

2025 to 2035



**Building a thriving, inclusive baseball community**

# Strategic Plan

East Torrens Baseball Club



# Foreword

Welcome to the East Torrens Baseball Club Strategic Plan 2025-2035 (the plan).

This plan is the result of hard work by our members, volunteers, and leaders. It shows our commitment to building an inclusive, supportive, and high-achieving baseball community.

Our plan will guide our club for the next 10 years as we continue to grow and succeed. It explains our mission, values, and key areas of focus, giving us a clear path to reach our goals.

This plan is important for everyone connected to the East Torrens Baseball Club; players, coaches, volunteers, supporters, and local partners. It will help us take steps to improve and strengthen the club's future.

Our volunteers are crucial to making this plan work. Their efforts have led to all our achievements so far, and the plan reflects what we hope to continue to achieve together.

I am excited about the future and look forward to working together as a team to reach our goals.

President

Damien Norsworthy

## **Purpose of the Strategic Plan**

This plan guides the club's growth over the next 10 years. It explains our mission, values, and goals, and outlines the steps we will take to stay successful. It will help us make important decisions, set priorities, and ensure our actions align with our vision for the future.

## **Why this plan is important**

The plan provides clear direction for the club's future. It helps everyone understand what we want to achieve and how each person can contribute to making the club a welcoming, supportive, and successful place for everyone involved.

## **Who will this plan impact**

The plan will impact everyone at East Torrens Baseball Club, including players, coaches, volunteers, and supporters. It aims to improve their experiences, strengthen the support for their roles, and build stronger connections with the local community, helping us create a more inclusive and active club environment.

## **Yearly action plans**

Each year, we will create action plans to help us stay on track and reach our goals. These action plans will keep us focused and flexible, making sure we are working towards building a welcoming, competitive, and successful club, now and in the future.

# Our Story

East Torrens Baseball Club, originally called Norwood Baseball Club, is one of the founding clubs of the South Australian Baseball League, with a proud history going back to 1923. For more than 100 years, the club has stayed closely connected to its community, with strong leadership, a love for the game, and a focus on creating a place where people feel they belong. Generations of players, volunteers, and supporters have shaped the club, and their hard work and commitment guide how we grow, lead, and work together to build a welcoming and strong club for years to come.

# Mission

The East Torrens Baseball Club is committed to creating a safe and inclusive space where players, volunteers, and supporters can come together and be part of our baseball community.

We provide opportunities for growth, skill development and meaningful participation. Our aim is to ensure everyone feels welcome, valued and connected.

# Values

## Development

We provide training, support, and opportunities for everyone to grow, improve their skills, and contribute to their team and the club.

## Diversity & Inclusion

We remove barriers and create an environment where everyone feels included and has equitable opportunities to grow and contribute.

## Community

We create a welcoming space where all members feel connected, supported, and actively involved.

## Resilience

We embrace challenges as opportunities to grow and support each other through every experience, building strength together.

## Respect

We create a positive and supportive environment where everyone is valued and treated with dignity in all interactions, both on and off the field.

## Integrity

We are honest, open, and accountable in everything we do, building trust and staying true to our values.

# Key focus areas

Our club's success and growth depend on more than just playing the game. This plan focuses on three important areas:

Game, Place, and Community.

These areas reflect our commitment to growth, improving our facilities, and building a strong, community. This approach helps strengthen all parts of the club.





# Game

Baseball is at the heart of our club. We are committed to offering inclusive pathways for all players, whether for fun, skill development, or competition. The following priorities will guide our approach to the game.

## **Clear player pathways**

Provide opportunities for all skill levels to enjoy, develop, and compete in the game.

## **Coaching support**

Train and support coaches to help players grow while developing their own skills and building respectful, inclusive teams.

## **Balanced teams**

Create strong teams that focus on both on-field success and personal growth.

## **Increase engagement and participation**

Offer more opportunities for players, families, and volunteers to engage with the club and its activities.

## **Inclusive program development**

Design programs that meet community needs, ensuring everyone feels welcome and included.





# Place

Our club is more than just a field, it's a space where players, families, and the community come together. We're committed to improving our facilities to make them welcoming, safe, and accessible for everyone. The following priorities will guide our approach to place.

## **Accessible facilities**

Improve club spaces to be welcoming, inclusive, and safe for players, volunteers, spectators, and families.

## **Equipment improvements**

Upgrade training and game-day equipment to ensure safety, comfort, and accessibility for year-round activities.

## **Community hub**

Make the club a central space for local events and activities, strengthening connections in the community.

## **Using technology**

Improve club operations, support learning, and strengthen connections with members, volunteers, and the community while meeting their needs.

## **Safe and inclusive environment**

Create a welcoming, supportive space that promotes safety, wellbeing, and respect, supported by clear policies and practices.



# Community

Our club thrives on the strength of its people. We are dedicated to building an inclusive, connected, and supportive community where everyone feels valued. The following priorities will guide our approach to community.

## **Community engagement**

Increase outreach and events to connect with different groups and make the club an active part of the local area.

## **Volunteer support**

Build a strong volunteer culture with training, recognition, and opportunities to contribute meaningfully.

## **Inclusive communication**

Keep members and the community informed with easy to understand and engaging communication.

## **Support and Sponsorships**

Secure a variety of sponsorships and partnerships that align with our values and support the club financially.

## **Diverse leadership**

Attract and develop leaders who reflect our community and promote both inclusion and strong club management.

## **Cultural awareness**

Include cultural awareness in training, events, and communication to celebrate diversity and inclusion.

## **Respect and wellbeing**

Promote respect, support, and wellbeing for all members, encouraging positive and responsible engagement that reflects the club's values.

## **History and Growth**

Recognise and celebrate the people and achievements that have shaped our club and continue to strengthen our community today.



# Conclusion

This 10-year plan sets out East Torrens Baseball Club's vision for the future, guiding the club as it grows in strength, diversity, and connection with the community. By focusing on Game, Place, and Community, we aim to make a lasting impact that benefits our members and the wider community.

By embracing the values of development, diversity and inclusion, community, resilience, respect, and integrity, the club will shape a future that reflects our commitment to excellence both on and off the field.

The yearly action plans will help us stay focused and flexible, making sure we work towards our goals and keep the club welcoming, competitive, and successful in the future.



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