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Dear Softball WA Valued Member,

On behalf of Softball WA, thank you for your support over the last 12 months. Your support significantly assists Softball WA's mission to grow the game of softball and provide opportunities for all. In addition, it enables the organisation to be an advocate for the needs of softball in Western Australia with the various levels of government and our national body, Softball Australia.

Without your support as a member, Softball WA would not have accomplished the following as a sport in the last two years:

- Provide on-going support and advice to grassroots clubs and associations with regard to governing and managing the sport.
- Travel to regional associations including our four main associations in the Pilbara and Bunbury.
- Revive the Junior State Championships to enable further competitive playing opportunities for junior members.
- Growth in individual membership from 3,179 in 2014/16 to 3,567 in 2015/16 to 3,678 in 2016/17.
- Launch a new Softball WA website and increase engagement across members through Facebook and monthly newsletters direct to members who are registered on the Sports TG database.
- Brokered a new arrangement with Healthway to support development activities for Affiliates.
- Obtained \$450,000 from the State Government for well-needed improvements and upgrades at the Mirrabooka International Softball Stadium.
- Grown partnerships for the sport with Newcrest Mining Limited and Edith Cowan University.
- Brokered a new arrangement with the WA Group Training Scheme for a Work for the Dole Program to assist the upkeep of the Mirrabooka International Softball Stadium.
- Host a successful Under 19 Women's and Under 15 Girls' National/Regional Championships.
- Secure the premium national softball event in the national calendar from 2018 – 2020, the Gilley's Shield (Open Women) and Under 15 Girls' National/Regional Championships which we anticipate will increase public interest and profile of softball in Western Australia.

The 2017/18 financial year is set to be a large year as we move into the second stage of our Strategic Plan for the sport. As such, we intend to achieve the following:



Department of
Sport and Recreation



- Work closer with affiliate clubs and associations to deliver new growth participation programs including Social 7's, Softball Batter-up and Sporting Schools.
- Provide more development clinics for Affiliates, on the back new Healthway funding.
- Implement a new Constitution that provides improved voting equity across the Softball WA membership.
- Undertake a regular annual member satisfaction survey to better understand the level of satisfaction of the services we provide and provide a forum of feedback for improvement.
- Deliver a successful National Championships whereby we can increase softballs' overall profile in the community and leverage off the revenue generated to enhance the sustainability of the organisation.
- Employ an additional staff member to improve the quality of service provided to affiliates and engage more events for Softball WA community to participate in.

Some of the common questions we get asked at Softball WA are:

- Where do our fees go?
- What do you provide?

Therefore we have created two documents ('Softball WA Financial Infographic 2017/18' and 'Softball WA – What we provide') to try and explain where the individual registration fees go and what we provide in return. On your review of these documents, I would like to point out a few items:

1. Softball WA is forecast to turnover \$1.15M in 2017/18
2. Of the forecast \$196,000 forecasted to be collected from Individual Registration Fees, just over \$108,000 remains with Softball WA for the purpose to provide administration staff and resources.
3. You will note that there is approximately \$384,000 forecast to Administration. This includes salaries and wages for the staff within the office to provide support, operate the programs and undertake the key roles and responsibilities.

Administration costs are offset by government grants, sponsorship and other revenue sources such as events. Securing the Open Women and Under 15 Girls' combined championships for the next three years is vitally important to enhance our other revenue streams and not rely on Individual Registration Fees. Our intention is to limit the costs on the grassroots in difficult economic conditions to maintain participation in this game we all enjoy.

Once again, thank you for your support over the last 12 months and I look forward to your continued support in 2017/18 and beyond as we try to achieve our vision to create a united softball community throughout the state.

Yours sincerely



Dean Burton
Chief Executive Officer