



BASEBALL

QUEENSLAND

2021-24 STRATEGIC PLAN



OBJECTIVES

EVOLVE

ENGAGE

CONNECT

VALUES

COLLABORATION

INTEGRITY

INCLUSIVITY

TEAMWORK

RESPECT

SUCCESS

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

**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
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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
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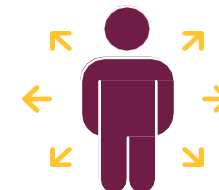
CONNECT

**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
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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 communique
- 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 a bridged board minutes and monthly finance statements
- Conduct a state forum with regional representatives biannually

ORGANISATIONAL VALUES

COLLABORATION

ADOPT AN APPROACH OF 'NOTHING FOR US WITHOUT US' TO ENSURE STRONG AND PURPOSEFUL COLLABORATION

INTEGRITY

ACT WITH UNCOMPROMISING HONESTY AND INTEGRITY IN EVERYTHING WE DO

INCLUSIVITY

FOSTER AND SUSTAIN A CULTURE THAT PROMOTES RESPECT, DIVERSITY AND INCLUSION

TEAMWORK

RECOGNISE AND VALUE THE STRENGTHS AND CONTRIBUTION OF ALL TEAM MEMBERS

RESPECT

TO LISTEN, APPRECIATE AND RECOGNISE ALL PEOPLE

SUCCESS

INCORPORATING CRITICAL REFLECTION AND EVALUATION TO ENSURE OUR SPORT CONTRIBUTES
TO THE HEALTH AND WELL-BEING OF THE QUEENSLAND COMMUNITY



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