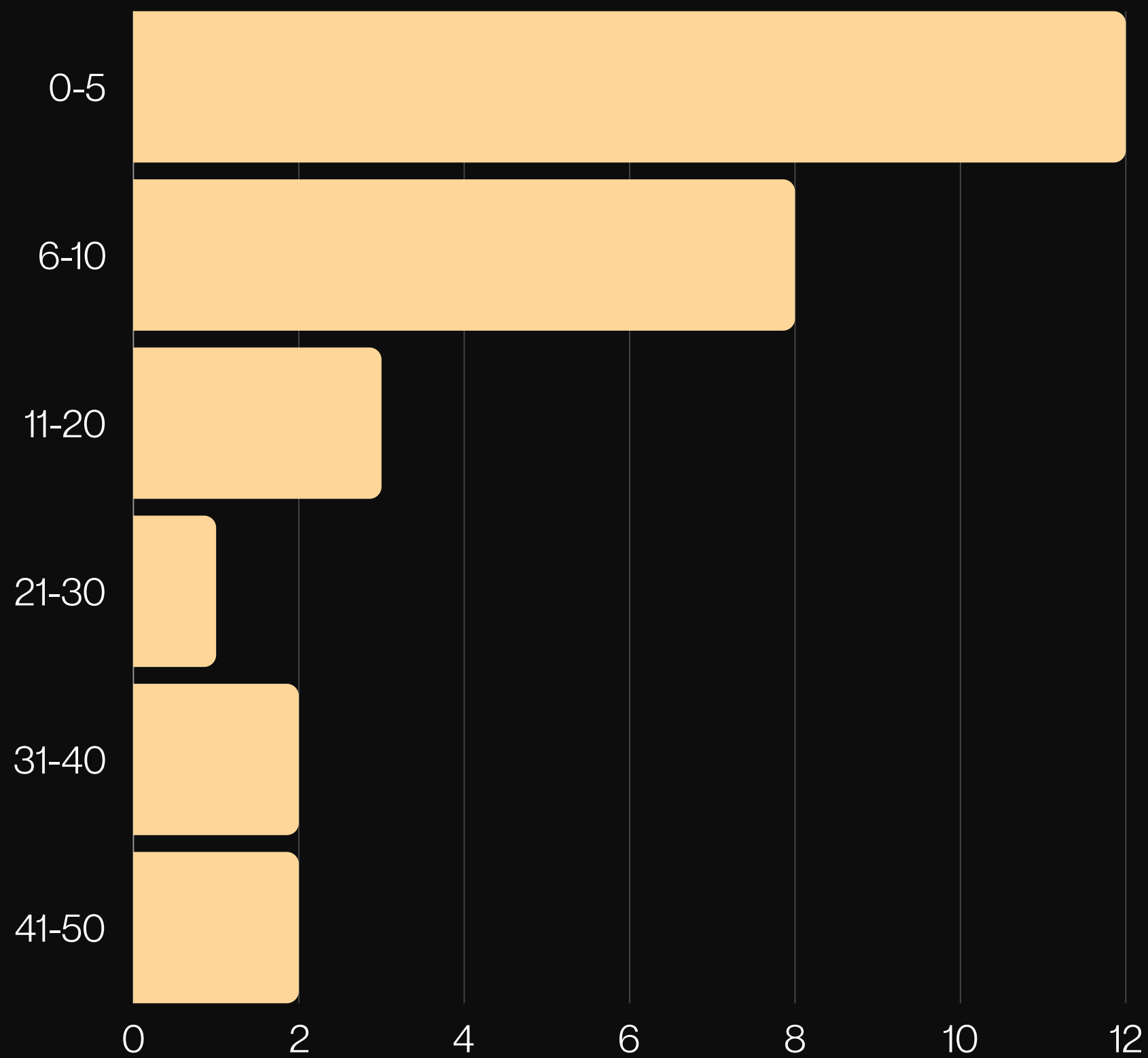




National Association & Club Survey

Years of Service in Official Roles at Association/Club

Years of Involvement

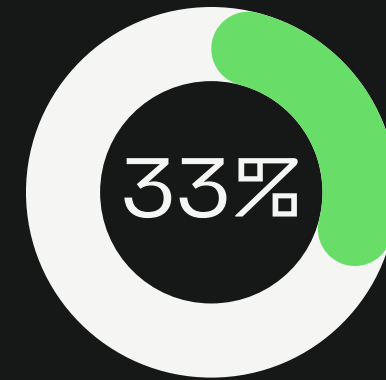


- **Majority New:** 40% respondents are new, with 0–5 years of service.
- **Moderate Tenure:** 27% have 6–10 years of experience.
- **Few Veterans:** Only 17% have over 20 years, showing deep, long-term commitment.



