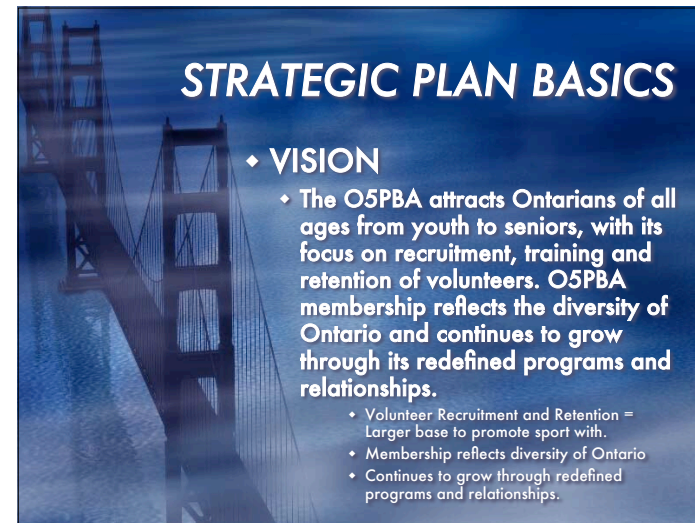


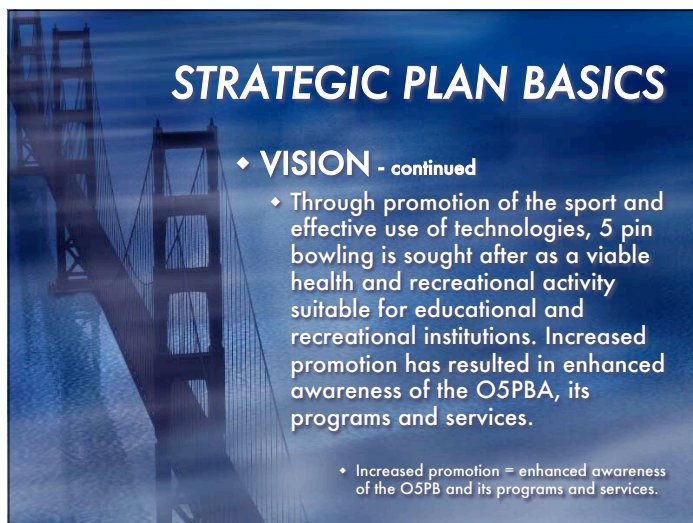
## STRATEGIC PLAN BASICS

- ♦ KEY ISSUES
- ♦ Short term
  - ♦ Key decisions and issues that need immediate or near-term resolution
    - ♦ Membership, Refreshed programs
- ♦ Long term
  - ♦ Issues needing long-term resolution
    - ♦ Organization structure (Zones/DC's), continuous improvement



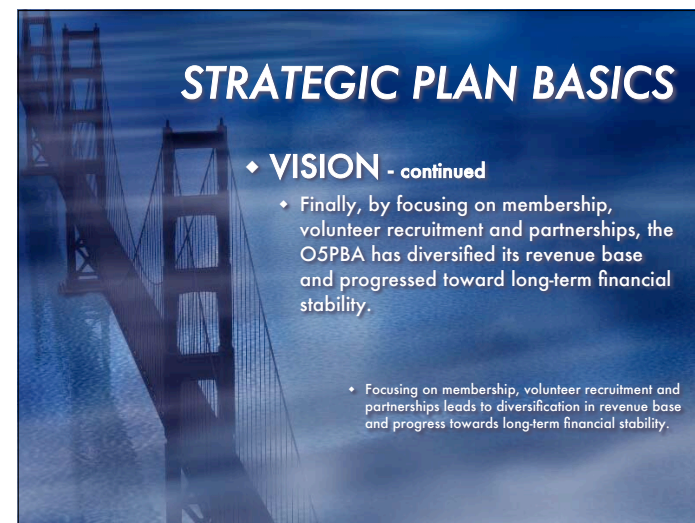
## STRATEGIC PLAN BASICS

- ♦ VISION
  - ♦ The O5PBA attracts Ontarians of all ages from youth to seniors, with its focus on recruitment, training and retention of volunteers. O5PBA membership reflects the diversity of Ontario and continues to grow through its redefined programs and relationships.
    - Volunteer Recruitment and Retention = Larger base to promote sport with.
    - Membership reflects diversity of Ontario
    - Continues to grow through redefined programs and relationships.



