

Strathfieldsaye Dodgers Baseball Club

STRATEGIC PLAN

2021 – 2023



Vision

To be a proud, family friendly baseball club within the Strathfieldsaye community providing opportunities for all to participate and achieve excellence.

Mission

- Maintain the integrity of the club and the sport of baseball
- Recognise the achievements of the past, maintain the achievements of the present and plan for the achievements of the future
- Promote and deliver a socially inclusive family atmosphere in a safe environment for all participants
- Maintain a culture of sportsmanship, respect and tolerance
- Promote an affordable club that provides pathways and opportunities for all members

Club Snapshot

Established in 1964, our club is dedicated to helping our Junior and Senior members develop their baseball skills and knowledge to achieve their full potential on the field. Off the field we promote an inclusive club culture where everyone is valued and made part of the mighty Dodger Family!

Our home ground is located in Strathfieldsaye, Victoria at the Club Court Recreation Reserve. Our facilities include a Senior Diamond, Junior Diamond and automated under cover Batting Tunnel. Field lighting also enables night training during winter months.

As part of the Bendigo Baseball Association, our club participates in the Winter League Competition against other local Baseball Clubs. Traditionally our Senior season runs from April to September with Juniors March to June.

Club Details	Club Crt/PO Box 709 Strathfieldsaye VIC 3551 Email: strathfieldsayedodgers@gmail.com ABN:388 926 406 35 INC: A000038C
Total Number of Members (2021 season)	Senior – 38 (12 female) Junior – 49 (9 female) Social - 9 Life - 21
Committee Members	President: Colin Pithie Vice President: Cameron Pringle Secretary: Joy Eeles Treasurer: Mark Eeles Club Development: Anthony Amsing
Number of Teams	Junior – 5 Senior – 4
Club website Facebook	www.strathfieldsayedodgers.com.au https://www.facebook.com/strathfieldsayedodgers/
Affiliations	Bendigo Baseball Association, Baseball Victoria
Club Newsletter	Dodgers Dugout (Published weekly during season)

SWOT Analysis

STRENGTHS (What are we doing well?)	WEAKNESSES (Where are we falling down?)	OPPORTUNITIES (What can we take advantage of to ensure our success?)	THREATS (What things pose a risk to our success?)
<ul style="list-style-type: none"> • Committed Volunteers • Quality Coaching • Membership Resurgence • Mateship, Culture • Facilities - Ground • Drive to improve the club • Junior program • Women's initiative • Sponsorship • Community Connection • Connection to other sports clubs • Facilities - Bullpen • Training Facilities - Iron Mike • Focus on game development • Sportsmanship • Inclusivity 	<ul style="list-style-type: none"> • Spectator facilities • Lack of volunteers • Number of coaches, officials, scorers • Canteen location • Ground lighting • Meeting time & dates • Infield surface • No ride on mower • Storage facilities • Junior ground • Height of batting tunnel • Winter competition • League Governance 	<ul style="list-style-type: none"> • Junior Development and Growth • Baseball Partnerships • Sponsorship • Fundraising and Funding • Functions and Events • Satellite Teams (Junior programs in new locations) • Volunteer Training and Education • Engagement of Past Players • School Partnerships • Government/Council Partnerships • Government Grants for Lighting and Equipment • Development of Women's Team • Development Team • Enlarged league • Create own league • Summer comp • Partnerships with other sports clubs • Coaching courses • Player education 	<ul style="list-style-type: none"> • Volunteer Fatigue • Winter Competition • Low Senior Player Involvement with Juniors • Unauthorised use of Fields • Lack of umpires • Lack of quality grounds • Other sports • Player retention, esp. juniors • BBA - governance • Unsustainable growth • Growing future leaders, succession planning • Other clubs

Strategic Priorities

Priority 1: Players

Goal	Strategies	Targets	Timeline
To promote and support Senior Membership Growth & Participation	<ul style="list-style-type: none"> Continue to have a strong presence in the local community and through media and social networks. Provide strong support to the Development Team through coaching and mentoring. Reach out to past players. 	26, 30, 34 senior male members 12, 15, 18 senior female members 3, 4, 4 senior male teams 1, 1, 2 senior female teams	2021, 2022, 2023 2021, 2022, 2023 2021, 2022, 2023 2021, 2022, 2023
To promote and support Junior Membership Growth & Participation	<ul style="list-style-type: none"> Maintain strong communication and support of junior players and parents. Pursue connections with local schools including clinics. Develop Satellite teams such as Epsom Dodgers and look for further opportunities. 	49, 55, 60 junior members 5, 6, 6 junior teams	2021, 2022, 2023 2021, 2022, 2023
To promote and support the growth of Women's baseball.	<ul style="list-style-type: none"> Provide support to the Women's team through coaching and mentoring. Provide opportunities for women to try baseball in a safe environment. 	12, 15, 18 senior female members 1, 1, 2 senior female teams	2021, 2022, 2023 2021, 2022, 2023

