supply, membership and participation rates, forecast population growth, club health scores and the facility hierarchy. Each of the priority areas is explained in further detail on the following pages, and key data inputs can be found on pages 24 and 25.

Region	1 Additional facilities to cater for future demand	2 State-wide access to all aspects of the sport	3 Increased community engagement and facility activation	4 Develop a regional strategy to ensure ongoing sustainability	5 Develop one Centre of Excellence facility for the sport in Victoria
Eastern Ranges				✓	
Metropolitan West	✓			✓	
Northern Gateway	✓			✓	
Sandbelt				✓	
Yarra		✓		✓	
Bendigo Campaspe		✓	✓	✓	
Central Goulburn Murray		✓	✓	✓	
Central Victoria				✓	
Geelong				✓	
Gippsland		✓	✓	✓	
Murray Mallee		✓	✓	✓	
Peninsula Casey	✓	✓		✓	
Ovens & Murray		✓	✓	✓	
Strezlecki				✓	
West Coast			✓	✓	
Wimmera		✓		✓	

State-wide Facility Priorities



1	Additional facilities to cater for future demand	These regions will continue to have an under-supply of facilities as the population changes (based on 2031 projected population forecasts). Future additional facilities may be delivered through partnerships with Retirement Lifestyle Villages (RLV's) and other sports.
2	State-wide access to all aspects of the sport	Social/casual bowls is the fastest growing area of the sport, yet some regions currently don't have any facilities that can cater to mid-week social bowls. These regions are unable to capitalise on the growth and popularity of social bowls as they can't play mid-week bowls undercover and under lights all year round.
3	Increased community engagement and facility activation	These regions have a high proportion of facilities per forecast population, and low participation. These regions will require additional and ongoing support to activate facilities, diversify their offering and increase participation.
4	Develop a regional strategy to ensure ongoing sustainability	These regions currently have an adequate supply of facilities to meet demand. Developing localised strategies for each region to guide future investment, in partnership with Local Government, Regional Sports Assemblies and Sport and Recreation Victoria will ensure ongoing sustainability of facilities across the state.
5	Develop one Centre of Excellence facility for the sport in Victoria	Bowls Victoria is currently missing a state-level facility that delivers a Centre of Excellence for the sport. This type of facility would serve as a central hub for high performance, coaching, administration and sport development.

State-wide Facility Priorities

Bowls Victoria has 16 bowls regions across the state, each containing a number of divisions that deliver and administer pennant competition within the local area.

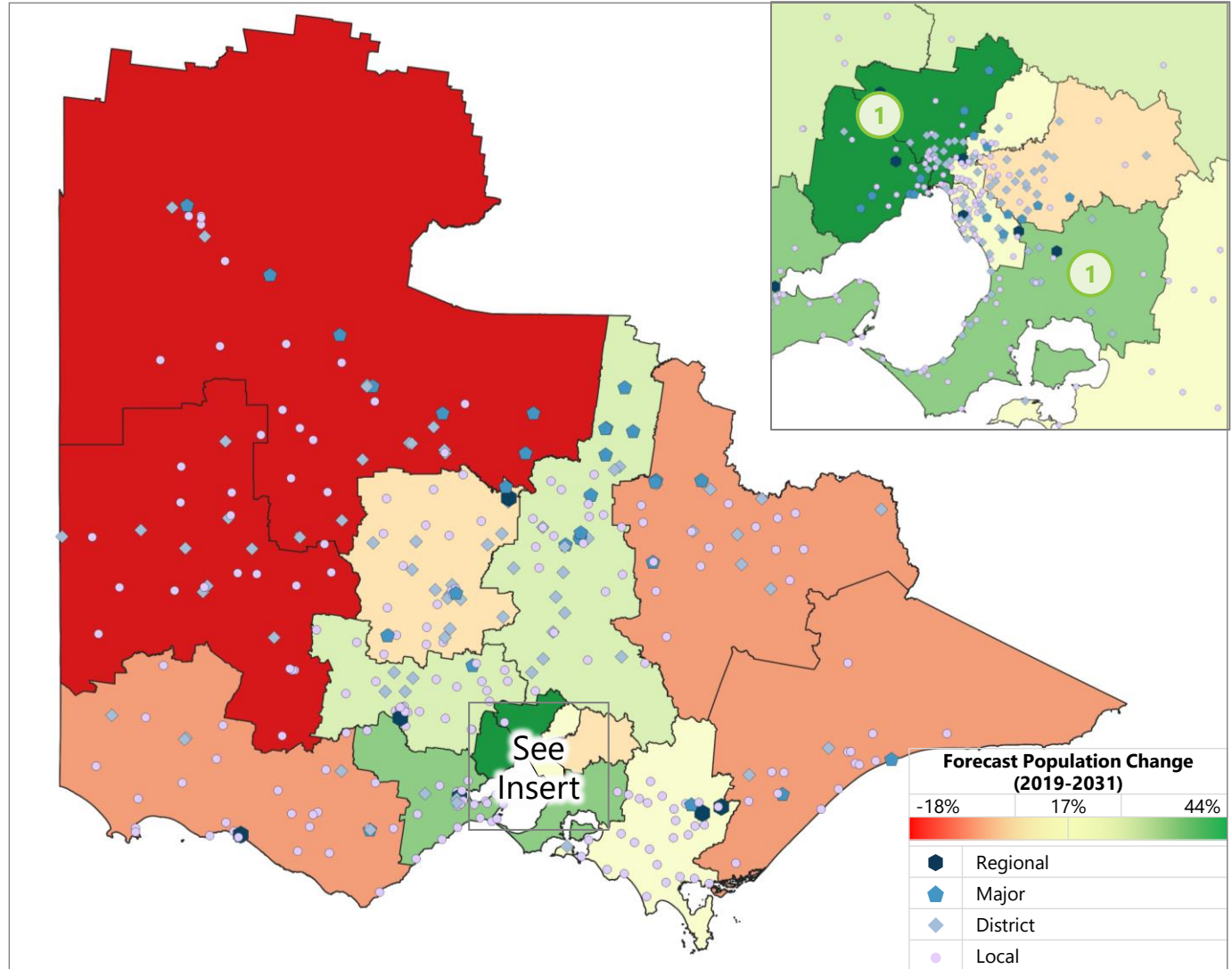
The map displays the forecast population change for each region between 2019 and 2031, overlaid with bowls facilities to provide a visual representation of population density and facility distribution.

The fastest growing areas are shown in **green** and those in decline are shown in **red**.

1 Additional facilities to cater for future demand

The regions that will require additional facilities to cater for future demand are Northern Gateway, Metro West (ideally a regional level facility in the North West) and Peninsula Casey (an additional 1-2 facilities in the South East). These facilities should be planned in new and emerging community developments through the North, West and South East Growth Corridors.

These regions currently have a high population per facility ratio and are also expected to see high population growth between 2019 and 2031.



State-wide Facility Priorities

To understand the serviceable population of each regional bowls facility, isochrone analysis has been conducted to calculate the potential catchment size.

An isochrone is an area from which a point can be reached within a given time parameter.

Isochrone analysis allows for the potential catchment of a facility to be calculated based on an individual's actual travel interaction and experience with a facility, rather than their absolute distance from a facility.

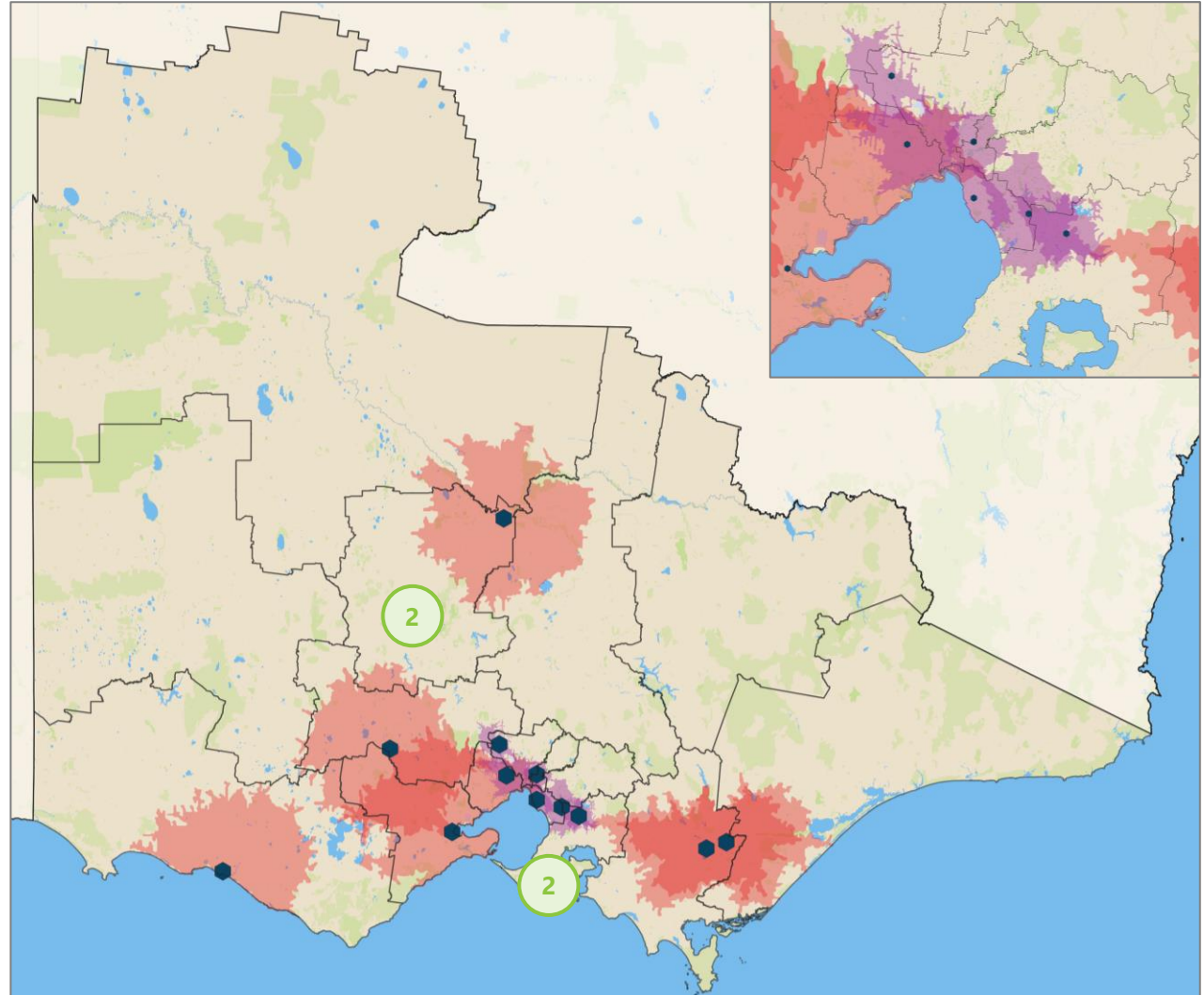
2 State-wide access to all aspects of the sport

The regions that currently do not have a regional level facility are:

- Central Goulburn Murray
- Gippsland
- Murray Mallee
- Peninsula Casey*
- Ovens & Murray
- Wimmera

In addition, this analysis also identifies that the population centres of Bendigo and the Mornington Peninsula* also lack access to a regional-level bowls facility. It is recommended that an existing facility in these areas is upgraded to ensure access to all levels of the sport in these areas.

*Note: The Karingal Bowls Club is currently in the process of installing an undercover green and this will elevate it to a regional level facility.



State-wide Facility Priorities



For Strategic Priority 2 (regions which require a regional standard facility), a series of potential clubs have been identified based on existing facility provision, current hierarchy positioning and location.* For Strategic Priority 3 (regions which require increased community engagement and facility activation), clubs with low membership, low participation and poor club health have been identified to target for additional support.

2 State-wide access to all aspects of the sport

Bowls Region	Potential Facilities to Upgrade to Regional Standard*
Bendigo Campaspe	Bendigo
Central Goulburn Murray	East Shepparton
Gippsland	Lakes Entrance and Sale
Murray Mallee	Coomealla, Euston, Tooleybuc and Swan Hill
Peninsula Casey	Dromana, Karingal and Mt Martha
Ovens & Murray	Benalla and Corowa RSL
Wimmera	Horsham Sunnyside

3 Increased community engagement and facility activation

Bowls Region	Facilities to increase engagement
Bendigo Campaspe	Bridgewater, Mathoura and District, Serpentine, Strathfieldsaye and Woodbury
Central Goulburn Murray	Berrigan, Finley, Hilltop, Jerildee Mooroopna, Numurkah, Shepparton Golf and Broadford
Gippsland	Bruthen and Tambo
Murray Mallee	Cohuna Golf, Kerang Golf, Quambatook, Red Cliffs, Serviceton and Wentworth
Ovens & Murray	Milawa
West Coast	Casterton, Grangeburn, Hamilton and Lismore

4 Develop a regional strategy to ensure ongoing sustainability

Suggested Regions
<ul style="list-style-type: none"> The hierarchy provides a state-wide guide for facility provision. For each region, specific targets need to be set and applied which align to the state-wide priorities. This will require a tailored and detailed plan for each region.

5 Develop one Centre of Excellence facility for the sport in Victoria

Suggested Regions
<ul style="list-style-type: none"> Eastern Ranges Metropolitan West Northern Gateway Sandbelt Yarra Peninsula Casey

*Note: These clubs have been provided as examples based on available data and this is not an exhaustive list.

The Bowls Facility Hierarchy defines the key purpose, core activities and amenity provision for all levels of bowls facilities.

The objective of the hierarchy is to assist key stakeholders by guiding investment and development priorities.

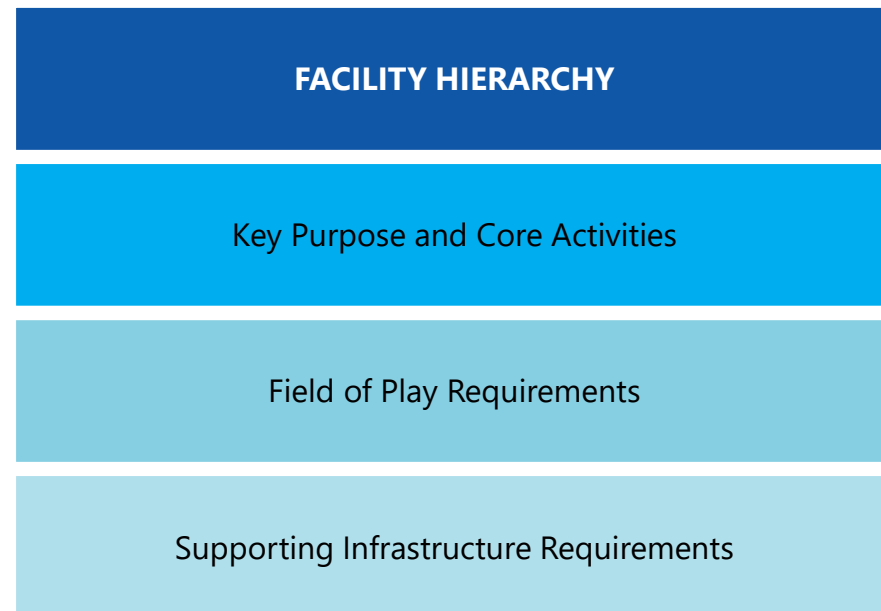
The provision of facilities at each level of the hierarchy will be determined by a range of factors including local context, supply and demand, Government advocacy and commercial opportunities.

Facility hierarchies are considered critical tools when addressing and evidencing each of these factors. It is important to note that the facility hierarchy is not a ranking of each club, but provides a framework to assist clubs in identifying future facility development priorities, and ensuring an optimal mix of facilities across the state.

Implementing the facility hierarchy will deliver a 'hub and spoke' model, where each region has access to a central regional hub facility, with a network of supporting facilities.

This is the first facility hierarchy that has been developed for the sport, and it will require continual review and updating as data collection continues to improve and more inputs can be factored in.

While there are 12 regional level bowls facilities, it is assumed that each level of the hierarchy meets the level below. However, there will be anomalies where some facilities cross over between levels.



