



Play Ball

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Softball Australia
 Suite 4 (Ground Floor)
 38 – 40 Prospect Street
 Box Hill VIC 3128
 Ph: (03) 9890 8200
 Fax: (03) 9890 8295
 Email:
tinika.vandort@softball.org.au

Australian Baseball Federation
 PO Box 10468
 Southport Business Centre
 Qld 4215
 Ph: (07) 5564 0144
 Fax: (07) 5564 0155
 Email:
peter.wood@baseball.org.au

EDITOR
 Tinika Van Dort - Play Ball MC

Corporate Sponsor



MLB Sizzler Pitch Hit & Run program



Year two of the Play Ball program has commenced and the objective of the program is to exceed the results achieved in year one. Our target for registered participants in year two is over 9,000 registered participants.

To assist in achieving this objective, the National Joint Management Committee (NJMC) is working diligently in seeking further resources to enhance the delivery of the program. This is being achieved by developing extra promotional resources such as posters and brochures to attract new participants to the program.

In addition, the NJMC are working to provide extra benefits back to the participants when they register in the program. Many of our competitors eg, Cricket and the AFL, provide competitive

promotional resources back to the participant, so it is our challenge to also provide our participants with value for money. Currently the program provides a MLB t-shirt and cap when participants register and we are negotiating to include a back pack and water bottle to complement these.

Our major sponsor, MLB, is currently conducting their very successful Road Show across Australia. I strongly recommend that all targeted areas link a 'Come and Try' day or event with the Road Show. The Road Show attracts thousands of participants / visitors and all are potential new registrations to the program. As an example, the Road Show is visiting Melbourne in September and will be stationed at the Royal Melbourne Show, where thousands of people will visit.



Finally, I wish to congratulate all the administrators / Development Officers for your efforts in year one of the program. We have faced many challenges and through hard work we have achieved some excellent results.

Year two will obviously bring further challenges and you can be assured that the NJMC is very supportive of all the areas in achieving the targets we have agreed upon.

Tinika Van Dort (Softball Australia) and Peter Wood (Australian Baseball Federation) are working co-operatively and they are always available to assist in supporting each of the targeted areas.

I wish to thank our major sponsors, MLB and the ASC for the continued funding and support of the Play Ball program.

Good luck to all parties in the program in year two and let us all work co-operatively towards increasing membership of both softball and baseball areas in Australia.

Neil Dalrymple
Chief Executive – Softball Australia

State Reports



Victoria

Victorian Baseball Association

The Victorian Play Ball program has been extremely busy over the last month as

the summer clubs put strategies into place for recruitment.

All indications from Come and Try / registration days show that targets are on track for registrations. Clubs met two months ago to plan strategies and those clubs who have put these strategies into operation have already seen positive results with 50 - 60 new players attending the club days.

Mulgrave Baseball Club, who has lacked numbers over the last few years, had 21 registrations from St Elisabeth's Primary School after working with Baseball Victoria with clinics at the school and a round robin day at the club ground. A further 20 new players were attracted from other schools.

The Bairnsdale Tee Ball Association has registered 130 new players representing nine schools in the district. The games are played on Saturday morning and recently visited the nine schools to present Pitch Hit and Run kits. The MLB caps and t-shirts will be the official team uniform for the teams.

Waverley Baseball Club has carried on the outstanding work from last year at the U8 and U10 age groups with 170 new registrations already recorded from ten local schools. A fantastic relationship has been built between the club and schools which will be of a long term benefit to both parties.

The Albury / Wodonga association conducted a Play Ball planning meeting last month and are already in planning for the start of their season in March. All other summer clubs are hard at work whether that be recruiting one extra team or 15 such as Waverley.

Grant Weir - Development Manager

Victorian Softball Association

At present VSA is discussing clinics and community tee-ball leagues with primary schools and prospective associations and clubs.

We have completed mail-outs in three new target areas and are helping with the up-keep of target areas already in the program. The new areas are Waverley, Knox and Geelong. Geelong was previously involved in the program, however they are setting up a satellite ground for kids that are too far from the league at their home grounds.

So far all primary schools in the above areas have had contact phone calls to establish a contact name in the school and they have received a letter advertising the clinics to be carried out in there area during terms three and four. Clinics have been booked for the school and are presently being carried out by qualified people in the Victorian system.

Another mail-out will be done at the beginning of the fourth term to advertise the community leagues in all three areas. The leagues will commence approximately at the beginning of November for six weeks of term four. There will be a break over the Christmas period and then the leagues will recommence for another six week period.

