

WOODVILLE DISTRICT BASEBALL CLUB STRATEGIC PLAN 2013 – 2015

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This strategic plan has been prepared for the:

WOODVILLE DISTRICT BASEBALL CLUB

The plan has been prepared as part of the Club Planning Project. Those involved in its preparation included were:

1. Terry Fitzgerald
2. Dave Owen
3. Jo Owen
4. Enza Henty
5. Priscilla Loechel
6. Phil Hirschausen

The club is committed to implementing this plan and as part of the implementation it commits to an annual review process.

Signed:

Club representative

Club representative

Date:

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OVERVIEW:

The Woodville District Baseball Club's aim is to provide an environment which promotes and enables participation in the sport of baseball engendering an inclusive environment available to all members of the local community.

This should involve social activities across a broad spectrum and encompass opportunities for advancement in the sport through the provision of excellent facilities and coaching expertise. Participation is welcome at all levels of skill and for all ages.

Club history :

- *The Club was founded in 1950.*
- *The original home ground of the Club was Fawk Reserve, Hanson Rd, Woodville North.*
- *Woodville became the largest Club in the League in 1958 with 10 teams, one in each grade.*
- *Moving to its present location, Findon Reserve, Drummond Ave. Findon in March 1959, the original playing diamond was in the north western corner of the grounds, with an igloo-type backstop.*
- *Summer competition commenced in 1971.*
- *The clubrooms were erected in 1959 with further extensions completed during 1971/72. A gym area was added in 1994/95 and the original practice batting tunnel in 2002.*
- *The batting tunnels were extended and given synthetic flooring in 2008/09, along with a new workshop area.*
- *2010/11 saw the commencement of further improvements to the batting tunnels where they were fully lined with acoustic insulation to combat noise concerns.*
- *A new backstop and dugouts were completed in 2011/12.*
- *2010 saw the re-naming of Findon Reserve to DON KLAEBE RESERVE in recognition of Don's outstanding service to the Club since its inception.*

Highlights/achievements :

The Club has a rich history of high achievements, including the hosting of the following special events:

- **The annual international Goodwill Series - now 18 years,**
- **Masters Tournaments,**
- **Claxton Shield fixtures,**
- **Challenge Cup Fixtures**
- **Adelaide Bite and State junior training programs,**
- **SA state softball trainings.**

In addition the club has generated a large number of Premierships at all levels including Div 1 in 1972/73, 1974/75 and 1980/81, as well as having a high number of:

- **State representatives**
- **Australian representatives**
- **College Players**
- **MLB Players signed**

Facilities :

- *Senior and Junior diamonds.*
- *Indoor practice batting tunnels.*
- *Field and bullpen lighting.*
- *Covered spectator areas.*
- *Gym area.*
- *Clubrooms with full facilities.*

Board/management structure :

A Ten Member Board comprises seven portfolio members:

- *Chairman*
- *Baseball Director*
- *Finance Director*
- *Junior Director*
- *Facilities Director*
- *Marketing Director*
- *Club Director*

and three floating members. Please access the Club's By-Laws for Job Descriptions of all Board Members.

Membership :

The Club is made up various types of members, most recently:

- *Life Members (38).*
- *Junior and Senior Playing (180), and*
- *Social Members (40).*

Future proposals and developments :

The Club's short goals regarding facilities include:

- *Redevelopment of the Junior diamond.*
- *Refurbishment of kitchen and bar areas.*
- *Cool-room.*

CRITICAL ISSUES FACING THE CLUB

Issues	Implications
JUNIOR NUMBERS	Real issue that needs to be addressed - to meet League requirements and build for future.
FINANCES	Real issue that needs to be addressed - to continue to grow and develop and avoid sustainability issues Sponsorship needs to be increased and maintained.
A PLACE YOU WANT TO BE	Real issue that needs to be addressed - we need more people here more often. We need to retain the Players we have
ON FIELD SUCCESS	This is a 'maintenance' issue
HEALTHY FAMILY CULTURE	This is a 'maintenance' issue
BOARD EFFECTIVENESS	Ensure all positions are filled Active participation Commitment to follow through on decisions Willingness to follow through on assigned tasks

