

# **Baseball Canberra Participation Plan**

**(2015)**

**2015-2019**



**BASEBALL**  
CANBERRA

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## **1.0 Executive Summary**

Baseball Canberra is the peak body for the sport of baseball in the ACT, as recognised by Baseball Australia. It is the role of BC to:

*“In conjunction with key stakeholders provide Canberra’s Clubs with the leadership, structure and framework to ensure baseball continues to grow and be the game of choice for junior, social and elite players in the ACT.”*

*“Building Canberra Baseball together”*

This development plan provides a framework for the next four years to achieve an overall objective of growing participation to 2,300 registered financial members through the implementation of the following strategic initiatives: *Increase baseball awareness using Canberra Cavalry brand association, Entry-Level Programs, Coach Development, Club Development and Inclusive & Targeted Events/Programs.*

## **2.0 Introduction**

This plan will be a working document for BC, which will provide a strategic approach to the development of baseball in the ACT. The plan is to be developed in collaboration with the Canberra Cavalry and Baseball Australia, which will reflect the needs and desires of Canberra Clubs for the development of baseball in the ACT.

The objective of this plan is to provide a basis of leadership, organisational structure, and evaluation for the development of baseball in Canberra.

This plan will ensure a strategic approach to developing the infrastructure, resources, and programs that will ensure the growth of baseball in Canberra.

## **3.0 Vision & Objectives**

It is the vision of BC over the next four years to boost baseball participation numbers to 2,300, in all facets of the game for men, women, junior, social and elite players to enhance baseball pathways by strengthening the resources, infrastructure, stakeholders, and programs needed for sustainable long term growth.

Strategic initiatives to achieve the BC’s overall objective are listed in section 7.1.

## 4.0 Background

Although participation numbers have grown in recent years, it is the belief of the BC Executive that our growth must increase significantly for baseball to be the sport of choice for men, women, and children in the ACT. With the introduction of the Australian Baseball League in 2010 and the subsequent successes of the Canberra Cavalry in recent years, BC has the opportunity to leverage program initiatives off the Cavalry to increase registration numbers.

**Figure 1: BC Full Active Members**

Year	Social League	Bandits	Bears	Indians	Rebels	Vikings	Eagles	Other	Total
2019	0	0	0	0	0	0	0	0	0
2018	0	0	0	0	0	0	0	0	0
2017	0	0	0	0	0	0	0	0	0
2016	0	0	0	0	0	0	0	0	0
2015	168	179	211	167	296	158	164	58	1401

### Full active members Definition

A person who is a member of the BC body for a full or part season and has access to the full range of programs and services offered.

## 5.0 Situation Analysis

Whilst previous objectives have been achieved and the elite development pathway for ACT players has been well established by underpinning High Performance programs, with the rising success of the ABL it is essential BC provides additional programs and initiatives to maximise leverage off the Canberra Cavalry and boost participation numbers in the ACT.

With the continuation of the ABL and its ongoing partnership with MLB, this competition will promote the game of Baseball in Canberra/Australia. If successfully leveraged the Canberra Cavalry will increase playing and coaching standards and provide opportunities for player advancement from grassroots to the elite and professional levels. There will also be a need to implement programs to create opportunities for additional coaches, umpires, scorers, and technical officials.

There are exciting times for BC. Now is the time to successfully maximise our benefits by implementing various strategies to jointly leverage Canberra Cavalry initiatives. By exposing our elite athletes on a professional level, the trickle-down effect will encourage increased participation across the ACT.

Clear participation strategies are needed by BC to develop grass roots participation across clubs if we wish to grow as a sport and to broaden baseball's appeal to both boys and girls. These include: well-structured programs; effective, efficient, and strategic use of development staff and administration; sound policies; and strong collaborative leadership in conjunction with key stakeholders.

Although it is imperative to implement programs that ensure growth at the grass roots level, BC must continue to be innovative in creating a product for established senior players and social participants in order to maintain and grow baseball at all levels, and develop a culture of member loyalty and retention.

