



NORTH MURRAY DIAMOND SPORTS ASSOCIATION INC.

CLUB DEVELOPMENT PLAN

Updated in July 2009



Introduction

This three year development plan has been produced to support the development of North Murray Diamond Sports Association Inc.

Background Information - Current as at February 2009

Club History:

The Club has been in existence since 10/9/1980 and for many years it was one of the only sports available in the Serpentine-Jarrahdale Shire. At times there were seven diamonds being played on at once. The club was originally called North Murray Tee-ball but the name was changed on 2/8/2003 to North Murray Diamond Sports. In 1981 the club had 14 tee-ball teams. The number of tee-ball players has declined due to increased competition from other sports and the Recreation Centre activities.

The population in the Serpentine-Jarrahdale Shire is increasing at a rapid rate due to major development work and a subsequent housing boom. It is anticipated that the number of players in the Club will increase significantly over the next few years. Overall player numbers have increased over the past four years.

An Under 7 Tee-ball competition was introduced during the 2007/08 season. Social softball competition for females was reintroduced in the 2007/08 season but did not resume for the 2008/09 season due to a lack of players. Baseball introduced in the 2004/05 season but folded the following season due to lack of players. Reintroduced in the 2006/07 season and is proving to be more successful this time. Little League Baseball for 8 to 12 year olds was introduced for the 2008/09 season with three teams forming a local Charter (Southern Hills) with Kelmscott Baseball Club.

The home ground is at Briggs Park, Mead Street, Byford. We are a voluntary not for profit incorporated organisation. In the Peel District, the only other Baseball, Softball and Tee-ball Clubs are based in Mandurah. We are the only Club in the Peel district encompassing all three diamond sports.

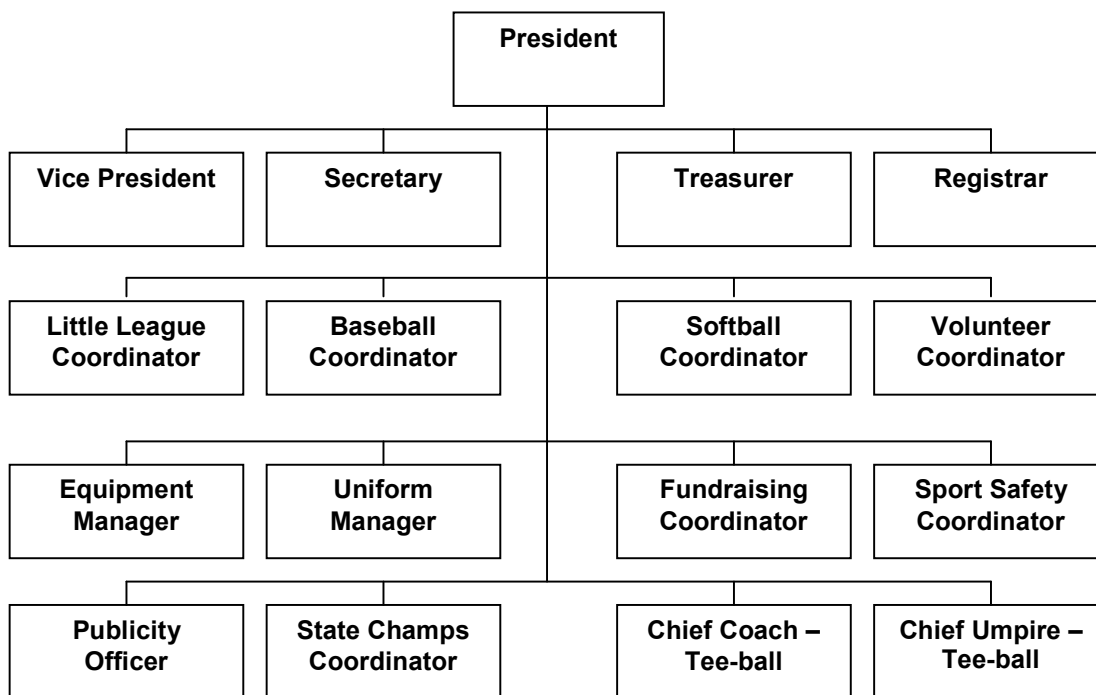
Membership:

- Players come from the Serpentine-Jarrahdale Shire and surrounding areas.
- Number of players is about 170
- Tee-ball (ages 5 to 12 years) – 104
- Softball (adult females) – 12
- Little League Baseball (ages 8 to 12 years) - 33
- Baseball (U14 and U16 teams) – 21
- No of families involved in the Club is approximately 130

Facilities:

- Small canteen and toilet block
- Two permanent back nets on Baseball Diamonds
- Storage area in Cricket Clubroom building
- 40' sea container used for equipment storage near canteen

Current Committee Structure:



Current Competition Structure:

Tee-ball

Locally based junior competition for ages ranging from 5 to 10 years of age. In the past we have had a senior competition as well for players aged from 10 to 12 years of age but during the 2008/09 season, teams were in either an U7 or an U10 competition.

Softball

Female competition playing in the Southern Districts Softball Association at Atwell.

Baseball

Little League Baseball for 8 to 12 year olds. Part of Southern Hills Charter along with Kelmscott Baseball Club.

Under 14 and Under 16 teams fixtured into the Baseball WA competition

Affiliations/Peak Body:

Tee-ball Association of WA

Softball WA

Baseball WA

Values

The Club operates by the following Values:

1. Adaptability – we allow for flexibility and adaptability to suit changing community needs
2. Access and Availability – we consider accessibility of location as well as the cost and availability of activities to all people
3. Equity – we provide equal opportunities for people to participate in activities regardless of their age, income, gender, disability or ethnic background
4. Participation – we actively encourage community participation in all diamond sport activities
5. Teamwork - we operate as a team, encouraging sportsmanship, friendships, enjoyment of the sport and helping each other to succeed.

Vision Statement

To be a successful and respected club maintaining sustainable participation rates whilst providing opportunities for people to succeed in a friendly fun environment.

Mission Statement

As a promoter and manager of diamond sports in the Serpentine / Jarrahdale region, we provide rewarding participative & social opportunities for people of all skill levels & ages.

Goals

1. Organisational Development – Effectively and responsibly manage the club in a way that makes the best use of people, financial and physical resources for the long-term success and viability of the Club.
2. People Development - Offer development pathways for all committee members, volunteers, players, coaches and officials.
3. Participation - Retain present members and develop an effective marketing and promotional strategy that meets the goal of the club in relation to the recruitment of new members.
4. High Performance – Promote and provide opportunities which will allow players and coaches to be the best they can be in their pursuit of personal excellence.



