



# Southwestern Ontario Baseball Association

Creating a culture in which coaches, parents, fans, umpires,  
and athletes work together to achieve our mission.

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## SWOBA Baseball Strategic Plan 2020 – 2022

### Vision

-To be the organization that leads Select Baseball in Ontario through creativity, innovation and strong policy.

### Mission-Develop

-strengthen and implement programs that allow for the growth of baseball and the growth of individuals involved with baseball in Ontario.

Benchmarks we wish to accomplish to demonstrate our mission above:

To foster, encourage, promote and administer the development and growth of baseball in the province of Ontario by:

- (a) Encouraging and promoting the standards of recreational and competitive baseball;
- (b) Strengthening, assisting and governing the individual minor

baseball associations in Ontario

(c) Developing membership

(d) Developing pathways in baseball development which may allow players to achieve greater success in baseball via academy, college, university, and/or minor-pro baseball

Values...

SWOBA shall embody the following:

Demonstrating respect and integrity

Achieving inclusively and fairness

Fostering teamwork and collaboration

Supporting innovation and creativity

Ensuring a fun and safe experience

Objectives

Visionary objective...

Have baseball membership in SWOBA advance to 2500 participants by 2025.

Create awareness of the educational opportunities available to elite players through baseball.

Have the majority of the top athletes in the province playing baseball.

Have players, as they finish playing or move onto player lesser competitive baseball, continue as a coach, administrator or official.

Business objectives

Retain and increase membership.

Stabilize the organization's financial partners.

Enhance the organization's financing capacity.

## Communications objectives...

Increase awareness of SWOBA Select baseball in Ontario.  
Position SWOBA as the reference for the sport of baseball in Ontario.  
Publicly promote the many advantages – including potential educational – of playing baseball.

## Marketing Plan

-Create a comprehensive marketing plan to create awareness of SWOBA as well as provide opportunities to diversify revenue.

## Branding

-Develop the recognition of our corporate image so SWOBA will become seen as a leading amateur sport in Ontario in terms of administration and development of sport.

## Sponsorship

-Acquire one major sponsor to sponsor Youth Selects program for approximately \$ 2,500 per year for development.  
-Create a fund whereby former SWOBA baseball players have the opportunity to donate for baseball development, which will strengthen grassroots or competitive programming.

## Partnership

-Identify and strengthen partnership with the Toronto Blue Jays  
-Develop an exclusive partner for each age division of SWOBA baseball

## Advertising

-Develop an advertising campaign that would create yearlong awareness of baseball on an ongoing basis.

## SWOBA Baseball Day

-Create an annual day when the associations and SWOBA Baseball all publicly celebrate the game of baseball.

## SWOBA Coaching Behavior

-Introduce and stress to coaches the importance of maintaining the principles of our SWOBA Code of Conduct.

## Coach Development

-Foster a spirit of coaching growth and development amongst coaches across SWOBA, toward an improved overall ability to develop players at a higher caliber.

-Help support coaches willing to attend top-level clinics in order to develop into top-level coaches.

## Coach Philosophy

-Develop and institute a philosophy of baseball and play which focuses on similar concepts of skill development and team concept which can be implemented at all SWOBA programs, from summer clinics to winter camps.

-Create a culture amongst SWOBA coaches where wins and losses are not perceived as more important than positive player-skill, team-skill and knowledge development.

## Coaching Resources

-Maintain, broaden and strengthen off-season high-level coaching clinics.

-Develop consistent off-season training programs which focus on strengthening a broad group of coaches and players in both skills and knowledge

-Educate and promote the latest sports science research and methods to coaches across SWOBA in order to ensure their players are in the best physical shape possible and properly recovering from game play/fatigue/injuries.

## Recruitment

### Target Audience

-Monitor, manage and assess initiatives to address the under-representation of various focus groups, including females and athletes with disabilities.

### Membership Database

-Develop the information requirements for members and the process for obtaining membership information from associations.

### Relations with other Associations

-Investigate what Associations we could partner with for cross-promotion of our sports.

## Volunteer Base

-Attract and develop more volunteers in order improve local associations (in terms of both administration and skill development), improve SWOBA and its committees (from High Performance to Marketing to Skill Development) and many other areas involving SWOBA baseball .

## Communications

### Sharing Best Practices

-Create the culture among SWOBA Baseball and local minor baseball associations to share best practices allowing all stakeholders to enhance services offered to members.

### Frequency of Meetings

-Align the frequency of meetings with needs of the group (Board of Directors, Committees, Associations).

## Social Media

-Continue the best use of social media opportunities allowing for better visibility of SWOBA Baseball .

## Website

-Maintain an active, relevant and interactive website allowing members to stay informed on SWOBA Baseball activities.

-Ensure the SWOBA Baseball website clearly conveys the philosophy of SWOBA Baseball showing all participants, not just favoured

participants.

-Display copies of the minutes of regular Board of Directors and Annual General Meetings.

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For more information, please visit [swobabaseball.ca](http://swobabaseball.ca)

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