

Baseball WA Strategic Plan: 2017 - 2022



OUR VISION

To be the leader in Australian baseball by growing, promoting and developing the sport throughout Western Australia.

KEY STRATEGIC ISSUES

Profile

Facilities

Club Health

Participation

Elite Performance

STRATEGIC OBJECTIVES

- Increase the visibility and public profile of baseball.
- Leverage the on-field success of representative teams.
- Improve the media coverage of baseball at all levels.

- Develop Baseball Park as an international standard venue.
- Support clubs to improve existing community baseball facilities.
- Identify and establish community baseball facilities in areas of emerging demand.

- Support clubs to implement best practice policies and processes.
- Club locations and activities are aligned with population

- Facilitate the alignment and relationships of baseball and tee-ball clubs.
- Establish and implement a schools program.
- Implemented engagement programs with female coaches and officials

- Support talented individuals to reach elite levels.
- Manage representative teams at all levels.

MEASURES

- 25% increase social media reach on all platforms (Facebook)
- 10% increase print/online articles covering baseball in the media and sports networks
- 25% increase Baseball Members and clubs recognised in WA Community Sports Awards.

- Manage the capital upgrade of Baseball Park to deliver all agreed outcomes
- Support clubs in discussions with local government and partners to improve and upgrade existing facilities in line with increased member use.
- Identify areas of increasing population and emerging demand and assist / support to relocate existing clubs or establish new clubs in that area. Develop a concessional loan arrangement for clubs for facility capital projects.

- Establish BWA Competitions Committee with Terms of Reference
- 100% compliance for each Club to develop and maintain a Strategic Plan, Development/Recruitment Plan, Budget
- Facilitate annual Club workshop with Dept LGSCI

- 2.5% increase to total participation numbers (including Tball)
- 7.5% increase to female participation numbers each year
- 50% Club to sign an Memorandum of Understanding with Tball Clubs
- 100 schools engaged in Sporting Schools Baseball/Tball programs (by 2022)
- Equal female officials to female programs and teams and tournaments

- 20% representation of West Australians in National Teams inc coaches/officials
- Top 3 finishes at all Representative Championships
- 15 professional/collegiate players in the US.
- 90% retention of athletes in the Heat Futures program