



BASEBALL
VICTORIA

BASEBALL VICTORIA STRATEGY & OPERATIONAL PLAN

2023-2026

VISION

Baseball at its best

MISSION

For all people to experience the joy of baseball in Victoria

Baseball Victoria Values:

INTEGRITY

Modelling high levels of honesty, accountability, transparency, and ethical behaviour creating an environment of mutual trust and respect.

COMMUNICATION

As the peak body representing sport to key decision-making bodies, empowering all stakeholders to improve outcomes for athletes and lift the profile of sport and its benefits.

INNOVATION

Embracing diversity and inclusivity, providing accessible and equitable opportunities, and appreciating cultures of our region.

COLLABORATION

Providing a cooperative network and advocacy service to build a united voice for the community of sport.

ACCESS

Offering safe, equitable and welcoming environments.

PILLAR 1

Grow People, Participation and Community

To increase the number of umpires, coaches, and all participants in Summer League and winter competitions



KPI	ACTIVITY	TIMEFRAME	RESPONSIBILITY	MEASURES OF SUCCESS FOR 2026 (KPIs)
1.1 Increase participation of baseball in Victoria through better competition and player experience				
1.1 a)	Develop new senior competition structures			20 new men's and women's teams
1.1 b)	Develop new junior competition structure			40 new junior teams
1.1 c)	Develop new women's competition structure			Establish Women's Pathway Working Group Increase Women's Division 2 teams to 12 Increase Women's Division 1 teams to 6
1.1 d)	Demonstrate new participation opportunities and inclusive practices for tournament play			2 women's teams for Senior State Winter Championship 2 all-girls teams for Little League Development State and National Championships
1.2 Provide and communicate clear pathways for all participants from grassroots programs to high performance				
1.2 a)	Launch Performance Pathway Program			Develop and distribute updated pathway graphic for all members Maintain and update Performance Pathway hub on BV website
1.2 bs)	Develop girl's pathway			Demonstrated growth in Victorian female players pursuing pathway opportunities – 20% increase in girls participating in Performance Pathway
1.2 c)	Develop consistent playing conditions across tournaments by standardizing processes and procedures			Host open forum on tournament rules Review tournament rules Update and distribute modified rules
1.2 d)	Introduce interstate/international tournaments at all levels			Attend one interstate and/or international event per year (not hosted by Baseball Australia)

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1.2 e)	Develop program that supports players selection in national teams, professional/college and ABL Outline national objectives Formalise MoU with BA on deliverables for membership, performance pathway, participation and officiating			At least 20 Victorians selected to national team, professional teams or international college
1.2 f)	Establish BV Performance Pathway as the recognised primary pathway for coach and player development			25% increase in the number of athletes and coaches in the Performance Pathway program

1.3 Create accessible programs and resources to provide a clear pathway program for current and new umpires, coaches, and scorers

1.3 a)	Develop and promote coach development education (accreditation) program that mentors and provides a greater sense of community amongst coaches			50% of all existing coaches to undertake the development program
1.3 b)	Deliver community coaching course statewide			40% growth in accredited coaches
1.3 c)	Review and develop a recruitment strategy to retain and grow the number of umpires Increased umpire sessions with clubs			50% growth in accredited umpires
1.3 d)	Review and develop a recruitment strategy to retain and grow the number of scorers Employ Scoring Operations Officer			40% growth in accredited scorers

1.4 Promote volunteer opportunities within baseball

1.4 a)	Increase volunteer numbers and engagement at clubs			20% increase in registered volunteers
1.4 b)	Launch BV Volunteer Workforce			Sign up 40 volunteers to BV Volunteer Workforce

1.5 Building the identity of baseball in Victoria

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1.5 a)	Increase the number of partners on the Diamond Partnership Program			Secure 16 partners for the program
1.5 b)	Increase the brand awareness of baseball within Victoria			20% growth in social media following
1.5 c)	Encourage and increase engagement on social media platforms			Run at least two engagement initiatives per month on Facebook, Twitter, Instagram (poll, Q&A, comment)
1.5 d)	Improve and increase club communications			Develop communications template and internal timeline for each department
1.5 e)	Maintain updated website with information, stories, and resources for baseball in Victoria			Post a minimum of 10 news items per month Complete quarterly website review and provide a report to all staff members on any required updates/info
1.5 f)	Promote baseball and club success across paid, earned, owned and editorial media and non-traditional media channels			Distribute one press release per month with relevant stories to external media list
1.5 g)	Preparation of annual report			Plan, develop, and distribute annual report Review report format each year

PILLAR 2

Provide Leadership

To deliver better governance, policies, support to clubs, administrative systems, structure and connections to the clubs.