# 6.0 Current BC Overview

## Category A

### Full Active BC Members: 2015

AGE Group	Members
U8	145
U10	126
U12	138
U14	108
U16	80
Senior Men	403
Senior Women	92
Social League	168
Non Playing Members	141
<b>Total Full Active Members</b>	<b>1401</b>

### Number of clubs and associations that members participate in across the ACT

Associations	Clubs
1	6 + Social League

## Category B

### Participant Exposure: 2015

Category	Total	% Female
Program Participants	N/A	N/A
School Delivered	N/A	N/A
School Competitions	N/A	N/A
AASC	N/A	N/A
Events	N/A	N/A
<b>Total</b>	<b>N/A</b>	<b>N/A</b>

### Accredited Umpires: 2015

State	Number
ACT	29 (>3)

### Accredited Coaches: 2015

State	Number
ACT	28(>6)

### Accredited Scorers: 2015

State	Number
ACT	28(0)

## Membership Definitions

### Category A: Engagement Full Active Members

Members who have access to the full range of services offered by the BA, SSO, Association or Club as a participant, coach or official.

### Category B: Exposure Program Participant

A person that participates in a program conducted by an BA affiliated body or approved private provider but is not a Full Active Member (holiday camps, clinics etc).

### School delivered programs

A person that participates in a baseball program as part of a school or school affiliated organisation (in school activities)

### School competitions

Participants involved in school events or tournaments. Can be organised by affiliated body (eg intra or inter school competition)

### AASC

A person that participates in a baseball program as part of the Active After School Community program.

### Events

Participants involved in events that are not part of the regular club/state/national baseball competition structure (ie Australian Masters Games, University Games)

### Disability/CALD/Indigenous

Recorded as subset of other Exposure Categories

## 7.0 Overall Participation Objective

Participation Growth																										
<b>Objective</b>	<p><b>Increase the quantity of baseball players in ACT</b></p>																									
<b>Strategies</b>	<ul style="list-style-type: none"> <li>• Canberra Cavalry brand association;</li> <li>• Deliver effective and inclusive entry level programs;</li> <li>• Coach development via state team and developmental programs;</li> <li>• Work in collaboration with all clubs to provide a strategic and aligned focus of delivery;</li> <li>• Initiate inclusive and targeted events/programs, which include but not limited to coaching clinics/development leagues and hosting national tournaments.</li> </ul>																									
<b>KPI</b>	<p><b>Full Active Memberships</b></p> <table border="1"> <thead> <tr> <th>2015</th> <th>2016</th> <th>2017</th> <th>2018</th> <th>2019</th> </tr> </thead> <tbody> <tr> <td>Goal</td> <td>Goal</td> <td>Goal</td> <td>Goal</td> <td>Goal</td> </tr> <tr> <td>1500</td> <td>1700</td> <td>1900</td> <td>2100</td> <td>2300</td> </tr> <tr> <td><b>Actual</b></td> <td><b>Actual</b></td> <td><b>Actual</b></td> <td><b>Actual</b></td> <td><b>Actual</b></td> </tr> <tr> <td>1401</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	2015	2016	2017	2018	2019	Goal	Goal	Goal	Goal	Goal	1500	1700	1900	2100	2300	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	<b>Actual</b>	1401				
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## 7.1 Strategic Initiatives to Achieve Overall Objective

	Increase Baseball Awareness	Entry-Level Programs	Coach Development
Objective	Canberra Cavalry brand association	Deliver quality and inclusive entry level programs to grow baseball in the ACT	Develop a comprehensive, inclusive, cohesive and accessible approach to coach development in the ACT in alignment with all clubs
Strategies	<ul style="list-style-type: none"> <li>Continue to promote the Canberra Cavalry as a development tool to foster growth in participation.</li> <li>Continue to utilise the Canberra Cavalry to encourage kids to engage in baseball activities and build local identity by utilising profile players in clinics and community programs.</li> <li>Deliver BC/BA/ABL promotional materials through club channels in a timely manner.</li> </ul>	<ul style="list-style-type: none"> <li>BA to provide leadership and direction for optimal entry-level programs.</li> <li>BA to create and distribute resources to all stakeholders.</li> <li>BC to annually coordinate and hold comprehensive presentation to educate ACT clubs.</li> <li>BC to highlight the development of FUNDamentals in all entry-level programs to promote inclusivity and spirit of sport with a long-term retention focus.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to synchronize high performance programs with level 2 &amp; 3 coaching accreditation.</li> <li>Engage mid/high-tier coaches in the national academy structure, as well as state team and high performance programs.</li> <li>Provide a clear pathway for coach education.</li> <li>BA to assist BC in identifying and engaging coaches.</li> <li>Continue to create and amend documents and informational packages to allow ease of access for coach involvement and entry access</li> </ul>
Performance Indicators	<ul style="list-style-type: none"> <li>Deliver promotional games/events at all Canberra Cavalry homes games.</li> <li>Canberra Cavalry players to engage in coaching u8, u10, &amp; u12 games at Narrabundah (Oct – Dec) – <i>All CC home series.</i></li> </ul>	<ul style="list-style-type: none"> <li>Continue to deliver and align junior programs to increase inclusive junior program participation rates proportionally to overall growth in membership numbers.</li> <li>Retain and develop entry-level junior members with decreased drop-out rates.</li> </ul>	<ul style="list-style-type: none"> <li>Increase the total number of accredited coaches across the ACT by at least 3 more than the previous year (40 accredited coaches across all levels and clubs by 2019)</li> </ul>