Facility Hierarchy



Level	Key Purpose and Core Activities	Field of Play Requirements	Supporting Infrastructure Requirements	Number of Current Facilities	Optimal Mix of Facilities (Metro Regions)	Optimal Mix of Facilities (Regional Regions)	Examples
State	<ul style="list-style-type: none"> A Centre of Excellence facility that serves as the home of bowls for the state, and facilitates high performance (HP) and talent identification, administration HQ, volunteer training, coaching, greens keeping, training etc. 	<ul style="list-style-type: none"> 2 or more greens 	<ul style="list-style-type: none"> Indoor HP training/ coaching facilities Office space Meeting rooms PWD Toilet PWD Clubhouse 	0	1 for the state		N/A
Regional	<ul style="list-style-type: none"> Host National/State Championships Has the ability to accommodate large crowds and the infrastructure required for these events 	<ul style="list-style-type: none"> 2 or more greens 	<ul style="list-style-type: none"> Undercover green Bistro Function Room PWD Toilet PWD Clubhouse 70 or more carparks 	12	6	14	Moama Traralgon
Major	<ul style="list-style-type: none"> Host regional level competitions Would typically include a clubhouse and amenities suitable for hosting spectators, presentations and awards 	<ul style="list-style-type: none"> 1 or more greens 	<ul style="list-style-type: none"> Lighting Bistro Function Room PWD Toilet PWD Clubhouse 50 or more carparks 	45	29	41	Werribee Ferntree Gully
District	<ul style="list-style-type: none"> Host interclub and pennant competition Provide facilities to host social events for people that live within the area Provision of a clubhouse with kitchen and bar facilities 	<ul style="list-style-type: none"> 1 or more greens 	<ul style="list-style-type: none"> Function Room PWD Toilet PWD Clubhouse 25 or more carparks 	142	77	115	Croydon Horsham Sunnyside
Local	<ul style="list-style-type: none"> Create accessibility and exposure for bowls in local communities Small clubroom with basic amenities Primary activity is to deliver club competitions 	<ul style="list-style-type: none"> 1 green 	<ul style="list-style-type: none"> Basic clubhouse and amenities 	311	44	189	Clifton Springs Macedon Ranges

Note: While there are 12 regional level bowls facilities, it is assumed that each level of the hierarchy meets the level below, however there will be anomalies where some facilities cross over between levels. As the population catchments for regional areas are vastly different to metro areas, the optimal mix of facilities is different for regional and metro regions.

Facility Hierarchy

Bowls Victoria is currently missing a State level facility that delivers a Centre of Excellence for the sport.

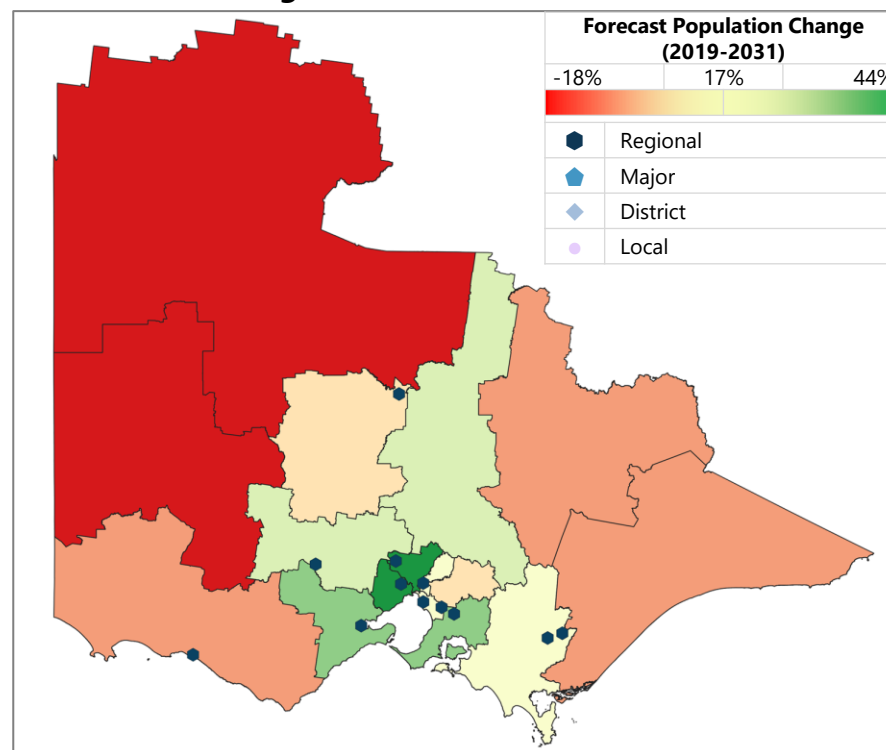
It is proposed that a site for this facility would be identified and developed as part of the implementation of this strategy. In order to service the largest catchment of players and participants, it is recommended that this facility is within the metropolitan region.

There are currently 12 regional-level bowls facilities within Victoria which have the capacity to deliver elite level events and competitions. As demonstrated on the map, there is a lack of regional-level facilities in the North-West and North-East of the state. It is proposed that each bowls region would have its own regional-level facility in order to ensure state-wide access to all aspects of the sport and deliver the 'hub and spoke' model.

Facility Hierarchy Summary – By Region

Bowls Region	State	Regional	Major	District	Local
Bendigo Campaspe	0	1	4	15	13
Central Goulburn Murray	0	0	9	15	17
Central Victoria	0	1	2	5	34
Eastern Ranges	0	1	5	18	10
Geelong	0	1	0	3	20
Gippsland	0	0	2	2	15
Metropolitan West	0	1	5	3	13
Murray Mallee	0	0	5	11	20
Northern Gateway	0	1	2	11	12
Ovens & Murray	0	0	4	9	15
Peninsula Casey	0	0	0	14	18
Sandbelt	0	2	2	14	23
Strezlecki	0	2	1	1	28
West Coast	0	1	2	5	28
Wimmera	0	0	0	11	27
Yarra	0	1	2	5	18
Total	0	12	45	142	311

Regional Level Bowls Facilities



STRATEGIC PRIORITIES

Strategic Priorities

The strategic priorities have been developed to ensure a network of high-quality, sustainable and consistently operated bowls facilities, which exceed the expectations and diverse needs of the community in every region of Victoria.



Finance

How do we **improve club sustainability** across the state by **maximising the value of our underlying assets** (clubs and landholdings) and **transforming our club operating models**?



Facilities

How can we ensure our sport's facilities **cater and appeal to the diverse needs** of the local community, our current and future bowlers in every region?



Technologies

How do we **enhance the customer experience** at all levels of the sport through data **capture, analysis and technology**?



Relationships

How do we **elevate our strategic advocacy** to maximise our positioning as the true community sport through our **partnerships** with community organisations, businesses and all levels of Government?



Markets

How do we ensure our facilities are capable of **increasing connection with current bowlers and broaden engagement with new audiences** through research and innovation?



Finance

How do we **improve club sustainability** across the state by **maximising the value of our underlying assets** (clubs and landholdings) and **transforming our club operating models**?

SHORTER-TERM (12-36 MONTH INITIATIVES)

- Continue to collaborate with the national Regional Bowls Managers to **improve our club's business models and planning**. Jointly identify and target in-need or distressed clubs.
- Educate and assist clubs in identifying and implementing activities that generate **alternative revenue streams** (i.e. facility hiring, community events, food and beverage services).
- Identify and pilot a series of community partnerships that **reimagine the role of bowls clubs** in the community and leverage opportunities to ensure financially sustainable facilities.

MEDIUM-LONGER-TERM (3-10-YEAR INITIATIVES)

- Develop and facilitate **a state-wide, digital shared services and preferred suppliers' platform** where clubs can share resources and leverage the collective buying-power of the industry (to reduce costs, increase efficiency and share learnings with other clubs). This may also include commercial partners and sponsors.



Facilities

How can we ensure our sport's facilities **cater to the diverse needs** of the local community, our current and future bowlers in every region?

SHORTER-TERM (12-36 MONTH INITIATIVES)

- Finalise and consolidate the **facilities hierarchy, Club star-rating system and decision-making criteria** for Victoria and use it to review, identify and advocate for the top ten strategic facility projects for the state.
- Conduct a **formal audit and update of all club and facility datasets** regularly, including documentation of specific issues or upgrades which need to be resolved in the future.
- Develop and **publish a Club Facility Guidelines portal** to outline high-level priorities, templates and standard operating procedures for Clubs to use when conducting local facility planning. This should also include guidelines for sustainable facility design to assist clubs in engaging with key stakeholders such as developers and all levels of government.
- Work with State Government to identify and secure a bowls **Centre of Excellence** facility within the state.

MEDIUM-LONGER-TERM (3-10-YEAR INITIATIVES)

- Continue to **review, identify and advocate for the top ten strategic facility projects** for the state.
- Develop a **centralised facilities database as part of BowlsLink** which enables consolidation of existing datasets and ongoing self-reporting and updating from Clubs and administrators.



Technologies

How do we **enhance the customer experience** at all levels of the sport through data **capture, analysis and technology**?

SHORTER-TERM (12-36 MONTH INITIATIVES)

- Conduct **an initial club facility technology audit** to establish key priorities for local technology enhancements, and continue to maintain and update it every 2-3 years.
- **Leverage the newly implemented BowlsLink technology** by integrating specific functions across the sport, including live scoring and results, food and beverage purchase integration, content creation and fan engagement.
- Implement the BowlsLink **online Rink Booker tool for clubs** to capture basic details of social bowlers.

MEDIUM-LONGER-TERM (3-10-YEAR INITIATIVES)

- Investigate opportunities to **expand the Rink Booker tool**, to enable broader data capture from, and ongoing engagement with, social bowlers for clubs and Bowls Victoria to leverage.
- Establish a panel of **technology partners/sponsors** to deliver innovative and energy efficient solutions for club facilities (i.e. electronic scoreboards, solar powered equipment, chemical-free maintenance, etc.).



Relationships

How do we **maximise our strategic advocacy** for the sport through our **partnerships** with community organisations, businesses and all levels of Government?

SHORTER-TERM (12-36 MONTH INITIATIVES)

- **Develop and implement a holistic facilities stakeholder engagement plan** which identifies key stakeholders, their current perceptions and expectations of BV, how BV will engage with them including specific objectives, resources, channels, messaging and regularity. This may include semi-annual surveys with key stakeholders as regular pulse checks.
- Develop a **standard terms sheet** for facility lease agreements to assist clubs when approaching and negotiating with Council.
- Establish a **Local Government** contact register and communications plan that identifies priority Councils and establishes a structured process for ongoing communication and engagement.
- Identify a series of opportunities to **work more closely with other clubs and sports** through a partnership approach to create multi-sport hubs.

MEDIUM-LONGER-TERM (3-10-YEAR INITIATIVES)

- **Develop a digital facilities planning resource** to assist Local and State Government in understanding specific Bowls demand and priorities across each region of the state.
- Work with LGA's and Regional Sports Assemblies in developing **localised strategies for each region** to ensure ongoing sustainability of facilities across the state.



Markets

How do we ensure our facilities are capable of **increasing connection with current bowlers and broaden engagement with new audiences** through research and innovation?

SHORTER-TERM (12-36 MONTH INITIATIVES)

- **Establish an Innovation, Research and Development function** at BV to initiate, consolidate and monitor facilities market data collection, storage, analysis and reporting across the business.
- **Develop a rolling three-year insight program** to identify innovation and inform future facility planning.
- Develop **an introduction to bowls and competitions resource for Retirement/Lifestyle Villages**.

MEDIUM-LONGER-TERM (3-10-YEAR INITIATIVES)

- Continue to review and update the **rolling three-year insight program** for the sport to inform future facility provision planning.
- **Facilitate an annual series of club facility conferences** to advocate for whole-of-state approaches to facility planning and priorities, innovation and sustainability - and to cultivate networking, collaboration, stakeholder engagement.

APPENDIX: REGIONAL PROVISION ANALYSIS

Participation and Facility Provision – State Overview



The table below demonstrates the distribution of participants and facilities across each bowls region. The Central Victoria (42), Central Goulburn Murray (41) and Sandbelt (41) regions have the greatest number of facilities.

Bowls participation is strong in regional communities, and the Wimmera (18%), Central Victoria (16%) and the West Coast (12%) regions have the highest participation rate per population, while Metropolitan West (44% increase), Northern Gateway (33% increase) and Peninsula Casey (31% increase) are expected to see the greatest population growth between 2019 and 2031.

Bowls Region	Metro/ Regional	Total Number Facilities	2019 Population	2031 Population	Projected Population Change (% change from 2019-2031)	Facilities per 10,000 People in 2031	Total Bowls Participants	Participation Per Population (No. participants vs population)
Eastern Ranges	Metro	33	820,543	934,663	14%	0.35	12,231	1%
Metropolitan West	Metro	22	778,360	1,122,517	44%	0.20	6,076	1%
Northern Gateway	Metro	26	1,068,356	1,418,304	33%	0.18	7,313	1%
Sandbelt	Metro	41	937,917	1,111,905	19%	0.37	10,954	1%
Yarra	Metro	26	526,013	603,907	15%	0.43	8,422	2%
Bendigo Campaspe	Regional	33	185,367	209,737	13%	1.57	17,396	9%
Central Goulburn Murray	Regional	41	179,469	215,244	20%	1.90	16,864	9%
Central Victoria	Regional	42	214,132	266,114	24%	1.58	34,447	16%
Geelong	Regional	24	310,584	406,897	31%	0.59	9,639	3%
Gippsland	Regional	19	90,871	101,106	11%	1.88	5,015	6%
Murray Mallee	Regional	35	117,192	96,611	-18%	3.62	11,355	10%
Peninsula Casey	Regional	33	755,590	993,113	31%	0.33	10,031	1%
Ovens & Murray	Regional	28	153,034	161,500	6%	1.73	10,443	7%
Strezlecki	Regional	33	192,054	227,786	19%	1.45	6,499	3%
West Coast	Regional	36	125,064	128,941	3%	2.79	15,537	12%
Wimmera	Regional	38	59,106	56,772	-4%	6.69	10,850	18%

Data Sources: Bowls Victoria. Victorian Facilities and Participation Data, June 2019. Bowls Australia. National Participation Census, 2018-19. Bowls Australia. Spreadsheets provided by RBM's, 2020. SBP Calculation based on data sources, 2020. ABS. Annual Estimated Resident Population, 2018/19. DELWP. Victoria in Future 2019 Population Projections, 2019.

Strategic Facility Priorities – By Region



The key priorities for each region have been identified based on current supply of facilities and forecast future demand using three key measures: **facilities** per 10,000 people in 2031, **participation** per population, and projected **population** change. For each measure, a score of high, medium or low has been given and the combination of the three scores highlights the priority, which is then cross-checked against other data sources and IP within the organisation.

High, Medium and Low ratings are relative to other regions and based on the statistical quartiles for each ratio. Each quartile has been calculated for both metro and regional regions. In general terms, regions with a low number of facilities, low participation and high population growth will require additional facilities to meet future demand. Regions with a medium to high number of facilities, medium to high participation, and low population growth have been prioritised for increased community engagement and facility activation.

Bowls Region	Total Number Regional Level Facilities	Facilities per 10,000 People in 2031	Participation per Population Rating	Projected Population Change Rating	1 Additional facilities to cater for future demand	2 State-wide access to all aspects of the sport	3 Increased community engagement and facility activation	4 Develop a regional strategy
		Rating	Rating	Rating				
Eastern Ranges	1	High	Low	Med				✓
Metropolitan West	1	Low	Low	High	✓			✓
Northern Gateway	1	Low	Low	High	✓			✓
Sandbelt	2	High	Low	Med				✓
Yarra	1	High	Med	Med		✓		✓
Bendigo Campaspe	1	Med	Med	Med		✓	✓	✓
Central Goulburn Murray	0	Med	Med	Med		✓	✓	✓
Central Victoria	1	Med	High	Med				✓
Geelong	1	Med	Low	High				✓
Gippsland	0	Med	Med	Low		✓	✓	✓
Murray Mallee	0	High	Med	Low		✓	✓	✓
Peninsula Casey	0	Low	Low	High	✓	✓		✓
Ovens & Murray	0	Med	Med	Low		✓	✓	✓
Strezlecki	2	Med	Low	Med				✓
West Coast	1	High	High	Low			✓	✓
Wimmera	0	High	High	Low		✓		✓

Statistical Quartiles. Regional: For facilities, high is more than 2.5 facilities per 10,000 people, low is less than 1 facility per 10,000 people; for the participation to population ratio, high is more than 11%, low is less than 5%; for projected population change, high is more than 25%, low is less than 12%.

