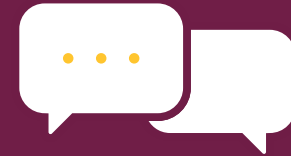
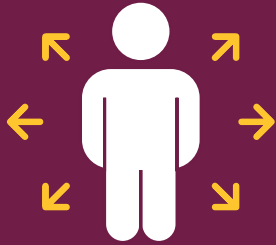




BASEBALL
QUEENSLAND

2021-24 STRATEGIC PLAN

OBJECTIVES



EVOLVE

- Strategically develop and diversify playing opportunities
- Create innovative approaches to develop and sustain the delivery of baseball in Queensland
- Respond to proactive evaluation of experiences of the baseball community

ENGAGE

- Collaborate effectively with current and potential stakeholders with a view to developing productive partnerships
- Create innovative methods of promoting baseball as sport of choice to the broader community
- Influence the baseball community to develop and sustain a culture that promotes respect, diversity and inclusion

CONNECT

- Communicate with the broader community in a way that connects with impact and influence
 - Create and enact systems and processes to ensure productive delivery of high quality of services
 - Connect and consult with the Baseball Community to co-develop a sustainable future
-

EVOLVE

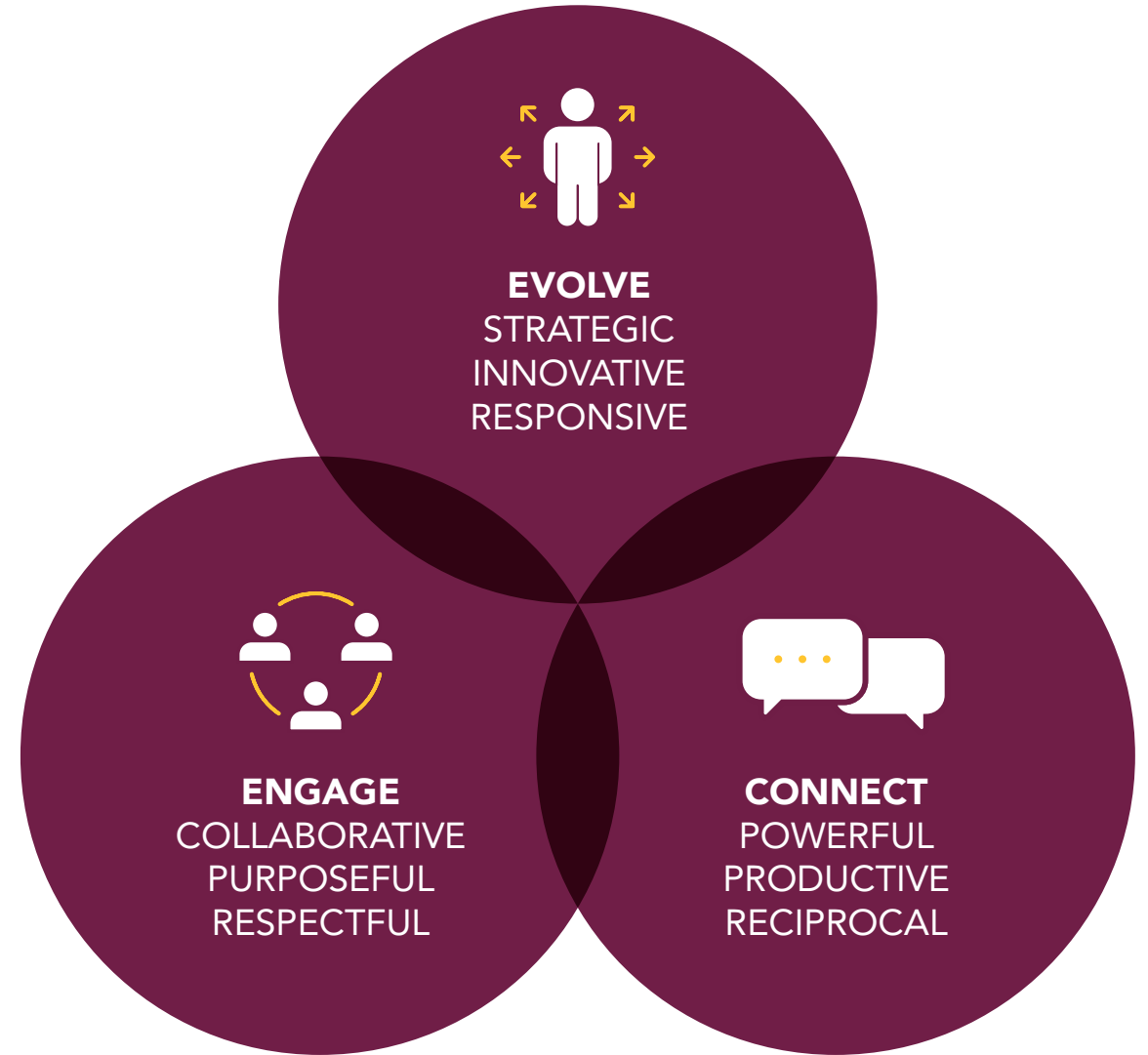
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EVOLVE

STRATEGIC, INNOVATIVE AND RESPONSIVE GROWTH, TO:

- Expand & retain player base/membership
 - Improve volunteer & participant experiences
 - Increase playing opportunities
 - Enhance income streams
 - Develop infrastructure, facilities & major resources
 - Expand staff
-





ENGAGE

COLLABORATIVE, PURPOSEFUL AND RESPECTFUL INTERACTION, WITH:

- Community – advertising & PR; access opportunities (social leagues, Come & Try)
- Schools, teachers & teacher education institutions
- External stakeholders – Govt., MLB, WBSC, AOC, Little League, QSB
- Partners & potentials – BA, Bandits, regions, hubs, other sports
- Members & grass roots – culture; education & training; support services
- Performance pathways





