



BARNE- og UNGDOMSKOMITEEN

PARTICIPANT **LONG TERM DEVELOPMENT PLAN**

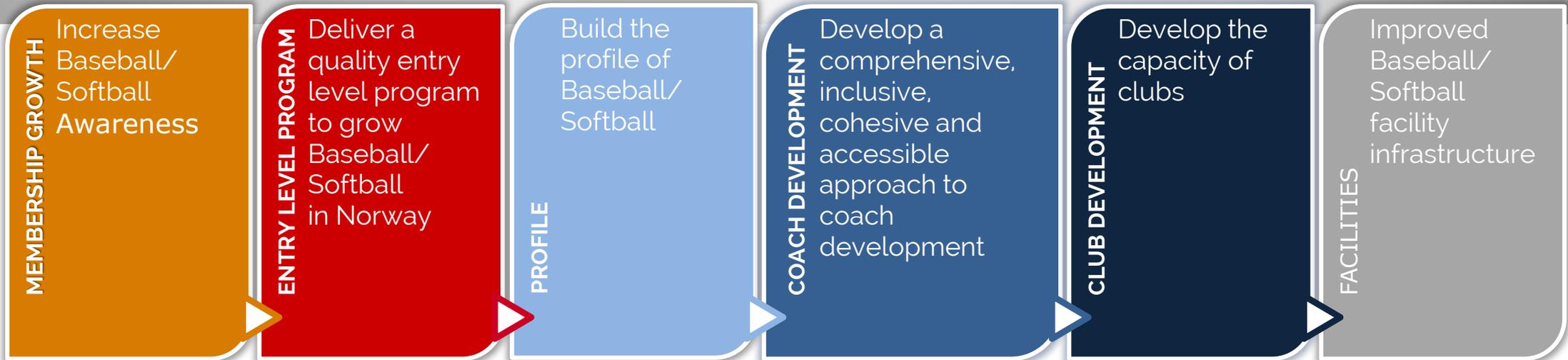
ADVANCING NORWEGIAN BASEBALL
2019 – 2023 | UPDATED OCTOBER 2018

SUMMARY PLAN | OCTOBER 2018



STRATEGIC PLAN FRAMEWORK

*'Establish Baseball & Softball
as a good sporting and lifestyle choice
in Norway.'*



MEMBERSHIP GROWTH

*‘Increase
Baseball/Softball Awareness
In Norway.’*



- Promote Little League as best “community” based program in Norway.
- Maximize access to Baseball/Softball in schools.
- Grow female participation and opportunities in the sport.
- Build organizational capacity within club network
- Provide opportunities for all abilities, ages, cultures, languages (Flyktninger) with extra focus on females and people with disabilities (Challenger Division)

BASEBALL/SOFTBALL EXPANSION PLAN (BEP)



- **Market baseball/softball in new regions e.g. Sandefjord, Larvik, Tønsberg. These cities all have a population of 40.000-50.000 inhabitants.**
- **Contact kommune, schools and other local sports clubs.**
- **Organize Come and try days.**
- **An annual baseball/softball day, organized by all clubs at the same day, marketed by NSBF.**

DELIVER A QUALITY ENTRY LEVEL PROGRAM



- Position SlåBall 2.0 as the best “introductory” sporting program in Norway.
- Develop a national (primary) school program to be released in 2019.
- Educate the teachers to become instructors.
- Get schools to compete against one another in an “interschool” tournament/competition.

PROFILE BASEBALL/SOFTBALL

*'Increase the public profile
Baseball/Softball
In Norway.'*



- **Develop and implement a simple and user-friendly Marketing Plan to create a publicly recognized product / profile.**
- **Corporate Softball Tournaments.**
- **Design a media kit registration form.**
- **Social media campaign.**

SUSTAINABLE LITTLE LEAGUE

‘Building a strong competition is important for the development of young players.’



- NBLL , ESB and FSB games operations are strategically and operationally aligned.
- NBLL should be financial less dependent.
- Promote the NBLL as a Game, Player and Coach Development tool.
- Roll out one more regional league in the coming 3 years.
- Develop a comprehensive business development plan with responsible financial budgets and expectation.

COACH DEVELOPMENT

‘Coaching includes ensuring a positive experience for young people by providing a fun, stimulating and learning environment so that they build skills and a long term love of participating in Baseball/Softball’



- **Develop and implement clear pathways and training materials for current Coaches, Umpires and Scorers within the club.**
- **Improve coaching standards, increase capacity to support growth.**
- **Internal accreditation capacity.**
- **Learning is an active process - Learning is developmental - Learning is multi dimensional.**
- **Ongoing coach development opportunities, follow ups and resources available to members.**
- **Provide opportunities for all parents, older players and others to be introduced to coaching.**

CLUB DEVELOPMENT

‘Provide leadership & structure for clubs in the following key areas’



- **Club administration/finances.**
- **Coach development.**
- **Umpire development.**
- **Scoring development.**
- **Recruitment & retention:**
Clubs will be active participants in recruitment programs, higher recruitment percentages gained through activities by maximizing opportunities through coordinated / planned efforts.

IMPROVED BASEBALL/SOFTBALL FACILITY INFRASTRUCTURE



- 1 x suitable National League venue per capital Region/ Kommune.
- Generate greater influence at a commercial and political level.
- Develop and action a National Facilities Masterplan.

BASEBALL/SOFTBALL RETENTION



PARTICIPATION OBJECTIVES

STRATEGIES

Deliver Slåball to schools and clubs.

Coach development.

Build Baseball/Softball profile and awareness for both women/girls and men/boys.
Club development.

Volunteer development.

Work in collaboration with kommune to construct a 3 year development plan to provide a strategic and aligned focus of delivery.

Further develop Baseball/Softball integration and delivery of programs for women's Baseball/Softball.

Provide development officers with training, strategic planning development seminars and daily Support as required.

Identify culturally (new comers) populations to become involved in Baseball/Softball.

Develop new membership categories:
None playing members
Develop Social a League under Full Active Members.

An annual Baseball/Softball day.