Metro: For facilities, high is more than 0.3 facilities per 10,000 people, low is less than 0.2 facilities per 10,000 people; for the participation to population ratio, high is more than 3%, low is less than 1.5%; for projected population change, high is more than 30%, low is less than 15%.

REGIONAL VICTORIA

Bendigo Campaspe



The Bendigo Campaspe Region is made up of **33** clubs and contains the main population centres of **Bendigo** and **Echuca/Moama**. The area is made up of the following LGAs; Campaspe Shire Council, Greater Bendigo City Council, Loddon Shire Council and Murray River Council.



185,367

Current Population (2019)



209,737

Projected Population (2031)



13%

Percentage Change

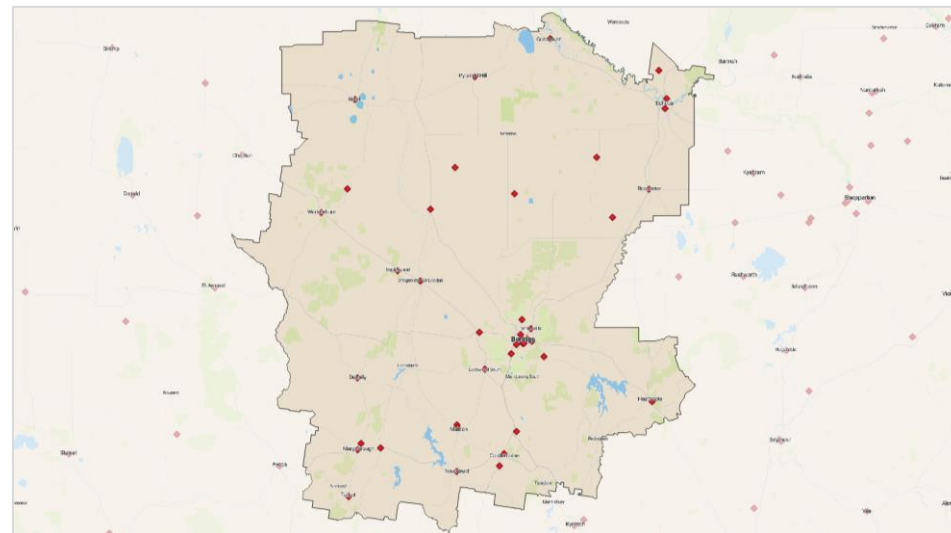
TOTAL CLUBS – 33^{1,2,3}

Members	2,393	Total Participation	17,396
Average members per club	73	Average participants per club	527
Participation Rate	9.4%	Regional Average Part. Rate	8.7%
Club per population ratio	5,617	Regional average club/pop ratio	6,843

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Regional Avg Part. Rate
Competition	4,596	26%	24%
Social	12,500	72%	74%
Jack Attack	300	2%	1%
Total	17,396	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased community engagement and facility activation	Develop a regional strategy to ensure ongoing sustainability
	✓	✓	✓

CLUB HEALTH SCORE

	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	Clubs with no score
% of Clubs	61%	39%	0%	0%
Number of Clubs	20	13	0	0
Bendigo Average	82	Regional Average	71.3	

Bendigo Campaspe



Regional Recommendations

- One of the existing district level facilities in Bendigo should be upgraded to a regional level facility.
- Elevate Bendigo East and Kangaroo Flat from district to major level facilities.
- Elevate North Bendigo and South Bendigo from local to district level facilities.
- Increase engagement with all local level clubs to increase facility activation and utilisation.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	1	4	15	13
	%	3%	12%	46%	39%
Optimal Facility Mix	#	2	6	15	11

LGA Provision Summary	Regional	Major	District	Local	Total
Campaspe (S)	0	0	2	3	5
Greater Bendigo (C)	0	1	9	5	15
Edward River (A)	0	1	0	1	2
Loddon (S)	0	0	2	3	5
Mount Alexander (S)	0	0	2	1	3
Murray River (A)	1	2	0	0	3

Regional	
Moama Bowls Club	
Major	
Deniliquin RSL Bowling Club	
Mathoura and District Bowling Club	
Rich River Bowls Club	
Woodbury Bowls Club	
District	Local
Bendigo Bowls Club	Bendigo VRI Bowling Club
Bendigo East Bowling Club	Calivil Bowling Club
Bridgewater Bowling Club	Campbell's Creek BC
Castlemaine Bowling Club	Deniliquin Bowling Club
City of Echuca Bowls Club	Dingee Bowling Club
Eaglehawk Bowls Club	Inglewood Bowling Club
Elmore Bowling Club	Kyabram Valley View Bowls Club
Golden Square Bowls Club	Lockington Bowls Club
Harcourt Bowls Club	Lockwood South Bowls Club
Heathcote Bowling Club	North Bendigo Bowls Club
Kangaroo Flat Bowls Club	South Bendigo Bowls Club
Marong Bowls Club	Tongala Bowls Club Inc
Rochester Bowls Club Inc	White Hills Bowling Club
Serpentine Bowls Club	
Strathfieldsaye Bowls Club	

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Central Goulburn Murray



The Central Goulburn Murray Region is made up of **40** clubs and contains the main population centres of **Shepparton** and **Wallaan**. The area is made up of the following LGAs; Berrigan Shire Council (NSW) Greater Shepparton City Council, Mitchell Shire Council, Moira Shire Council, Murrindindi Shire Council and Strathbogie Shire Council.



179,469

Current Population (2019)



215,244

Projected Population (2031)



20%

Percentage Change

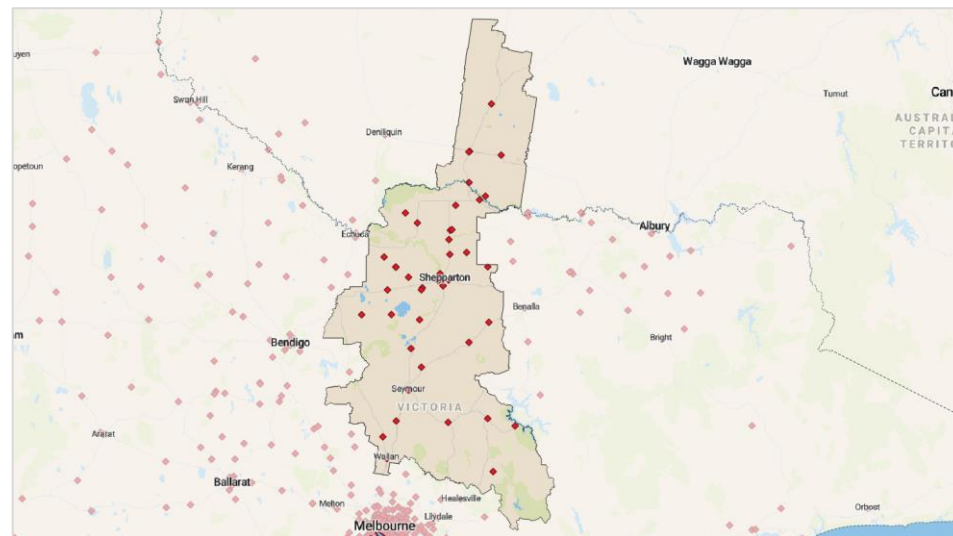
TOTAL CLUBS – 40^{1,2,3}

Members	2,250	Total Participation	16,864
Average members per club	55	Average participants per club	411
Participation Rate	10.0%	Regional Average Part. Rate	8.7%
Club per population ratio	4,350	Regional average club/pop ratio	6,843

PARTICIPATION MIX²

Participation Type	Total	Participation Rate	Regional Avg Part. Rate
Competition	4,350	25%	24%
Social	12,414	75%	74%
Jack Attack	100	1%	1%
Total	16,864	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased community engagement and facility activation	Develop a regional strategy to ensure ongoing sustainability
	✓	✓	✓

CLUB HEALTH SCORE

	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	Clubs with no score
% of Clubs	37%	61%	2%	0%
Number of Clubs	15	25	1	0
CGM Average	77.8	Regional Average	71.3	

Regional Recommendations

- Elevate East Shepparton and Shepparton Park to major or regional level facilities.
- Increase engagement with all local level clubs to increase facility activation and utilisation.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	0	8	15	17
	%	0%	22%	37%	41%
Optimal Facility Mix	#	2	8	14	16

LGA Provision Summary	Regional	Major	District	Local	Total
Berrigan (A)	0	4	1	0	5
Campaspe (S)	0	0	2	2	4
Greater Shepparton (C)	0	3	4	5	12
Mitchell (S)	0	0	3	2	5
Moira (S)	0	1	2	4	7
Murrindindi (S)	0	0	1	2	3
Murrumbidgee (A)	0	0	1	0	1
Strathbogie (S)	0	0	2	2	4

Regional (None)	Major
	Berrigan Sports Bowling Club
	Finley Bowling Club
	Hilltop Bowling Club
	Jerilderee Sports Bowling Club
	Mooroopna Golf Bowls Club
	Numurkah Golf and Bowls Club
	Shepparton Golf Bowling Club
	Tocumwal Golf Bowls Club
District	Local
Alexandra Bowls Club	Dookie Bowling Club
Avenel Bowling Club	Eildon Bowling Club
Barooga Sports Bowling Club	Euroa Bowls Club
Broadford Bowling Club	Katandra West Bowling Club
Cobram Bowling Club	Merrigum Bowls Club
Colbinabbin Bowls Club	Nathalia Bowling Club
East Shepparton Bowls Club	Picola Bowling Club
Kilmore Bowls Club	Rushworth Bowls Club
Kyabram Bowling Club	Seymour VRI Bowling Club
Mooroopna Bowls Club	Shepparton Park Bowls Club
Murchison Bowls Club Inc	Stanhope Bowls Club
Nagambie Bowls Club	Strathmerton Bowling Club
Numurkah Bowls Club	Tallygaroopna Bowls Club
Seymour Bowling Club Inc	Violet Town Bowls Club Inc
Tatura Bowls Club	Wallan Bowling Club
	Wunghnu Bowls Club
	Yea Bowls Club Inc

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Central Victoria



The Central Victoria Region is made up of **42** clubs and contains the main population centres of **Ballarat**. The area is made of the following LGAs; Ballarat City Council, Central Goldfields Shire Council, Hepburn Shire Council, Macedon Ranges Shire Council, Moorabool Shire Council and Mount Alexander Shire Council.



214,132

Current Population (2019)



266,114

Projected Population (2031)



24%

Percentage Change

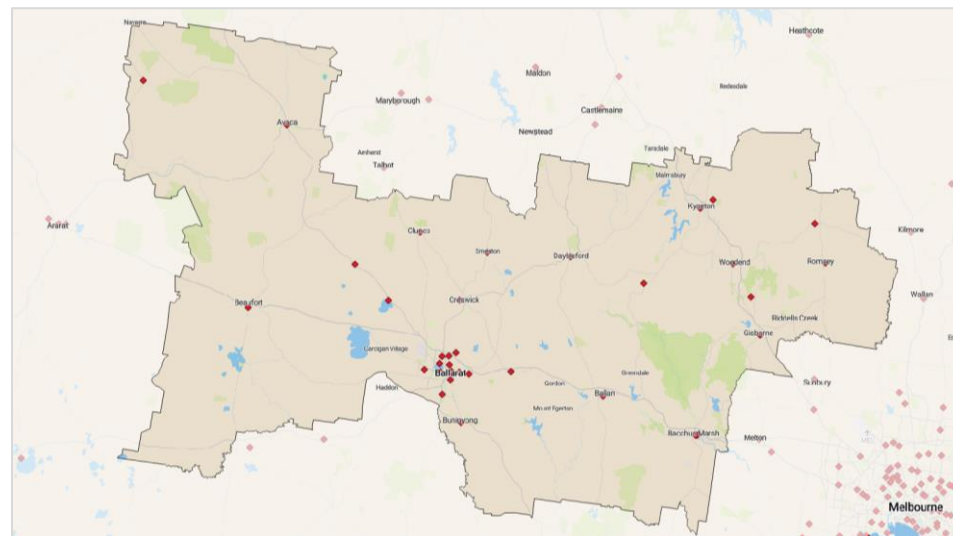
TOTAL CLUBS – 42^{1,2,3}

Members	3,040	Total Participation	34,447
Average members per club	72	Average participants per club	820
Participation Rate	16.1%	Regional Average Part. Rate	8.7%
Club per population ratio	5,098	Regional average club/pop ratio	6,843

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Regional Avg Part. Rate
Competition	5,276	15%	24%
Social	29,146	85%	74%
Jack Attack	26	0%	1%
Total	34,447	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased community engagement and facility activation	Develop a regional strategy to ensure ongoing sustainability
			✓

CLUB HEALTH SCORE

	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	Clubs with no score
% of Clubs	38%	48%	14%	0%
Number of Clubs	16	20	6	0
Central Vic Average	75.6	Regional Average	71.3	

Regional Recommendations

- Elevate Daylesford and Midlands from local to district level facilities.
- Undertake a consultation and engagement process with all local level clubs to understand current challenges and priorities.
- Identify a minimum of five local level facilities to elevate to district level with strategic investment into facilities.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	1	2	5	34
	%	2%	5%	12%	81%
Optimal Facility Mix	#	1	2	7	30
LGA Provision Summary	Regional	Major	District	Local	Total
Ballarat (C)	1	0	2	11	14
Central Goldfields (S)	0	1	0	4	5
Golden Plains (S)	0	0	0	1	1
Hepburn (S)	0	0	3	2	5
Macedon Ranges (S)	0	0	1	6	7
Melton (C)	0	0	0	1	1
Moorabool (S)	0	0	0	4	4
Mount Alexander (S)	0	0	0	2	2
Pyrenees (S)	0	0	0	3	3

Regional	District
Sebastopol Bowling Club	Ballarat Bowling Club
	Clunes Bowling Club
Major	Creswick Bowling Club
Kyneton Bowling Club	Learmonth Bowling Club
Maryborough Highlands Society Bowls Club	Smeaton Bowling Club

Local	
Avenue Bowling Club	Invermay Bowling Club
Avoca Country Golf/Bowls Club	Kyneton Golf Bowling Club
Bacchus Marsh Bowling Club	Lancefield Bowling Club
Ballan Bowling Club	Linton and District Bowling Club
Ballarat East Bowling Club	Macedon Ranges Bowling Club
Ballarat Memorial Sports Bowling Club	Maldon Bowls Club
Ballarat North Bowling Club	Maryborough Golf and Bowls Club
Beaufort Golf Bowling Club	Midlands Golf Bowling Club
Bungaree Bowling Club	Mt Xavier Bowling Club
Buninyong Bowling Club	Newstead Bowls Club
Carisbrook Bowling Club	Romsey Bowling Club
Central Wendouree Bowling Club	Talbot Bowls Club
City Oval Bowling Club	Trentham Bowling Club
Daylesford Bowling Club	Victoria Bowling Club
Diggers Rest Bowling Club	Waubra Bowling Club
Dunolly Bowls Club	Webbcona Bowling Club
Gisborne and District Bowling Club	Woodend Bowling Club

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

The Geelong Region is made up of **24** clubs and contains the main population centres of **Geelong** and **Torquay**. The area is made up of the following LGAs; Greater Geelong City Council, Golden Plains Shire Council and Surf Coast Shire Council.



