



*Strategic
Plan*

2014

To

2017



Softball NSW is the governing body for softball in the State of NSW

Vision: To be the number one Softball State in Australia, providing exciting competitive & recreational opportunities to a rapidly expanding & diverse membership & communities

Mission/purpose: To maintain and increase interest and participation in all levels of Softball in NSW

Our core values: Integrity, Inclusivity, Transparency, Respect and to be Consultative

Participation	High Performance Pathway	Technical Development	Governance & Management	Delivery & Promotion
<p>Membership – Recruitment, and Retention</p> <p>Social Participation</p> <p>Inclusive - Diverse and disadvantaged populations</p> <p>School age programs</p> <p>Insurance</p> <p>Incentives</p>	<p>Excellent TID program in place</p> <p>Improved competition program for elite players</p> <p>National Champions in majority of age groups</p> <p>At least 1/3 of National Team members</p> <p>Clearly defined Elite pathway</p>	<p>Enhance opportunities for the development and accreditation in the areas of:</p> <ul style="list-style-type: none"> •Coaching •Umpiring •Scoring and Statistical analysis <p>Ensure currency of and regular communication to all registered “Technical Members”</p>	<p>Enhanced Governance & Management practices in place</p> <p>Develop a strong, experienced Management Team</p> <p>Improved technology to support SNSW programs & members</p>	<p>Build the workforce capabilities with educational opportunities, and embracing new technologies</p> <p>Superior facilities in every District</p> <p>Regular promotion and marketing of all levels</p>

Softball the game that teaches life values



Softball NSW's Core Values are...

Integrity, Inclusivity, Transparency, Respect and to be Consultative

We will bring our values to life through the following actions...

Integrity

Promote the life skill values of softball – the games teamwork, collaboration and cooperation

Advocating honesty and sportsmanship

We will act with honesty and openness in the decisions we make

Inclusivity

Further enhance and promote programs that encompass people from all walks of life including those with disabilities and from marginalised groups or regions

Transparency

We will communicate with all stakeholders in a manner that elevates the professionalism of the sport

We will provide information to our members that helps justify sound decisions in the best interests of the sport

Respect

Work with respect and listen to the opinions of our stakeholders no matter how diverse the views

*We will value the contributions of staff, members and volunteers
We must respect the traditions, history, and rules of the game, whilst being progressive and innovative in promoting the game in the modern era*

Consultation

Be open to seeking & respecting external advice to make decisions in the best interests of the game and the financial performance of the organisation

We will work effectively with a common purpose that benefits members, partners and affiliates in the planning & delivery of programs and services

Softball the Game that teaches Life Values



Pillar One: Participation

The strategic objective is to grow participation and membership in the game

Club Members

1. Increase and retain club members

Review the value of SNSW membership package

Review the Softball Australia membership model

Implement a club "Best Practice" system and resource base to assist Clubs "survive" and grow

Participation

2. Increase participation

Develop new formats

Promote Masters Softball

Develop a Corporate program

Continue to promote the "Batter Up" program

Social Softball

3. Develop strong, unified programs and methodologies to connect with the social softball player

A fully implemented casual softball program

Juniors

4. Develop and maintain strong linkages with School Sport

Develop school based packages and programs

Greater participation in the Active After School program

Train personnel to deliver the AASC and Batter Up programs



Pillar Two: High Performance Pathway

The strategic objective is to establish world class elite player development programs that result in NSW maintaining premier status at National Championships

Clear Pathway

1. Work with Softball Australia to provide an Athlete pathway that successfully attracts and progresses talented Players

Develop a world's best Integrated talent development Player and Coach pathway

Fully implement a suitable framework philosophy based on individual needs & whole of athlete development

Talent Identification

2. Have an excellent TID program in place

Review the TID platform and delivery process

Deliver more training camps
With SSSM support

Maintain and Expand relationships with Regional Academies of Sport

Elite Competitions

3. Utilise the SNSW headquarters (BISP) to conduct top class competitions and International opportunities

NSW National Champions in the majority of age groups

Provide at least 1/3 of National Team members

Attract additional National and International Events to BISP



Pillar Three: Technical Development

The strategic objective is to establish world class technical development programs that result in well qualified and respected technical officials

Technical Areas

1. Provide a Coach, Umpire and Scorer development pathway that provides opportunity and encourages excellence

Promote the NCAS and NOAS program

Provide more opportunity for State and National appointments

Promote the accreditation scheme and benefits

Clear pathways for coaches, umpires and scorers

Grass Roots

2. Provide support to Affiliates for Technical Areas

Work with affiliates to conduct the NCAS and NOAS program in every District

Train Course Presenters and Accreditors in every District

Ensure all Clubs and Districts have suitable personnel to enable competitions to occur

Grass Roots

3. Provide Professional Development Opportunities for Coaches, Umpires and Scorers

Provide programs that are Leading edge

Promote Education and Utilisation of Technology to Coaches, Umpires and Scorers



Pillar Four: Governance & Management

The strategic objective is to ensure that best practice governance and management principles are used by SNSW

Governance

1. Enhance Governance & Management practices

A sport "best practice" board in operation that takes into account the skills required for good Governance

Review all current policies & processes & identify gaps

Consider all financial implications & solutions

Review OH&S across all of Softball

Management

2. Develop a strong, experienced Management Team

A cohesive, well informed & trained staff that covers all aspects to progress the game as a leader in NSW Sport

Implement a rolling Professional Development program for key staff

Develop the Operational & Business Plans

Technology

3. Improve technology to support the organisation, programs & members

Improve the IT to support SNSW, programs and members

Align the IT system for member, technical officials and athlete registration

Relationships

4. Enhance relationships with the District softball Associations and others

Effective MoU's in place with all strategic partners

Improve communication levels to Districts, Clubs, Staff and Partners

Review the NSW Softball Centre and relationship with Blacktown City Council and BISP Stakeholders



Pillar Five: Delivery & Promotion

The strategic objective is to raise the profile of Softball in NSW

Media & Marketing

1. Increase the game's media exposure and presence

Establish a PR & media plan

Appoint a Marketing and Media person to ensure active promotion of all Activities

Develop media relationships

Facilities

2. Good facilities throughout NSW

Assist Districts to develop good facilities

Ensure the NSW Softball Centre continues to be Australia's #1 Softball venue

Technology

3. Utilise modern technology and social media for promotional opportunities

Develop new media and digital opportunities

Build the workforce capabilities to embrace new technologies

Ensure website alignment with SAL and all Districts
Encourage Club alignment

Relationships

4. Promote softball as an inclusive sport

Promote softball programs for CALD and disadvantaged Communities

Encourage social and supporter membership

Promote member benefits to Clubs