

# Ontario Amateur Softball Association

## Strategic Plan

2025 – 2030



## Table of Contents:

Vision	Page 3
Mission Statement	Page 3
Operating Principles	Page 3
Values	Page 3
Pillars of the Plan	Page 4
Pillar 1: Organizational Effectiveness	Page 4
Pillar 2: Growing the Game	Page 4
Pillar 3: Driving Performance	Page 4

## **Vision:**

*Develop and maintain the sport of male softball in the Province of Ontario.*

## **Mission Statement:**

*The Ontario Amateur Softball Association (OASA) is to be recognized as the preeminent developmental body for male softball in Ontario.*

*The OASA will provide male softball players in Ontario opportunities to develop and maintain their skills by delivering innovative, quality programs and services.*

## **Operating Principles:**

- *Use the LTPD and Athlete Development Matrix (ADM) framework as a guide*
- *Coordinate, organize and give structure to the game of softball for males of all ages in Ontario*
- *Promote the game of softball year-long*
- *Design competitions and programs to increase the growth and development of the sport and meet the needs of the participants*
- *Provide both recreational and competitive streams to support softball's sustainability in communities*
- *Be willing to change and be flexible to achieve results*
- *Use open, effective communication to encourage collaboration*
- *Respect all differences and support others within the sport*

## **Values:**

*To provide a safe, inclusive, respectful, and fun environment within our game for volunteers, coaches and our athletes.*

## **Pillar 1: Organizational Effectiveness**

*Increase alignment of OASA operations with Softball Ontario and its member associations.*

### **Strategic Goals:**

1. Develop and deliver standardized reports.
2. Capture and deliver full registration data.
3. Confirm the marketing and communications resource and plan.
4. Confirm the complaints and issues management process aligns with Softball Ontario.

## **Pillar 2: Growing the Game**

*Promote the success of OASA athletes and coaches. Provide support to member teams, leagues, players and staff to increase awareness and participation.*

### **Strategic Goals:**

1. Incentivize unsanctioned, unaffiliated softball leagues and/or teams to affiliate with OASA.
2. Proactively increase the promotion of positive softball experiences.
3. Promote the success of OASA athletes and teams at the national and international levels.
4. Provide greater support to Ontario affiliated clubs/leagues to help them grow the game.
5. Promote the SO CanPitch program through OASA social media channels.
6. Promote SO NCCP Coaching clinics and accreditations through OASA social media channels.
7. Develop and maintain a graduated NCCP coaching certification requirement as coaches move up in each age classification.
8. Identify potential indigenous groups to affiliate with OASA.
9. Research non-Ministry funding alternatives.

## **Pillar 3: Driving Performance**

*Provide opportunities for all members to develop and enhance their skill levels to optimize their results.*

### **Strategic Goals:**

1. Provide opportunities for at least 3 teams in each age group from U15 to Senior Men to participate in Canadian Championships.
2. Encourage and offer development camps in Ontario for players vying for positions on the Men's U18, U23 and Senior Men's National teams.
3. Offer provincial championship tournaments in every age group from U11 through Senior Men.
4. Identify potential Competition Development level coaches within the province.
5. Review and establish NCCP coaching standards for each level of play in OASA.