310,584

Current Population (2019)



406,897

Projected Population (2031)



31%

Percentage Change

TOTAL CLUBS - 24_{1,2,3}

Members	3,453	Total Participation	9,639
Average members per club	144	Average participants per club	402
Participation Rate	3.1%	Regional Average Part. Rate	8.7%
Club per population ratio	12,941	Regional average club/pop ratio	6,843

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Regional Avg Part. Rate
Competition	5,102	53%	24%
Social	4,075	42%	74%
Jack Attack	462	5%	1%
Total	9,639	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased community engagement and facility activation	Develop a regional strategy to ensure ongoing sustainability
			✓

CLUB HEALTH SCORE

	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	Clubs with no score
% of Clubs	63%	25%	4%	8%
Number of Clubs	15	6	1	2
Geelong Average	81.7	Regional Average	71.3	

Regional Recommendations

- Elevate Highton and Queenscliff to major level facilities.
- Elevate Anglesea, Belmont, Clifton Springs, Geelong, Geelong Eastern Park, Lara, Leopold, Ocean Grove, Point Lonsdale, Portarlington, St Leonards and Torquay from local level to district level facilities.
- Maintain Bannockburn, Bareena, Barwon Heads, Bell Post Hill, Drysdale, Geelong RSL and Norlane as local level facilities.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	1	0	3	20
	%	4%	0%	13%	83%
Optimal Facility Mix	#	1	2	14	7

LGA Provision Summary	Regional	Major	District	Local	Total
Golden Plains (S)	0	0	1	1	2
Greater Geelong (C)	1	0	2	15	18
Queenscliffe (B)	0	0	0	2	2
Surf Coast (S)	0	0	0	2	2

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Regional
City of Geelong Bowls Club
Major (None)
District
Geelong Cement Bowling Club
Highton Bowls Club
Inverleigh Bowls Club

Local	
Anglesea Bowling Club	Queenscliff Bowling Club
Bannockburn & District Bowls Club	St. Leonards Bowls Club
Bareena Bowling Club	Torquay Bowling Club
Barwon Heads Bowling Club	
Bell Post Hill Bowls Club	
Belmont Bowls Club	
Clifton Springs Bowls Club	
Drysdale Bowling and Croquet Club	
Geelong Bowls Club	
Geelong Eastern Park Bowling Club	
Geelong RSL Bowls Club	
Lara Bowling Club	
Leopold Sportsmans Club Bowls Section	
Norlane Bowling Club	
Ocean Grove Bowling Club	
Point Lonsdale Bowling Club	
Portarlington Bowling Club	

The Gippsland Region is made up of **19** clubs and contains the main population centres of **Bairnsdale** and **Sale**. The area is made up of the following LGAs; East Gippsland Shire Council and Wellington Shire Council.



90,871

Current Population (2019)



101,106

Projected Population (2031)



11%

Percentage Change

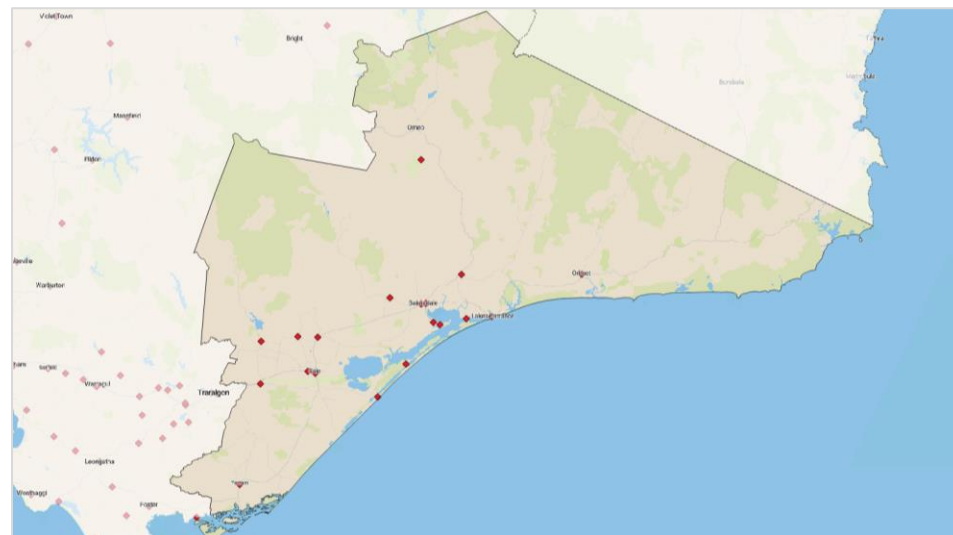
TOTAL CLUBS – 19_{1,2,3}

Members	1,849	Total Participation	5,015
Average members per club	97	Average participants per club	264
Participation Rate	5.5%	Regional Average Part. Rate	8.7%
Club per population ratio	4,783	Regional average club/pop ratio	6,843

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Regional Avg Part. Rate
Competition	1,274	25%	24%
Social	3,620	72%	74%
Jack Attack	121	2%	1%
Total	5,015	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand

State-wide access to all aspects of the sport

Increased community engagement and facility activation

Develop a regional strategy to ensure ongoing sustainability

✓

✓

✓

*Note: At the time of publishing, club health data for this region was incomplete, hence a larger proportion of red traffic lights.

Regional Recommendations

- Identify an existing major level facility to elevate to regional.
- Maintain the number of district and local facilities within the region.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	0	5	3	11
	%	0%	11%	11%	79%
Optimal Facility Mix	#	1	4	3	11

LGA Provision Summary	Regional	Major	District	Local	Total
East Gippsland (S)	0	1	1	8	10
Wellington (S)	0	1	1	7	9

Regional (None)

Major

Bairnsdale Bowls Club
 Bairnsdale Golf & Bowls Club
 Lakes Entrance Bowls Club
 Sale Community Bowls Club
 Yarram Country Club

District

Heyfield Bowls Club
 Lindenow Recreation and Bowling Club
 Paynesville Bowling Club

Local

Bruthen Bowling Club
 Golden Paradise Beach Bowls Club
 Howitt Park Bowls Club
 Loch Sport Bowls Club
 Maffra Bowls Club
 Metung Bowls Club
 Orbost Bowls Club
 Rosedale Bowling Club
 Stratford Bowling Club
 Tambo Valley Bowling Club
 West Sale Bowls Club

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Murray Mallee



The Murray Mallee Region is made up of **33** clubs and contains the main population centres of **Mildura** and **Swan Hill**. The area is made up of the following Victorian LGAs; Buloke Shire Council, Gannawarra Shire Council, Mildura Rural City Council and Swan Hill Rural City Council.



117,192

Current Population (2019)



96,611

Projected Population (2031)



-19%

Percentage Change

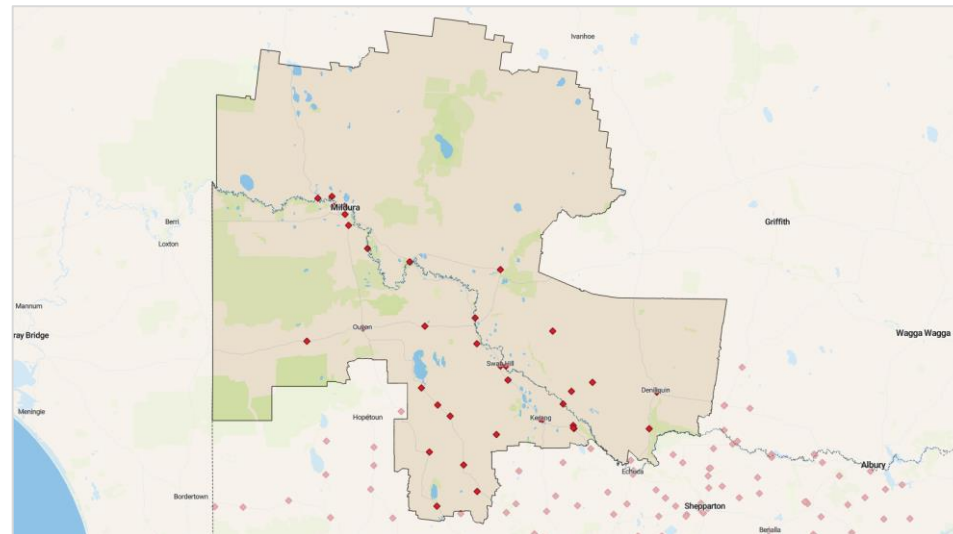
TOTAL CLUBS – 33^{1,2,3}

Members	1,790	Total Participation	11,355
Average members per club	51	Average participants per club	324
Participation Rate	9.7%	Regional Average Part. Rate	8.7%
Club per population ratio	3,348	Regional average club/pop ratio	6,843

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Regional Avg Part. Rate
Competition	2,345	21%	24%
Social	8,926	79%	74%
Jack Attack	84	1%	1%
Total	11,355	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased community engagement and facility activation	Develop a regional strategy to ensure ongoing sustainability
	✓	✓	✓

	CLUB HEALTH SCORE			Clubs with no score
	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	
% of Clubs	17%	65%	9%	9%
Number of Clubs	6	22	3	3
Murray Mallee Avg	73.1	Regional Average	71.3	

Regional Recommendations

- The Barham Sports Bowling Club and Barham Services Bowling Club are merging into a unified club to be known as Barham Bowling Club. With major capital works planned, this will become a major level facility in the future.
- Identify an existing major or district level facility to elevate to regional.
- Elevate Mildura and Mildura Workers from local to district level facilities.
- Undertake a consultation and engagement process with all local level clubs to understand current challenges and priorities.
- Work with local level clubs to increase community engagement and activation.

Regional Provision Summary		Regional	Major	District	Local	
Current Facility Mix	#	0	5	10	18	
	%	0%	15%	30%	55%	
Optimal Facility Mix	#	1	4	10	18	
LGA Provision Summary		Regional	Major	District	Local	Total
Balranald (A)	0	1	0	0		1
Buloke (S)	0	0	0	3		3
Campaspe (S)	0	0	0	1		1
Gannawarra (S)	0	0	5	1		6
Loddon (S)	0	0	0	1		1
Mildura (RC)	0	0	1	7		8
Murray River (A)	0	3	1	1		5
Swan Hill (RC)	0	0	2	3		5
Wentworth (A)	0	1	1	0		2
West Wimmera (S)	0	0	1	0		1
Yarriambiack (S)	0	0	0	1		1

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Regional (None)	
Major	
Barham Bowling Club	
Coomealla Bowling Club	
Euston Bowling Club	
Murray Downs Golf and Country Club	
Tooleybuc Sports Bowling Club	
District	
Cohuna Bowls Club	Red Cliffs Bowling Club
Cohuna Golf Bowling Club	Serviceton Memorial Bowling Club
Kerang Bowling Club	Swan Hill Bowling Club
Kerang Golf Bowls Club	Swan Hill Racecourse Bowls Club
Quambatook Bowling Club	Wentworth Bowling Club
Local	
Berrillock Bowling Club	Mildura Workers Bowls Club
Culgoa Bowling Club	Nangiloc and District Bowling Club
Gunbower Bowls Club	Nyah and District Bowling Club
Irymple Bowling Club	Ouyen Bowling Club
Lake Boga Bowling Club	Pyramid Hill Bowling Club
Leitchville Bowling Club	Sea Lake Bowling and Golf Club
Manangatang and District Bowling Club	Underbool Bowling Club
Merbein Bowling Club	Wakool Bowling Club
Mildura Bowling Club	Woomelang Bowling Club

Ovens & Murray



The Ovens and Murray Region is made up of **28** clubs and contains the main population centres of **Wodonga** and **Wangaratta**. The area is made up of the following LGAs; Alpine Shire Council, Benalla Rural City Council, Indigo Shire Council, Mansfield Shire Council, Wodonga City Council and Wangaratta Rural City Council.



153,034

Current Population (2019)



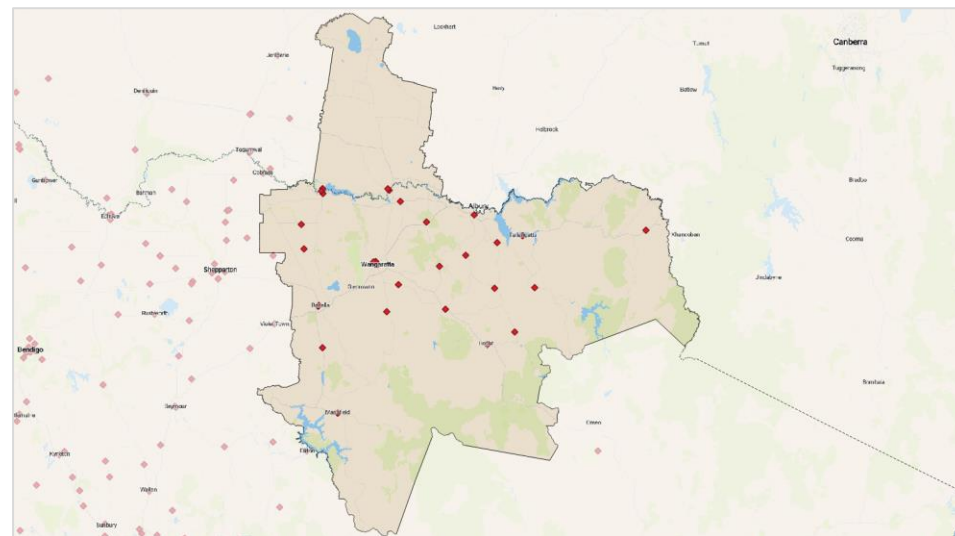
161,500

Projected Population (2031)



6%

Percentage Change



TOTAL CLUBS – 28 _{1,2,3}			
Members	1,413	Total Participation	10,443
Average members per club	50	Average participants per club	373
Participation Rate	6.8%	Regional Average Part. Rate	8.7%
Club per population ratio	5,466	Regional average club/pop ratio	6,843
PARTICIPATION MIX ₂			
Participation Type	Total	Participation Rate	Regional Avg Part. Rate
Competition	2,574	25%	24%
Social	7,662	73%	74%
Jack Attack	207	2%	1%
Total	10,443	100%	100%

Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased community engagement and facility activation	Develop a regional strategy to ensure ongoing sustainability
	✓	✓	✓

CLUB HEALTH SCORE				
	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	Clubs with no score
% of Clubs	32%	61%	0%	7%
Number of Clubs	9	17	0	2
Ovens & Murray Avg	79.8	Regional Average	71.3	

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.

Regional Recommendations

- Elevate one of the major or district level facilities to a regional level facility.
- Maintain the current number of local level facilities.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	0	4	9	15
	%	0%	14%	32%	54%
Optimal Facility Mix	#	1	4	8	15
LGA Provision Summary	Regional	Major	District	Local	Total
Alpine (S)	0	0	2	2	4
Benalla (RC)	0	1	0	2	3
Federation (A)	0	3	1	0	4
Indigo (S)	0	0	2	3	5
Mansfield (S)	0	0	0	1	1
Moira (S)	0	0	1	2	3
Towong (S)	0	0	1	2	3
Wangaratta (RC)	0	0	1	3	4
Wodonga (C)	0	0	1	0	1

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Regional (None)

Major

Benalla Bowls Club
Club Mulwala Bowling Club
Corowa RSL Bowling Club
Yarrowonga Mulwala Golf Club Resort BC

District

Local

Beechworth Bowling Club	Chiltern Bowling Club
Bright Bowling Club	Dederang Bowls Club
Corowa Civic Bowling Club	Kiewa Valley Bowling Club
Corryong Bowls Club	Mansfield Bowling Club
Myrtleford Bowls Club	Milawa Bowls Club
Rutherglen Bowling Club	Mitta Valley Bowling Club
Wangaratta Bowls Club	Moira Benalla Bowling Club
Wodonga Bowling Club	Moyhu Bowling Club
Yarrowonga Bowls Club	St. James Bowls Club Inc.
	Swanpool Bowling Club
	Tallangatta Bowls Club
	Tawonga Mt Beauty Bowling Club
	Tungamah Bowls Club
	Wareena Park Bowls Club
	Yackandandah Bowling Club

Peninsula Casey

The Peninsula Casey Region is made up of **33** clubs and contains the main population centres of **Frankston** and **Narre Warren**. The area is made up of the following LGAs; Cardinia Shire Council, Casey City Council, Frankston City Council and Mornington Peninsula Shire Council.