At present all clubs and associations are busy finding officials, coaches and umpires to help run and co-ordinate the competitions. A data base is being put in place that is generic through all target areas to help stream-line the feed of registrations which caused so many dramas in May / June. We are looking forward to the sun and some more intense tee-ball leagues.

Andy Bailey
Development Manager – VSA

South Australia



SA Baseball League

As many of you would now be aware Damien Norsworthy has left the position as Development Manager at the South Australian Baseball League.

My name is Josh Frick and I am the replacement until our new Development Manager has settled in to the role. I am the current Development Officer at the SABL after finishing a traineeship at the League last year. As a current player and coach, I am very enthusiastic about the Play Ball program and look forward to having a more active role.

Due to the overwhelming results from the program last year, Baseball SA this year was inundated with clubs wanting to be a part of the program. For this reason the South Australian Baseball League called for applications for the funding and resources with the plan to provide four clubs with resources to obtain a minimum of 200 registrations. The successful clubs showed the best initiative in increasing participation in the targeted area with the aim of creating a link to club level baseball.

The successful candidates included the East Torrens, Henley & Grange, Sturt and West Torrens Baseball Clubs. None of these clubs have been involved in the Play Ball program previously and are working hard to get the program started. These programs will be run at the club grounds and with a huge amount of support coming from committee members and coaches through to senior and junior players. With so much support we anticipate these programs will be a huge success.

The participating clubs are all looking at a school based program starting early in the fourth term. With all resources distributed to clubs they have begun clinics in schools and are beginning their competition early in the fourth term. There has been varying interest from schools but all clubs are confident they will achieve and exceed their desired outcomes.

Competitions in the country areas, being the Riverland and Mount Gambier, have begun and have been a great success with in excess of 500 participants. This has resulted in the strong possibility of new club formations in towns who previously were not involved in their respective baseball competitions.

SA Softball Association

The past few months have been quiet time for the softball portion of the program with regard to work in the schools, however all co-ordinators have been busy planning for term four.

Seacombe Softball Club has commenced working in the large Aberfoyle Hub Primary School, with clinics also booked for Braeview, Seaview Downs and Seacliffe Primary Schools. Schools in this area have also been invited to send their softball teams to Sunday pre-season training with the club.

The Hills Softball Association Co-ordinator, who is also the Associations President, commenced work in schools from early September. Following her good work in the Victor Harbor area, contact has been made with nearby Rapid Bay Primary School who is keen to become involved in a school competition when it is up and running.

Freeling Primary School, within the Gawler and Districts Softball Association has taken part in a softball competition. A new co-ordinator has been appointed

to this area and is currently contacting all local schools.

Di Wells -
SASA Development Program Manager



ACT

ACT softball / baseball program is in full flight with clinics, Aranda, Curtin, Lyneham, Jerrabomberra, St Peter & Paul's, Gilmore, Higgins, Miles Franklin Calwell, Theodore, Cranleigh Special School and more.



Jerrabomberra will be registering approximately 10 new teams in the summer competition in the near future - Hawker Primary School has three teams, Macquarie Primary School and Aranda Primary School will also have two to three teams.

Over 1,500 children have had exposure to the program during term three. We have two huge gala days planned on the 26th of September which is the last day of school - fingers crossed that the weather is kind on the day or there will be 550 disappointed gala day children.

Soon the proof will be in the pudding as leagues are now taking in registrations for the 2003 / 2004 season and both sports will hopefully reap the rewards from the Play Ball program.



Schools so far have been extremely happy with the clinics and we had a one page colour advertisement in the Canberra Times on the 29th of August promoting the start of the softball / baseball season. We are looking forward to the addition of the water bottle / back pack package to complement the existing program resources.

Roz Tumservic
Chief Executive Officer – Softball ACT



Northern Territory

The beginning of Year two is promising and gives indications of being a busy one. The third term began with clinics at three schools and culminated in 115 registrations at a carnival held on the 20th of August. More students would have participated in the carnival if extra transportation to the site had been available but we will bring the students that missed out to the next carnival. As it was, one school made two trips to ferry their teams back and forth!

The Blast Ball kits are wonderful... the younger children are 'having a blast'! The children really look forward to these events and would go from dawn to dusk if we let them...it is amazing the amount of energy they put on show.

Lachlan Burrows travelled to Mataranka for a three day 'Community Sport Project' that involved clinics with a number of other sporting codes and professional development for teachers and Community Sport and Recreation Officers. All up there were about 190 children, 20 teachers, 15 Community Sport and Recreation Officers and 11 Sport Development Officers.