S.W.O.T. ANALYSIS

Strengths (internal)	Weaknesses (internal)	Opportunities (external)	Threats (external)
FACILITIES	TOO FEW PEOPLE - ADMINISTRATION - VOLUNTEERS	PROMOTION -No1 TICKET HOLDER -VICE PRESIDENTS	A LOT OF CLUBS THIS SIDE OF TOWN
GOOD COACHING	DEGREE OF APATHY	STRENGTHEN BONDS WITH COUNTRY ASSOCIATIONS - MILDURA, RIVERLAND, MT. GAMBIER	COSTS - SABL - COACHING - IMPORTS
FAMILY FRIENDLY	INSUFFICIENT MARKETING/ Sponsors	ATTRACT & EDUCATE GOOD PLAYERS & COACHES	BAR TAKINGS DOWN
ALL AGES/GENDERS	TOO FEW TEAMS - JUNIOR - SENIOR	RECRUITING - AASC PROGRAM - SEATON HIGH PROGRAM - SCHOOL HOLIDAY PROGRAMS	
HIGH LEVEL OF TALENT		SPONSORSHIP OPPORTUNITIES - SEATON HOTEL PATRONAGE RECOGNITION	

		COUNCIL FUNDING & GOVERNMENT GRANTS	
		IMPROVE JUNIOR RETENTION THROUGH TO SENIOR TEAMS	
		PROMOTE FACILITIES	
		INCREASE WINTERBALL PARTICIPATION	

OUR MISSION IS:

TO PROVIDE THE BEST ENVIRONMENT FOR PEOPLE OF ALL AGES AND BOTH GENDERS TO ENJOY AND PROMOTE BASEBALL AND T-BALL AND BE SUCCESSFUL ON AND OFF THE FIELD, AT ALL LEVELS.

OUR GUIDING PRINCIPLES OR VALUES ARE:

- CULTURALLY AWARE
- RESPECT
- HONESTY / INTEGRITY
- WILLINGNESS
- TOLERANCE
- TRUST
- CO-OPERATION
- PARTICIPATION

CORE BUSINESS AREAS:

1. **MANAGEMENT AND ADMINISTRATION**
2. **CULTURE**
3. **MARKETTING / PROMOTION**
4. **FINANCE**
5. **DEVELOPMENT**

ACTION PLAN - OBJECTIVES AND GOALS:

MANAGEMENT AND ADMINISTRATION				
Action	Reference	Responsibility	Timeline	Priority
REVIEW POLICIES AND BY-LAWS INCLUDING CODES OF CONDUCT		BOARD	JAN 2014	Completed June 2014
DEFINE AWARD CRITERIA APPEND TO BY-LAWS: Klaebe Club	Outstanding Contribution to the Club for the year.	VARIOUS - TO BE NOMINATED	END FEB 2014	All positions fully described and ratified by the Board. Added to by-laws June 2014
Life Members	Outstanding Contribution to the Club for the Over an extended period.			
Mark Biggins	From Senior teams - outstanding Club member.			
Geoff Rogers Memorial Award	Off-field Contribution			
Max Behrendt Junior Award	Overall Junior Encouragement Award			
Tony Harris Award	Most OUTSTANDING Junior			

PLEASE REFER TO THE CLUB'S BY-LAWS FOR A FULL DEFINITION OF EACH OF THESE AWARDS				
PLEASE REFER TO THE CLUB'S BY-LAWS FOR A FULL DEFINITION OF EACH BOARD POSITION SUCCESSION PLANNING		BOARD MEMBERS	MID JUNE 2014 RE-ASSESS IN APRIL BOARD MEETING	All positions fully described and ratified by the Board. Added to by-laws June 2014

Key area: CULTURE - SOCIAL ACTIVITIES, VOLUNTEERS			
Action	Responsibility	Timeline	Priority
To change the culture of some members who just turn up and play and don't give anything back to the club VOLUNTEERS - RECRUITMENT - RETENTION	ALL	ONGOING	MEDIUM
- FUNDRAISING - MEMBERSHIP	FINANCE & MARKETTING DIR. BOARD	ONGOING	HIGH
ROSTERS Canteen Bar Grounds Umpiring	VARIOUS	REVIEW PRIOR TO SEASON	MEDIUM
THURSDAY NIGHT CLUB NIGHT INCREASE NUMBERS & PARTICIPATION Cards Table Tennis Darts Raffles	CHAIRMAN	ONGOING	HIGH
OUT OF SEASON FUNCTIONS Continued engagement all year.	ALL		

Key area: **MARKETTING / PROMOTION**

Action	Responsibility	Timeline	Priority
SOCIAL MEDIA Club History	IT DEPT	IN PLACE	HIGH
RADIO - NO 1 TICKET HOLDER	BASEBALL DIR		MEDIUM
SPONSOR CONTACT / OPPORTUNITIES	MARKETING DIR - ALL	NOW	HIGH
PAST PLAYERS/VICE PRESIDENTS	CHAIRMAN - BASEBALL DIR	ALWAYS	HIGH