755,590

Current Population (2019)



993,113

Projected Population (2031)



31%

Percentage Change

TOTAL CLUBS – 33^{1,2,3}

Members	3,387	Total Participation	10,031
Average members per club	103	Average participants per club	304
Participation Rate	1.3%	Regional Average Part. Rate	8.7%
Club per population ratio	22,897	Regional average club/pop ratio	6,843

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Regional Avg Part. Rate
Competition	2,316	23%	24%
Social	7,448	74%	74%
Jack Attack	267	3%	1%
Total	10,031	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand

✓

State-wide access to all aspects of the sport

✓

Increased community engagement and facility activation

Develop a regional strategy to ensure ongoing sustainability

✓

*Note: At the time of publishing, club health data for this region was incomplete, hence a larger proportion of red traffic lights.

Regional Recommendations

- At the time of publication, Karingal has plans to install an undercover green, which will elevate this facility to regional level.
- Identify two district facilities to elevate to major.
- Mornington Civic, Somerville, Sorrento and Rosebud Beach are all in the process of installing lighting which will elevate these facilities from local to district.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	0	1	18	14
	%	0%	0%	42%	58%
Optimal Facility Mix	#	1	2	20	10

LGA Provision Summary	Regional	Major	District	Local	Total
Cardinia (S)	0	0	4	0	4
Casey (C)	0	0	4	2	6
Frankston (C)	0	0	1	4	5
Kingston (C)	0	0	1	0	1
Mornington Peninsula (S)	0	0	4	13	17

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Regional (None)	Major
	Karingal Bowling Club
District	
Blue Hills Bowling Club	Mt Martha Bowls and Social Club
Cardinia Waters Bowls Club	Mount Eliza Bowling Club
City of Frankston Bowling Club	Pakenham Bowls Club
Dromana Bowls Club	Rye Bowls Club
Hastings Bowling Club	
Local	
Balnarring Bowls & Social Club	Koo Wee Rup Bowling Club
Baxter Village Bowls Club	Rosebud Country Club
Beleura Bowls Club	Rosebud Beach Community Bowls Club*
Belvedere Bowls Club	Somerville Bowling Club*
Cranbourne RSL Bowls Club	Sorrento Bowls Club*
Flinders Golf Bowls Club	Village Glen Bowls Club
Main Ridge Bowls and Pétanque Club	West Rosebud Bowling and Croquet Club
Mornington Civic Bowls and Social Club*	Woodlands Park Bowls Club
Mornington Bowling Club	Yamala Park Frankston Bowling Club

The Strezlecki Region is made up of **34** clubs and contains the main population centres of **Traralgon** and **Wonthaggi**. The area is made up of the following LGAs; Bass Coast Shire, Baw Baw Shire Council Shire, Latrobe City Council and South Gippsland Shire Council.



192,054

Current Population (2019)



227,786

Projected Population (2031)



19%

Percentage Change

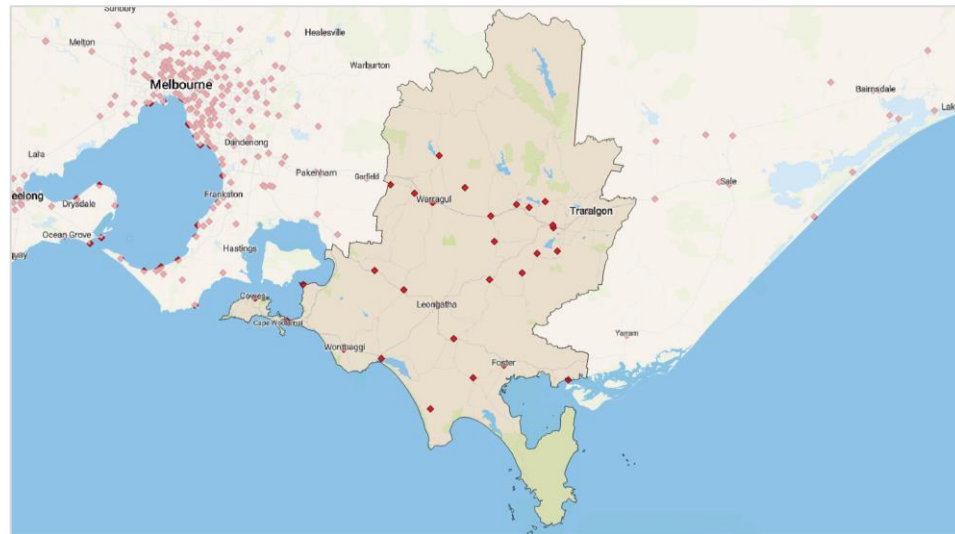
TOTAL CLUBS – 34^{1,2,3}

Members	2,494	Total Participation	6,499
Average members per club	76	Average participants per club	197
Participation Rate	3.4%	Regional Average Part. Rate	8.7%
Club per population ratio	5,820	Regional average club/pop ratio	6,843

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Regional Avg Part. Rate
Competition	1,785	27%	24%
Social	4,557	70%	74%
Jack Attack	157	2%	1%
Total	6,499	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand

State-wide access to all aspects of the sport

Increased community engagement and facility activation

Develop a regional strategy to ensure ongoing sustainability



*Note: At the time of publishing, club health data for this region was incomplete, hence a larger proportion of red traffic lights.

Regional Recommendations

- Upgrade an existing facility within the South Gippsland or Bass Coast Shire to regional level to ensure equitable access to all levels of the sport across the region.
- Identify two facilities to upgrade to major.
- Elevate Drouin, Inverloch and Wonthaggi from local to district level facilities.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	2	1	1	30
	%	9%	3%	3%	85%
Optimal Facility Mix	#	2	3	6	23

LGA Provision Summary	Regional	Major	District	Local	Total
Bass Coast (S)	0	0	1	4	5
Baw Baw (S)	0	0	0	7	7
Cardinia (S)	0	0	0	2	2
Latrobe (C)	2	1	0	7	10
South Gippsland (S)	0	0	0	10	10

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Regional
Morwell Bowling Club
Traralgon Bowls Club
Major
Newborough Bowling Club
District
Phillip Island Bowling Club

Local	
Boolarra Bowls and Recreation Club	Moe Bowling Club
Churchill Bowls Club	Neerim District Bowling Club
Corinella Bowling Club	Port Welshpool and District Bowling Club
Drouin Bowling Club	San Remo Bowls Club
Fish Creek Bowls Club	Tarwin Lower & District Bowls Club
Foster Bowls Club	The Morwell Club
Garfield Bowling Club	Thorpdale & District Bowling Club
Inverloch Bowling Club	Toora Bowls Club
Korumburra Bowling Club	Trafalgar Bowling Club
Lang Lang Bowls Club	Traralgon RSL Bowling Club
Leongatha Bowls Club	Warragul Bowling Club
Loch & District Bowling Club	Wonthaggi Bowls Club
Longwarry Bowls Club	Yallourn North Bowling Club
Meeniyan Bowls Club	Yarragon Bowling Club
Mirboo North Bowling Club	Yinnar Bowls and Recreation Club

West Coast



The West Coast Region is made up of **36** clubs and contains the main population centres of **Warrnambool** and **Colac**. The area is made up of the following LGAs; Glenelg Shire Council, Moyne Shire Council, Corangamite Shire Council, Colac Otway Shire Council and Southern Grampians Shire Council.



125,064

Current Population (2019)



128,941

Projected Population (2031)



3%

Percentage Change

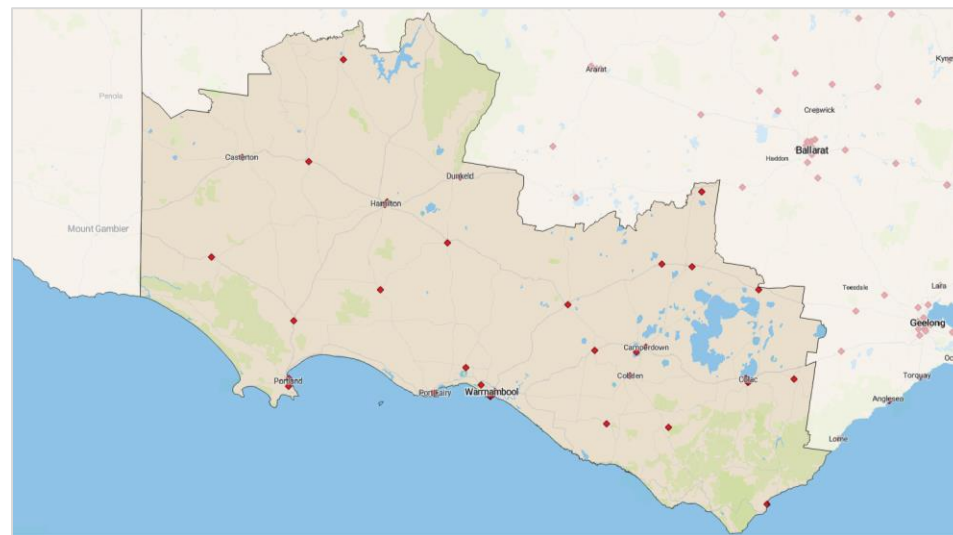
TOTAL CLUBS – 36_{1,2,3}

Members	2,808	Total Participation	15,537
Average members per club	78	Average participants per club	432
Participation Rate	12.4%	Regional Average Part. Rate	8.7%
Club per population ratio	3,474	Regional average club/pop ratio	6,843

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Regional Avg Part. Rate
Competition	4,067	26%	24%
Social	11,190	72%	74%
Jack Attack	279	2%	1%
Total	15,537	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased community engagement and facility activation	Develop a regional strategy to ensure ongoing sustainability
		✓	✓

CLUB HEALTH SCORE

	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	Clubs with no score
% of Clubs	11%	72%	3%	14%
Number of Clubs	4	26	1	5
West Coast Average	74.2	Regional Average	71.3	

Regional Recommendations

- Elevate Colac from district to major, and Lorne from local to major.
- Undertake a consultation and engagement process with all local level clubs to understand current challenges and priorities.
- Identify a minimum of five local level facilities in towns with a large population centre to elevate to district level with strategic investment into facilities.
- Continue to engage with local level clubs to maintain the current facility footprint and increase community engagement and facility activation.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	1	2	5	28
	%	3%	6%	14%	78%
Optimal Facility Mix	#	1	4	9	22

LGA Provision Summary	Regional	Major	District	Local	Total
Colac-Otway (S)	0	1	1	4	6
Corangamite (S)	0	0	1	8	9
Glenelg (S)	0	0	1	4	5
Moyne (S)	0	0	0	4	4
Southern Grampians (S)	0	0	2	4	6
Surf Coast (S)	0	0	0	2	2
Warrnambool (C)	1	1	0	2	4

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Regional	District
Warrnambool City Memorial Bowls Club	Casterton Bowling Club
	Colac Central Bowling Club
Major	Grangeburn Bowling Club
City Bowls Club Colac Inc	Hamilton Bowling Club
Warrnambool Bowls Club	Lismore Memorial Bowling Club
Local	
Apollo Bay Bowling Club	Lorne Bowls Club Inc
Balmoral Bowling Club	Macarthur Bowling Club
Birregura Bowling Club	Mortlake Bowls Club
Camperdown Bowling Club	Penshurst Bowls Club
Camperdown Golf Bowls Club	Port Fairy Bowling Club
Cobden Bowling Club	Portland Bowling Club
Colac Bowling Club	Portland RSL Memorial Bowling Club
Coleraine Bowling Club	Simpson Bowling Club
Cressy Bowling Club	Skipton Golf Bowling Club
Dartmoor Bowling Club	Terang Bowling Club
Dennington Bowling Club	Timboon Bowling Club
Derrinallum Bowling Club	Warrnambool Lawn Tennis Bowls Club
Dunkeld Bowling Club	Winchelsea Bowls Club
Heywood Bowling Club	
Koroit Bowling Club	

The Wimmera Region is made up of **38** clubs and contains the main population centres of **Horsham** and **Ararat**. The area is made up of the following LGAs; Horsham Rural City Council, Ararat Rural City, Hindmarsh Shire Council, West Wimmera Shire Council and Yarriambiack Shire Council.



59,106

Current Population (2019)



56,772

Projected Population (2031)



-4%

Percentage Change

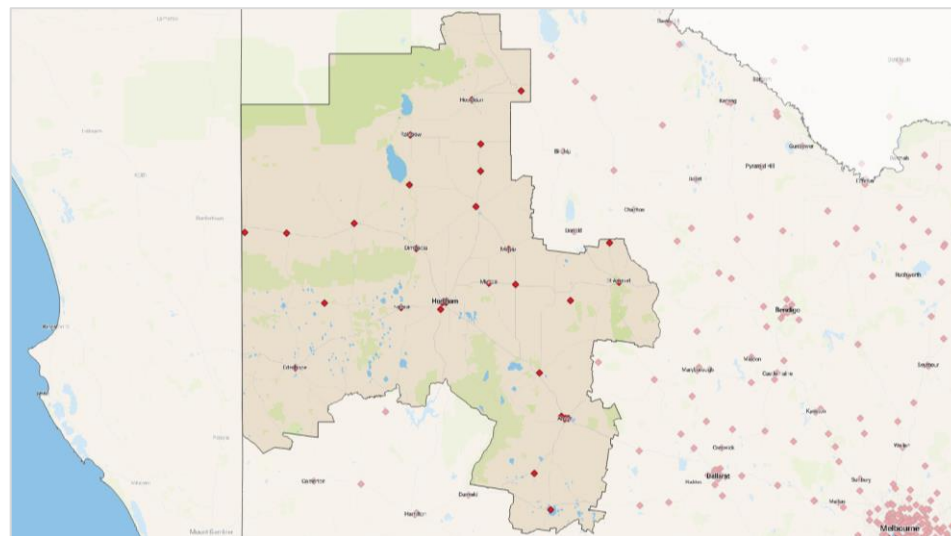
TOTAL CLUBS – 38_{1,2,3}

Members	1,919	Total Participation	10,850
Average members per club	51	Average participants per club	286
Participation rate	18.4%	Regional Average Part. Rate	8.7%
Club per population ratio	1,555	Regional average club/pop ratio	6,843

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Regional Avg Part. Rate
Competition	2,383	22%	24%
Social	8,257	76%	74%
Jack Attack	209	2%	1%
Total	10,850	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased community engagement and facility activation	Develop a regional strategy to ensure ongoing sustainability
	✓		✓

	CLUB HEALTH SCORE			
	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	Clubs with no score
% of Clubs	0%	76%	16%	8%
Number of Clubs	0	29	6	3
Wimmera Average	69.7	Regional Average	71.3	

Regional Recommendations

- Identify one district level club to elevate to regional in a large population centre such as Horsham.
- Maintain Charlton, Dimboola, Donald, Hopetoun, Minyip, Nhill, Stawell, Warracknabeal and Wedderburn as district level facilities.
- Identify two district level facilities in towns with a larger population to elevate to major.
- Continue to engage with local level facilities to understand where support is needed.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	0	0	11	27
	%	0%	0%	29%	71%
Optimal Facility Mix	#	1	2	9	26

LGA Provision Summary	Regional	Major	District	Local	Total
Ararat (RC)	0	0	0	5	5
Buloke (S)	0	0	2	3	5
Hindmarsh (S)	0	0	2	2	4
Horsham (RC)	0	0	2	4	6
Loddon (S)	0	0	1	2	3
Northern Grampians (S)	0	0	1	3	4
Pyrenees (S)	0	0	0	1	1
West Wimmera (S)	0	0	0	3	3
Yarriambiack (S)	0	0	3	4	7

Regional (None)	Major (None)
District	
Charlton Bowling Club	Minyip Bowling Club
Dimboola Bowling Club	Nhill Bowling Club
Donald Golf Bowls Club	Stawell Bowling Club
Hopetoun Bowling Club	Warracknabeal Bowling Club
Horsham Golf Bowls Club	Wedderburn Bowls Club
Horsham Sunnyside Bowling Club	
Local	
Aradale Bowling Club	Korong Vale Bowling Club
Ararat Bowling Club	Lake Bolac and District Bowling Club
Ararat VRI Bowls Club	Landsborough and District Bowling Club
Birchip Bowling Club	Murtoa Bowling Club
Boort Bowls Club	Natimuk Bowling Club
Brim Bowling Club	Rainbow Bowling Club
Chalambar Golf Bowls Club	Rupanyup Bowls Club
Coughlin Park Bowling Club	St Arnaud Bowling Club
Donald Bowling Club	St Arnaud Country Club Bowls Club
Edenhope Bowling Club	Stawell Golf Bowling Club
Goroke Bowling Club	Warracknabeal Golf Bowls Club
Horsham City Bowling Club	Wycheproof Bowling Club
Horsham West Bowling Club	
Jeparit Bowling Club	
Kaniva Bowling Club	

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

METRO VICTORIA

Eastern Ranges

The Eastern Ranges Region is made up of **34** clubs and contains the main population centres of **Glen Waverley** and **Lilydale**. The area is made up of the following LGAs; Knox City Council, Maroondah City Council, Monash City Council, Whitehorse City Council and Yarra Ranges Shire Council.