Mickie Bell and Russell Nicholls held clinics during the 'Come Together Right Now' celebrations at Adelaide River (100 kms South of Darwin) on the 27th & 28th August. 15 small schools make up T.E.G.S. (The Top End Group School). A Commonwealth grant under the harmony banner enabled the schools to reinforce strong and positive influences that sport, art and culture have within the communities. There were approximately 250 - 300 students involved during the clinics.

Mickie Bell and Trish McGregor also spent three days (3-5 September) in the Peppimenarti and Daly River Communities, south west of Darwin conducting clinics for 40 participants in each area. Matt Turner, ISP Officer from Sport and Recreation, accompanied Mickie and Trish as the trip was part of the softball development initiative between NT Softball and the Office of Sport and Recreation NT. McGregor and Turner had previously made a trip east to Maningrida (20-22 August) to hold clinics for approximately 40 children.



A Team Effort - NT

The response to 21 letters sent to perspective schools at the end of second term has been overwhelming. More than half have been scheduled for clinics in the next three months and carnivals are already booked for the 24th September and 7th November. The inclusion of Carmel Godfrey to our existing volunteer crew of Mickie Bell, Lesley Scharnberg, Russell Nicholls and Ben Dyson has actually given baseball Development Officer, Lachlan Burrows some breathing space during our busy weeks!

Jeff Larson -
Play Ball Coordinator NT



Western Australia

Softball WA

Eight new clubs have registered since the July newsletter. I'm excited!!! Play Ball in WA is currently in phase one of a two-phase program.

The emphasis of phase one is the introduction to ages 5 - 8 of basic Tee ball skills. Field coaches at this level have been handpicked to ensure the correct amount of enthusiasm required will become infectious for all involved.

Play Ball in WA has for the months July and August visited 33 schools and conducted clinics for 793 children in the age group 5 – 8 years.

Success is measured in many ways. South Perth Baseball Club & Kelmscott Blues Softball Club registered with the program in order to set up a tee ball section for their clubs. Success has been achieved for both clubs.

Phase two will see Play Ball in WA enter the transitional stage. Again the emphasis will be on fun for the kids while

developing skills and the desire to move from tee ball to softball and baseball.

Play Ball in WA wishes to acknowledge and thank the "biggest kid of all" Stuart Johnson for his ongoing role in co-ordinating and coaching.

I would like to welcome all new members to the Play Ball program and thank all on Play Ball committee for their time and dedication to a great program.

Andy Ross -
WA Development Officer

Baseball WA

August has been a very busy month for Play Ball. Play Ball staff have visited 29 schools with over 1600 Year 1, 2 and 3 students having been given exposure to Tee ball to date.

Most clubs have experienced a rise in registrations as a result of the Play Ball program. We now have 11 clubs signed up to take advantage of the program.

I have just spoken to Canning Cougars Tee ball Club and they have recorded and extra 44 registrations as a result of the program, making it a 50% increase of their members! Wow!!!

We are now finishing up the school visits, and starting to prepare for the massive gala days that will be taking place early next year.

Stuart Johnson
Fielders Choice



NSW (Country)

Progress is being made with meetings between Country NSW Board members, Association Executives and Development Officers. The meetings are proving to be

a great way to get an understanding of the problems faced by the local groups while explaining to them the requirements of Play Ball.

When this newsletter goes to print we will have conducted meetings with Central Coast, Coffs Harbour, Armidale, Port Macquarie, Illawarra, Southern Highlands and Newcastle.

Due to the increase in players to those that have participated in Play Ball, there have been additional associations showing interest in running the program. Some areas are considering expanding the program to run separate competitions in different regions. This will see the number of participants increase in their areas with the possibility of extending the competition to include an inter-regional concept.

Armidale is participating for the first time and making good progress. The Development Officer will be spending a week in Armidale in term four to conduct clinics for the schools. The competition in Armidale will commence following this visit. Central Coast are again interested and may conduct the program in October and possibly again in February – March 2004.

Paul Fathers – CBNSW



Queensland

August and September has seen a number of clubs in Queensland conducting school recruitment clinics under the Play Ball program. Clubs such as Wests Baseball Club and Pine Rivers Baseball Club have had an excellent response with Wests gaining 60 new sign ons and Pine Rivers 40.

These two clubs have put a lot of time and effort into the program, Wests have

visited 24 schools in their area to date and plan to visit more prior to the commencement of the season.

To date, every club that has taken an active role in recruitment has seen a return for the effort they have invested. I would like to thank and congratulate the clubs involved in 'Play Ball' for their commitment to the program.

Winter ball clubs can expect to be offered the program soon as we will be visiting North Queensland and Lismore in February and March to conduct the program in these areas.

Gareth Jones –
QBI Development



In the Glove



Final Note

The next Play Ball newsletter will be distributed on Monday 24th November 2003.