SWOT Analysis

STRENGTHS	WEAKNESS
<ul style="list-style-type: none"> ▪ People <ul style="list-style-type: none"> – Passion and commitment of committee – Locally based friendly competition where many of the members know each other ▪ Strategic <ul style="list-style-type: none"> – Good relationships with Shire Community Development Officer and affiliated bodies ▪ Tradition <ul style="list-style-type: none"> – Provide all game equipment requirements and most of the uniform requirements. – One of only two Clubs in the Peel district for Softball, Tee-ball and Baseball. – One of the very few Clubs in the State who encompass all three sports making it a Club for all family members. 	<ul style="list-style-type: none"> • People <ul style="list-style-type: none"> – Lack of volunteers – Unwillingness of volunteers to participate in developmental opportunities – Too few people doing most of the work – Too few players in Tee-ball competition does not allow age group split and thus players to develop their skills as they should be. • Sponsorship / Marketing <ul style="list-style-type: none"> – Very few local businesses capable of providing funds by way of sponsorship • Facilities <ul style="list-style-type: none"> – Lack of permanent storage space close to our grounds – No clubroom – No lighting for night games. – Lack of drainage on grounds means that we have no options for winter sports sharing facilities. – Living in a rapidly expanding Shire where there is not enough money available to put towards sporting facilities. – We are on a Bush Forever site so all development needs to be approved by Shire and WA Planning Commission. No buildings permitted within 50mt of bush.
OPPERTUNITIES	THREATS
<ul style="list-style-type: none"> ▪ People <ul style="list-style-type: none"> – Growing population = more members – Provision of suitable training and development opportunities for all volunteers ▪ Marketing / Sponsorship <ul style="list-style-type: none"> – Grants – Sponsors – Marketing and promotion of the Club – Active recruitment campaign – Partnering with local schools – Innovative fundraising ▪ Future direction <ul style="list-style-type: none"> – Winter softball – Adult baseball – Additional support from TBAWA, Baseball WA and Softball WA – Need to further build on deficient areas in order to become a 'Smart Club' – Network with other Clubs sharing ideas 	<ul style="list-style-type: none"> • Future direction <ul style="list-style-type: none"> – Growing number of sport options available creates competition for players. – Insufficient players registering to hold a local competition – Growing too fast to be able to afford the cost of equipment and uniforms – Insufficient volunteers to be able to function – Future access to adequate playing fields. Are we assured of always having adequate playing fields or will another sport create competition for them? – Not knowing what the Shire has planned for sporting facilities in the future

ACTION PLAN

ORGANISATIONAL DEVELOPMENT

Effectively and responsibly manage the club in a way that makes the best use of people, financial and physical resources for the long-term success and viability of the Club.

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Review by-laws	Review with committee to determine what needs to be amended or added and update the By-laws to reflect the changes.	President and Committee	June 2009		Completed July 09
Committee Structure	Review committee structure	Committee	Ongoing		Added Publicity Officer, Chief Coach and Chief Umpire for 2009/10 season committee
Appropriate policies and/or guidelines	Review policies / guidelines and update if necessary.	Committee. President to do the updates.	Before July 2009		Completed July 09
Risk management practices	Write, Risk Management policy	Sport Safety Coordinator	July 2009		
	Review risk management actions and policy.	Committee	August 2009		
	Promote and implement Risk Management policy.	Sport Safety Coordinator	Sept 2009		
Strengthen relationships with the Shire of Serpentine-Jarrahdale	Maintain good working relationships with Shire employees.	Committee	Ongoing		
	Provide club updates to Community Development Officers when relevant.	President	Ongoing		

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Build links with affiliated bodies	Attend appropriate meetings on a regular basis	Delegates	Ongoing		
Strengthen relationships with Dept of Sport & Recreation	Interact with regional Peel office, providing Club updates when relevant. Submit appropriate grant applications.	President	Ongoing		

ORGANISATIONAL DEVELOPMENT - continued

Effectively and responsibly manage the club in a way that makes the best use of people, financial and physical resources for the long-term success and viability of the Club.

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Formalise Southern Hills Little League Charter	Investigate Incorporation of the Charter after discussions with other clubs in the Charter Formalise Charter committee. Open bank account for Charter	Little League Coordinator, President and other club's stakeholders	By September 2009		
Increased Sponsorship & Grants	Review sponsorship guidelines. Discuss strategies on attracting more sponsorship Encourage all members to actively seek sponsorship opportunities for the club. Promote sponsorship guidelines to local businesses and industries Apply for relevant grants	Committee Committee Committee President President	April 2009 May 2009 Ongoing Ongoing as required As required		Completed June 09 Completed June 09

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Develop a communication strategy	Develop and utilise contacts with local media outlets	Publicity Officer	Ongoing		Completed August 09
	Update Club's Information booklet to provide to new members	President, & Publicity Officer	July 2009		
	Develop internal communication guidelines	Publicity Officer	2009		
Fundraise	Brainstorm to seek different ideas on how to raise funds throughout the season.	Fundraising Coordinator with Committee	May 2009		
	Write fundraising action plan for current season.		June 2009		
	Implement fundraising action plan		Ongoing		

ORGANISATIONAL DEVELOPMENT - continued

Effectively and responsibly manage the club in a way that makes the best use of people, financial and physical resources for the long-term success and viability of the Club.