820,543

Current Population (2019)



934,663

Projected Population (2031)



14%

Percentage Change

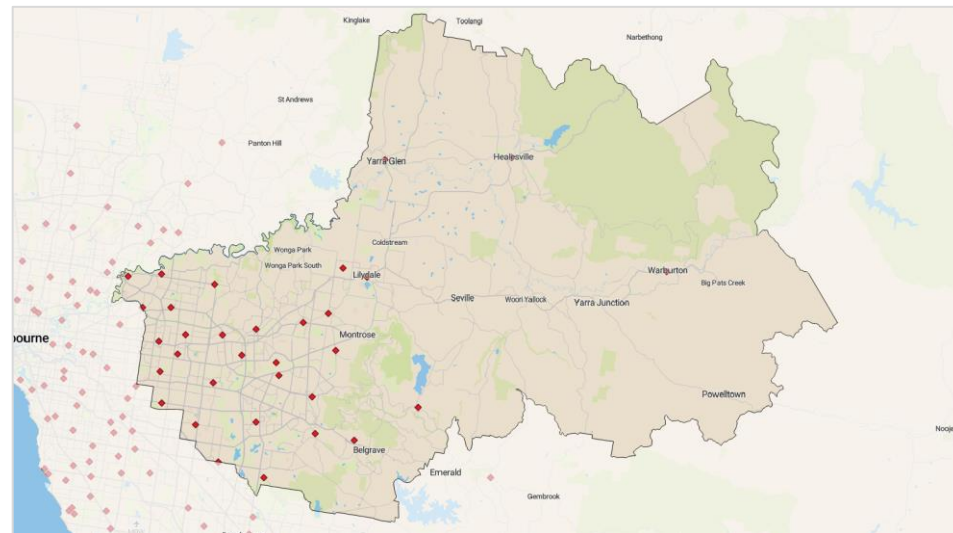
TOTAL CLUBS – 34^{1,2,3}

Members	4,268	Total Participation	12,231
Average members per club	129	Average participants per club	371
Participation Rate	1.3%	Metro Average Part. Rate	1.1%
Club per population ratio	24,865	Metro average club/pop ratio	28,889

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Metro Average Part. Rate
Competition	4,009	33%	40%
Social	7,379	60%	53%
Jack Attack	843	7%	7%
Total	12,231	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand

State-wide access to all aspects of the sport

Increased community engagement and facility activation

Develop a regional strategy to ensure ongoing sustainability

✓

CLUB HEALTH SCORE

	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	Clubs with no score
% of Clubs	30%	6%	48%	15%
Number of Clubs	10	2	16	5
Eastern Ranges Avg	70.9	Metro Average	74.5	

Eastern Ranges



Regional Recommendations

- Berwick Bowling Club will become a regional level facility, with works for an undercover green scheduled for 2021.
- Pakenham will also have an undercover green built in the new year, making this a major level facility.
- Elevate Box Hill from local to major.
- Elevate Ashburton, Blackburn North, and Eastwood Golf from local to district level facilities.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	0	6	19	9
	%	0%	15%	55%	30%
Optimal Facility Mix	#	1	7	21	5

LGA Provision Summary	Regional	Major	District	Local	Total
Boroondara (C)	0	0	0	1	1
Cardinia (S)	0	1	1	1	3
Casey (C)	0	1	0	0	1
Knox (C)	0	2	3	1	6
Maroondah (C)	0	0	3	1	4
Monash (C)	0	1	2	0	3
Murrindindi (S)	0	0	0	1	1
Whitehorse (C)	0	0	4	3	7
Yarra Ranges (S)	0	1	5	3	9

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Regional (None)	
Major	
Berwick Bowling Club	
Churchill Waverley Golf Bowls Club	
Ferntree Gully Bowling Club	
Monbulk Bowling Club	
Mulgrave Country Club	
Pakenham Bowling Club	
District	
Bayswater Bowls Club	Warburton Bowls Club
Bennettswood Bowling Club	Waterford Valley Lakes Bowls Club
Blackburn Bowls Club	Yarra Glen Bowls Club
Boronia Bowls Club	Upwey-Tecoma Bowls Club
Chirnside Park Country Club	
Cockatoo & District Bowls Club	Local
Croydon Bowling Club	Ashburton Bowls Club
Glen Waverley Bowls Club	Balmoral Gardens Bowls Club
Heatherdale Recreation Bowls Club	Blackburn North Bowling Club
Heathmont Bowling Club	Box Hill RSL Bowls Club
Lilydale Bowling Club	Eastwood Golf Bowls Club
Mooroolbark Bowls Club	Healesville Bowling Club
Mount Waverley Bowling Club	Marysville Community Golf & Bowls Club
Ringwood Bowls Club	Mitcham Bowling Club
Vermont South Bowls Club	Yarra Junction Bowling Club

Metropolitan West



The Metropolitan West Region is made up of **22** clubs and contains the main population centres of **Wyndham** and **Melton**. The area is made up of the following LGAs; Brimbank City Council, Hobsons Bay City Council, Maribyrnong City Council, Melbourne City Council, Melton City Council and Wyndham City Council.



778,360

Current Population (2019)



1,122,517

Projected Population (2031)



44%

Percentage Change

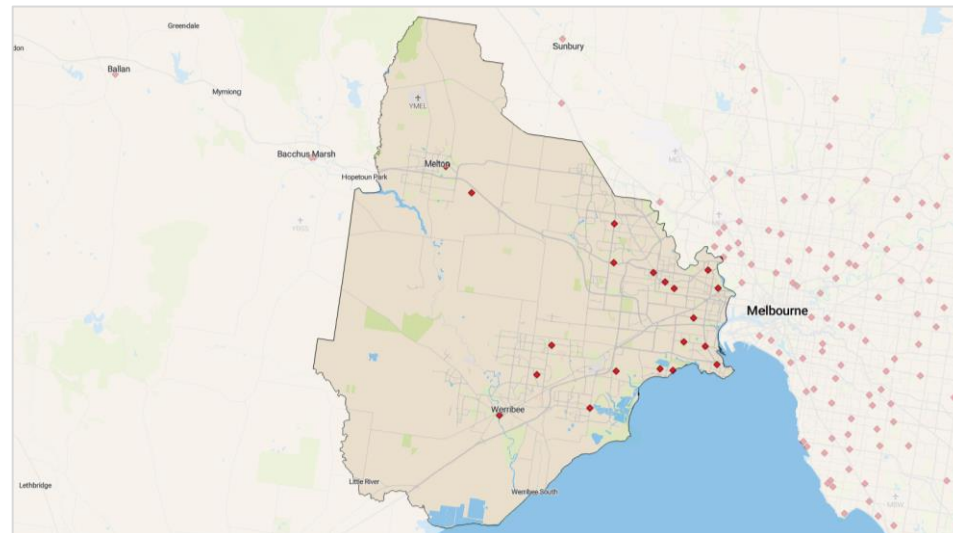
TOTAL CLUBS – 22^{1,2,3}

Members	1,754	Total Participation	6,076
Average members per club	80	Average participants per club	276
Participation Rate	0.8%	Metro Average Part. Rate	1.1%
Club per population ratio	35,380	Metro average club/pop ratio	28,889

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Metro Average Part. Rate
Competition	2,431	40%	40%
Social	3,122	51%	53%
Jack Attack	574	9%	7%
Total	6,127	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased community engagement and facility activation	Develop a regional strategy to ensure ongoing sustainability
✓			✓

CLUB HEALTH SCORE

	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	Clubs with no score
% of Clubs	50%	32%	14%	5%
Number of Clubs	11	7	3	1
Metro West Average	75.7	Metro Average	74.5	

Regional Recommendations

- Elevate Altona North from a local level to a major level facility.
- Elevate Newport, Port Melbourne, Sunshine RSL and Williamstown from local level facilities to district.
- Note: Point Cook and Palm Lakes Resort are retirement village facilities and thus are maintained to the standard required by the respective owners/operators.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	1	5	3	13
	%	5%	23%	14%	59%
Optimal Facility Mix	#	1	6	7	8

LGA Provision Summary	Regional	Major	District	Local	Total
Brimbank (C)	1	0	1	2	4
Hobsons Bay (C)	0	2	0	4	6
Maribyrnong (C)	0	1	1	2	4
Melbourne (C)	0	0	0	1	1
Melton (C)	0	0	1	1	2
Port Phillip (C)	0	0	0	1	1
Wyndham (C)	0	2	0	2	4

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Regional
Deer Park Bowls Club
Major
Altona Bowling Club
Altona Sports Club
Hoppers Crossing Bowls Club
Werribee Bowls Club
Yarraville Footscray Bowling Club

District	Local
Footscray Park Bowling Club	Altona North Bowls Club
Keilor Bowls Club	City of Melbourne Bowls Club
Melton Bowls Club	Laverton Bowling Club
	Mt. Cottrell Bowls Club
	Newport Bowls Club
	Palm Lake Resort Bowls Club*
	Point Cook Village Bowls Club Inc*
	Port Melbourne Bowling Club
	Rosamond Bowling Club
	St Albans Bowls Club
	Sunshine RSL Memorial Bowling Club
	Sunshine VRI Bowling Club
	Williamstown Bowling Club

Northern Gateway



The Northern Gateway Region is made up of **26** clubs and contains the main population centres of **Essendon** and **Sunbury**. The area is made up of the following LGAs; Hume City Council, Moonee Valley City Council, Moreland City Council and Whittlesea City Council.



1,068,356

Current Population (2019)



1,478,304

Projected Population (2031)



38%

Percentage Change

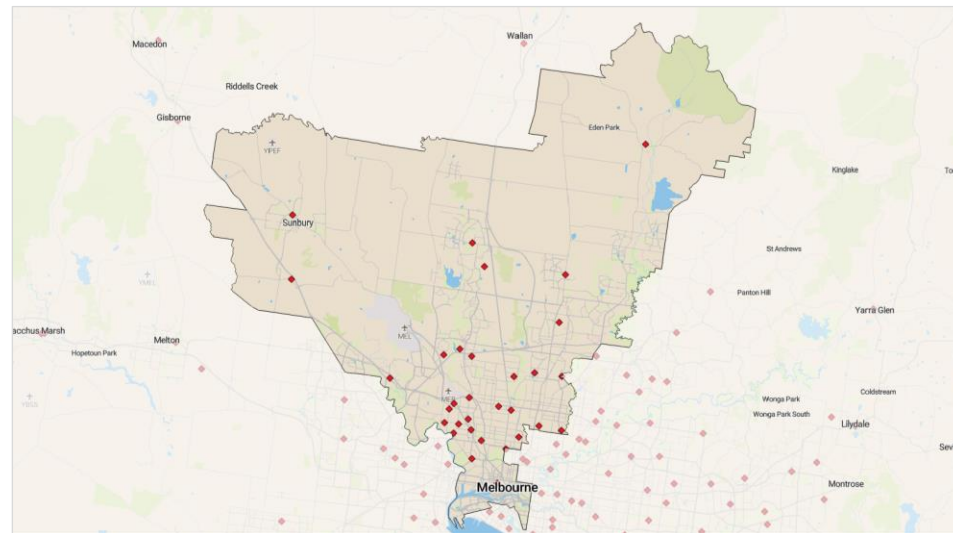
TOTAL CLUBS – 26^{1,2,3}

Members	2,640	Total Participation	7,313
Average members per club	102	Average participants per club	281
Participation Rate	0.7%	Metro Average Part. Rate	1.1%
Club per population ratio	41,091	Metro average club/pop ratio	28,889

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Metro Average Part. Rate
Competition	3,242	44%	40%
Social	3,387	46%	53%
Jack Attack	684	9%	7%
Total	7,313	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased community engagement and facility activation	Develop a regional strategy to ensure ongoing sustainability
✓			✓

CLUB HEALTH SCORE

	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	Clubs with no score
% of Clubs	42%	42%	8%	8%
Number of Clubs	11	11	2	2
Northern Average	80.4	Metro Average	74.5	

Regional Recommendations

- Elevate Brunswick, Glenroy and Preston Reservoir from district to major level facilities.
- Elevate Buckley Park and Lalor from local to major level facilities.
- Elevate Aberfeldie Community, Broadmeadows, Craigieburn, Fitzroy Victoria, Flemington & Kensington, Maribyrnong Park and Moonee Ponds from local to district level facilities.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	1	2	11	12
	%	4%	8%	42%	46%
Optimal Facility Mix	#	1	7	15	5
LGA Provision Summary	Regional	Major	District	Local	Total
Darebin (C)	0	0	2	1	3
Hume (C)	1	0	1	2	4
Melbourne (C)	0	0	1	1	2
Moonee Valley (C)	0	0	3	6	9
Moreland (C)	0	0	4	0	4
Whittlesea (C)	0	2	0	1	3
Yarra (C)	0	0	0	1	1

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Regional	
Sunbury Bowling Club	
Major	
Epping RSL Bowls Club	
Whittlesea Bowls Club Inc	
District	Local
Brunswick Bowling Club	Aberfeldie Bowling Club
Essendon Bowling Club	Aberfeldie Community Bowls Club
Fawkner Bowling Club	Broadmeadows Bowls Club
Gladstone Park Bowls Club	Buckley Park Bowls Club Inc
Glenroy Bowls Club	Craigieburn Bowling Club
Kingsbury Bowls Club	Doutta Galla Bowling Club
Moonee Valley Bowls Club	Fitzroy Victoria Bowling Club
Preston Reservoir Bowls Club	Flemington & Kensington Bowling Club
Princes Park Carlton Bowling Club	Lalor Bowling Club
Strathmore Bowls Club	Maribyrnong Park Bowls Club
West Coburg Bowling Club	Moonee Ponds Bowling Club
	Thornbury Bowling Club

Sandbelt



The Sandbelt Region is made up of **46** clubs and contains the main population centres of **Brighton** and **Dandenong**. The area is made up of the following LGAs; Bayside City Council, Glen Eira City Council, Greater Dandenong City Council, Kingston City Council, Port Phillip City Council and Stonnington City Council.



