



Strategic Plan

Porirua City United Softball Club Inc.

2010

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PORIRUA CITY UNITED SOFTBALL CLUB

STRATEGIC PLAN

Introduction

The aim of this strategic plan is to provide focus for the Porirua City United Softball Club Inc (PCU) for the next 3 – 5 years so that we can plan in a systematic and organised manner. This is to ensure our continued existence, development, and advancement along with the promotion and provision of softball within Porirua.

The plan provides PCU with a framework and will ensure action around a number of key function areas, including:

- Signalling to all stakeholders the future plans of the Club;
- Identifying those areas which need particular attention during the planning period to help ensure continued success;
- Guiding management and operational planning activities including priority setting, resource allocation, performance monitoring processes; and
- Setting goals and targets against which the Club can report to their members and other stakeholders.

Background

The Club was formed in 1987 with the amalgamation of the Porirua Softball Club and Titahi Bay United Softball Club. In its early years the Club was relatively successful placing second in its inaugural year at the NZ Softball Club nationals (second tier). More importantly the Club experienced great community support reflected in the 16 senior teams and an equal number of school children's teams.

Unfortunately over the next 12 or so years the interest, success and numbers dwindled. In about 2000, the Club, with only one senior men's team playing Premier 2 and a couple of children's teams, made a decision to begin a methodical rebuilding of the Club. This would involve increasing our player

base through our school children and advance them through the grades. It was decided that quality coaching was the key as opposed to out and out numbers. A number of other Clubs in the region had large numbers of school children playing but no quality coaches or a systematic system of developing players.

Over the intervening years the Club has developed a strong and loyal family atmosphere within the Club. We have also developed Porirua based players through the grades so that we now boast 8 senior teams and 10 school children’s teams. The Club was the first Club outside of Wellington City to win the Wellington Softball Association (WSA) Premier Men’s competition. We have also won the WSA overall Club of the year award. In 2007 the Club was the winner of the Wellington Airport Regional Community Awards in the Sports & Leisure category. In this same year, Bob Hutchinson (past President and Club Captain) won the Porirua Community Trust – Porirua Sports Administrator of the Year.

Most importantly however is the success of the young players that are progressing through the grades. We now boast at having representative players at New Zealand level from the Black Sox and Junior Black Sox levels. PCU players are regulars in both WSA and Western Bays representative teams. Over the past 5 or so seasons, at least a third of PCU school children attain representative honours.

Strengths and weaknesses

Strengths	Weaknesses
<ul style="list-style-type: none"> • Large population of young people in Porirua • Quality youth teams and player depth • Representative on Western Bays Junior Advisory • Only Premier 1 team in Porirua 	<ul style="list-style-type: none"> • Limited administrators available • Limitations of Porirua Park • No Clubrooms – use RSA • Limited funding options – reliant on grants

<ul style="list-style-type: none"> • Good quality coaching – representative coaches • Good community support • Financially adequate – on-going support from MCGT 	
<p>Opportunities</p> <ul style="list-style-type: none"> • To tap into youth resource of Porirua • Collaborate with locals schools and Colleges to promote game and increase teams • To increase coaching competences • Partnerships with stakeholders – MCGT, Porirua City Council, RSA • Improve Trust Porirua Park facilities • Promote tournaments 	<p>Threats</p> <ul style="list-style-type: none"> • Players being lured by other Clubs (either financially and/or opportunity to player higher grade) • Reduction in funding and limited opportunities to raise money • Cost of game limits opportunity to attend tournaments

Our Future

Vision:

Porirua City United Softball Club's vision is to be the number one softball Club in Porirua, Wellington and New Zealand in respect to promotion of the sport, administration, and results.

Mission:

PCU will foster the participation of Porirua residents, young and old, and of varying skills in the healthy sporting past-time of softball. We will encourage sportsmanship, team building, and individual growth and add to the health of the Porirua Community.

Values:

Porirua City United Softball Club is committed to the provision of safe social and competitive opportunities for all members. It aims to provide all members with fair competition and access to opportunities to meet their full potential.

Membership

PCU's aim is to retain current membership and increase total membership through the promotion in the community including primary and secondary schools and industry. Our aim is to have a balance between social and premier teams as social players add value and experience to the Club.

Quality Business Management

PCU will manage the Club, including managing the risks of conducting Clubs activities, in a competent and accountable manner and in accordance with our Constitution. The Club will continue to be an Incorporated Society and affiliated to the Wellington Softball Association and New Zealand Softball Association.

