



# 2024-2027

BASEBALL WA  
STRATEGIC PLAN



**BASEBALL**  
WA

Corner Nicholson and Wilfred Roads,  
Thornlie WA 6108  
Postal: PO Box 1489, Canning Vale DC  
[www.baseballwa.com.au](http://www.baseballwa.com.au)  
08 9465 1081

**Our Purpose: Elevate Performance. Engage Community.**

**Drive Sports Excellence.**

**Our Vision: Driving growth and opportunity to empower individuals of all ages and backgrounds to thrive as players, coaches, officials, and supporters.**

Strategic Pillars	Baseball Excellence	Growth Through Engagement	Sustainability/ Governance/ Policy	Facilities
Key Results Areas	1: Develop elite standards of baseball on and off the field through collaboratively working with stakeholders	2: Develop relationships with all grassroots and community stakeholders	3: Ensure good governance for the organisation through best practice frameworks	4: Increase the quality of the facilities and the gameday presentation of the sport
Strategic Objectives	Develop a data and technology plan to enhance the baseball experience	Foster relationships between clubs, local governments and associated stakeholders	Ensure the Board and Committees implement best practice governance through processes, systems and policies	Develop and maintain a comprehensive statewide facilities plan
	Develop best practice training and education programs for coaches and officials	Encourage club investment in grassroots, recruitment and development	Implement a strategy and planning process annually	Develop Baseball Park facilities for future growth and opportunities
	Communicate clear pathways for players, coaches and officials	Advocate alternate formats of the game through diversity and inclusion	Grow Diamond Sports WA	Facilitate the development of local facilities
	Deliver a performance training environment for T1-T4 athletes	Develop an engagement plan for stakeholders, both playing and non-playing members	Implement development programs for clubs and administrators using tools such as the Club Health Toolkit and Gameplan	Facilitate the development of regional/metro hubs
	Deliver the highest quality of competition across all levels	Develop a regional engagement and growth plan		



**Our Purpose: Elevate Performance. Engage Community.**

**Drive Sports Excellence.**

**Our Vision: Driving growth and opportunity to empower individuals of all ages and backgrounds to thrive as players, coaches, officials, and supporters.**

Strategic Pillars	Baseball Excellence	Growth Through Engagement	Sustainability/ Governance/ Policy	Facilities
KPIs	Documented data and technology plan developed by Dec 2025	WAP developed and meets 4 times (minimum) annually	Review strategy and risk register annually	Develop statewide facilities plan by Dec 2025
	Data plan reviewed annually	Develop diversity statistics by Dec 2025	Audited accounts completed by October 31 each year and AGM held by Nov 31 each year	Review all facilities annually and prepare development plan
	Training and education programs reviewed and updated annually	Increase women's participation by 10% per year	Operations Budget prepared and approved (by Board) by May 31	Apply for facilities upgrade funding (minimum 1 application per year)
	Develop high performance training program and review annually	Develop stakeholder engagement plan by Dec 2025 (monitor progress annually)	Expenditure meets budget. All capital works budgeted, approved by Board and completed within budget	Facilitate the development of regional/metro hubs
	Implement NIF (all staff, board, presidents, coaches and umpires to complete training)	Develop regional development plan by Dec 2025 (monitor progress annually)	Board briefed and approved on all material changes to operations. 12 board meetings per year	
	Review complaints procedures annually	Increase regional engagement numbers by 10% annually	Integrity Committee developed and meets 4 times per year - review all policies and update strategy KPIs annually	