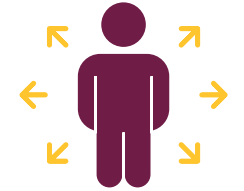
CONNECT

POWERFUL, PRODUCTIVE & RECIPROCAL, AROUND:

- Ongoing & regular communication, with membership groups
 - Research findings & resources; training & manuals
 - Data capture & utility
 - Platforms (web, social media), and apps
 - Planning docs
 - Shared Governance: policies & processes, transparency & accountability
-



EVOLVE



STRATEGIC, INNOVATIVE AND RESPONSIVE GROWTH, TO:

EXPAND & RETAIN PLAYER BASE/MEMBERSHIP

- Exceed the industry minimum expected growth of 3 percent per annum
- Develop and execute destination surveys for left participants
- Expand engagement with schools, school clusters and teachers, including:
 - Intra- and inter-school competitions
 - Training packages with game, skill and drill design ideas
 - Active recruitment

IMPROVE VOLUNTEER & PARTICIPANT EXPERIENCES

- Promote the 'family-friendly', 'fun' and 'inclusive' elements of the sport
- Identify and acknowledge volunteerism
- Conduct biannual surveys on BQ service delivery
- Schedule and manage service provision on a needs basis
- Create suites of training packages and development opportunities for volunteers

INCREASE PLAYING OPPORTUNITIES

- Create and disseminate modified games for greater access
- Create new leagues & seasons, including short seasons, especially for diversity & inclusion
- Enhance regular seasons with in-season tournaments
- Enhance 'travel team' concept & expand representative tour opportunities

ENHANCE INCOME STREAMS

- Actively seek major sponsorship deals for BQ / Leagues / concepts & events
- Identify and leverage new income sources/sponsors
- Engage current suppliers for in-kind sponsorship
- Leverage current and developing partnerships for cost-saving and income generation

DEVELOP INFRASTRUCTURE, FACILITIES & MAJOR RESOURCES

- Create and execute a major facility plan
- Liaise with and facilitate regional facility development plans
- Partner with in-sport and other agencies for infrastructure collaborations
- Actively source government grants in partnership with clubs and regions

EXPAND STAFF

- Identify opportunities to expand our paid staff base, through short-term contract & direct sponsorship

ENGAGE

COLLABORATIVE, PURPOSEFUL AND RESPECTFUL INTERACTION, WITH:



COMMUNITY - ADVERTISING & PR; ACCESS OPPORTUNITIES

- Promote our sport & its activities to members & participants with high frequency
- Broaden the scope and reach of our media
- Link with mainstream media & provide mechanisms for our members to do likewise

SCHOOLS, TEACHERS & TEACHER EDUCATION INSTITUTIONS

- Create resources and training for beginning, new and practicing teachers to choose baseball as a sport of choice, especially in primary schools
- Create and use existing modified versions as access points in schools.

EXTERNAL STAKEHOLDERS – GOVERNMENT, MLB, WBSC, AOC, LITTLE LEAGUE, QSB

- Develop strategic partnerships with outside agencies
- Create regular, open lines of communication with these groups, to ensure an ongoing voice
- Participate in good faith with sport-wide identified goals
- Lobby these groups to meet the identified needs of our members

PARTNERS & POTENTIALS – BA, BANDITS, REGIONS, HUBS, OTHER SPORTS

- Develop strategic partnerships with key stakeholders
- Create and foster regular, positive, influential communication with these groups
- Engage these groups for the identification, development and execution of key strategic goals

MEMBERS & GRASS ROOTS – CULTURE; EDUCATION & TRAINING; SUPPORT SERVICES

- Institute a language of collaboration and goal-sharing
- Promote a positive culture through communication and action that reflects our key mantras of 'family', 'fun', 'inclusive', 'sport of choice' and 'game for life'
- Develop – and run where applicable – low- and no-cost training packages for volunteers
- Recognise and acknowledge our members, participants and volunteers

PERFORMANCE PATHWAYS

- Clarify, promote and enhance our pathways model
- Expand pathways for scorers, umpires
- Identify and create new opportunities where identified, including but not limited to college and pro ball connections, and international links

CONNECT



POWERFUL, PRODUCTIVE & RECIPROCAL, AROUND:

ONGOING & REGULAR COMMUNICATION, WITH MEMBERSHIP GROUPS

- Communicate with the baseball community in a formal, monthly communiqué
- Create clear, broad and purposeful information dissemination processes via easily-navigable platforms
- Design and implement regularly-available and regularly-monitored feedback opportunities from members

RESEARCH FINDINGS & RESOURCES; TRAINING & MANUALS

- Create and support information-gathering and sharing groups of coaches, umpires, scorers and players
- Generate knowledge banks
- Create development resources for use by members and volunteers, participants and schools

DATA CAPTURE & UTILITY

- Invest in the best-available technologies to gather, process and functionalise data
- Report regularly on this data; and use to inform ongoing decisions and strategy

PLATFORMS (WEB, SOCIAL MEDIA), AND APPS

- Create, generate and/or invest in for-purpose media that informs, engages and responds to membership
- Institute and maintain a 'Club Hub' one-stop point on our website for clubs and volunteers

PLANNING DOCS

- Publish and promote planning documents and strategies for membership input and scrutiny
- Engage membership in the creation and design of planning and strategy documents/concepts
- Share planning document creation methodologies

SHARED GOVERNANCE: POLICIES & PROCESSES, TRANSPARENCY & ACCOUNTABILITY

- Generate a bank of operational policy documents and distribute to membership for common use
- Publish abridged board minutes and monthly finance statements
- Conduct a state forum with regional representatives biannually



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