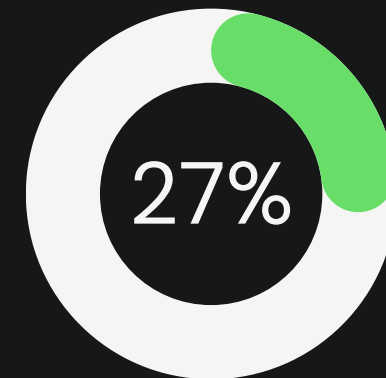


Membership Tracking Over the Past 3 Years



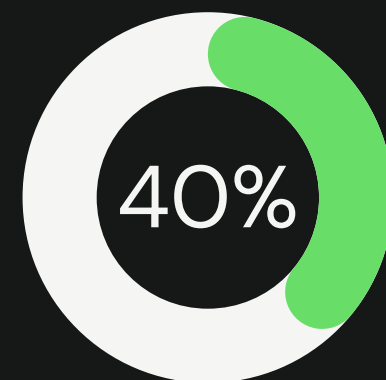
Increasing Membership

33% report growth, reflecting effective recruitment or retention strategies.



Stable Membership

27% maintain consistency, but show limited growth.



Declining Membership

40% report a decrease, indicating retention issues.

S.No.	Top Opportunities for Softball in Australia over the next 4 years	Top Risks for Softball in Australia over the next 4 years
1	<p>Participation Growth: Strategies focused on increasing player participation.</p>	<p>High Performance Programs: Enhancing elite-level programs for better performance.</p>
2	<p>Competition Enhancement: Improvements in competition structures to elevate the game.</p>	<p>Retention Issues: Challenges in maintaining current participation levels.</p>
3	<p>Profile & Exposure: Boosting softball's visibility through targeted marketing.</p>	<p>Governance Challenges: Issues with management, bureaucracy, and staff turnover.</p>





Key Priorities for Softball Australia's Strategic Development

Degree of Importance

01

Very Important: Participation Growth is the top priority, with 90% respondents emphasizing its critical role in driving the sport forward.

02

Important: Digital and IT, Finance, and Commercial are seen as important, each receiving 13 votes, highlighting their support in operational and strategic initiatives.

03

Neutral: Policies, Procurement, and Systems show moderate engagement, suggesting they are foundational but not immediate priorities.



Prioritization of Key Areas in Softball Development



90%



High Priority: Women's game development is the top focus, highlighting the importance of promoting and supporting female participation.