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Volunteer management action plan	Develop a plan for current season	Volunteer Coordinator & Vice President	Aug 2009		Will hold Team Allocation day to recruit volunteers for any teams who don't have enough.
Volunteer management policy	Review policy and update if required	Volunteer Coordinator & Vice President	Aug 2009		No update needed – July 09
Maintain volunteers	Establish an incentive or reward program	Volunteer Coordinator with Committee consultation	Aug 2009		Agreed team coaches to be offered refund of one child's fees as an incentive – July 09 Still considering what to do for coaches and scorers.

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Asset Register	Establish assets database	Equipment Manager	10/2009		Task well underway during 2008/09 season
Acquire new facilities	Continue lobbying Shire for new playing fields with clubrooms, storage space and lighting for night games. Facility to be shared with a winter sport like soccer or hockey.	President	2009 onwards with aim for new fields by 2011		03/09 – Shire aware of Club's preference and they have advised that a feasibility study will be undertaken during 2009. 07/09 – Letters written to council to advise of our need for new grounds. 07/09 – Submission in response to Briggs Park Draft Management Plan to request we be relocated to new grounds.
Additional storage	Storage container to be used as temporary solution.	President	10/2009	\$5,000	07/09 – 40' sea container now in place but can only have it there for a period of two years. Still need to find a more permanent solution to this problem.

PEOPLE DEVELOPMENT

Offer development pathways for all committee members, volunteers, players, coaches and officials.

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Training for committee members	Train committee members using options available from affiliated bodies, Dept Sport & Rec and other Govt Departments.	Volunteer Coordinator	Ongoing	Baseball WA Softball WA TBAWA DSR Est \$500	

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Training for Baseball and Softball scorers	Scorers to undergo formal training if they would like to do so.	Volunteer Coordinator	Ongoing	Baseball and Softball scorer's associations Est \$100	
Training volunteers policy	Review and promote policy	Volunteer Coordinator & Vice President	Oct 2009		July 09 – reviewed. Training will be promoted via the club's newsletter and websites.
Develop Junior Leaders	Develop youth leadership programs Encourage a culture of 'giving back' to the sport Encourage umpire and coaching development	Volunteer Coordinator, Baseball & LL Coordinators	2010 or before	DSR, Baseball WA,	
Training for officials	Train officials using options available from affiliated bodies and Dept Sport & Rec.	Volunteer Coordinator	Before Oct 2009	Baseball WA Softball WA TBAWA DSR Est \$500	

PEOPLE DEVELOPMENT - continued

Offer development pathways for all committee members, volunteers, players, coaches and officials.

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Sports injury prevention training	Run Sports Medicine Workshop for all volunteers and adult members to be invited to attend.	Volunteer Coordinator	During current season	Sports Medicine Australia Est \$300	
	Promote Get SMART online training course.	Volunteer Coordinator &	Ongoing	Sports Medicine Australia.	

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
	First Aid Courses – either Senior First Aid or Sports First Aid.	Publicity Officer Volunteer Coordinator	During current season	Est \$250 for group booking of up to 10 people Est \$700	
Library of information	Purchase books, CDs and DVDs to add to the club's information library for coaches to be able to use. Decide who should be responsible for the library and then establish a borrowing process.	As agreed by the committee. Committee	Ongoing Sept 2009	\$500	

PARTICIPATION

Retain present members and develop an effective marketing and promotional strategy that meets the goal of the club in relation to the recruitment of new members.

