



Strategic Plan 2025–2030

- Our Priorities -

Female and Male Participation

Junior Participation

Officials & Umpires

Coaches & Volunteers

Baseball Canberra



Our Sport

Anyone can play baseball, regardless of age or ability.

Some participate to play at the highest level, some play just for fun, and others become coaches, volunteers, umpires, or scorers.

Regardless of how people participate in the sport, they all have fun, make great friendships, learn valuable life lessons and become part of our baseball community.

Baseball provides opportunities that are rare and unique. Those opportunities are unlike most other sports in Australia.

Our Purpose

To lead and support the delivery of baseball opportunities across the ACT and surrounding regions to create a legacy of participation, development pathways, and success for our sport.

Our Core Values

Sustainability, Accountability, Transparency, Excellence

Baseball Canberra Strategic Plan 2025-2030



Winning Aspiration

By 2030, Baseball Canberra will be the leading diamond sports organisation in the region, fostering a vibrant, inclusive, and sustainable baseball community. Through strong grassroots engagement, elite pathways, and innovative partnerships, we will grow participation, enhance governance, and secure long-term financial stability, ensuring that baseball thrives at all levels in Canberra.

Strategic Challenge

How can Baseball Canberra sustainably grow participation, strengthen volunteer numbers, secure financial stability, and enhance community engagement to ensure long-term success in a competitive sports landscape?

Strategic Pillars:

1. Growth & Participation (Experience and Growth)
2. Volunteer & Organisational Sustainability (Capability and Capacity)
3. Financial & Infrastructure Development (Partnerships and Performance)
4. Community & Brand Engagement (Profile and Identity)

Strategic Pillar	Purpose	How to Win Strategies	Foundation Phase (Years 1–2)	Growth Phase (Years 3–4)	Sustainability Phase (Years 5–6)
Growth & Participation	Expand baseball's reach by increasing junior, female, and grassroots participation while strengthening player retention and transition pathways.	- Expand junior engagement - Strengthen transition pathways - Develop a female participation strategy - Enhance club development	Launch curriculum-based school programs Introduce new Grand Slam locations Deliver coaching clinics in line with BA Coaching Accreditation policy in conjunction with the ongoing upskilling and transition of BC representative coaches	Expand the women's league Annual club health check and governance capability sessions Broaden junior competition formats	Embed school, club and Grand Slam T-ball-club registration systems Implement a permanent junior calendar across districts.
Volunteer & Organisational Sustainability	Ensure a strong and sustainable future by developing volunteers, officials, and governance structures.	- Umpire and coach development - Volunteer engagement and retention - Governance improvement initiatives - Pathway for officials and administrators	Engage 100+ whole of sport volunteers. Growing volunteer bases in BC clubs, and umpire and coaching talent pools Support the delivery of a Coaching Accreditation learning platform including a register of credentials. Launch monthly volunteer recognition posts Investigate the feasibility of a Junior Umpire development framework.	Roll out athlete and coaching development frameworks to clubs, Investigate buddy systems within development and pathways frameworks to assist in knowledge transfer of athletes and coaches alike	Implement retention incentives for volunteers and officials Inter-club training swaps to share knowledge and strengthen the community
Financial & Infrastructure Development	Secure financial stability through diversified income streams and improve facilities to meet participation demands.	- Increase funding and sponsorships - Infrastructure and facilities improvement - Expand competitions and revenue streams - Strengthen government coordination	Create a sponsor prospectus Hold sponsor showcases Draft Narrabundah facility improvements concept plan	Run new competitions and events Launch league models	Renew the long-term funding streams Implement a facility maintenance revenue model
Community & Brand Engagement	Build the sport's profile through stronger media presence, stakeholder partnerships, and grassroots promotions.	- Digital platform improvements - Community engagement and promotion - Youth and junior participation and engagement - Partnerships and sponsorships	Deliver a app based or centralised communication platform, hosting in season particulars such as draws, results and standings. Investigate the feasibility of a volunteer-based communications / digital marketing team Investigate the feasibility of AI/emerging technologies Support BC clubs to livestream games	Regular junior promotion through social media and school channels Build and execute a multi-channel media content strategy Increase local media partnerships	Deliver seasonal campaigns Renew the community MOU



Strategic Success Measures across the Pillars

1. Growth & Participation (Experience and Growth)

Purpose: Expand baseball's reach by increasing junior, female, and grassroots participation while strengthening player retention and transition pathways.

How to Win Strategies:

Expand junior engagement: Deliver curriculum-aligned school programs • expand Grand Slam T-ball • run annual "Come and Try" events in each region.

Strengthen transition pathways: Conduct BC-led coaching clinics for all age divisions pre-season • introduce T-ball graduation days with club registration incentives • provide cross-age skill-building clinics each term.

Develop a female participation strategy: Pilot a flexible 6-week women's league • recruit and train female ambassadors • hold annual girls-only "Come and Try" days • provide club starter kits.

Enhance club development: Provide a club governance and compliance toolkit • deliver club training workshops annually • introduce a pilot mid-week junior match schedule.

2. Volunteer & Organisational Sustainability (Capability and Capacity)

Purpose: Ensure a strong and sustainable future by developing volunteers, officials, and governance structures.

Umpire and coach development: Run centralised face-to-face training sessions annually • Investigate the feasibility of a junior umpire pathway program • Host an annual ACT Baseball Coaching Conference • Promote BA's Learning and accreditation registration portal.

