

VICTORIA PARK BELMONT BASEBALL CLUB

REDS

2015 to 2018 STRATEGIC PLAN



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REVISION HISTORY

Version	Description	Author	Date
1.0	Initial Draft	BW Jackson	10 March 2015
2.0	Ratified by Committee	Committee	19 July 2015

N.B. Major amendments will change to the inter digit whilst minor amendments will change the fractional digit

PRESIDENTS MESSAGE

Welcome to the 2015 – 2018 Strategic Plan.

The Victoria Park Belmont Baseball Club Inc. (REDS) is in the enviable position that allows us to build on an already great club by rapidly and efficiently implementing best practice, management, recruitment and development of our current and future members.

Over the next 3 years, this document will serve as both the foundation and the reference for the ongoing improvement of the club, not only in terms of our facilities, or services, but also of our commitment to the great sport of baseball.

I'm extremely grateful to all of our members, volunteers, parents and the greater baseball community for presenting me with the opportunity to steer REDS towards a very exciting future.

Trevor Dawson

President Victoria Park Belmont Baseball Club

EXECUTIVE SUMMARY

The REDS 2015 to 2018 Strategic Plan is a living document that will constantly be the subject of reviewed and modified on an annual basis for the duration of the plan.

The document's development evidences a positive shift in the professionalism of the club and represents a positive step towards success and longevity.

The plan is a product of constant research and consultation with the members of REDS Baseball Club Inc. and key stakeholders including:

- Baseball WA Inc;
- Little League WA;
- Tee Ball WA
- The Dept. of Sport and Recreation;
- The Belmont City Council; and
- The Town of Victoria Park; and
- Subsidiary organisations.

REDS is currently in a position that allows for the club to rapidly adopt new procedures and initiatives in order to meet the needs of members and the greater baseball community.

Over the next three years the club will be focussing on four key areas for improvement:

- Governance and Club Management;
- Player Recruitment and Junior Development;
- Volunteer Recruitment and Development; and
- Facility Quality and Improvement.

Each area has a number of desired outcomes that reflect the overall goal the club

MISSION STATEMENT

The REDS mission is to promote the growth of baseball at all levels of competition within the community of Western Australia. The development of sportsmanship, teamwork, honesty, courage, respect for authority, and physical fitness are the clubs priorities. In order to accomplish this mission, we seek to attain the following objectives:

- To govern the club in a manner that puts the development of our players, as both athletes and persons, above other considerations;
- To provide our junior players with volunteer coaches who work with players of all ability levels and who remember that development of exceptional athletic skills and winning games is secondary to the development of players and to providing our players with positive examples and a positive baseball experience;
- To provide our senior players with volunteer coaches who seek to teach those players the rules of the game along with proper baseball fundamentals; and
- To provide high-quality facilities and equipment for the use of all our players.

VALUES

- Respect
- Family involvement
- Everyone can play! No exclusions.
- Zero tolerance of bullying.

CURRENT POSITION

REDS, whilst financially viable faces a number of challenges. Primarily in the areas related to governance, player recruitment and retention, and filling of volunteer positions.

The club has a solid core membership, who through their time and effort, have enabled the club to grow to one of the biggest in Australia. However with growth of this nature comes the need to govern the club to a higher level.

During the 2012-2015 seasons the club was able to recruit a number of junior players which now represent a high percentage of players in the State League Squad.

The club has been extremely successful from a growth perspective in both junior and senior ranks and has been successful on a number of occasions at lower grade championships. The club however has failed to secure a State League premiership since the 1980's. The club must now focus on the State League premiership but not to the exception of other teams and juniors.

DESIRED POSITION

Within 3 years REDS aims to have met all objectives outlined within this strategic plan

OVER THE NEXT 3 YEARS REDS BASEBALL CLUB AIMS TO ACHIEVE THE FOLLOWING OBJECTIVES:			
OBJECTIVE	INFORMING STRATEGIES	RESPONSIBILITY	TIMEFRAMES
Implement strategic plan and informing strategies	<ul style="list-style-type: none"> Consult with the Dept. Sport and Recreation; Consult with membership; Develop Strategic Plan and Informing Strategies in line with club vision 	B Jackson B Jackson B Jackson	Complete Complete Complete
Improve the quality of facilities at Forster Park.	<ul style="list-style-type: none"> Create a list of infrastructure requirements Create a dedicated Sponsorship and Fundraising position within the club, combined with the development and implementation of a Sponsorship and Fundraising Plan. Develop and implement a Field Improvement Plan, focused on improving the quality of all diamonds to ensure compliance with ABF guidelines. Develop and implement Field Improvement Funding Plan, focused on obtaining the necessary funds for big-ticket improvements, e.g. Replacement of Main Diamond Fencing and lighting. Create a dedicated council liaison Consistent liaison with the council for the upgrades via the council liaison officer 	Committee J Newland Committee J Newland Committee N Jackson	Complete Complete 2017 2016 Complete Ongoing
Drastically improve the number of volunteers involved in the management of the club	<ul style="list-style-type: none"> Develop and implement Volunteer Recruitment Plans, focused on core areas of need, Coaches, Umpires and Scorers. Create a working group to engage with junior parents by offering support. 	Committee Committee	2016 2016
Improve the financial position of the club, with the aim of finishing each financial year with a balance of no less than \$10,000.	<ul style="list-style-type: none"> Create an annual budget Create forecast budgets on annual basis for the duration of this strategic plan. Implement stock controls and procedures Continue relationship with Rotary. Review club uniform status Review and amend Life Members entitlements Create an annual social calendar. Develop additional revenue streams i.e. home game fund raising Create a fee incentive program. 	W Turner W Turner Committee J Newland Committee Committee L Cosgrove S Weaire Committee	2016 2016 2015 Ongoing 2015 2015 Ongoing 2015 2015
Improve the levels of coaching received by our junior players, while maintaining a fun and family friendly atmosphere.	<ul style="list-style-type: none"> Create a development officer position Arrange accredited coaching clinics. Formalise 'Code of Conduct' Implement junior programmes as created by BWA 	R Black R Black B Jackson G Robideau	2015 2015 2015 2015
Improve the levels of accreditation held by all coaches, umpires and scorers within our club.	<ul style="list-style-type: none"> Develop and implement clear pathways and training materials for current Coaches, Umpires and Scorers within the club. Host accredited scoring courses Host accredited umpiring courses Host accredited coaching courses 	G Boyer Committee Committee R Black	2016 2016 2016 2015

<p>Recruit and retain new coaches, umpires, scores and volunteers to ensure the continued success of the club.</p>	<ul style="list-style-type: none"> • Develop and implement Volunteer Recruitment Plans, focused on core areas of need, Coaches, Umpires and Scorers. • Engage junior parents • Create coaching hierarchy 	<p>Committee</p> <p>R Black</p> <p>R Black</p>	<p>2016</p> <p>2015</p> <p>Complete</p>
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