937,917

Current Population (2019)



1,111,905

Projected Population (2031)



19%

Percentage Change

TOTAL CLUBS – 46^{1,2,3}

Members	3,761	Total Participation	10,954
Average members per club	92	Average participants per club	267
Participation Rate	1.2%	Metro Average Part. Rate	1.1%
Club per population ratio	22,876	Metro average club/pop ratio	28,889

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Metro Average Part. Rate
Competition	3,892	36%	40%
Social	6,354	58%	53%
Jack Attack	709	6%	7%
Total	10,954	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased community engagement and facility activation	Develop a regional strategy to ensure ongoing sustainability
			✓

CLUB HEALTH SCORE

	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	Clubs with no score
% of Clubs	32%	15%	54%	0%
Number of Clubs	13	6	22	0
Sandbelt Average	68.6	Metro Average	74.5	

Regional Recommendations

- Elevate St Kilda from a local to a major level facility.
- Elevate Bentleigh, Chadstone, Coatesville, Elsternwick Club, Glen Eira McKinnon and Murrumbeena from local to district level facilities.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	2	3	15	26
	%	5%	5%	34%	56%
Optimal Facility Mix	#	2	4	21	19
LGA Provision Summary	Regional	Major	District	Local	Total
Bayside (C)	1	0	3	6	10
Glen Eira (C)	0	0	2	6	8
Greater Dandenong (C)	1	1	2	2	6
Kingston (C)	0	1	4	3	8
Monash (C)	0	0	2	0	2
Port Phillip (C)	0	0	1	2	3
Stonnington (C)	0	0	0	4	4

Regional	Major
Brighton Bowling Club	Clayton Bowls Club
Dandenong Club	Noble Park Bowls Club
	Narree Warren Bowls Club
District	
Armadale Bowls Club Inc	Hampton Bowls Club
Beaumaris Bowls Club	Keysborough Bowls Club
Black Rock Sports Club	Middle Park Bowling Club
Burden Park Bowling Club	Moorabbin Bowling Club
Carrum Bowling Club	Mordialloc Bowls Club
Caulfield Park Alma Bowling Club	Oakleigh Bowling Club
Cheltenham Bowls Club	South Oakleigh Bowling Club
Edithvale Bowling Club	
Local	
Albert Park Bowls Club	Hampton RSL Bowling Club
Bentleigh Bowling Club	Highbury Bowls Club
Brighton Beach Bowls Club	Malvern Bowling Club
Chadstone Bowls Club	Melbourne Bowling Club
Chelsea Bowling Club	Mentone Bowling Club
Coatesville Bowling Club	Murrumbeena Bowls Club
Cranbourne Bowling Club	Murrumbeena Park Bowls Club
Cranburne RSL Bowls Club	Parkdale Bowling & Social Club
Dandenong RSL Recreation Bowling Club	Royal Melbourne Golf Club
Elsternwick Club	Sandringham Bowls Club
Elsternwick Park Sports Club	St Kilda Bowling Club
Glen Eira McKinnon Bowls Club	Toorak Bowling Club
Hampton Park Bowls Club	Willow Lodge Bowls Club

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

The Yarra Region is made up of **26** clubs and contains the main population centres of **Bundoora** and **Hawthorn**. The area is made up of the following LGAs; Banyule City Council, Boroondara City Council, Darabbin City Council, Manningham City Council and Nillumbik Shire Council.



526,013

Current Population (2019)



603,097

Projected Population (2031)



15%

Percentage Change

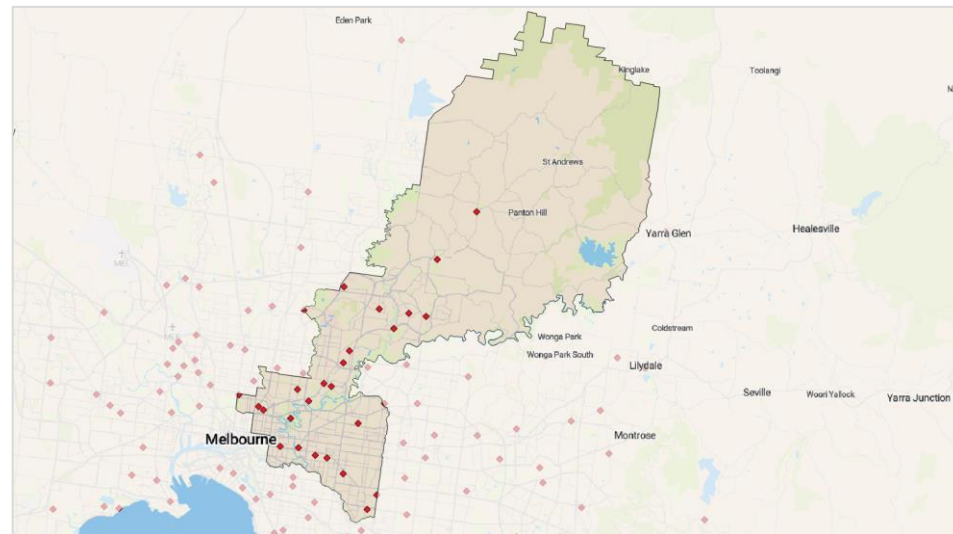
TOTAL CLUBS – 26^{1,2,3}

Members	2,760	Total Participation	8,422
Average members per club	106	Average participants per club	324
Participation Rate	1.6%	Metro Average Part. Rate	1.1%
Club per population ratio	20,231	Metro average club/pop ratio	28,889

PARTICIPATION MIX₂

Participation Type	Total	Participation Rate	Metro Average Part. Rate
Competition	4,285	51%	40%
Social	3,637	43%	53%
Jack Attack	500	6%	7%
Total	8,422	100%	100%

Data Sources: 1. Bowls Victoria. Victorian Facilities and Participation Data, June 2019. 2. Bowls Australia. National Participation Census, 2018-19. 3. Bowls Australia. Spreadsheets provided by RBM's, 2020. 4. SBP Calculation based on data sources, 2020. 5. ABS. Annual Estimated Resident Population, 2018/19. 6. DELWP. Victoria in Future 2019 Population Projections, 2019.



Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased community engagement and facility activation	Develop a regional strategy to ensure ongoing sustainability
			✓

CLUB HEALTH SCORE

	Green (Good Health)	Amber (Moderate Health)	Red (Poor Health)	Clubs with no score
% of Clubs	35%	38%	4%	23%
Number of Clubs	9	10	1	6
Yarra Average	77.1	Metro Average 74.5		

Regional Recommendations

- Elevate Bundoora and Heidelberg Golf from district to major level facilities.
- Elevate Alphington, Doncaster, Eltham, Greensborough, Greythorn, Hurstbridge, Montmorency, Richmond Union, Rosanna, and Yarra Valley from local to district.
- Elevate MCC from a local to a major level facility.
- Maintain Donvale, East Ivanhoe and North Balwyn as district level facilities.
- Maintain Auburn, Camberwell, Fairfield, Hawthorn, Ivanhoe and Templestowe as local level facilities.

Regional Provision Summary		Regional	Major	District	Local
Current Facility Mix	#	1	2	5	18
	%	4%	8%	19%	69%
Optimal Facility Mix	#	1	5	13	7

LGA Provision Summary	Regional	Major	District	Local	Total
Banyule (C)	0	2	2	4	8
Boroondara (C)	0	0	1	5	6
Darebin (C)	1	0	0	1	2
Manningham (C)	0	0	1	4	5
Nillumbik (S)	0	0	1	2	3
Yarra (C)	0	0	0	2	2

Note: Bowls Victoria regions do not align exactly with LGA boundaries. Thus, the total number of clubs reflected in the LGA Summary may not exactly match the number of clubs in the Regional Summary.

Regional	Major
Darebin City Bowls Club	City of Heidelberg Bowling Club
	Diamond Creek Bowls Club
District	
Bundoora RSL Bowling Centre	East Ivanhoe Bowling Club
Heidelberg Golf Club Bowling Club	North Balwyn Bowling Club
Donvale Bowls Club	

Local	
Alphington Bowling Club	Rosanna Bowling Club Inc
Auburn Bowling Club	Templestowe Bowling Club
Burwood District Bowls Club	Yarra Valley Country Club
Camberwell Central Bowls Club	
Doncaster Bowling Club	
Eltham Bowling Club	
Fairfield Bowling Club	
Greensborough Bowls Club	
Greythorn Bowling Club Inc	
Hawthorn Bowling Club	
Hurstbridge Bowling Club	
Ivanhoe Bowling Club	
MCC Bowls Section	
Montmorency Bowling Club	
Richmond Union Bowling Club	

APPENDIX: CONSULTATION FINDINGS AND CASE STUDIES

Consultation Overview and Objectives

SBP undertook a broad consultation process with key stakeholders and the bowls community to understand the key challenges and opportunities regarding bowls facilities, to identify key priorities going forward.

The findings from the stakeholder consultation are detailed in the stakeholder consultation report.

Throughout this process, the community and stakeholder engagement has included the following:

- 793 complete survey responses
 - 74% Bowls players/participants
 - 44% Club committee members/administrators
 - 29% Club volunteers
- 21 interviews with club and regional stakeholders and LGA's
- 4 interviews with Board and Committee Members
- 5 workshops with the PCG
- Ongoing engagement with Victorian Regional Bowls Managers (RBM's)
- Development of 6 case studies to highlight key learnings

This section of the report outlines the key findings from the one-on-one interviews, survey and case studies.

This process has resulted in the emanation of the following key themes.

Key Themes

- 1 Bowls clubs are **key community hubs**, providing a destination for functions, events, and meetings – as well as the provision of playing infrastructure.
- 2 Successful clubs have been able to grow visitation, participation and membership through a **broader range of offers** including social (barefoot) bowls, hiring out of function rooms, and hosting of community events – all driven through focused efforts on promotion and marketing.
- 3 Clubs are placing **increasing importance on the provision of undercover or indoor greens** to enable year-round participation and the hosting of competitions and elite-level events.
- 4 There is an **increasing shift towards the provision of synthetic greens** over grass greens as they can be more cost effective to service and maintain when compared to the cost of employing a full-time greenkeeper.
- 5 The key challenge for bowls in the provision of facilities, is the number of smaller, local-level clubs and facilities that are in **poor financial health** and **do not have a large enough membership base to remain sustainable**.
- 6 The **top five facility priorities** identified through the survey were club house extension/renovation (22%), new green lighting (12%), construction of a "fully indoor" green (12%), installation of a new roof structure (11%), and construction of a new synthetic green (10%).

Key Findings from the Case Studies

Throughout the consultation phase, several case studies were identified that shed light on some of the current issues and success stories within clubs, and to share key learnings with the broader bowls community.

The ownership of land and the structure of lease agreements has a significant impact on the financial viability and sustainability of a club

- Establishing strong relationships with Council and partnerships with the local business network is a key factor amongst successful clubs.
- Being proactive in seeking financial support through grants and sponsorship has enabled clubs to continue to grow participation and deliver facility upgrades.



With membership numbers continuing to decline, clubs must continually look outside of traditional offerings to generate revenue and remain financially viable

- The increase in casual/social bowls participation, presents an opportunity for clubs to think strategically about the facility requirements needed to cater for this type of participation.
- As an example, the flexibility provided by weeknight bowls means it is becoming increasingly popular amongst younger generations who are often time-poor.
- Facilities that provide covered greens and high-quality lighting will enable the sport to capitalise on this demand.



The sport does not currently have a dedicated 'home of bowls' facility within Victoria

- The identification of a location for such a facility must consider current participation rates as well as surrounding facilities (i.e. accommodation and transport networks) to enhance usage and enable ongoing growth.

TRARALGON BOWLS CLUB

OVERVIEW

- Construction of the multi-million-dollar, state of the art Indoor Bowls Centre at Traralgon Bowls Club was completed in early 2018.
- It is the only truly enclosed indoor green east of Brighton, and contains a mix of synthetic and turf greens, managed by two fulltime greenskeepers.
- The club also contains three function rooms, which can cater for over 200 guests.
- The indoor facility has extended the bowling season and has been an enormous success since its opening.
- The club has hosted several regional tournaments, the Trans-Tasman competition, BV roll-up program and several pennant competitions.
- A full-time bowls coordinator was appointed to provide additional expertise in managing a premier facility, and to drive participation and visitation numbers.
- The club has 364 social members, 352 club members and 228 affiliated members.
- Great working relationship with club board, its staff and its members.
- The club also supports the local community, giving back \$1.2 million annually to the local sports clubs through sponsorships.
- A large factor in the club's financial success has been its poker machines, but there is far more to it – the club has built an engaged and supportive membership base.



KEY INSIGHT

- *The provision of a fully enclosed indoor green, has enabled the club to increase the utilisation of the facility, and provide year-round access to bowls.*
- *Close proximity to accommodation in town also lends the club towards hosting elite-level competitions, and bringing more events to regional Victoria.*
- *Regional level facilities (especially those with poker machines) are often key sponsors of smaller clubs in the region – providing a 'hub and spoke' type model that enables ongoing viability of local-level clubs.*

<https://www.traralgonbowls.com.au/>

TORQUAY BOWLS CLUB

OVERVIEW

- The Torquay Bowls Club introduced a Twilight Bowls Competition in 2007 in an effort to engage the local community and increase activity at the Club.
- Since then, the competition has grown from a six-team, six-week competition, to a 64-team, 18-week competition and a waiting list of interested participants.
- The Twilight Bowls Competition is run on Wednesday and Thursday evenings throughout summer and sees 240 bowlers participating across the two nights each week.
- It is run by a dedicated Twilight Bowls Committee as an internal club competition, with four affiliated members in each team.
- It also provides a critical pathway to membership and ongoing engagement with the club. Of the current Board members, approximately half began as twilight bowlers.
- The Club has strong relationships with the local Council and the local business community, receiving approximately \$100,000 in sponsorship funding each year.
- The Club has also been successful in receiving a \$450,000 federal government grant to install a new surface to replace the top green, allowing it to operate year-round instead of having to close down for four months over the winter.
- In addition, the Torquay Bowls Club were also awarded Bowls Australia Club of the Year in October 2017.



KEY INSIGHT

- *Developing a strong understanding of the local market, identifying gaps in entertainment/consumer offers and developing a solution that aligns with club assets are the key steps to generating increased engagement and additional revenue streams outside of traditional offerings.*
- *This must all be combined with a focused marketing and promotional effort to ensure a successful outcome – for the club and the community.*

<http://www.torquaybowlsclub.com/>

DAREBIN CITY BOWLS CLUB

OVERVIEW

- The \$19 million Darebin International Sports Centre (DISC) was purpose built for the Melbourne 2006 Commonwealth Games bowls competition.
- Darebin City Bowls Club contributed \$1million to the construction, raised through the sale of the Northcote Bowling Club land.
- The venue is shared by the bowls club, Bowls Australia, Football Victoria and Cycling Victoria.
- It contains one indoor synthetic and four outdoor turf greens, with a 400-seat grandstand, as well as a café, bistro and club room.
- The indoor greens enable year-round bowls at the venue.
- Although the venue is considered the State Bowls Centre, its operational capacity since the Commonwealth Games has not reflected this.
- There is a declining membership base with only 45 members currently, and the club has come close to folding on multiple occasions in recent years.
- Large overheads and an underutilisation of the greens is making the club financially unviable. Only one of the four outdoor greens is currently in use, and the club is paying \$60,000/year in maintenance fees for greens that are not being utilised.
- Currently the café and casual weekend bowlers are the only sizeable source of income for the club.



KEY INSIGHT

- *This facility highlights the importance of continual improvement and investment into a club and its facilities and how neglecting this responsibility can have increasingly significant financial consequences.*
- *A premium sporting venue such as DISC which has the capacity to host large events such as the Vic Open demonstrates the need for a genuine 'home of bowls' in Victoria.*

<http://darebincity.bowls.com.au/>

BANNOCKBURN BOWLS CLUB

OVERVIEW

- Bannockburn Bowls Club were successful in being awarded a \$250,000 Community Sports Infrastructure Fund grant to deliver a greens upgrade.
- The project will include a brand-new bowling green as well as the upgrade of the sub-surface and carpet on the existing green.
- The upgrade will also include the installation of high-quality lighting on the existing green in addition to landscaping, paths, new seating and shelters for patrons and spectators.
- The Club has a strong rapport with the Golden Plains Shire, which it sees as being critical to its ongoing success and viability.
- In applying for the grant, the Club worked closely with Shire staff to develop the application, and the Golden Plains Shire has also committed \$274,000 to the project.
- The new green will enable the club to offer more bowling opportunities for the community, with the lights and additional greens space meaning the Club will now be able to facilitate bowls activities throughout the week and during the evenings.
- The Club is proactive in promoting its facilities to the community and has already started planning a schedule of activities that will be underway once the green is complete.
- This will include twilight tournaments, night competitions throughout the week, delivery of the Roll-Up program and casual participation during the evenings throughout the week.