KPI	ACTIVITY	TIMEFRAME	RESPONSIBILITY	MEASURES OF SUCCESS FOR 2026 (KPIs)
<i>2.1 Develop League policies and procedures in line with best practice and changing environments</i>				
2.1 a)	Maintain up-to-date relevant policies and procedures			Conduct yearly audit of BV policies and compliance matrix (Using VicSport good governance resources)
2.1 b)	Staff and club education on National Integrity Framework			All staff to complete e-learning, maintain a record of completion certificates Appoint club MPIO officers
2.1 c)	Educational forums regarding safeguarding, integrity, administration, and technology for clubs			Engage a club development officer to develop and host forums for clubs
2.1 d)	Increase resources for clubs			Activate BV Club Assist web portal
<i>2.2 Review & update the Stakeholder Engagement Plan</i>				
2.2 a)	Provide linkages between clubs and LGAs			An 80% increase in the number of LGA partnered clubs
2.2 b)	Promote grant opportunities to clubs			80% of clubs apply for BV grants
2.2 c)	Development of achievable short and long-term facility upgrade plans			Complete an audit of all current club facilities in Victoria
2.2 d)	Develop a set of protocols and education pieces about the recognition of First Nations People			Deliver Indigenous First Nations package and communication plan to clubs
2.2 e)	Promote entry level baseball through Sporting Schools programs and other like Active Schools			A 20% increase in the number of engaged schools
<i>2.3 Assist clubs by sharing best practice governance guidelines, measuring their performance, and working with clubs to address areas for improvement</i>				
2.3 a)	Develop and implement a club administrator mentor scheme			40% of clubs participate in scheme
2.3 b)	Game Plan launched to clubs			All clubs participating in program by 2026

PILLAR 3

Facilitate Exceptional Experiences

To provide excellence in events, programs and pathways.



KPI	ACTIVITY	TIMEFRAME	RESPONSIBILITY	MEASURES OF SUCCESS FOR 2026 (KPIs)
3.1 Provide efficiencies that scale for both summer league and winter competitions				
3.1 a)	Schedule camps for each school holiday period			Hold a minimum of 24 camps, six per year A 20% each year increase in the revenue of the school holiday camp/programs
3.2 Recruit staff with appropriate skillset and expertise to deliver excellence in events, programs and high performance				
3.2 a)	Analyze professional development needs of staff Develop a calendar of regular professional development opportunities and budget for staff Survey for work performance and satisfaction			80% of employees 'agree' or 'strongly agree' they would recommend Baseball Victoria as a preferred workplace to friends and family
3.2 b)	Staff and board reviews to be planned for and implemented			Annual performance reviews Staff should have a quarterly succeed and grow performance check in
	Develop resources for hosting and delivering competitions			Have a full complement of Technical Officials Committee at each BV tournament
3.3 Cultivate and foster an inclusive and diverse competition for all ages				
3.3 a)	Develop and implement a Diversity and inclusion action plan			Diversity and Inclusion Plan activated
	Develop and implement a transgender policy			Transgender Policy activated
3.3 b)	Ensure equity of voice, including for athletes and youth, providing opportunities for members to participate and engage			Have a feedback box at all BV tournaments Conduct post-event surveys
3.4 Recognise innovative and progressive clubs and long-serving volunteers				
3.4 a)	Review and update of club awards system			At least 40 volunteers and/or clubs rewarded for their support

PILLAR 4

Develop Sustainability & Capacity

Create collaborative partnerships with clubs and external stakeholders to ensure long-term sustainability of baseball in Victoria.



	Review of life membership criteria			and dedication to the growth and experience of baseball in Victoria
3.4 b)	History and Recognition Working Group formed			Group to report on current status of history documentation every six months

KPI	ACTIVITY	TIMEFRAME	RESPONSIBILITY	MEASURES OF SUCCESS FOR 2026 (KPIs)
4.1 Develop partnerships across clubs and stakeholders to leverage economies of scale				
4.1 a)	All major tournaments and programs to run financially sustainably			All major tournaments either break even or at a profit that can subsidise inclusive or innovative strategic initiatives/events 40% increase in the amount of government and commercial investment Deliver BV managed events on time and within budget
4.1 b)	Develop a philanthropic capability to support the community of baseball			Establish a "Grow the Game" fund
4.2 c)	Grow commercial partnership strategy to existing suppliers for cash or VIK sponsorship			Increase commercial revenue by 20%
4.2 Formalise partnerships with key decision-making and funding bodies				
4.2 a)	Leverage local government authorities			Attend 16 LGA forums/events
4.2 b)	Improve relationships with Government and key organisations (SRV, VicHealth and Vicsport) through regular meetings			Attend 16 government-run
4.2 d)	Explore opportunities for commercial partnerships/grants/ funding to benefit sporting teams			Promote a minimum of 40 non-BV grants via website and newsletter

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	and individual athletes			
4.3 Foster an integrated technology ecosystem to provide ongoing two-way communication to clubs and members				
4.3 a)	Develop and implement an annual survey of member body satisfaction			<p>Distribute post-season survey to all registered members for summer and winter</p> <p>Measure and maintain a club and member satisfaction score that indicates improvement</p>
4.3 c)	Modernise and simplify volunteer workload through use of technology (such as online registration)			<p>Launch SportsTG Passport system</p> <p>Research and engage platform for online form submission</p>
4.4 Provide clubs with educational resources and accreditation guidelines to deliver high quality training for club administrators, officials, coaches, and volunteers				
4.4 a)	<p>Provide SportsTG Training for staff and clubs</p> <p>Update to Passport platform</p>			All staff trained and 100% of all clubs trained in Passport pre-season
4.4 b)	GameChanger training initiated for scorers			At least 80% of affiliated clubs use digital scoring
4.4 c)	Launch Canopi Coach Education program – A,B,C			<p>Engage 16 coach education assessors</p> <p>80% of coaches accredited to state level (A,B)</p>
4.4 d)	<p>Umpiring education and development to improve the quality of the game</p> <p>Develop and implement a Green Vest and Green Shirt program</p>			80 new umpires