## STRATEGIC PLAN BASICS

- ♦ VISION - continued
  - ♦ Through promotion of the sport and effective use of technologies, 5 pin bowling is sought after as a viable health and recreational activity suitable for educational and recreational institutions. Increased promotion has resulted in enhanced awareness of the O5PBA, its programs and services.
    - Increased promotion = enhanced awareness of the O5PB and its programs and services.



## STRATEGIC PLAN BASICS

- ♦ VISION - continued
  - ♦ Finally, by focusing on membership, volunteer recruitment and partnerships, the O5PBA has diversified its revenue base and progressed toward long-term financial stability.
    - Focusing on membership, volunteer recruitment and partnerships leads to diversification in revenue base and progress towards long-term financial stability.





## STRATEGIC PLAN BASICS

- ♦ **MISSION STATEMENT**
  - ♦ To develop and enhance 5 pin bowling as a sport throughout Ontario for all ages and abilities through membership, education, promotion, tournaments, volunteer recognition and award programs.



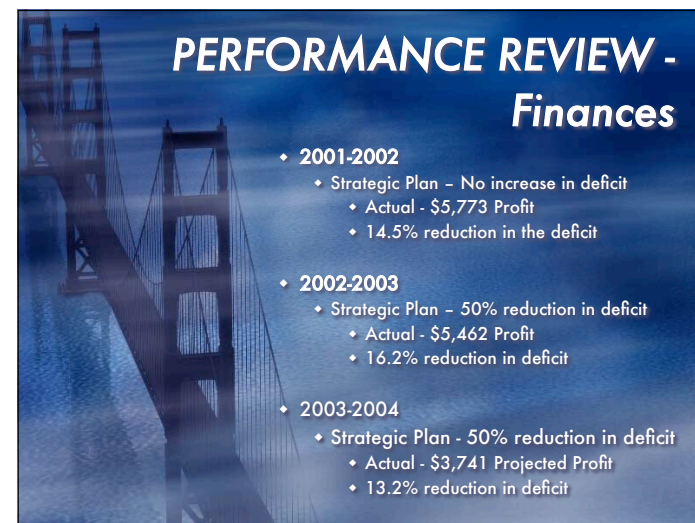
## STRATEGIC PLAN BASICS

- ♦ **7 AREAS of EMPHASIS**
  - ♦ Volunteer Recruitment and Retention
  - ♦ Membership
  - ♦ Finance and Fund Raising
  - ♦ Promotion and Marketing
  - ♦ Communication
  - ♦ Organization and Management
  - ♦ Tournaments