KEY INSIGHT

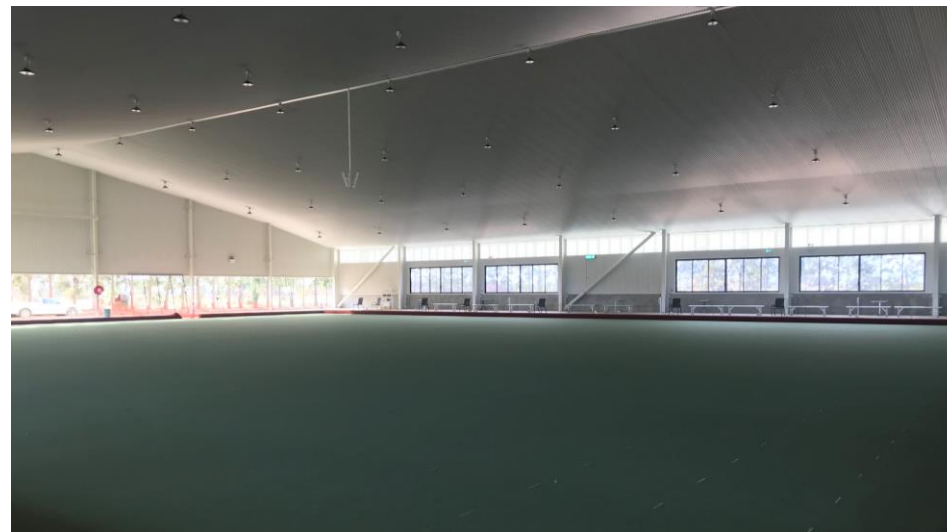
- *Developing strong and ongoing relationships with local government is a critical success factor in applying for grants, and ensuring the ongoing viability of a club.*
- *Being proactive in marketing and promoting activities that are open to the whole community – such as barefoot and corporate bowls – provides additional foot traffic through the facility and opportunities to generate additional revenue outside of traditional bowls offerings.*

<https://www.goldenplains.vic.gov.au/news/partnership-project-light-bannockburn-bowls-club>

EAST SHEPPARTON BOWLS CLUB

OVERVIEW

- The East Shepparton Bowls Club is one of six clubs within the Greater Shepparton region.
- The club originally purchased a large parcel of land in the heart of Shepparton, which was recently acquired by hardware company Bunnings for \$6 million.
- The club then moved down the road, purchasing the land opposite the Harmony Village aged care home and re-opening in 2019.
- Its recent \$1.2 million renovation was half funded by the club, with the City of Greater Shepparton and its 30+ local sponsors assisting with a portion of the remaining costs.
- The club has strong support from its members in volunteering, with 30-40 volunteers and one paid coach.
- The volunteers have driven the facility renovations, assisting in the construction and refurbishment of its all-weather greens structure.
- The club has 140 members – approximately 30 of these are social members with members generally play once to twice a week.
- The club is well positioned to facilitate the Greater Shepparton growth areas.
- Club is advocating for more female only divisions, to help retain female members with the club.



KEY INSIGHT

- *The development and upgrades at the East Shepparton Bowls Club highlights the value of visionary planning, with the club having the foresight to purchase land that lay in a future growth zone.*
- *However, as with any facility, an engaged membership base with a strong culture of volunteerism has assisted the club in delivering a major facility upgrade through the development of its indoor green.*

<http://eastshepparton.bowls.com.au/>

AVENEL BOWLING CLUB

OVERVIEW

- The Avenel Bowling Club is an example of a district level facility with a passionate committee and membership base dedicated to the continual improvement of the club.
- It is considered as one of the best natural greens in the Goulburn Valley, and has previously been asked to be one of the 19 host venues for the Vic Open.
- The club has strategically and effectively managed the health of its two greens – resting one while the other is being used for competition.
- The club is in a strong financial position, owning all their assets, and has also been highly successful in winning grant applications in recent years. It has received support from both Strathbogie Shire Council and VicHealth on multiple occasions.
- The club has minimised its utilities expenses through the use of solar panels which were installed at the club ten years ago.
- The club also has a strong relationship with the Shire of Strathbogie, and one of the local Councillors is also a club sponsor.
- The club currently has 48 members, a 20% increase from the previous year. If the club membership base reaches 80, this would trigger the need for an additional green.
- Ideally the club would like to have a full-time greenkeeper – which is currently a volunteer role. It is estimated that the current greenkeeper spends approximately 30 hours per week maintaining the greens, and that appointing a full-time paid greenkeeper would be approximately \$70,000 per year – a cost the club would not currently be able to afford.



KEY INSIGHT

- *Developing strong relationships with local Council, as well as individual Councillors is critical to the ongoing sustainability of clubs – especially in regional areas.*

<http://goulburnvalley.bowls.com.au/clubs/avenel-bowling-club-inc-goulburn-valley-bowls-division-inc/>

CITY OF GEELONG BOWLS CLUB

OVERVIEW

- The club was formed resulting from a merger between Geelong West Bowls Club (1914) and Drumcondra Bowls Club (1948).
- Ageing facilities and lack of car parking options required both clubs to look at initiatives that would secure a future for their members.
- The clubs occupied prime development sites in the Geelong area which presented an ideal opportunity to save both clubs.
- The ageing facilities were sold for \$4.6 million and \$2.4 million respectively.
- With funds from both sales and help from government grants, a world class \$10 million facility was built.
- It is the only undercover green in the Geelong region, with a roof covering one of its synthetic greens.
- Its members lounge includes a newly renovated bistro, used for weekly bingo nights and available for function hire.
- The new site forms part of the Geelong Golf Club Residential Estate development, creating a multisport facility to benefit the local community.
- The residential development is worth \$20 million, consisting of 32 apartments and townhouses.



KEY INSIGHT

- *Positioned in a residential estate in a region with a mature and growing population, this regional facility is strategically located to service a large catchment – offering an opportunity to expand its participation and membership base.*
- *Foresight from club owners to purchase land which would appreciate over time enabled both clubs to find a timely solution in enhancing significant infrastructure concerns.*

<https://cityofgeelongbowlsclub.com.au/>

BRIGHTON BOWLING CLUB

OVERVIEW

- Located at Dendy Park next to Brighton Public Golf Course, the club contains two carpet greens and is one of Australia's premier indoor bowls complexes.
- With high participation numbers during the winter, the club's year-round bowls offer includes pennant, Barefoot Bowls and Jack Attack.
- Two function rooms are available for hire, with a total capacity of 500 guests.
- Known for having reasonable function room hire rates ensures the function rooms are consistently booked out year-round.
- There is also ample car parking for up to 100 vehicles.
- One of the eight rinks has been leased to a local soccer coaching provider to provide an additional revenue stream to the club.



KEY INSIGHT

- *During the winter months, clubs with partially covered or no undercover greens see a drop in the participation rates of social bowlers – this presents an opportunity for fully-indoor greens to ensure year-round use and facilitate increased social participation.*
- *Leasing of underutilised space can also provide clubs with an alternative revenue stream.*

<https://brightonbowlingclub.com.au/>

APPENDIX: LGA REFERENCE TABLES

LGA Reference Tables



LGA	Bowls Region	Total Clubs	Total Members	Total Participants	Total Facilities	Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased activation of and engagement with existing facilities	Develop a regional strategy to ensure ongoing sustainability
Alpine (S)	Ovens & Murray	4	149	1,281	4		1	1	1
Ararat (RC)	Wimmera	5	302	2,009	5		1		1
Ballarat (C)	Central Victoria	14	1,422	21,588	14				1
Balranald (A)	Murray Mallee	1	30	752	1		1	1	1
Banyule (C)	Yarra	8	924	2,515	8			1	1
Bass Coast (S)	Strezlecki	5	404	1,169	5				1
Baw Baw (S)	Strezlecki	7	431	772	7				1
Bayside (C)	Sandbelt	10	930	2,434	10			1	1
Benalla (RC)	Ovens & Murray	3	263	2,082	3		1	1	1
Berrigan (A)	Central Goulburn Murray	5	102	501	5		1	1	1
Boroondara (C)	Eastern Ranges	7	785	2,146	7				1
Brimbank (C)	Metropolitan West	4	349	1,497	4	1			1
Buloke (S)	Murray Mallee	8	282	1,605	8		1	1	1
Campaspe (S)	Bendigo Campaspe	10	688	5,620	10		1	1	1
Cardinia (S)	Peninsula Casey	6	384	1,256	6	1	1		1
Casey (C)	Eastern Ranges	7	703	1,542	7				1
Central Goldfields (S)	Central Victoria	5	300	2,037	5				1
Colac-Otway (S)	West Coast	6	501	1,518	6				1
Corangamite (S)	West Coast	9	556	5,185	9				1
Darebin (C)	Yarra	5	313	1,343	5			1	1
East Gippsland (S)	Gippsland	10	1,071	2,746	10		1	1	1
Edward River (A)	Bendigo Campaspe	2	0	0	2		1	1	1
Federation (A)	Ovens & Murray	4	0	0	4		1	1	1

Note: Bowls Victoria regions do not align exactly with LGA boundaries.

LGA Reference Tables



LGA	Bowls Region	Total Clubs	Total Members	Total Participants	Total Facilities	Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased activation of and engagement with existing facilities	Develop a regional strategy to ensure ongoing sustainability
Frankston (C)	Peninsula Casey	5	699	1,757	5	1	1		1
Gannawarra (S)	Murray Mallee	6	340	2,109	6		1	1	1
Glen Eira (C)	Sandbelt	8	861	2,553	8			1	1
Glenelg (S)	West Coast	5	362	2,196	5				1
Golden Plains (S)	Geelong	3	196	858	3				1
Greater Bendigo (C)	Bendigo Campaspe	15	1,511	11,175	15		1	1	1
Greater Dandenong (C)	Sandbelt	6	407	1,171	6			1	1
Greater Geelong (C)	Geelong	18	2,540	7,252	18				1
Greater Shepparton (C)	Central Goulburn Murray	12	900	7,180	12		1	1	1
Hepburn (S)	Central Victoria	5	329	2,359	5				1
Hindmarsh (S)	Wimmera	4	236	891	4		1		1
Hobsons Bay (C)	Metropolitan West	6	435	1,223	6	1			1
Horsham (RC)	Wimmera	6	356	1,339	6		1		1
Hume (C)	Northern Gateway	4	439	1,093	4	1			1
Indigo (S)	Ovens & Murray	5	272	1,594	5		1	1	1
Kingston (C) (Vic.)	Peninsula Casey	9	927	3,387	9	1	1		1
Knox (C)	Eastern Ranges	6	578	1,302	6				1
Latrobe (C) (Vic.)	Strezlecki	10	935	2,178	10				1
Loddon (S)	Wimmera	9	341	2,458	9		1		1
Macedon Ranges (S)	Central Victoria	7	379	3,363	7				1
Manningham (C)	Yarra	5	588	1,670	5			1	1
Mansfield (S)	Ovens & Murray	1	69	756	1		1	1	1
Maribyrnong (C)	Metropolitan West	4	277	586	4	1			1
Maroondah (C)	Eastern Ranges	4	627	1,895	4				1
Melbourne (C)	Metropolitan West	3	217	383	3	1			1

Note: Bowls Victoria regions do not align exactly with LGA boundaries.

LGA Reference Tables



LGA	Bowls Region	Total Clubs	Total Members	Total Participants	Total Facilities	Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased activation of and engagement with existing facilities	Develop a regional strategy to ensure ongoing sustainability
Melton (C)	Central Victoria	3	154	591	3				1
Mildura (RC)	Murray Mallee	8	543	4,257	8		1	1	1
Mitchell (S)	Central Goulburn Murray	5	328	2,475	5		1	1	1
Moira (S)	Central Goulburn Murray	10	616	4,583	10		1	1	1
Monash (C)	Eastern Ranges	5	772	2,641	5				1
Moonee Valley (C)	Northern Gateway	9	996	3,293	9	1			1
Moorabool (S)	Central Victoria	4	346	3,744	4				1
Moreland (C)	Northern Gateway	4	283	1,006	4	1			1
Mornington Peninsula (S)	Peninsula Casey	16	1,899	5,791	16	1	1		1
Mount Alexander (S)	Bendigo Campaspe	5	272	1,341	5		1	1	1
Moyne (S)	West Coast	4	360	1,687	4				1
Murray River (A)	Murray Mallee	10	559	1,916	10		1	1	1
Murrindindi (S)	Central Goulburn Murray	4	122	662	4		1	1	1
Murrumbidgee (A)	Central Goulburn Murray	1	0	0	1		1	1	1
Nillumbik (S)	Yarra	3	275	845	3			1	1
Northern Grampians (S)	Wimmera	4	308	1,843	4		1		1
Port Phillip (C)	Sandbelt	4	456	1,043	4			1	1
Pyrenees (S)	Central Victoria	4	146	754	4				1
Queenscliffe (B)	Geelong	2	241	677	2				1
South Gippsland (S)	Strezlecki	9	583	2,019	9				1
Southern Grampians (S)	West Coast	6	304	1,077	6				1
Stonnington (C)	Sandbelt	5	338	831	5			1	1
Strathbogie (S)	Central Goulburn Murray	4	184	1,519	4		1	1	1
Surf Coast (S)	Geelong	4	667	1,619	4				1
Swan Hill (RC)	Murray Mallee	5	293	1,856	5		1	1	1
Towong (S)	Ovens & Murray	3	130	815	3		1	1	1

Note: Bowls Victoria regions do not align exactly with LGA boundaries.

LGA Reference Tables



LGA	Bowls Region	Total Clubs	Total Members	Total Participants	Total Facilities	Additional facilities to cater for future demand	State-wide access to all aspects of the sport	Increased activation of and engagement with existing facilities	Develop a regional strategy to ensure ongoing sustainability
Wangaratta (RC)	Ovens & Murray	4	147	855	4		1	1	1
Warrnambool (C)	West Coast	4	611	3,539	4				1
Wellington (S)	Gippsland	9	779	2,269	9		1	1	1
Wentworth (A)	Murray Mallee	2	32	319	2		1	1	1
West Wimmera (S)	Wimmera	4	122	679	4		1		1
Whitehorse (C)	Eastern Ranges	7	832	2,807	7				1
Whittlesea (C)	Northern Gateway	3	445	935	3	1			1
Wodonga (C)	Ovens & Murray	1	176	1,287	1		1	1	1
Wyndham (C)	Metropolitan West	4	410	1,682	4	1			1
Yarra (C)	Yarra	3	305	1,095	3			1	1
Yarra Ranges (S)	Eastern Ranges	9	1,140	3,220	9				1
Yarriambiack (S)	Wimmera	8	332	1,967	8		1		1

Note: Bowls Victoria regions do not align exactly with LGA boundaries.

APPENDIX: SWOT ANALYSIS

SWOT Analysis



STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Financial position of the sport – the value of our assets (both real estate and in the bank) is strong. • Bowls clubs are open to all parts of the community. Facilities can cater for both social players and competitive bowlers. • Distribution of facilities – good coverage throughout the whole state which are resilient, and sustainability orientated . • Strong volunteer base. • Safe community hubs and meeting points with diverse income streams – licensed venues are required to meet industry standards and regulations. Accessible clubs with good parking. • Mix of non-shared facilities with year-round access to facilities (for some 	<ul style="list-style-type: none"> • Ageing facilities, the cost of maintenance and the sport’s reliance on local government and external funding. • Lack of facilities in new urban growth corridors (and where we need them) • Inconsistencies in the quality and presentation of facilities. • Governance within the sport and stubbornness to accept change • Lack of understanding of the position of a club and who is part of our target market – the bowls club is not just for members, but a valuable asset that is open to all communities. • Poor advocacy from the sport in the past (Partnerships, sponsorships, government relationships RLVs, etc.)
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Growth in Retirement Lifestyle Villages and an ageing Australian population. • Improving technologies e.g. livestreaming, BowlsLink. • More successful clubs are moving towards professional and paid employees. • Organisations and businesses are looking to target harder to reach markets – such as the typical bowls participant. • Changing demographics and community preferences for non-contact sports. • Trend towards increased partnerships with other sports (i.e. tennis & golf). 	<ul style="list-style-type: none"> • Increasing financial pressure and rate capping for LGAs. • Increasingly time-poor society and shift away from traditional membership offerings. • School curriculum increasingly focused on academia over physical education. • Increasing interest in esports and other alternative recreations. • Climate change and less access to water/water security. • Urban sprawl and increasing demands for open space led by aggressive property developers.



Bowls Victoria

Suite 7/32-36 Camberwell Road

Hawthorn East, VIC 3123

www.bowlsvic.org.au/