



# CANNING SOFTBALL ASSOCIATION

**Operational Plan 2009 - 2011**

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## ***Vision***

“To develop the Canning Softball Association so that players and families of players mix together socially for fun and enjoyment and that players play competitively and safely observing the true spirit of our association.”

## ***Mission***

The Canning Softball Association (CSA) will continue to develop winter softball within the Canning and surrounding districts by encouraging new players both young and middle age from both sex to participate in our sport. The CSA aims to:

Retain the “Spirit of the Game”.

We aim to soundly manage our organisation

Ensure the association is financially strong.

Support the development of the CSA.

Maintain & strengthen relationships with key stakeholders.

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# SWOT ANALYSIS

## Strengths

- An informative website .
- A long history of success.
- A strong association with Canning T-Ball which attracts parents to our association.
- A healthy financial status.
- Relatively cheap sport to play compared to other sports and other softball and baseball clubs.
- An entertaining end of season function which offers good value to members.
- During the playing season we play at the same oval, always on a Saturday and there are only two start times.
- Able to attract members from official baseball and women's softball because we operate off season to those sports.
- One of a few female winter competitions.
- Strong belief in 'Playing within the Spirit of the Game'
- Continued influx of new members participating in social league

## Opportunities

- New facilities to be built in time for the 2010 season.
- The availability of grants and sponsorships.
- The availability of professional assistance and training from council and government organisations.

## Weaknesses

- The gradual loss of aging experienced players.
- Majority of volunteer work is done by a handful of members
- Player registration data base missing years 2007/2008.
- The lost of historical documents and photographs.
- Attracting dedicated and resourceful members to join the committee..
- No 'physical' home for the association.
- Have to compete with other sports for the use of grounds.
- Lack of support from the Canning Council for our sport.
- Very old dilapidated change rooms.

## Threats

- Many other sports have more money & resources to support players & administrators
- Loss of experienced players
- Weak financial status
- Burn out of active volunteers/committee members due to overwork
- Loss of volunteers especially committee members

# Canning Softball Association 2009- 2011 Operational Plan

## 1.0 Participation and Growth

**Objective:** Commit and encourage greater participation in our sport and the growth of our association.

KRA	Outcome	KPI	Actions	Timeline	Responsibility
Growth	Increase the numbers of teams in each grade.	Increase team numbers in each grade – 7 open, 7 B/C, 11 female.	Promote our sport and association by having articles and photographs in local papers, council and Sports and Recreation newsletters.	Weekly	Media Officer
			Continue to develop an informative web site.	Sept 09	Media Officer
			Promote our association through family days.	July 09 - 2011	Social Coordinator
			Display association banners on playing days near entrance to oval.	Weekly	Bye side.
			Review the fees structure for teams for the coming year.	Feb 2010	Committee
	Increase the number of players	Increase the number of players registered currently 230.	Increase social activities to provide a value for money membership.	Sept 09.	Social Coordinator
			Encourage new player registrations – forms available, committee available to approve applications.	Weekly	Registrar
		Review associations Constitution and By-laws and recommend changes that hinder development.	August 09	President	

## 2.0 Secure History

**Objective:** Ensure that the association history is managed for future reference.

KRA	Outcome	KPI	Actions	Timeline	Responsibility
Storage of History	Storage of historic items.	Centralization and availability of items relating to the association past history.	Continued development of web site	Sept 09	Media Officer
			Collection of items from each year of the association.	Sept 09	Committee and Members.

## 3.0 Finance

**Objective:** To secure sustainable funding to meet the ongoing needs of the organisation.

KRA	Outcome	KPI	Actions	Timeline	Responsibility
Funding	Financial stability	Maintain \$10,000 in IBD and a \$5,000 operating budget.	Inform committee of financial status each month and make recommendations.	AGM August 09/10/11.	Treasurer
			Apply for available grants.	Apply for Healthway grant and Canning Council grant.	Feb 2010/ 2011
Sponsorship	Increased sponsorship	Increase sponsorship.	Approach softball equipment and uniform supplies.	April 09	President
Revenue	Increase in income.	Review prices of products sold at bar.	Increase prices of spirits and high alcohol drinks.	March 09	Bar Manager
Expenditure	Reduce expenditure.	Review all expenditure items.	All invoices are to be authorised by the committee before payment.	Each month.	Treasurer.
Compliance	Ensure financial process complies with approved standards.	Audit of association accounts.	Implement audit recommendations.	December 09/10/11.	Treasurer.

#### 4.0 Professional Development

**Objective:** Ensure the association progresses in a professional manner into the future.

KRA	Outcome	KPI	Actions	Timeline	Responsibility
<b>Direction.</b>	Written policies, guidelines and plans.	The development of documentation.	Develop an Annual Operation Plan,	May 09	President
			Review Task Profiles for each members of the committee.	June 09	President
			Develop a Risk Management Strategy.	May 09	President
			Review Code of Conduct policy.	June 09	President
	Qualified Advice.	Obtain support from Canning Club Development Officer.	Attendance to a monthly meeting by the Canning Development Officer.	April 09`	President
Develop Expertise	Offer and pay for training for Committee Members.	Attendance to Forward Planning for Club Presidents Workshop.	May 09	President	
<b>Compliance</b>	Compliance to Laws and Standards	Working with Children Clearance	Ensure all relative committee members have Working With Children Checks	June 09	President
		Working With Children Clearance	Ensure all coaches and team committees are aware of their responsibilities.	June 09	President
		Responsible Serving of Alcohol.	Ensure all persons serving alcohol have a Certificate for Responsible Serving of Alcohol.	Sept 09	President