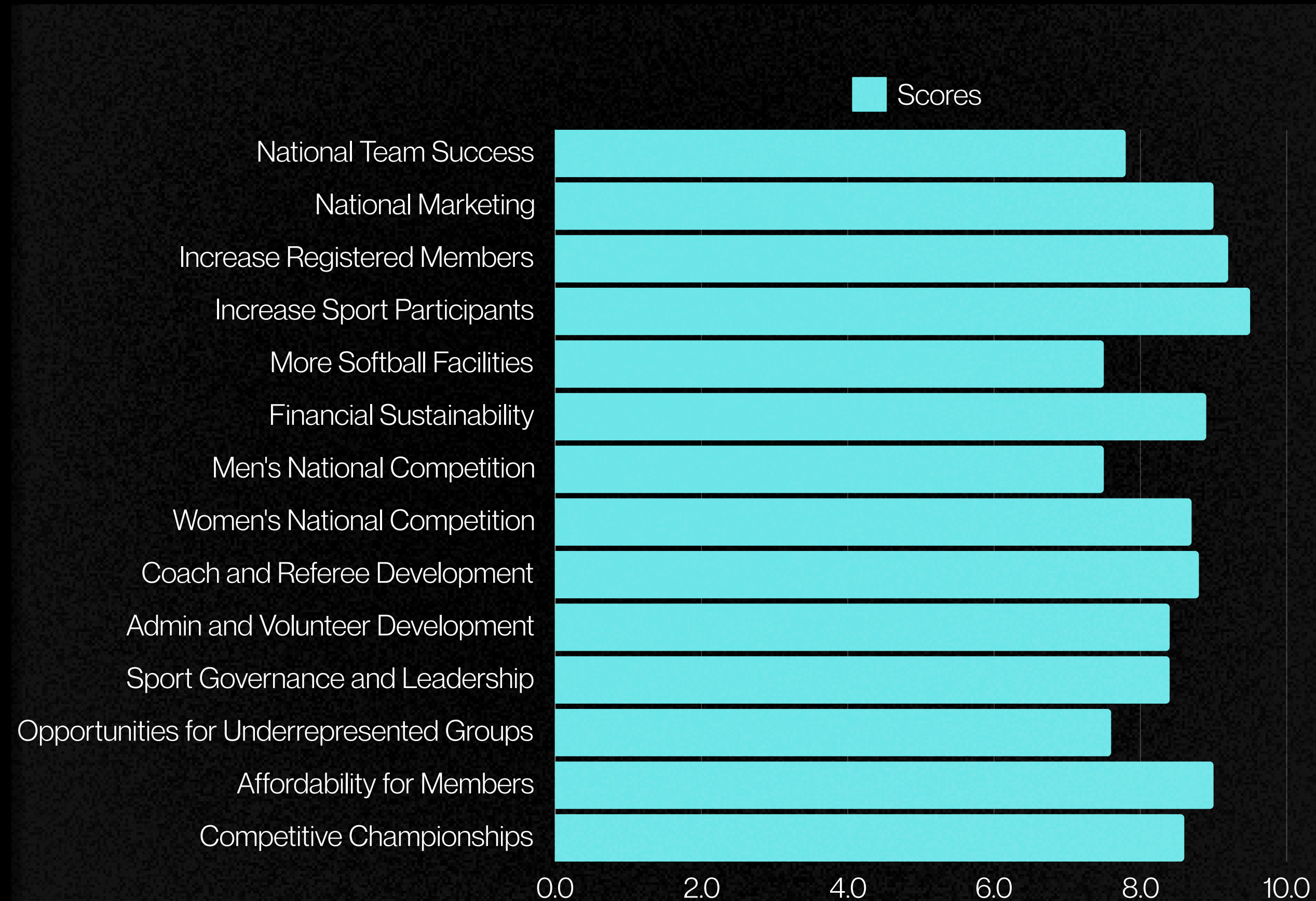
27%



Low Priority: National team performance garners less immediate concern, indicating a preference for local development initiatives.