Key area: **FINANCE – REVENUE RAISING / COST CONTROL - FACILITIES AND EQUIPMENT**

Action	Responsibility	Timeline	Priority
DEVELOP WISH LISTS Junior Backstop Install permanent shade to backstop Verandah / Cementing / Paving New Uniforms	ALL		Junior backstop replaced by Council Oct 2014 New uniforms ready for 2014/15 season
PURSUE GRANTS Kitchen / Bar Ice Machine Cool room	ALL	ONGOING	HIGH
SPONSOR CANVASSING - OFFICEWORKS / BUNNINGS	MARKETTING DIRECTOR/ ALL	ASAP	HIGH
VICE PRESIDENTS CLUB	CHAIRMAN	ONGOING	HIGH

**Key area: DEVELOPMENT - T-BALL, JUNIORS,
COACHING, UMPIRING, PARTICIPATION**

Action	Responsibility	Timeline	Priority
HANDBOOKS - COACHING (SNRS AND JNRS) - SCORING - JUNIOR / T-BALL RECRUITMENT	JNR DIR BASEBALL DIR JNR DIR	AUG 2014 - ALL TERM 2, 3	MEDIUM
COACHING - RECRUITMENT - RETENTION ESTABLISH 'BASEBALL MANAGEMENT' GROUP	BOARD/ BASEBALL MANAGEMENT GROUP BOARD	ONGOING	ONGOING Set up prior to 2014/15 season
MAINTAINING GROWTH PLEASE REFER TO THE CLUB'S BY-LAWS FOR A FULL DEFINITION OF THE ROLE OF THE JUNIOR DIRECTOR - APPROACHING SCHOOLS -CAPITALIZE ON ACTIVE AFTER SCHOOL ACTIVITIES -CONDUCTING CLINICS -EXPAND T-BALL PROGRAM -PATHWAYS TO SENIORS RETAINING JUNIORS BELOW DIV ½ ESTABLISH & MAINTAIN JUNIOR COMMITTEE	 James Henty Rhys Owen JNR DIR ALL COACHES ALL COACHES JNR DIR	 ONGOING ONGOING ONGOING	 MEDIUM MEDIUM MEDIUM HIGH

ACTION PLAN – 12 MONTHS

From the Strategic Plan, the following areas have been identified as priorities for the next twelve months.

Core business area/Action	Responsibility	Timeline	Resources	KPI	Priority

OPERATIONAL PLAN/IMPLEMENTATION PLANS

Operational or Implementation plans should be completed soon after the strategic planning process has finished.

These plans are more detailed and look at what needs to be achieved in the coming 12 months:

- Core business areas
- each objective
- strategy developed
- what series of steps need to be actioned
- people responsible for taking action
- dates by which actions must be completed
- progress reports.

Operational Plan – method of implementation

- collate the strategies/actions identified for the forthcoming 12 month period
- draw up a calendar of when these strategies are to be completed by
- identify which of the strategies are key priorities within that time
- take each of these key priorities and prepare a detailed action plan for how to achieve them (see below)

e.g.

Establish a club database of members for distribution of club information

- identify person to be responsible
- plan what information the database will contain
- draft information sheet to source member's data
- determine how to collect data from members
- collect data
- collate data
- produce data into a document for members
- distribute document to members
- continually update data records

APPENDICES

The following are a key part of the club's strategic plan and as such can be included in this document

1. Certificate of Incorporation
2. Relevant policies
3. Club constitution
4. Other relevant documents

Review process - ANNUALLY

At a suitable time towards the end of each year or prior to the commencement of the year's activities the following process needs to be put in place:

- planning sub committee meet to review document
- consider strategies/actions for each key area
- assess current status of each strategy/action (completed/not completed as per the performance indicator)
- where not completed identify reasons as to why
- determine need to modify plan by adding in new priorities for the next 12 month period or deleting those that are no longer relevant and are unlikely to be achieved
- modify planning document and share with the club members

Special notes:

- once the final strategic plan is adopted by the committee it should be available to all club members
- the plan can be publicised through club newsletter, on club website, club noticeboards, other appropriate ways
- if club members are aware of the plan they feel they have ownership and are more likely to commit to making sure the objectives of the plan are met
- the plan should become a living document that forms the basis of discussion at general club committee meetings
- each of the key areas and the subsequent actions need to be reviewed at each committee meeting
- the plan now drives the operations of the club
- the plan can assist the club determine its financial needs in preparing a budget for the new financial year

a planning sub committee needs to be appointed to oversee and review the plan during and at the end of each year