Volunteer engagement and retention: Publish volunteer spotlight features on digital channels • Develop a club supporter registration portal • Run volunteer trial weekends annually.

Governance improvement initiatives: Deliver annual online governance and policy compliance training for all clubs • Provide editable constitution templates • Host MPIO training for clubs.

Pathway for officials and administrators: Pair new officials with trained mentors • Publish an officiating and scoring progression framework • Hold best practice forums for club administrators.

3. Financial & Infrastructure Development (Partnerships and Performance)

Purpose: Secure financial stability through diversified income and improve facilities to meet participation demands.

Increase funding and sponsorships: Develop a tiered sponsor prospectus • Secure new business partners • Grow digital metrics to support sponsor value.

Infrastructure and facilities improvement: Submit a facility master plan for Narrabundah improvements for better 'fit for purpose' • Secure co-funding with sister sports • Work closely with ACT Govt to drive the strategic direction of Narrabundah Ballpark.

Expand competitions and revenue streams: Pilot new competition formats (e.g., 6-week social leagues) • Deliver holiday camps and gala days annually • Develop a new all-abilities program • Secure primary tenancy of Mawson Softball Fields

Strengthen government coordination: Host annual government roundtables • Integrate Baseball Canberra reps in ACT facility forums • Maintain contact with BA to align on event hosting.

4. Community & Brand Engagement (Profile and Identity)

Purpose: Build the sport's profile through stronger media presence, stakeholder partnerships, and grassroots promotions.

Digital platform and communication improvements: Transition to a common communications platform across all clubs • Investigate the centralisation of umpire scheduling into one platform.

Community engagement and promotion: Launch a pre-season campaign using radio, corflutes, and school newsletters • Run community activations.

Youth and junior engagement: Launch Grand Slam multi-site intakes • Deploy 'blue shirt' coaches to all junior rounds at Narrabundah.

Partnerships and sponsorships: Form partnerships with community organisations (e.g., RSPCA, ACT Policing) • Run a "Home Run for Good" style fundraiser or 'CEO Sleepout' nights etc • Activate BA-BC-ACT Govt-Club aligned promotions.

Aligning Baseball Canberra's Plan with Baseball Australia's National Strategy



Baseball Australia Pillar & Key Strategies	How These BA Strategies Support Baseball Canberra	Linked BC Pillar & Key Actions
Profile & Identity • Deliver engaging content and expand broadcast/digital reach	National storytelling assets and marketing templates feed directly into BC's local campaigns and livestreams.	Community & Brand Engagement • Roll-out communications app & digital media team • Season-launch media campaigns & livestream two games a week
Experience & Growth • Ensure first experience is positive & fun • Develop inclusive starter programs	BA's national product guidelines (e.g. Little League, entry programs) underpin BC initiatives in schools and Grand Slam T-ball, helping deliver seamless starter pathways.	Growth & Participation • Curriculum-aligned school programs • Expand Grand Slam T-ball & launch girls-only "Come & Try" days
Capability & Capacity • Recruit & upskill amazing people • Provide tools/resources for volunteers	National training modules and volunteer resources bolster BC's umpire, coach and club-governance programs.	Volunteer & Organisational Sustainability • Annual training clinics • Junior-umpire pathway & volunteer spotlights
Partnerships • Forge strategic commercial & government partnerships	National partner frameworks help BC craft its tiered sponsor prospectus and secure co-investment for facility upgrades.	Financial & Infrastructure Development • Sponsor prospectus • Partnership development • Narrabundah master plan & co-funding with sister sports
On-Field Performance • Inspire next generation through Team Australia success	National elite-pathway visibility strengthens BC's junior transition programs and high-performance case for facility investment.	Growth & Participation & Financial & Infrastructure Development • BC-led coaching clinics & junior skill hubs • Facility upgrades to support high-level play

How the “Play to Win” Approach Shaped Our Plan



What is “Play to Win”?

A simple, five-question method that helps any organisation decide *what success looks like* and *how to get there*.

Five Guiding Questions

1. **Winning Aspiration** – What do we want to achieve?
2. **Where Will We Play?** – Which people, places and programs will we focus on?
3. **How Will We Win?** – What will make us stand out and succeed?
4. **Key Capabilities** – What skills, people and resources must we build?
5. **Management Systems** – How will we track progress and stay on course?

How Baseball Canberra Used It

- We set a clear **Winning Aspiration** – to be the region's leading, most inclusive baseball community by 2030.
- We turned to **Where Will We Play?** into four focus areas (Growth & Participation, Volunteer & Organisational Sustainability, Financial & Infrastructure Development, Community & Brand Engagement).
- For each area, we listed **How Will We Win?** actions you'll see in the plan (e.g., school programs, volunteer pathways, new competitions, digital engagement).
- We identified the **needed capabilities** – trained coaches, strong governance, modern facilities, and diversified funding.
- We built simple **management systems with three-phase timelines (foundation, growth, sustainability)** and clear targets to measure yearly success.

Why It Matters

- This approach keeps everyone on the same page, shows exactly *what* we will do and *when*, and helps volunteers, clubs, and partners see how their work fits the bigger picture.

How our plan was developed



This plan was created through collaboration with clubs and community members of Baseball Canberra with support from the ACT Government through Sport and Recreation ACT

Contributors

The ACT Eagles, Bandits, Vikings, Bears, Rebels and Indians baseball clubs

The Baseball Canberra Board

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