Key Focus Areas for Softball Australia's Future

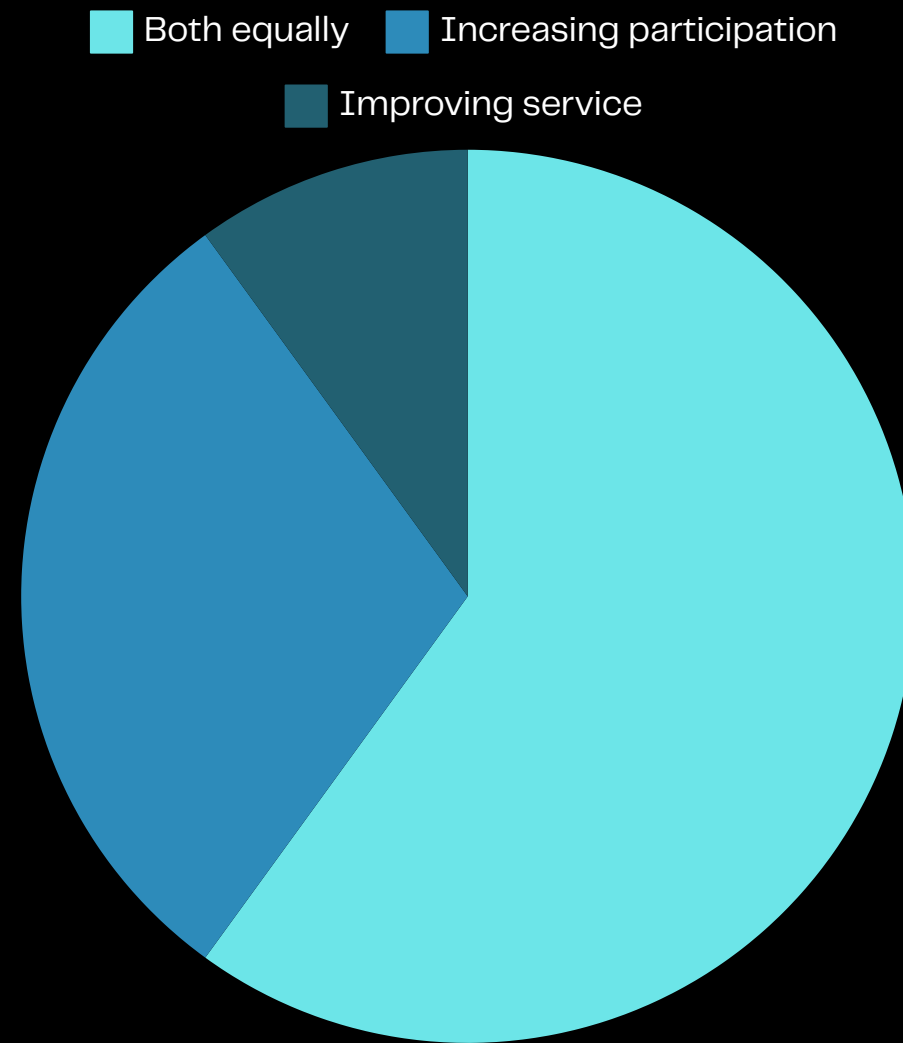


- **Top Focus:** Growth in participants (9.5) and members (9.2) is key.
- **High Priority:** Marketing and affordability (9.0) are crucial.
- **Support Development:** Strong emphasis on coach/referee training (8.8).
- **Inclusivity:** Focus on underrepresented groups (7.6) remains important.

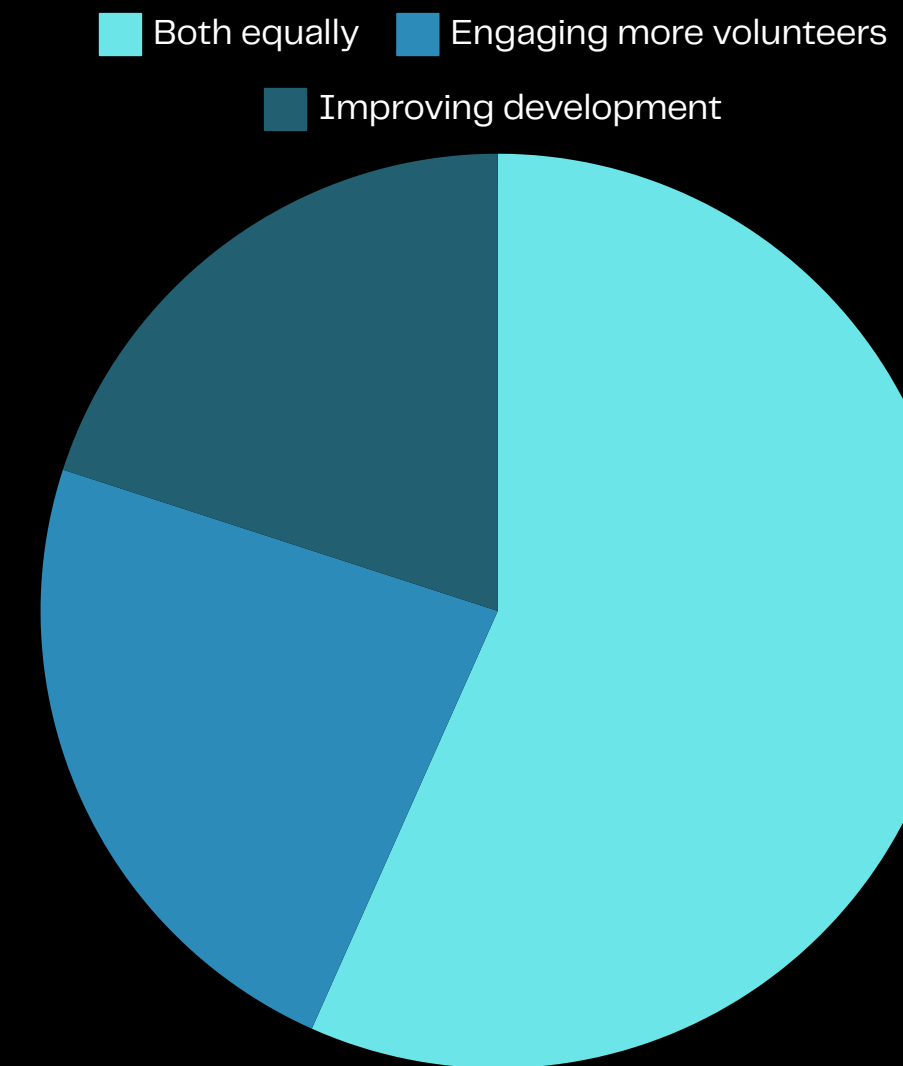


Balancing Priorities: Participation, Service, and Volunteer

Engagement in Softball



- **Balance Focus:** Majority (18) value equally increasing participation and improving services.
- **Priority on Growth:** 9 respondents prioritize growing participation.
- **Service Enhancement:** Only 3 focus on improving current participant services.

