



BASEBALL CANBERRA STRATEGIC PLAN 2020-2025

COMMISSIONER: DARREN KIMMORLEY
DEPUTY COMMISSIONER: JOHN ALLENDER
BOARD MEMBERS: CECILIA TRAN,
GERALD VAN LEEUWEN & AMY VICKERS

BASEBALL CANBERRA

COMMISSIONER STATEMENT

There is a change happening for baseball in Canberra. With the reinvigoration of the women's league, the introduction of a Super Series to energise the start of the season, or even the restructuring of the pathway of our junior programs. It is an exciting time to be involved with Baseball in Canberra.

The next three years will see a focus on improving the experience for all involved in the game. We will work on providing a product that will deliver great value. We will showcase our great game and inspire others with the love that we have for baseball.

We will embrace the diamond sports theme, which enables partnerships with other diamond sport codes. We have a facility that embraces technology, that assists our players to maximise their capabilities, and this is an opportunity to maximise exposure, while boosting revenue.

To get to where we want to be, this document identifies our strategic goals and provides metrics to measure success. The plan is designed to ensure we deliver on what is in front of us today, while putting in place the key initiatives that will ensure the growth of the game and its sustainability into the future.

These goals are:

1. Increasing the number of accredited umpires and coaches across the league
2. Attracting more volunteers, through greater support and recognition
3. Attracting more women and girls to the sport.

We will develop infrastructure, provide pathways and opportunities to achieve success in baseball - now. We look forward to working with everyone in the community and embracing those who are looking to join our baseball family in the future.

We look forward to seeing you all out at the ballpark.

Darren Kimmorley
Commissioner, Baseball Canberra

MISSION

Mission Baseball Canberra provides the leadership, structure and framework to ensure baseball continues to grow and is sustainable as a sport of choice for all players, as ONE Baseball Canberra.

VISION

To develop a culture of participation, inclusion and growth.

ENGAGE - PARTICIPATE - DEVELOP - RETAIN - GROW

VALUES

DIVERSITY - ACCOUNTABILITY - TRANSPARENCY - EXCELLENCE



Strategic Priorities

Baseball Canberra has Developed five Strategic Priorities at the core of their Strategic plan. these will be at the forefront of operations from 2020-2025



STRATEGIC PRIORITIES:

Baseball Canberra will be an adaptable organisation, committed to raising standards and consistency across the game in Canberra, through:

1. Restoring grass roots across the community - including umpires, scorers, coaches and other volunteers
2. Consolidating and growing all competitions - men, women and juniors
3. Delivering value for money - creating a quality product and communicating what we deliver for the investment made by members
4. Growing baseball's profile, brand and reach in Canberra
5. Cultivating a Canberra community presence through partnerships.



SUCCESS METRICS

1. GROWTH IN MEMBERSHIP NUMBERS:

- a. Umpires
- b. Scorers
- c. Volunteers
- d. Retention and tenure (i.e. transition from junior to senior competitions)
- e. New acquisitions

2. MINIMUM OF SIX CLUBS COMPETING THROUGH ALL GRADES (MEN, WOMEN AND JUNIORS)

3. IMPROVING VALUE FOR MONEY:

- a. At least one Baseball Canberra appointed umpire per game
- b. Introduce on an annual basis a minimum of one innovation/initiative
- c. Achieve annual incremental increase in sponsorship (financial and/or in-kind)
- d. Maintain complimentary development opportunities (scoring, umpiring) including introduction of administrative modernisation initiatives
- e. Deliver on an annual basis a cost efficiency dividend
- f. Baseball Canberra General Manager to deliver annual service level agreement (SLA) report to the board and council

4. INNOVATION AGENDA THAT PROVIDES ANNUAL NEW OPPORTUNITIES FOR ALL MEMBERS TO LEVERAGE TECHNOLOGY

- a. Bi-annual reporting of user take-up across various platforms



SUCCESS METRICS

5. MEASURE MEDIA EXPOSURE TO ESTABLISH AN INITIAL BASELINE:

- a. Print and subscription media
- b. Television and radio
- c. Social media (likes, shares, views)

6. ESTABLISH A MULTI-YEAR CHARITY PARTNERSHIP AND EVENT/S

7. BI-ANNUAL SURVEY TO SEEK FEEDBACK FROM MEMBERS

8. ESTABLISH REGULAR ENGAGEMENT THROUGH PARTNERSHIPS

- a. Diamond sports committee
- b. Government engagement
- c. Social media (likes, shares, views)

9. SCHOOL ENGAGEMENT - YEAR ONE GOAL, TO BE REVIEWED ANNUALLY

- a. Repeat engagement at four schools, via three visits per annum. Two northside schools, two southside.
- b. Visit four new schools per annum, two northside, two southside.

REVIEW

This strategic plan will be reviewed annually to ensure it remains relevant. A report on performance against metrics will be made available at Baseball Canberra's AGM each year.

BASEBALL CANBERRA
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