Priority 2: Volunteers

Goal	Strategies	Targets	Timeline
To promote and support the growth of volunteer numbers in the club.	<ul style="list-style-type: none"> Establish a volunteer coordinator position. Provide incentives for people to take up volunteering roles, e.g. complimentary Social Membership. Ensure that all senior players are rostered to help out junior teams on game days. Provide incentives for senior players to take on junior team roles such as reduced fees. Implement a two tier registration fee system which provides for a lower fee if parents volunteer. 	<p>Volunteer Coordinator appointed</p> <p>Each team has the necessary volunteers for every game</p>	<p>2022, 2023</p> <p>2022, 2023</p>
To provide education and training to upskill volunteers.	<ul style="list-style-type: none"> Provide incentives for junior parents and senior players to complete BA Coaching Accreditation. Provide incentives for junior parents and senior players to complete Scorer Training sessions. Provide incentives for junior parents and senior players to complete Umpire Training courses. 	All junior teams have at least 1 accredited coach, scorer and umpire for each game	2022, 2023

Priority 3: Facilities

Goal	Strategies	Targets	Timeline
To establish and maintain a state of the art baseball training facility in Strathfieldsaye.	<ul style="list-style-type: none"> Develop a Facility Master Plan (MP) for the Club Court Baseball precinct. Upgrade Ground Lighting as highest priority for MP. Upgrade Infield surface as a high priority for MP. Provision of adequate storage facilities. 	Master Plan developed	2022
To ensure that spectator and player facilities are at	<ul style="list-style-type: none"> Locate canteen in a more appropriate space. 	Facilities are included in Master Plan	2022

an acceptable standard.	<ul style="list-style-type: none"> • Provide grandstand seating for spectators • Provide appropriate and accessible toilet facilities for players and spectators. 	Mobile grandstand installed	2022 (subject to grant application)
To ensure that appropriate facilities are available for all levels of baseball.	<ul style="list-style-type: none"> • Provide ride on mower to maintain infield grass. • Upgrade junior diamond to an appropriate standard. 	Ride on mower purchased Junior ground developed in accordance with Master Plan	2021 (subject to grant application) 2023

Priority 4: Partnerships

Goal	Strategies	Targets	Timeline
Maintain current sponsors of club and increase number and amount of sponsorship annually.	<ul style="list-style-type: none"> • Continued communications with current sponsors to ensure they are satisfied with level of exposure • Continue to promote the current sponsorship packages. 	13 sponsors, \$7,000 15 sponsors, \$8,000 15 sponsors, \$9,000	2021 2022 2023
Promote partnerships within the Strathfieldsaye and broader community to further baseball's profile.	<ul style="list-style-type: none"> • Establish connections with other sporting clubs and invite players to try baseball in their off season. • Work with other baseball clubs when possible to promote the game. • Maintain a strong presence in the community through club participation in community events. • Establish ongoing relationships with local schools • Work with all levels of government to promote baseball and to improve facilities. 	Representation at BBA Partnerships with local schools Partnerships with government and community grant organisations	2021, 2022, 2023 2021, 2022, 2023 2021, 2022, 2023

Priority 5: Governance and Leadership

Goal	Strategies	Targets	Timeline
Ensure club is actively seeking to reduce all forms of risk to the club at all times	<ul style="list-style-type: none"> • Implement all COVID safe protocols. • Implement all Child Safe protocols. • Continually conduct risk management analysis of all areas of baseball operations of the club. • Maintain and improve risk management audits across all other areas of the club. 	<p>Covid and Child Safe protocols adhered to.</p> <p>Risk Assessments completed for identified playing and non-playing risks</p>	<p>2021, 2022, 2023</p> <p>2022, 2023</p>
Promote an inclusive and welcoming club culture	<ul style="list-style-type: none"> • Conduct meetings at times and locations which enable access by all members. • Conduct inclusive social functions at both junior and senior level. • Club merchandise to promote club allegiance and visibility. 	Club meetings and social events are well supported and patronised	2021, 2022, 2023
Ensure best practice financial management and systems.	<ul style="list-style-type: none"> • Implement and continually improve financial management practices as listed within the club constitution. • Create annual budget and cash flow projections. • Link developed budget and cash flow to annual operational plan priorities to ensure goals and objectives are achievable and within financial capability of club. 	Annual budgets developed	2022, 2023
To actively contribute to the governance of Bendigo Baseball	<ul style="list-style-type: none"> • Strong and effective representation at BBA Level. • Explore ways to expand baseball in Bendigo and district • Explore possibilities for the establishment of a summer league. 	<p>Representation at BBA</p> <p>Summer league established as required</p>	<p>2021, 2022, 2023</p> <p>2022</p>