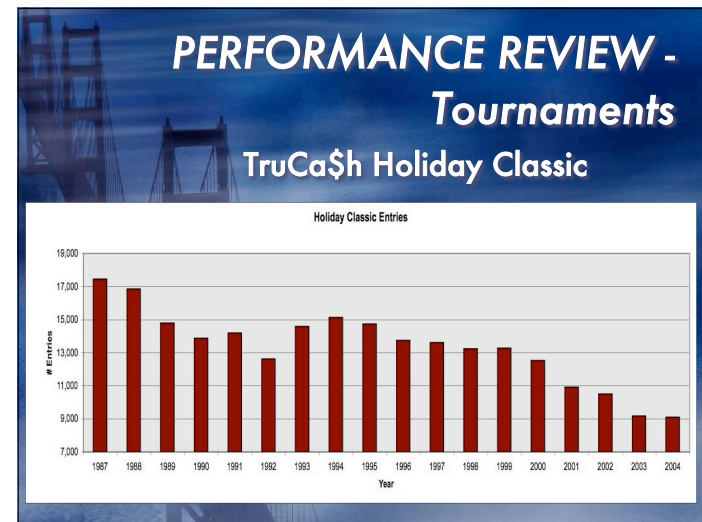
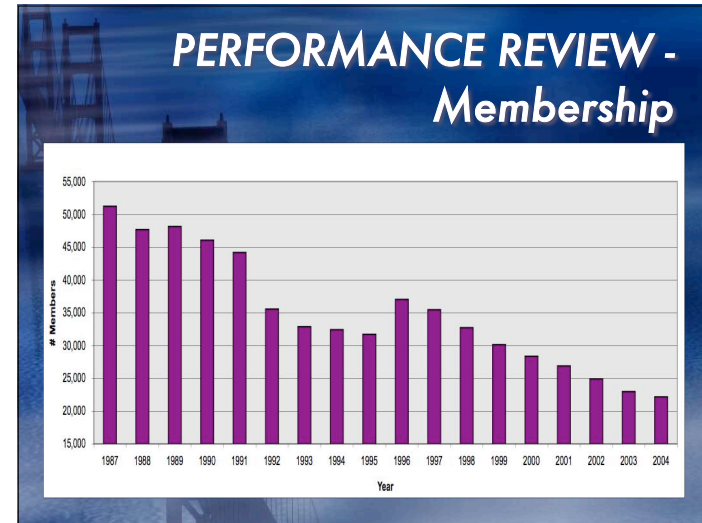
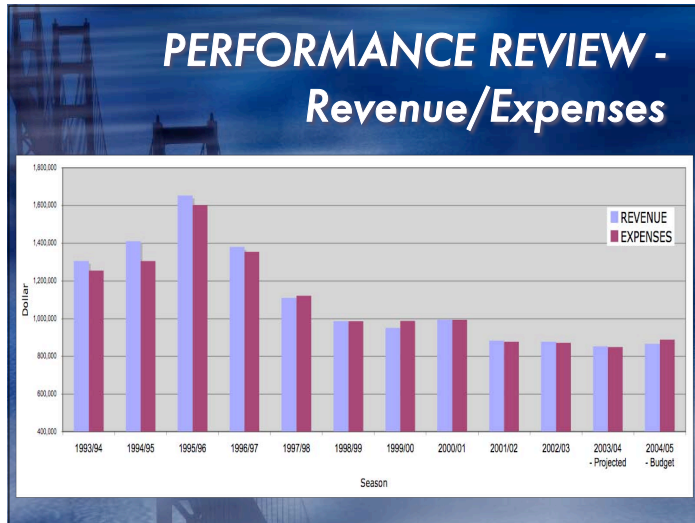
## LOOKING BACK

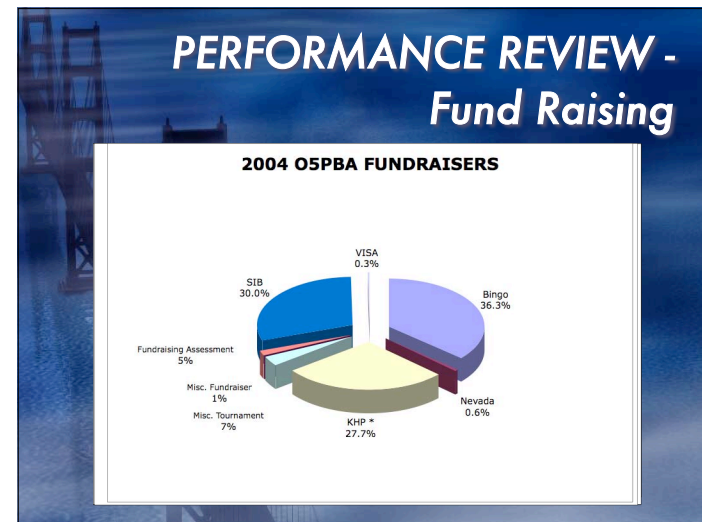
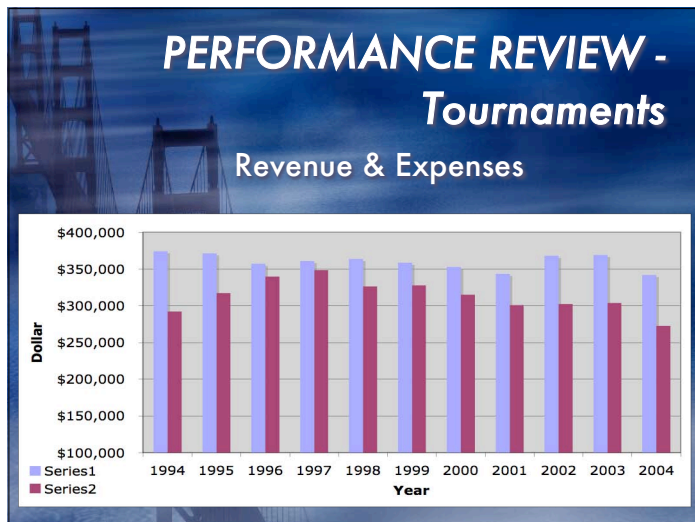
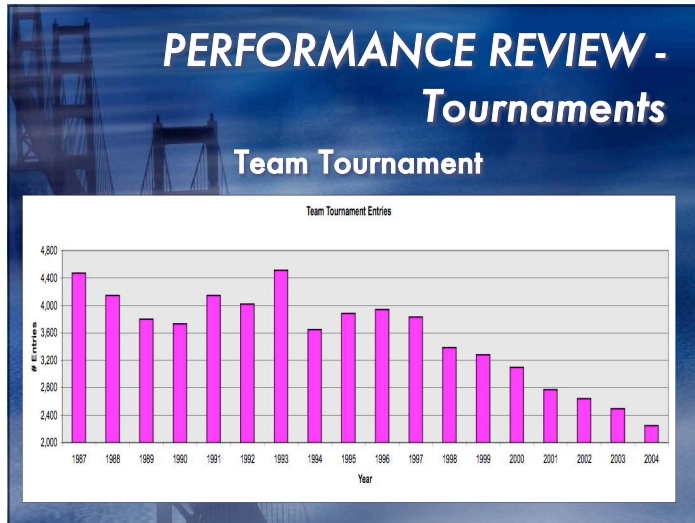
- ♦ **Performance Review**