	<b>Club Development</b>	<b>Inclusive &amp; Targeted Programs</b>
<b>Objective</b>	<b>Develop the capacity of clubs</b>	<b>Incorporate various programs &amp; events to promote baseball in the ACT</b>
<b>Strategies</b>	<p>BC to provide leadership &amp; structure for clubs in the following key areas:</p> <ul style="list-style-type: none"> <li>• Club administration/finances</li> <li>• Coach development</li> <li>• Umpire development</li> <li>• Scoring development</li> <li>• Recruitment &amp; retention</li> </ul>	<p>BC in coordination with clubs provide the following targeted programs and events:</p> <ul style="list-style-type: none"> <li>• Annual national/international U12 tournament</li> <li>• Host BA sanctioned tournaments</li> <li>• Structured and defined underpinning high performance programs</li> <li>• Social League competition</li> <li>• Age-specific skill development programs</li> </ul>
<b>Performance Indicators</b>	<ul style="list-style-type: none"> <li>• ACT Clubs have the resources to cater to the needs of their members and be financially sustainable.</li> <li>• Increased membership and participation across all ACT Clubs (as per 7.0)</li> </ul>	<ul style="list-style-type: none"> <li>• Increase participation and retention in the annual Easter U12 national/international tournament.</li> <li>• Host at least one BA sanctioned tournament annually.</li> <li>• Continue to develop and integrate effective high performance age-specific programs.</li> <li>• Increase participation in Social League.</li> </ul>



## 8.0 Planning Review and Alteration

Whilst the BC Participation Plan contained within this document is set for the period of 2015-2019, the plan is not limited by time and will be used as a rolling document to reflect the dynamic and changing nature of baseball operations in ACT.

The plan will continue to be reviewed and updated as necessary at the following meeting:

- BC End of Year Board Meeting - ANNUALLY

All reviews and alterations to this plan will be documented in the tables below.

