



Bocce Australia

Strategic Plan 2026–2028

One Sport. One National Framework. Delivered Locally.

Preface

A Necessary Paradigm Shift

Bocce Australia has reached a critical point in its evolution. While the sport has a proud history and a committed participant base, the current operating and delivery model is no longer sufficient to sustain growth or attract new generations of players.

Participation within traditional club-based structures has remained stable but is not expanding. In some areas, it is declining due to demographic change, ageing membership, and limited engagement with younger audiences. Continuing to rely on existing frameworks alone will not reverse this trend.

At the same time, the success of nationally coordinated initiatives—most notably the Bocce Raffa League—has demonstrated that **national leadership combined with local delivery** can significantly improve participation, consistency, visibility, and funding credibility.

Accordingly, Bocce Australia will undertake a **paradigm shift**: moving from a fragmented, State-designed operating model to a **single national framework**, with programs delivered locally by States and clubs.

This shift is not about removing the role of States or diminishing clubs. It is about:

- Removing fragmentation
- Expanding reach beyond the current demographic
- Modernising participation formats
- Presenting bocce as one contemporary national sport

This Strategic Plan sets out how that transformation will be delivered over the next three years.

Strategic Vision

To grow bocce into a **modern, inclusive, and sustainable national sport**, offering accessible entry points, clear pathways, and strong national identity, while empowering States and clubs as delivery partners.

Strategic Purpose

Bocce Australia exists to:

- Expand participation beyond the current demographic
- Attract and retain the next generation of players
- Provide clear, fair, and nationally consistent pathways
- Support strong clubs and capable State bodies
- Deliver governance, integrity, and national leadership
- Align with the Australian Sports Commission (*Play Well*) strategy

Strategic Operating Model

National Framework. State Delivery.

Bocce Australia will operate under a **top-down national framework**, where the national body owns:

- Strategy and policy
- Program architecture and standards
- Branding and marketing
- Pathway design and competition structures
- Workforce coordination
- Data, reporting, and funding accountability

Bocce States will act as the **primary delivery partners**, responsible for:

- Delivering nationally designed programs
- Engaging clubs and communities
- Managing venues and local partnerships
- Supporting volunteers, coaches, and officials
- Reporting outcomes against national KPIs

This model ensures **consistency, scalability, and accountability**, while preserving local delivery and community connection.

Expanding Reach Beyond the Traditional Model

For bocce to grow, it must move beyond reliance on traditional club venues and established participant cohorts.

Future growth will be driven by:

- New demographics (youth, families, women, diverse communities)
- Flexible, social, and team-based formats
- Visibility in contemporary community settings

New Delivery Environments

Bocce will be delivered in a wider range of venues, including:

- Community and recreation centres
- Schools, universities, and TAFE campuses
- Multi-sport facilities and shared precincts
- Public spaces, festivals, and pop-up activations

These venues create **new entry points** into the sport and act as feeders into clubs and league participation.

Strategic Pillars

Pillar 1: National Participation Framework

Bocce Australia will implement a **national participation framework**, with programs designed nationally and delivered by States.

National Programs

- **Game of Throws** – expand throwing skills
- **BocceBall** – entry-level, social participation
- **Bocce Challenge** – structured novice progression
- **Bocce League** – team v team, season-based competition
- **SEPEP** – entry training program for beginners

All programs will be:

- Inclusive by design (juniors, women, Special Olympics, CALD)
- Time-boxed and accessible
- Consistently branded and reported nationally

Pillar 2: Modern Competition & Clear Pathways

A **dual-pathway ecosystem** will underpin the sport:

1. **Participation & League Pathway**

- Entry programs (bocce challenge/BocceBall)→ Bocce League → interclub

2. **Championship & Performance Pathway**

- Interclub → rankings → State qualification → National Championships → international representation

League competition will act as the **front door** to the sport, while championships remain the **pinnacle**.

Pillar 3: Clubs & State Empowerment

Clubs and States remain central to the sport's success.

This strategy will:

- Reduce delivery complexity for clubs (Bocce programs to be delivered by the State)
- Provide nationally designed, repeatable formats
- Strengthen club sustainability through regular competition
- Support States with clear roles, tools, and resources

State participation will be formalised through **MOUs** aligned to national standards.

Pillar 4: Workforce, Capability & Commercial Growth

State Development Officers (SDOs)

- Established progressively in each State
- Functionally accountable to Bocce Australia
- Operationally embedded within States
- Deliver national programs, grow participation, support clubs, and report outcomes

Sponsorship & Grants Officer (National)

- Leads national sponsorship and funding strategy
- Coordinates ASC, State, and Local Government grants
- Develops national sponsorship packages
- Supports States with co-funded initiatives and acquittals

This creates a **nationally coordinated workforce** delivering local impact and sustainable funding.

Pillar 5: National Brand, Marketing & Identity

Bocce Australia will operate under **one national brand**.

- Program names, branding, and messaging controlled nationally
- National marketing campaigns with State amplification
- Consistent storytelling across participation, leagues, and championships
- Digital-first promotion of clubs, people, and pathways

This ensures bocce is recognised as **one sport, one system**.

Pillar 6: Governance, Integrity & Data

- Strong national governance and oversight
- Safeguarding, inclusion, and integrity embedded nationally
- National participation data standards
- Consistent reporting across all States
- Evidence-based decision-making and funding accountability

ASC *Play Well* Alignment

Play Well Priority Strategic Response

Participation	National programs, State delivery
Inclusion	Embedded by design
Places & Spaces	Clubs + community venues
Workforce	SDO network
Pathways	Nationally consistent
Data	Centralised reporting

What This Strategy Is — and Is Not

This strategy is:

- Nationally led
- Consistent and scalable
- Delivered locally
- Designed for growth

This strategy is not:

- A shutdown of clubs or State bodies

- A replacement of championships
- A one-size-fits-all mandate

3-Year Implementation Focus

2026 – Establish

- Approve national framework
- Appoint Sponsorship & Grants Officer
- Finalise SDO model
- Launch national branding and program standards

2027 – Embed

- Expand SDO coverage
- Roll out Bocce League nationally
- Deliver national marketing campaigns
- Strengthen funding and partnerships

2028 – Optimise

- Review and refine pathways
- Secure multi-year sponsorships
- Embed sustainability and national identity
- Strengthen elite pipeline

Strategic Outcome

By operating nationally and delivering locally, Bocce Australia will:

- Expand participation beyond its current demographic
- Attract the next generation of players
- Strengthen clubs and States
- Improve funding and sponsorship outcomes
- Ensure the long-term sustainability and relevance of the sport