Maintain Financial Viability

We will competently and accountably manage the Clubs finances including seeking further opportunities for sponsorship, fundraising and grants and ensuring the long-term financial viability of the Club.

We will continue to foster the relationship with our key sponsors and stakeholders such as Mana Community Grants Trust, the Porirua Returned Services Association, NZ Community Trust and Porirua City Council.

People Management

To effectively recruit, train, retain and recognise Club committee members, coaches and other Club volunteers. To provide effective mentoring to our younger players.

Facility Management

To effectively manage, maintain and upgrade current Club facilities in conjunction with WSA and Porirua City Council to make them the leading softball facilities within Wellington.

Marketing/Promotion

PCU will continue to create a positive awareness within the local community of the Club's activities through marketing, our website, promotion and publicity initiatives.

Quality Coaching and Training

We will continue to develop and provide opportunities for all members to reach their potential by providing quality coaching, mentoring and management.

Strategic Intentions

Our continued strategic intentions include:

- to be the leading softball club in New Zealand with regards to playing results and representative players
- to be a leading sports club within the region and add value and pride to the Porirua community
- to continue to provide an opportunity for both youth and adults in our region to participate in the game of softball – we cater for all levels of ability
- to provide a structure to support the advancement of all players through the grades to reach their potential
- to provide a structure and training opportunities for coaches and administrators to develop their skills and reach their potential
- to work with the Wellington Softball Association and Porirua City Council to develop our home ground at Trust Porirua Park to be a leading softball facility in the region (including additional diamonds and lighting)
- to provide good communication to club members and the public through the media and our website

- to work with local primary schools in assisting them having school based teams playing out of PCU in the Western Bays school children's competition
- to promote and host a Premier 1 (and 2) tournament
- to promote and host a school children's tournament – U15 boys and girls
- to offer the opportunity for local industry to enter a social softball team through PCU
- to re-establish community league competition

Club Operational and Task Plan (to be completed following AGM)

Strategy	Task	By When	By Who	Completed
Administration and financial	<ul style="list-style-type: none"> • Identify which coaches and committee members will be available and/or returning next season • Target senior players as prospective administrators or committee members • Create a job description for all positions (possibly access SPARC or Sport Wellington) • Ensure well structured and timely meetings • Link where possible with other community and sports groups to share and utilise expertise and resources • Link with Porirua RSA about use of facilities and proposed activities • Capture contact details of all members including school children for communication purposes • Assess potential expertise within our Club e.g. parents • Prepare annual budgets and request all quotes for grant applications • Provide monthly updates to Chairperson and committee • All expenditure to be approved by Treasurer and President • Set team fees – unfinancial players will not be permitted to play unless suitable arrangements are made • Apply for grants 		<p>Treasurer</p> <p>Treasurer</p>	

	<ul style="list-style-type: none"> • Liaise with main stakeholders about coming activities • Key person to regularly liaise with Porirua Council Grounds Manager • Key person to regularly liaise with local media – Kapi-Mana, Porirua News, radio? • Prepare and return statements and letter of thanks to Trusts that have provided grants • Investigate possible sponsorships and fundraising opportunities • Notification of AGM – public notice • Re-apply for web site domain name • Prepare Annual Report including financial statement of accounts and team reports • Notify WSA of proposed teams for coming season and complete their administration requirements • Organise mid-season fundraiser social • Organise fundraising events – sausage sizzle, hangi, Club raffle • Organise end of year prize-giving – children • Organise end of year prize-giving – senior • Maintain website • Investigate opportunities to assist representative players 	Before AGM	President and Treasurer	Have seen MCGT and PCC. To see RSA
On the Diamond	<ul style="list-style-type: none"> • Identify which players and coaches will be returning next season • Identify players with ability to advance to higher grade 			

	<ul style="list-style-type: none"> • Call for nomination of coaches, managers etc. • Ascertain likely tournaments for coming season and seek appropriate quotes for grant applications • Appoint coaches and managers • Facilitate coaching course for all new coaches and those stepping up to next level • Facilitate a player forum to ensure all players are aware of the committee and Club's vision, mission and current position • Organise pre-season training and trials • Use profile players to promote Club and training • Organise Premier 1 & 2 tournament. Potentially in partnership with another Club within region • Organise a school children's tournament – U13 boys and girls? • Liaise with targeted schools to provide a 'school based' team(s) • Liaise with local industry offering opportunity to have a social team playing out of PCU 			
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