

SOFTBALL WA STRATEGIC PLAN 2021 – 2024



FROM THE CHAIR & CEO

We are proud to present the Softball WA Strategic Plan 2021-2024.

As the custodians of softball in this State, it is Softball WA's responsibility to empower participants and members to work together to make our great game even better. Over the last four years we have laid the foundation, but now it's time to take another step forward as we strive to make softball "the place to be".

While we intend to build on the good work that has been delivered in the past, we will also be making changes to ensure softball remains contemporary, relevant and responsive to the changing ways people engage in sport. Putting our members at the centre of all we do is essential because at its core, sport is built on connected communities and having a place to belong.

Through five Strategic Pillars, namely Participation, People and Culture, Pathways, Facilities and Communication we aim to ensure meaningful and positive experiences for our members and others who engage in softball. Each element of the Plan is important, each is connected.

A major focus over the next few years will be to find a new home for WA Softball. We will also look to work collaboratively with the other Diamond Sports and Softball Australia in ways which will benefit softball in our state.

Through an increased focus on grassroots softball, we hope to strengthen development initiatives that provide access and opportunities for all. Softball is inclusive by nature and is inviting to all levels of skill, fitness and ability. It is also a life-long game which is reflected on the popularity of our Masters competitions.

With the reintroduction of Women's Softball into the Olympic program in 2021 a greater focus returns to our sport. By celebrating our heroes from our best players to our social members, volunteers and tomorrow's stars, we plan to build the profile of our sport and tell our story for more people to enjoy.

We embrace our responsibility and welcome your engagement and support in the delivery of this plan. The future holds so much for softball and together, we will work to make today's vision, our future's reality.



VISION

Softball, the place to be.

MISSION

**To have more people
positively connecting
with softball, in more
places, more often.**

OUR VALUES

**Our people
Our partnerships
Respect
Integrity
Unity
Leadership
Inclusiveness**

HOW WE PLAY

In defining Our Values, five behaviours have been outlined that will drive everything we do. These are whole of sport behaviours, relatable to all participants from the grassroots through to the elite level, inclusive of our players, officials, umpires, administrators and stakeholders.

Our ability to integrate them across all facets of our sport will be critical in assisting everyone to obtain maximum benefit and enjoyment from their involvement in softball. It is essential we all adhere to our agreed behaviours and, most importantly, hold each other accountable to them, in order for our sport and all within it, to set the highest standards.



RESPECT

Valuing ALL

We listen to each other and welcome new ideas

We are polite and courteous

We respect the game and all the people involved in it



UNITY

United for the good of the game

We work together to achieve goals

We collaborate with each other



INCLUSIVENESS

Together we are stronger

We value diversity in all that we do

We encourage and embrace a sense of belonging



INTEGRITY

Doing the right thing

We are honest and transparent with each other

We trust each other

We do what we say we will do

We are fair and consistent



LEADERSHIP

Inspiring vision of the future

We celebrate success

We are willing to have difficult conversations

We are role models for the behaviours we want to see



STRATEGIC PILLARS

This Strategic Plan is built around five key strategic pillars:

01



PARTICIPATION

provide opportunities for all to access and enjoy programs and competitions.

02



PEOPLE & CULTURE

provide our people with continued opportunities to participate, to develop and be leaders for positive culture and social change.

03



PATHWAYS

design and implement opportunities that enable all within the sport to be involved and realise their potential.

04



FACILITIES

increase access to places available to play the game.

05



COMMUNICATION

develop ways to listen to, engage with and advocate for positive member outcomes.

The focus areas defined within each pillar, are the goals and strategies that will drive a series of outcomes, facilitating our ability to grow and be sustainable. They are the foundation on which our success over the next three years will be built.

SOFTBALL WA STRATEGIC PLAN | 2021 - 2024

VISION: Softball, the place to be

MISSION: To have more people positively connecting with softball, in more places, more often.

WE VALUE: Our people | Our partnerships | Respect | Integrity | Unity | Leadership | Inclusiveness

PILLARS	Participation	People & Culture	Pathways	Facilities	Communication
FOCUS AREAS	<ul style="list-style-type: none"> Increase the number of WA children introduced to Softball by strengthening our reach into the school system. Increase the number of players who choose to continue to play softball. Refresh competitions and game formats to encourage flexible, attractive participation pathways. Strengthen our links with Tee-ball and Baseball WA. Develop productive relationships with affiliates and non-affiliates. Support regional and remote community development, participation programs, products and events. Establish community partnerships to embed softball in local communities. Introduce a comprehensive player registration and management system to facilitate play and enable reporting. Promote elite WA players as role models to encourage participation. 	<ul style="list-style-type: none"> Culture supports the five identified 'How we Play' behaviours. Ensure the availability of skilled volunteers to deliver the game through reward, recognition and retention programs. Provide training, mentoring and support for people within and around the game. Support clubs to strengthen their healthy club culture. Be Champions of Change – representative of our softball community. Diversity and inclusivity are encouraged and celebrated. Provide workforce development to ensure we have the right team with the necessary skills and knowledge to deliver on our vision, mission and values. Explore ways of working with Softball Australia to benefit Softball in WA. 	<ul style="list-style-type: none"> Identify talented athletes. Provide increased development opportunities at all levels from juniors, to adult members to talented athletes, including increased access to high quality coaching. Ensure pathways for coaches, umpires, scorers and administrators and explore mentoring opportunities. Focus on supporting regional athletes, clubs and associations. Focus on key skill development for juniors including pitching, catching and hitting. Educate, train and develop elite athletes to be leaders within our sport and achieve on the national stage. 	<ul style="list-style-type: none"> Develop and maintain a comprehensive Statewide facilities plan. Work with appropriate bodies to secure a new home for WA Softball. Ensure clubs are healthy, have access to resources and are equipped to assist in growing the game. Associations throughout WA are supported through appropriate and quality facilities. 	<ul style="list-style-type: none"> Clearly articulate the point of difference of our sport, including reasons to play and reasons to stay. Identify and expand the softball experience with a focus on the concept of 'place'. Undertake an annual member satisfaction survey. Develop productive partnerships with stakeholders and sponsors. Expand external revenue streams. Internal and external communication is professional, targeted and reflects the values of Softball WA. Embrace technology to improve efficiency, aid communication and strengthen decision making. Strong governance framework is in place. Review policies to ensure they reflect contemporary best-practice.
HOW WE WILL MEASURE SUCCESS	<ul style="list-style-type: none"> Increased total participation in softball in WA. Increased affiliation numbers. Increased participation in softball activities. Increased participation in schools. Increased fans of the game through attendance or engagement. New participation formats developed. One community participant database used by all. Closer, more positive working relationship with affiliates and non-affiliates. 	<ul style="list-style-type: none"> Number of volunteers both new and retained. Number of training sessions conducted. New club support mechanisms developed. Provision of appropriate reporting mechanisms for unacceptable incidents. 	<ul style="list-style-type: none"> Total number of accredited coaches, umpires and scorers both new and retained. Increased number of attendees at coaching, umpiring and scoring development programs. Increased number of players participating in talent pathway programs. Increased number of regional athletes participating in talent programs. Increased number of juniors participating in development programs. 	<ul style="list-style-type: none"> Confirmed arrangement with City of Stirling regarding the future of the Mirrabooka facility. Identification of a new home for Softball in WA. Additional funding obtained for facilities improvement. Clubs and/or associations obtaining grants to improve facilities. Undertake case study of growing clubs. 	<ul style="list-style-type: none"> Improved communication both internal and external. Increased sponsorship and revenue from external streams. New website and app. Increased digital media presence. Annual governance review. Number of refreshed policies.