



HOMEPLATE LADDER

Softball Club and Association Recognition Program

INTRODUCTION

Homeplate Ladder is Softball Australia's club and association recognition program established to recognise clubs and associations for implementing best practise governance, management as well as membership growth and retention.

The Homeplate Ladder Program commenced in 2016/17 with 16 associations awarded with Homeplate status.

The following outlines the 2017/18 Homeplate Ladder program with recommended changes based on feedback received and describes how and when it will be implemented.

OBJECTIVES

- Invite the participation of clubs to the program and encourage associations to strive towards improving their position from last year.
- Continue to encourage associations and clubs to implement best practises, meet National Affiliation Standards, achieve membership growth and other requirements we have recognised as important elements for clubs and associations to be successful.
- Identify and recognise affiliates for the successful management and running of their association and club.
- Continue to monitor trends, rules and regulations as well as identify needs within clubs and associations and implement criteria to satisfy these requirements each year.

RECOMMENDED CHANGES

- Adding more tangible recognition for achieving Homeplate status, the ultimate recognition under this program.
- Providing further opportunities to achieve points through delivering courses for accreditation, upskilling of volunteers and implementation of conversion strategies in addition to the regular avenues.
- Restructuring the points gained from the completion of the National Affiliation Standards Checklist to enable clubs and associations to receive a point for each standard met as well as an additional 5 bonus points once all standards are met.
- Naming the first tier of the program

PROGRAM OUTLINE

- The next phase of the Homeplate Ladder Program will commence in August 2017 with clubs to be included from this point onwards.
- The program will recognise Softball clubs and associations that have met each National Affiliation Standard, completed a Health check in the past three years, implemented an action plan, registered to Homeplate, delivered National programs such as Sporting Schools, Softball Batter Up and Social 7s, have achieved real membership growth, retained a majority of its membership base as well as providing courses for accreditation and implementing strategies to convert participants into registered members.
- A points system will be utilised to recognise the achievements of clubs and associations nationally. This is outlined in detail below, in table 1.
- A ladder will be established highlighting the Top achieving Associations Nationally and the Top achieving Associations by State based on having met the above requirements.
- Associations/Clubs will be categorised into 4 categories, **At Bat** for achieving 0-29 points (clubs) and 0-39 points (associations), **On Base** for achieving 30-50 points (clubs) and 40-60 points (associations), **Going for Home** for achieving 51-80 points (clubs) and 61-99 points (associations) and **Homeplate** for achieving 81 points (clubs) and 100 points (associations).
- Information will begin to be gathered in August 2017 and the Homeplate Top Scores will be published twice, once at the end of April 2018 as a progressive Ladder and a Final Ladder will be published in August 2018 via Homeplate News, Homeplate website, Softball Australia website, Member State websites, and through social media.

How points are awarded

(Table 1)

ACHIEVEMENTS	POINTS	EXPLANATION
Achieve genuine membership growth	10 points (Membership growth of 1-5%)	Associations and clubs will receive points for achieving membership growth from FY2016/17 to FY2017/18. The FY16/17 period will include members registered online for the 2016/17 Summer Season and the 2017 Winter season. These numbers will be compared to the FY2017/18 period which will include members registered for the upcoming 2017/18 Summer Season and 2018 Winter Season up until 30 June 2018. Key Facts - To receive points for membership growth, associations need to have started the FY16/17 season with a minimum of 50 members. (This restriction doesn't apply to clubs) - Members that have transferred from another association or club will not be counted. - Membership registrations not completed by 30 June 2018 will not be counted, so clubs and
	20 points (Membership growth of 6-10%)	
	30 points (Membership growth of 11-19%)	
	40 points (Membership growth of 20% or greater)	

		associations should encourage registrations to be completed at the start of the season.
Member retention	20 points for retaining 100% of total membership from FY 2016/17	This applies to total membership retained by the club or association from FY 2016/17 to FY 2017/18.
Meet all National Affiliation Standards	5 points for completing the National Affiliation Standards checklist 1 point for every standard met Bonus 5 points when all standards are met	To achieve the maximum points, associations and clubs must have completed the National Affiliation Standards checklist, successfully met all 15 standards by 30 June 2018 and information has been verified by either Softball Australia or the respective State Association to be correct. (Once all standards are met, clubs and associations must resubmit their National Affiliation Standards Checklist to claim the 5 bonus points).
Develop and implement an action plan	15 points	Developed and implemented an action plan based on key actions highlighted in the ASC Club Health Check report or equivalent. To be verified by Softball Australia or State Association Coordinator or equivalent staff in respective State. (Associations and clubs must provide a copy or a detailed description of the plan and actions completed via email to clubdevelopment@softball.org.au or to your State Association Coordinator.
Deliver a National Participation Program	10 points per participation program (Max 30 points)	10 points will be awarded for each official (registered) National Participation program delivered from 1 July 2017 – June 30 2018. (Not entitled for one off days).
Complete ASC Club Health Check or equivalent	5 points	ASC Club Health Check or equivalent completed in the past 3 years.
Register to Homeplate	5 points	Registered to Homeplate by June 30 2018.
Conversion strategies	10 points per conversion strategy (Max 30 points)	Successfully implement a conversion strategy to convert participants into registered members. Each strategy must be verified by either Softball Australia or the respective State Association or by providing evidence of the strategy being implemented such

		as photos, video or written material.
Courses for accreditation	<p>10 points per accreditation course delivered (Max 30 points)</p> <p>Clubs will receive 10 points for attendance and accreditation of their members of 2 or more for each course completed. (Max 30 points)</p>	<p>From 1 August 2017, 10 points will be awarded for each coaching, scoring or umpiring accreditation course delivered by an association up to a total of 30 points.</p> <p>Clubs will receive points for 2 or more members completing an accredited coaching, scoring or umpiring course.</p>
Volunteer training	<p>10 points per volunteer training course completed (Max 30 points)</p>	<p>From 1 August 2017, 10 points will be awarded for each volunteer training course completed. (Clubs and associations must provide a Certificate of completion to verify).</p>

Recognition and Incentives

<p>Homeplate status</p> <p><i>81 points and above for clubs</i> <i>100 points and above for associations</i></p>	<ul style="list-style-type: none"> - Clubs and associations will be recognised on the Homeplate Ladder of top achieving associations and clubs nationally and by State. - Clubs and associations will receive a certificate from Softball Australia recognising them for achieving Homeplate Status. - Receive a personalised letter from Softball Australia signed by the CEO congratulating the Club or Association on their achievements. - Clubs and associations will have their success story published in Homeplate News. - A fence banner recognising the club or association on their achievement of Homeplate status in 2018. - Receive a special 2018 Homeplate recognition logo for clubs and associations to use on online platforms and promotional material to advertise your club or association as being recognised by Softball Australia with Homeplate Status.
<p>Going for Home status</p> <p><i>51-80 points for clubs</i> <i>61 – 99 points for associations</i></p>	<ul style="list-style-type: none"> - Clubs and associations in this category will be recognised on the Going for Home Ladder of top achieving clubs and associations nationally and by State.
<p>On Base status</p> <p><i>30-50 points for clubs</i> <i>40-60 points for associations</i></p>	<ul style="list-style-type: none"> - Clubs and associations in this category will be recognised on the On Base Ladder of top achieving associations nationally and by State.
<p>At Bat status</p> <p><i>0-29 points for clubs</i> <i>0-39 points for associations</i></p>	<ul style="list-style-type: none"> - No further incentives for 'At Bat' status