



## EVOLVE. ENGAGE. COMMUNICATE

**Memo to:** Members & Affiliates  
**Re:** Strategic Plan  
**Date:** March, 2022

### For Immediate Release

The Board of Management of Baseball Queensland is pleased to present the next iteration of our Strategic Plan, which will operate until reviewed again in 2025.

As you are aware, the Strategic Plan will form the basis of our direction as an organization for the next three years. We have taken considerable time to formulate it, using your advice and vision, as well as much introspection – and we think we have a really good Plan.

On behalf of the Board, I would like to thank you for your input – especially those at our State Forum and the more than 200 of you who took the time to contribute to the 1200 survey responses received. We read every one of them, itemized them, categorised them and formulated a substantial idea of where you would like to see Baseball in Queensland in three years' time. I would also like to pay my fond regards to the Working Committee, to our CEO Gareth Jones and Director Andrea Marshall, for their insight and significant contributions to the final Plan.

When you have had the chance to read through the Plan overview – attached to this correspondence – it is my hope that you will identify some significant shifts in focus. Firstly, there is a much clearer identification of the role Baseball Queensland has in supporting our clubs and volunteers – who are, after all, the backbone of our organisation. It is also our desire to be much better at our core business: recruiting, retaining and enabling participants; and the provision of services that optimise these. And, lastly, we have recognised your desire for us to be better at communication and information sharing.

I can promise you that your Board will strive to the best of our ability to deliver all of the outcomes we have set for ourselves.

While we have tremendous optimism for the next three years, there remain significant challenges. We have identified a number of areas that require our immediate attention. We are therefore gearing up to make changes to our operations with regard to the plan, and we hope to make some major announcements very soon.

I encourage you to read over the attached Plan, and embrace it as we have. I have every confidence it will serve us well.

Yours sincerely

**Chris Norrie**  
Commissioner