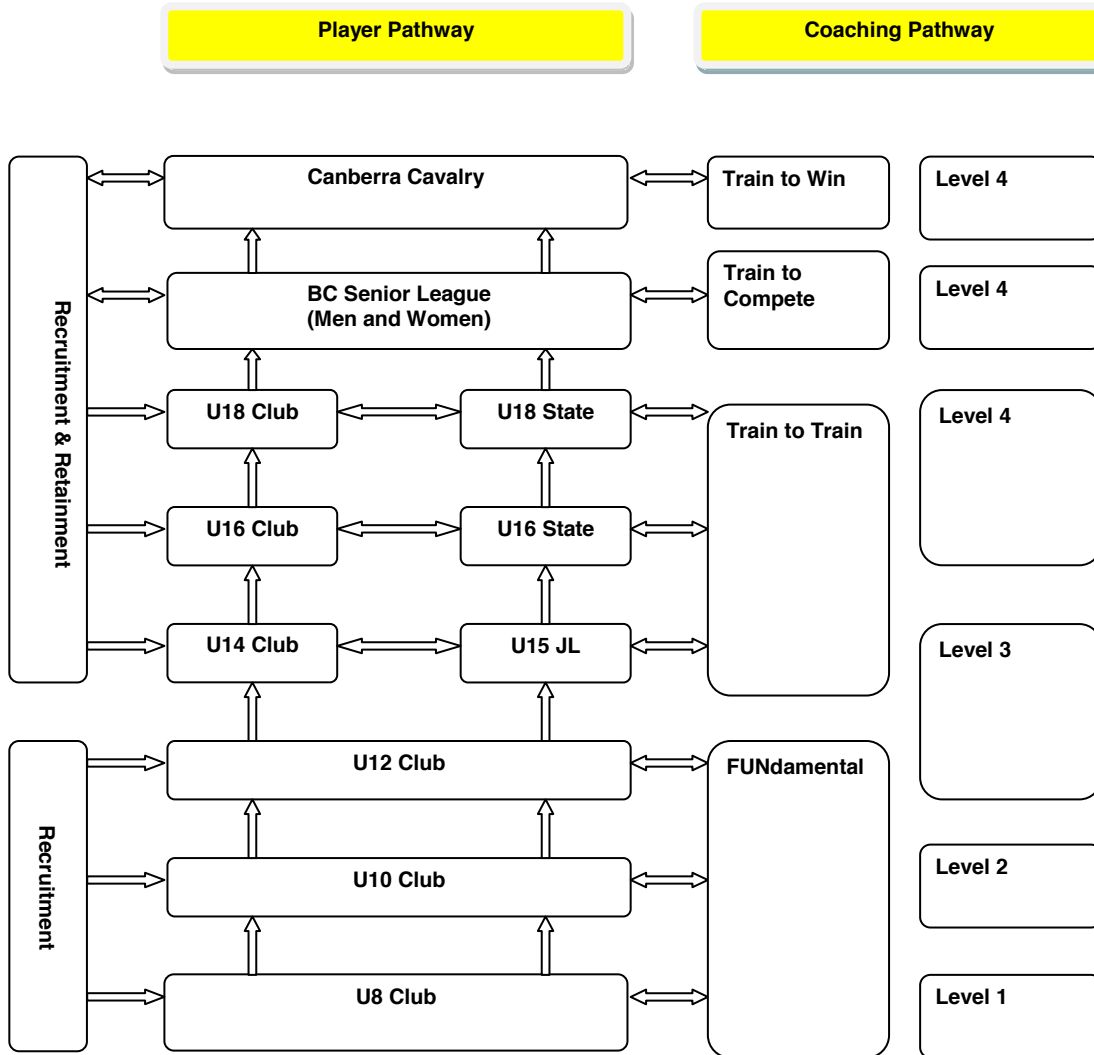
### Document Reviews

Reviewed On	Reviewed By	Issues
3 <sup>rd</sup> May 2012	BC General Manager – Tom Vincent	None
11 <sup>th</sup> April 2013	BC General Manager – Tom Vincent	None
25 <sup>th</sup> June 2014	Baseball Canberra GM Baseball Operations – Tom Vincent	None
13 <sup>th</sup> April 2015	BC Manager of Administration - Bryan Robinson	None
16 <sup>th</sup> April 2015	BC Manager of Administration - Bryan Robinson	<del>T-Ball, ACTAS Involvement, In-School Programs</del>

### Document Alterations

Updated On	Updated By	Changes Made
3 <sup>rd</sup> May 2012	BC General Manager – Tom Vincent	4.0, 6.0, 7.0, 7.1, 8.0, 8.1
11 <sup>th</sup> April 2013	BC General Manager – Tom Vincent	1.0, 4.0, 6.0, 7.0, 7.1, 8.0, 8.1 removed
25 <sup>th</sup> June 2014	Baseball Canberra GM Baseball Operations – Tom Vincent	4.0, 6.0, 7.0, 8.0
13 <sup>th</sup> April 2015	BC Manager of Administration - Bryan Robinson	4.0, 6.0, 7.0
16 <sup>th</sup> April 2015	BC Manager of Administration - Bryan Robinson	1.0, 3.0, 4.0, 5.0, 6.0, 7.0, 7.1, Appendix A and C

## Appendix A – BA Participation Pathway/Cycle



## Appendix B - Stages of Development

**Fundamental (5-9 Years):** Well structured FUN. Emphasis on the development of overall fundamental physical capabilities, such as the ABC's of movement: agility, balance, coordination and speed. The basics of running, strength, flexibility and endurance through fun and games. Maybe 50% of training time is spent on fun sport specific games and skill development, while 50% of training time is spent on other sports and activities aimed at developing general athletic ability. Participation should focus on fun rather than competition.

