

# NORTHVALE SOFTBALL CLUB STRATEGIC PLAN 2023 - 2026







# ACKNOWLEDGEMENT OF COUNTRY

In the spirit of reconciliation, Northvale Softball Club acknowledges the traditional custodians of country throughout Australia and their connections to the land on which we come together to conduct our sports today. We pay our respect to their Elders past, present and emerging.



# PRESIDENT'S MESSAGE

**Dear Members,**

I am thrilled to announce that we have developed a strategic plan for the long-term success of our club. As we emerge from the challenges of the past few years, coming out of COVID, we are committed to building a strong and sustainable future. I am excited about the future of our club and the potential it holds.

To create this strategic plan, we began by conducting a player survey to better understand your needs and wants. With your feedback in mind, we applied for and were awarded a Sport Victoria Grant of \$5,000 from the Sporting Club Grants Program. This grant allowed us to appoint Sports Community, a leading consultant in the sports industry, as our consultant to help us create the best possible plan for our future.

We have listened to your feedback and are incredibly proud of the resulting strategic plan, which lays out a clear roadmap for achieving our goals and ensuring our continued club success. However, we cannot do this alone. It is vital that everyone in our community contributes to our efforts and helps us to implement the plan and make our shared vision a reality.

I am confident that with your support, we can achieve great things in the coming years. Thank you for your ongoing commitment to our beloved club, and I look forward to working together towards a bright future.

Sincerely,

**Lauren McKenna**

**Northvale Softball Club President 2022/2023**



# STRATEGY

## VISION

To be a successful team sporting environment for individuals and families that promotes positivity, inclusion, cooperation, development and fun.

## VALUES



### DEVELOPMENT

We will create a safe space to develop new skills and improvement regardless of ability.



### INTEGRITY

We will act with respect, be honest, cooperate and support each other.



### ENVIRONMENT

We will create a positive atmosphere for individuals and families that promotes enjoyment of the game and engenders friendships.



### INVOLVEMENT

Actively contribute to endeavours for the common good of the club and all its members.





Northvale Softball Club support the LGBTQIA+ community and commit to embracing diversity, inclusion, acceptance and equal opportunities for all genders and sexualities.



# OUR GOALS & OBJECTIVES

## GROWING OUR CLUB

### Juniors

- Introduce a 'Batter Up' program during the 2023 "off season"
- Introduce a T-Ball team by the start of the 2023/24 season
- Introduce an Under 12's team by the start of the 2024/25 season
- Introduce an Under 16's team by the start of the 2025/26 season
- Introduce an Under 18's team by the start of the 2026/27 season

### Seniors

- Grow the number of players from 26 adult players in 2023 to 50 registered players for the 2024/2025 season including at least 10 players who qualify for the Masters team
- Ensure our over 35's team compete in at least two tournaments per year
- By 2024/25 have two masters teams competing in at least one tournament per year

## OUR COACHES AND UMPIRES

### Coaches

- Recruit and develop coaches so that every team has a coach by the 2023/24 season
- Fund all coaches to participate in at least the Softball Victoria Foundation Level coaching course each year

### Officials

- Recruit at least one umpire and scorer per team by the start of each season
- Fund all umpires to participate in at least the Softball Victoria Foundation Level umpiring course each year
- Fund all scorers to participate in at least the Softball Victoria Foundation Level scoring course each year





# OUR GOALS & OBJECTIVES

## **FUNDRAISING AND SPONSORSHIP**

Increase our club sponsorship to \$5,000 (or more) per year for the next three years to support the club operations and the achievement of our strategic goals including:

- At least \$2,500 of sponsorship in the 2023/24 season
- Hold at least 3 whole club fundraisers each season and have full participation from all members
- Utilise duty days to fundraise and have whole club participation

## **Social and community**

- Conduct at least two “whole of club and community” social events per year

## **Leadership, governance and culture**

- Develop position descriptions for each role within the club and the membership agreement by the start of the 2023/24 season
- Create operations manual and checklists for key roles and activities by the start of the 2024/25 season



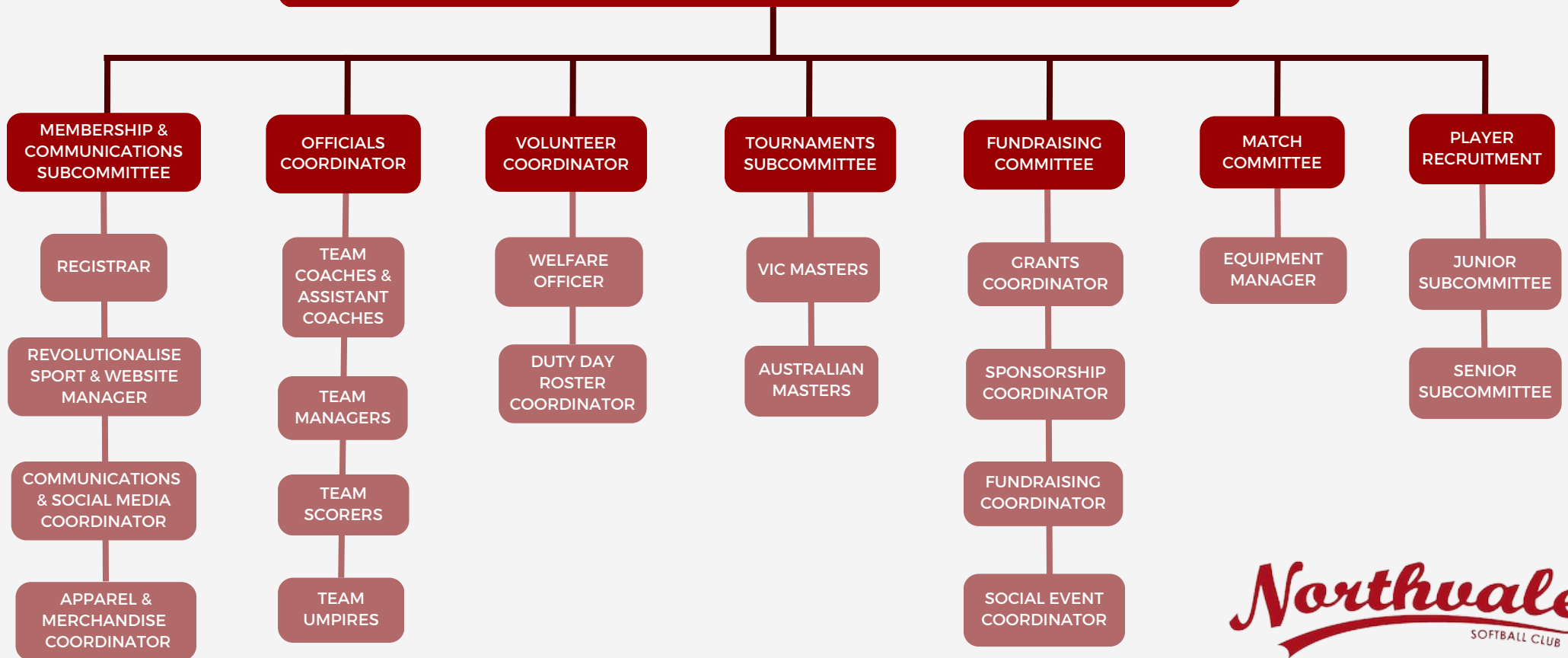


# STRUCTURE

## COMMITTEE

EXECUTIVE COMMITTEE: PRESIDENT, VICE PRESIDENT  
SECRETARY, TREASURER

### GENERAL COMMITTEE MEMBERS



*Northvale*  
SOFTBALL CLUB