



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 and recognises the top 20 Clubs and Associations nationally.

In 2018/19, 22 Clubs and Associations achieved the ultimate recognition of Homeplate status, with Mackay Softball Association and Strikers Softball Club becoming Homeplate Ladder champions respectively.

The following outlines the 2019/20 Homeplate Ladder program which will have a bigger focus on increasing membership and participation this year.

OBJECTIVES

- Continue to encourage Associations and Clubs to implement best practises, meet National Affiliation Standards, attract new participants, achieve membership growth and retention 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.

CHANGES IN 2019/20

- Points will increase from 10 to 25 for Clubs and Associations that deliver a registered [Fully Loaded Softball](#), [Softball Batter Up](#), [Social 7s](#) or [Sporting Schools Program](#). Clubs and Associations will also receive 10 bonus points for registering 50 or more participants in either program.
- Clubs and Associations that register and deliver all the above-mentioned National participation programs by June 30, 2020 will receive an additional 10 bonus points.

PROGRAM OUTLINE

- The 2019/20 Homeplate Ladder Program will commence in September 2019.
- 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 Fully Loaded Softball, Softball Batter Up, Social 7s and Sporting Schools, have achieved real membership growth, retained a majority of its membership base, implemented inclusive practices 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 four categories, **At Bat** for achieving 0-29 points, **On Base** for achieving 30-50 points, **Going for Home** for achieving 51-80 points and **Homeplate** for achieving 81 points or more.
- Points will begin to be accrued from September 2019 for requirements completed from July 1, 2019 – 30 June 2020.
- Information will begin to be gathered in September 2019 and evidence of requirements completed can also be submitted by Association and Clubs to clubdevelopment@softball.org.au
- The Homeplate Top Scores will be published twice, once at the end of April 2020 as a progressive Ladder and a Final Ladder will be published in August 2020 via Softball Insider, 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	<p>10 points (Membership growth of 1-5%)</p> <p>20 points (Membership growth of 6-10%)</p> <p>30 points (Membership growth of 11-19%)</p> <p>40 points (Membership growth of 20% or greater)</p>	<p>Associations and Clubs will receive points for achieving membership growth from FY2018/19 to FY2019/20. The FY19/20 period will include members registered online for the 2019/20 Summer Season and the 2020 Winter season and compared to the number of members registered in FY2018/19.</p> <p>Key Facts</p> <ul style="list-style-type: none"> - To receive points for membership growth, Associations need to have started the FY18/19 season with a minimum of 50 members. (This restriction doesn't apply to clubs)

		<ul style="list-style-type: none"> - 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 Associations should encourage registrations to be completed at the start of the season. (Membership growth data will be obtained from Sports TG database and then verified with Member State).
Member retention	20 points for retaining 80% of members from the FY2017/18 season	This applies to total membership retained by the Club or Association from FY 2017/18 to FY 2018/19. (information will be obtained from Sports TG Membership database)
Meet all National Affiliation Standards	<p>5 points for completing the National Affiliation Standards checklist</p> <p>1 point for every standard met</p> <p>Bonus 5 points when all standards are met</p>	To achieve the maximum points, Associations and Clubs must have completed the National Affiliation Standards checklist, successfully met all 15 standards by 30 June 2019 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 Member 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)
Deliver a National Participation Program	<p>25 points per National participation program</p> <p>Bonus 10 points for 50 or more participants registered in either National Program.</p>	25 points will be awarded for each official (registered) National Participation program delivered from 1 July 2019 – 30 June 2020 including Fully Loaded Softball , Softball Batter Up , Social 7s and Sporting Schools . (Not entitled for one off days).

	An additional 10 bonus points for Clubs and Associations that register and deliver all 4 National Participation programs by 30 June 2020.	
Complete Sport Australia Club Health Check or equivalent	5 points	Sport Australia Club Health Check or equivalent completed in the past 3 years.
Register to Homeplate website	5 points	Registered to Homeplate by 30, June 2020.
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 to clubdevelopment@softball.org.au
Courses for accreditation	10 points per accreditation course delivered (Max 30 points) Clubs will receive 10 points for attendance and accreditation of their members for each course completed. (Max 30 points)	From 1 July 2019, 10 points will be awarded for each coaching, scoring or umpiring accreditation course delivered by an Association up to a total of 30 points. Clubs will receive points for members completing an accredited coaching, scoring or umpiring course.
Volunteer training	10 points per volunteer training course completed (Max 30 points)	From 1 July 2019, 10 points will be awarded for each volunteer training course completed. (Clubs and Associations must email a Certificate of completion as verification to: clubdevelopment@softball.org.au)
Inclusion	10 points per Inclusion practise implemented (Max 30 points)	From 1 July 2019, points will be awarded to Clubs and Associations that can demonstrate inclusive practises, or initiatives implemented that has enabled the

		<p>participation of new or disadvantaged groups. Some examples may include;</p> <ul style="list-style-type: none"> - Appointing a welcoming officer to make the Club or Association easy to join and make new members feel welcome - Run a come and try day for targeted groups such as people with a disability, CALD, Indigenous, LGBTIQ, women and children, Seniors - Implemented a low cost, accessible and easy to play program for targeted groups such as people with a disability, CALD, Indigenous, LGBTIQ, women and children, seniors - Improved access to facilities such as wheelchair access, ramps, wide doors, accessible change rooms - Adopted flexible or relaxed rules to accommodate new groups - Offer flexible payment options - Relaxed uniform policy - Easy to read signage <p>Evidence of inclusion strategies implemented such as photos, video or written material must be emailed to clubdevelopment@softball.org.au</p>
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Recognition and Incentives

<p>Homeplate status</p> <p><i>81 points and above</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.
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	<ul style="list-style-type: none"> - Clubs and Associations will have their success story published in Softball Insider and Softball Australia website/Social Media channels. - A fence banner recognising the Club or Association on their achievement of Homeplate status in 2020. - Receive a special 2020 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.
Going for Home status <i>51-80 points</i>	<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.
On Base status <i>30-50 points</i>	<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.
At Bat status <i>0-29 points</i>	<ul style="list-style-type: none"> - No further incentives for 'At Bat' status