## PERFORMANCE REVIEW - *Finances*

- ♦ **2001-2002**
  - ♦ Strategic Plan - No increase in deficit
  - ♦ Actual - \$5,773 Profit
  - ♦ 14.5% reduction in the deficit
- ♦ **2002-2003**
  - ♦ Strategic Plan - 50% reduction in deficit
  - ♦ Actual - \$5,462 Profit
  - ♦ 16.2% reduction in deficit
- ♦ **2003-2004**
  - ♦ Strategic Plan - 50% reduction in deficit
  - ♦ Actual - \$3,741 Projected Profit
  - ♦ 13.2% reduction in deficit









## PLAN 2003 – THE UPDATE

### ♦ PROGRESS REPORTS:



## PLAN 2003 – THE UPDATE

- ♦ Volunteer Recruitment and Retention
  - ♦ Review of Orientation & Mentoring Seminar.
  - ♦ Director Manual Updated – Distribution Fall, 2004
  - ♦ Review of Incentive Program, updated for 2004/05 season



## PLAN 2003 – THE UPDATE

- ♦ Membership
  - 1) Youth
    - YBC Seniors - Database Update
    - High School Tournament
    - Promotion at College/University Level
  - 2) People with Disabilities (Intellectually Disabled)
    - Initiate closer contact with the OSO Association resulting in becoming O5 members. Target 25% OSO members for current year with a minimum 50% overall goal in 3 years.
  - 3) \$10,000 Membership Tournament



## PLAN 2003 – THE UPDATE

- ♦ Fund Raising
  - ♦ Promotion of KHP our National fundraiser.  
(This little Piggy weigh-in)
  - ♦ Strike-it-Big - Converted from Lottery to a Tournament



## PLAN 2003 – THE UPDATE

- ♦ Promotion and Marketing
  - ♦ Agreement in principle for joint marketing
  - ♦ John Forsyth Shirt Program
  - ♦ “Patrons of the Sport” program
    - ♦ Bronze, Silver, Gold, Platinum Levels



## PLAN 2003 – THE UPDATE

- ♦ Communication
  - ♦ Official Website of O5PBA - [www.o5pba.ca](http://www.o5pba.ca)
  - ♦ Pinboard Newsletter
  - ♦ Electronic communication



## PLAN 2003 – THE UPDATE

- ♦ Organization and Management
  - ♦ Continue to Piggyback mailings in effect with MBAO & BPAO
  - ♦ warehouse moved to office
  - ♦ Common software suite
    - ♦ Word, Excel, Powerpoint, Access, Outlook Express



## PLANNING FOR THE FUTURE

- ♦ Looking Ahead:
  - ♦ Survey Says.....