**Training to Train (10 – 14 Years):** Overall sport specific skills, fun and games are emphasised. Structured short and long term programs are featured. Growth and development should be carefully monitored. This is the time to introduce basic Sports Science and Medicine principles, but not to overdo it (medical, physiological, nutritional, technical and tactical). Strength, power, speed and flexibility should be monitored in unsophisticated but fun ways. Focus on basic skill development, simple to complex. Perceptual motor skills to be introduced and enhanced. Players refine skills, learn skill variations and understand tactical components of play. Individual specific training can be introduced.

**Training to Participate (14 – 18+ Years):** High performance sport is not for everyone. In turn junior baseball participation needs to accommodate for these diverse needs. At this stage broad participation in all facets of the game should be emphasised; player, coach, official, club administration. A less structured approach in training may be used. Diverse options should be considered in all facets of baseball. Clubs are encouraged to be aware of these diverse needs and accommodate where necessary.

**Training to Compete (14 – 18+ Years):** The focus is on sports specific skills and conditioning programs and full individualisation. Training moves steadily toward more specialisation with a focus on maintaining execution of skills in a competitive setting. Competition schedules are required but emphasis remains on developing the capacity of each athlete to execute skills. Athletes are learning their own strengths and weaknesses, and how to get it done on the day.

**Training to Win (18+ years- adult)** Focus now placed firmly on high performance: adapting techniques, strategies and tactics to counter specific opposition; optimum peaking for major competitions and tournaments; and honing and maintenance of physical, technical and tactical capacities. Requires double and multiple periodisation designs of the annual program

**Lifelong Involvement (All Years):** Maintain systems that keep individuals of all ages involved in all facets of the game.

- **Programs:** Baseball participation at all levels; National teams, state and local club ball, masters, game participant, volunteer, coaches, administrator, technical officials and umpire, club environment, programs.

## Appendix C – SWOT Analysis

	Helpful to achieving objective	Harmful to achieving objective
Attributes of the sport	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Current membership base</li> <li>• Quality/unique product capable of meeting current socio-cultural needs.</li> <li>• Strong relationship with ACT Clubs.</li> <li>• Professional team to promote baseball.</li> <li>• ABL’s Strategic alliance with MLB.</li> <li>• BC’s evolving partnership with Canberra Cavalry.</li> <li>• Canberra Cavalry role models.</li> <li>• Strong relationship with ACT Government.</li> <li>• Excellent baseball facility.</li> <li>• BA/BC Joint venture with ASC.</li> <li>• International sport with strong international awareness.</li> <li>• An increasing interest for women and girls to play baseball.</li> <li>• Limited competitors in summer months</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• No ACT entry point program.</li> <li>• The cost of membership, in some cases reaching \$400 a year.</li> <li>• Limited human resources in BC office.</li> <li>• Lack of funds</li> <li>• Lack of accredited coaches.</li> <li>• Low market saturation.</li> <li>• Low public awareness and image.</li> <li>• Capacity of clubs to cater for increased demand in registration numbers.</li> <li>• Poor avenue for <i>Affiliated Member</i> to become full active members.</li> <li>• Plateau of membership numbers.</li> <li>• A poor profile as a sport for women and girls.</li> </ul>
Attributes of the environment	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Leverage and develop baseball membership through the Canberra Cavalry</li> <li>• Leverage Canberra Cavalry fans/interest through ACT community, and integrate into related programs (Social League)</li> <li>• Prospect to continue to strengthen relationship with ACT Government.</li> <li>• Build the profile and participation base of women and girl’s competitions</li> <li>• Utilise the Canberra Cavalry to engage in groups whose country of origin is predominantly baseball (Korea, U.S, Japan, etc)</li> <li>• Potential for baseball to re-join the Olympic agenda and further international awareness.</li> <li>• Formulate an ACT entry level program to be delivered into:               <ul style="list-style-type: none"> <li>○ ACT Clubs</li> <li>○ ACT Schools</li> <li>○ ACT community organisations</li> </ul> </li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Increasing sedentary lifestyles.</li> <li>• Recent shift in choice to participate in non-structured and extreme sports.</li> <li>• Saturation of sports market.</li> <li>• Competing choices for sport participation.</li> <li>• Competitive price of alternative junior sporting options, most sports charging between \$50-80.</li> <li>• Strength of other sports in Australian market.</li> <li>• Reluctance of clubs to integrate women and girls</li> <li>• Reduction in funding from ACT Government.</li> </ul>