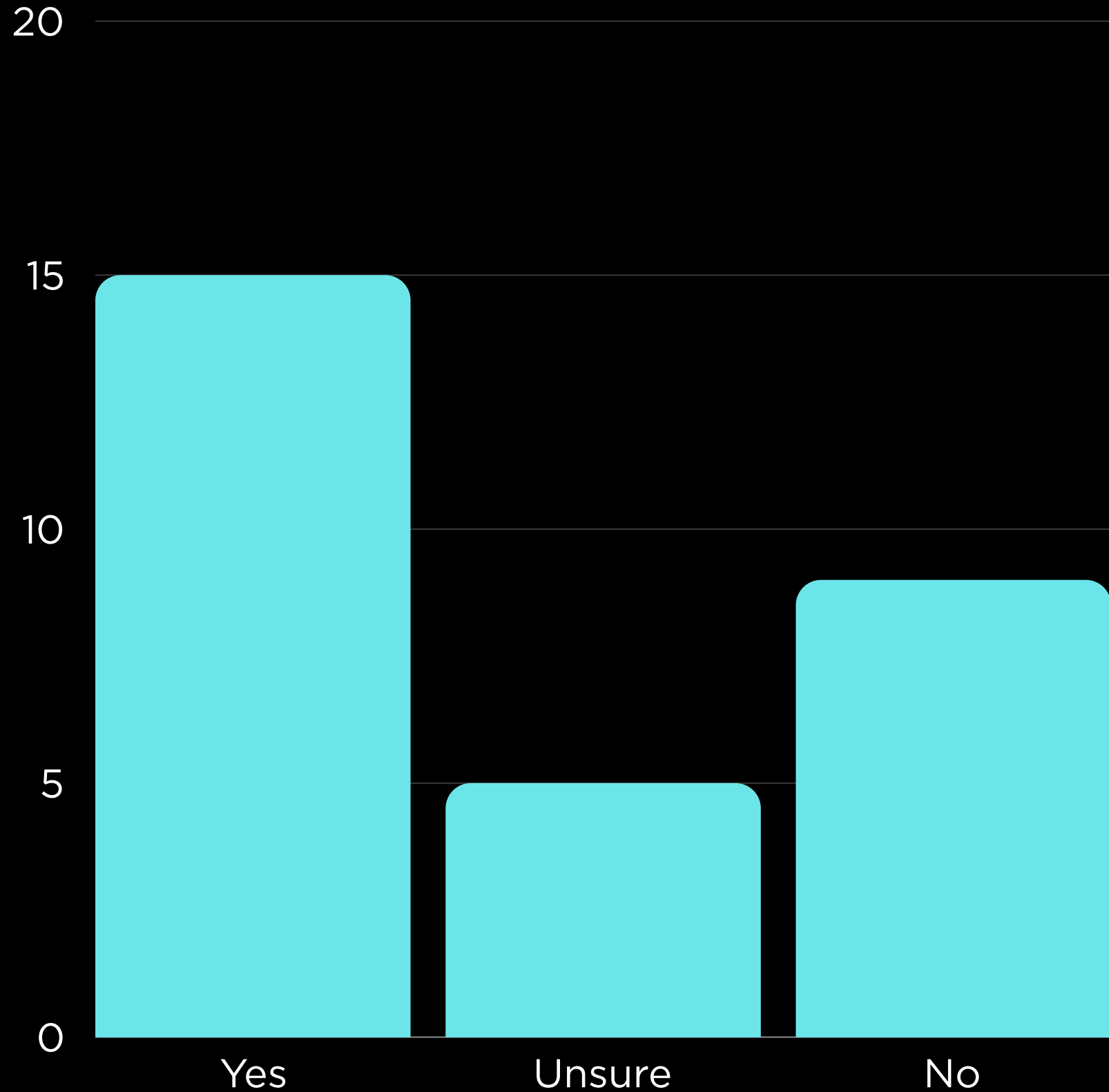


- **Balanced Approach:** 17 prioritize both engaging new volunteers and improving development equally.
- **Volunteer Engagement:** 7 focus on engaging more volunteers.
- **Development Focus:** 6 highlight improving existing volunteer programs.



Strategic Planning in Associations/Clubs

■ Strategic Plan



- **Strategic Planning Gaps:** Many clubs lack a clear strategic plan, highlighting a need for guidance.
- **Opportunity for Growth:** Supporting clubs in developing plans can strengthen their long-term success.
- **Balanced Distribution:** Varied levels of planning suggest differing strategic priorities across clubs.



Softball Australia: Key Community Feedback

1

Leadership Reform:

Need for fresh ideas and inclusive voting in leadership.

2

Grassroots Growth:

Re-engage schools and expand volunteer support

3

Regional Balance: Equal support for all regions and uniform junior rules.

4

Promotion: Better national promotion of softball achievements.



Thank You!