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Marketing	Develop an action plan for recruiting new members and outline how to publicise registration day(s). Activities could include flyers into letterboxes, posters onto notice boards, letters to schools asking for ad in their newsletters, club brochures and newspaper advertisements.	Committee	July 2009	Est \$800 for advertising, printing costs & flyer distribution	July 09 – plan completed
	Plan process for registration day this season.	Registrar & Committee	By July 2009		July 09 – completed
	Advertise for volunteers from community	Volunteer Coordinator	Aug 2009		July/Aug 09 - Advertised on posters and flyers

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
	Maintain the club's website	Publicity Officer	Ongoing		July 09 – complete
	Ensure Club's information on any websites is current and relevant	Publicity Officer	Aug 2009		
	Update the club's information booklet for members which contains information such as policies, guidelines, constitution and by-laws.	President & Publicity Officer	July 2009		
Hold Come N Try Day	Hold Come N Try Day to introduce potential players to diamond sports.	President, Coordinator & any helpers	Early Sept 2009	Baseball WA TBAWA Est \$500	
	Take new registrations at Come N Try Day.	Registrar & Treasurer			

PARTICIPATION - continued

Retain present members and develop an effective marketing and promotional strategy that meets the goal of the club in relation to the recruitment of new members.

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Hold Team Allocation Day	Hold team allocation day to allow teams to meet each other. If any are without coaches or umpires, team to arrange and advise Volunteer Coordinator by end of day.	Committee & Volunteer Coordinator	Sept/Oct 2009		Team allocation day booked for 19/9.
	Equipment handover	Equipment Manager	Sept/Oct 2009		
	Uniform handover	Uniform Coordinator	Sept/Oct 2009		

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
	Coach and Umpire's meeting	Volunteer Coordinator, President, Chief Coach, Chief Umpire, Coordinators	Sept/Oct 2009		
Review programs	If enough players, split Tee-ball competition into U7, U9 and U11. Revisit Wednesday Little League games if daylight savings does not continue as club has no current access to lighting.	Registrar Little League Coordinator	Sept 2009 June 2009		Unable to play on Wednesday night due to no access to lighting, Charter has agreed to a 9am Saturday morning time slot.
Develop new programs	Senior baseball competition U19 or 21 baseball competition Junior female softball competition	Baseball Coordinator & President Registrar & Softball Coordinator	Sept 2009 Sept 2009 Sept 2009	\$3,000 \$3,000 \$2,000	

PARTICIPATION – continued

Retain present members and develop an effective marketing and promotional strategy that meets the goal of the club in relation to the recruitment of new members.

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Partner with Local Schools	Develop a program to introduce students to diamond sports. Implement program following consultation with schools.	President President & other members	May 2009 During Term 2 and 3	Baseball WA TBAWA Est cost \$600	Aug 09 School clinics booked with Mundijong and Jarrahdale.



Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
	Encourage schools to include diamond sports as an option for inter-school sports.	President & other members	Ongoing		

HIGH PERFORMANCE

Promote and provide opportunities which will allow players and coaches to be the best they can be in their pursuit of personal excellence.

Objective	Action				Progress
	Action (What)	Responsibility (Who)	Action Time Frame (When)	Resources (\$)	
Training for coaches	Train coaches using options available from affiliated bodies and Dept Sport & Rec.	Volunteer Coordinator	Before Oct 2009	Baseball WA Softball WA TBAWA DSR Est cost \$500	
Player Development	<p>Arrange player instruction from Baseball WA, Softball WA or other organisations.</p> <p>Investigate funding for the cost of tuition for individual players who show potential.</p> <p>Research other developmental opportunities.</p>	<p>President</p> <p>President</p> <p>President & Coordinators</p>	Before first games and then ongoing as needed.	<p>Baseball WA</p> <p>Softball WA</p> <p>DSR</p> <p>Est cost \$750</p>	<p>Little League training booked for 19/9 at Team Allocation day.</p> <p>U15 & U17 training will be held during first few training sessions for season.</p>

