



Strategic Plan

2014 - 2018

Mission

To grow softball; for all, for life, together.

Vision

***To be a thriving, innovative and inclusive sport
with at least 5% annual growth.***

Values

***inclusive
collaborative
integrity
professional
innovative***

Key Focus Areas



Key Outcomes

1. Growing Participation

- 1.1. More people participating in more state based events
- 1.2. Greater diversity of participants and members
- 1.3. Increased membership by 5% year on year
- 1.4. Increased representation at national level, and success at national events

2. Developing Clubs and Associations

- 2.1. 75% of affiliates with a documented fit for purpose strategic and/or business plans
- 2.2. 5% increase in new clubs/associations
- 2.3. 75% of members in all categories satisfied/very satisfied with softball
- 2.4. Increased number of trained volunteers
- 2.5. Increased number of accredited officials (coaches, umpires, statisticians)

3. Organisational Sustainability

- 3.1. Compliance with Whole Of Softball Good Governance principles
- 3.2. Appropriately resourced – People, Finance, Systems

Key Actions

1. Growing Participation

1.1. More people participating in more state based events

- Map current events/competition structure
- Engage stakeholders in review and/or development of new and existing models and programs
- Alignment of all events with other peak body partners
- Timeline for roll-out of event changes created and effectively communicated
- Delivery of agreed new models, programs and events
- Promotion of events to new and existing communities

1.2. Greater diversity of participants and members

- Provide diversity and inclusiveness training for Associations and Clubs
- Provide Associations and Clubs with template diversity and inclusiveness policies and procedures which they undertake to monitor adherence to
- Embed inclusiveness modules in ALL training programs supported by SV
- In conjunction with 'partner' Association(s) and other stakeholders as applicable identify a new community group(s) for participation in a softball event
- 10% increase in recognised members from a culturally and linguistically diverse background

1.3. Increased membership by 5% year on year

- Develop and promote alternative membership structures
- Implement marketing, recruitment and retention plans across clubs/associations
- Revise and promote participation pathways for players, coaches, officials and volunteers
- Increase promotion of Softball in Victoria through strategic communications plan

- Associations Co-ordinator to support Associations, with materials and resources to implement marketing, recruitment and retention plans across clubs/associations

1.4. Increased representation at national level, and success at national events

- Establish and implement structured support systems for athletes, coaches and officials.
- Agree and embed an elite player development program
- Agree and embed a grassroots player development program
- Agree and embed a Coach development program
- Agree and embed an Umpire development program
- Agree and embed a Statistician development program

Key Actions

2. *Developing Clubs and Associations*

2.1. 75% of affiliates with a documented plan to increase recruitment and retention capacity

- Association Coordinator to work with Partner Associations to develop work plans that increase capacity to recruit and retain
- Resources for governance, policy and administration provided to clubs/associations to support diverse recruitment strategies
- Completion of Club Health Checks by all Clubs by 2017

2.2. 5% increase in new clubs/associations

- Develop and implement alternative affiliation structures that support the establishment of softball in new areas
- Support the growth of existing association structures

2.3. 75% of members in all categories satisfied/very satisfied with softball

- Conduct annual member survey and action results (as aligned with strategic priorities) where desired level of satisfaction not achieved
- Conduct periodic member forums which focus on the issues and matters identified by our members

2.4. Increased number of trained volunteers

- Volunteer training program established
- Volunteer recognition program established

2.5. Increased number of accredited officials (coaches, umpires, statisticians)

- Accreditation courses delivered by trained presenters, providing quality education and maximising the use of technology to simplify the course delivery and accreditation process

- Professional development opportunities available to officials outside of standard accreditation course requirements

Key Actions

3. Organisational Sustainability

3.1. Compliance with Whole Of Softball Good Governance principles

- Comply with WOS Good Governance plan and commit to early adoption of the principles
- Ensure SV has appropriate processes in place to comply with all regulatory, financial and fiduciary obligations.
- Conduct regular review of all policies, procedures and plans.

3.2. Appropriate resourced – People, Finance, Systems

- Establish sustainable partnerships to strengthen softball
- Implement a clearly defined sub-committee structure that supports the delivery of the strategic plan, members and clubs
- Implement best practise policies and procedures to recruit, train and retain high quality staff and volunteers
- Ensure position descriptions are in place for all staff and volunteers
- Continuous improvement and increased use of relevant technology
- Ensure costs of participation are reflective of value delivered