



WBSC AFRICA STRATEGIC PLAN (2023-2028)

MESSAGE FROM THE PRESIDENT.

Dear Esteemed Members, Partners, and Supporters of WBSC Africa,

I am thrilled to share with you an exciting new chapter in our journey towards fostering the growth and excellence of baseball, softball and baseball5 across our diverse continent. Today, I am proud to introduce the WBSC Africa Strategic Plan for the years 2023 to 2028—a blueprint that will guide our efforts, shape our initiatives, and drive our collective impact.

As we embark on this path, I want to emphasize that our strategic plan is not merely a document, but a shared vision that unites us all in our commitment to advancing the sports we hold dear. It reflects the dedication and passion of every individual within our community and signifies our unwavering determination to create a lasting legacy for generations to come.

We envision a future where baseball, softball and baseball5 flourish in every corner of our continent—a future where athletes of all backgrounds have the opportunity to excel, where communities are united through the spirit of sport, and where Africa's presence on the global stage shines brightly.

Our strategic plan is a testament to the collective strength and unity of our association. Each member, each partner, and each supporter plays an invaluable role in the realization of our vision. It is through our shared commitment, dedication, and collaboration that we will transform these strategies into impactful actions and create a legacy that resonates across generations.

I am deeply honored to lead this remarkable journey, and I invite you all to join me in embracing the WBSC Africa Strategic Plan with enthusiasm and optimism. Let us work hand in hand, driven by our shared love for the game and our unwavering belief in its transformative power.

Thank you for your unwavering support, and I look forward to the exciting and fulfilling years ahead.

Sincerely,

Albert K Frimpong
President
WBSC AFRICA

Vision:

To position Africa as a leading continent in Baseball, Softball and Baseball5 by developing world-class athletes and providing access to high-quality facilities and training programs.

Mission:

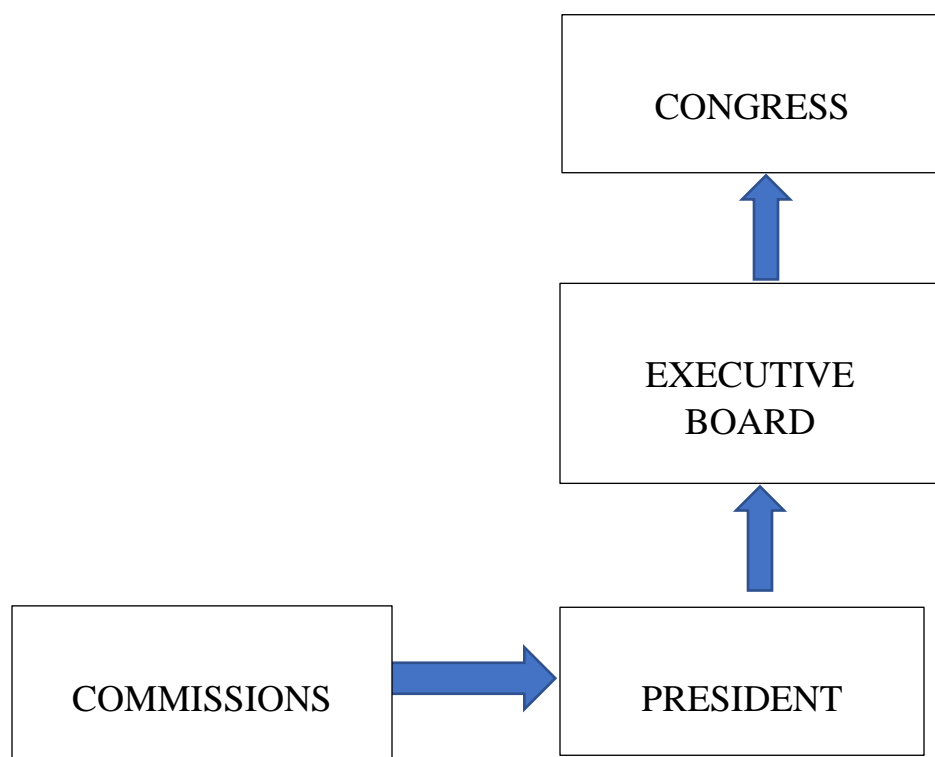
WBSC Africa is committed to advancing the sports of baseball, softball and baseball5 by fostering a culture of development, competition, and collaboration among member associations, athletes, coaches, officials, and stakeholders.

Objectives.

The main objectives of WBSC Africa are as follows but not limited to:

1. To promote, develop and increase participation in the Sports on the Continent.
2. To establish, organise and administer training, qualification, playing and development programs for Members Officials and Participants.
3. To adopt, administer, review, improve and enforce technical standards, rules and pronouncements and the administration of same, which are not inconsistent with the WBSC Documents.
4. To promote clean sport and the fight against doping through prevention and education and adhere to the World Anti-Doping Agency (WADA).
5. To promote and encourage the development of positive international relations.
6. To organise, sponsor and/or conduct WBSC Africa Events and Competitions.

Organization structure



WBSC AFRICA STRATEGIC GOALS.

Goal 1: Promote Participation and Development:

- Increase grassroots participation by developing youth-focused programs, school initiatives, and community engagement projects.
- Establish regional training centers to enhance coaching, player development, and umpiring skills.
- Collaborate with member associations to create a sustainable development pathway for athletes.

Goal 2: Elevate Performance and Excellence:

- Organize and enhance high-level continental tournaments for men's and women's baseball, baseball5 and softball.

- Invest in talent identification and development to elevate the competitiveness of African teams on the global stage.
- Foster innovation and research in coaching methods, sports science, and technology.

Goal 3: Strengthen Governance and Member Associations:

- Provide capacity-building programs for member associations, focusing on administration, governance, and strategic planning.
- Establish transparent and efficient communication channels among member associations.
- Promote good governance practices and ethical standards within member associations.

Goal 4: Enhance Marketing and Visibility:

- Develop a comprehensive marketing strategy to increase the visibility of baseball, baseball5 and softball across the continent.
- Leverage digital and social media platforms to engage fans, promote events, and share inspiring stories.
- Seek strategic partnerships and sponsorships to support the growth and promotion of the sports.

Goal 5: Foster Inclusivity and Diversity:

- Promote gender equity and inclusivity in all aspects of baseball, baseball5 and softball, from player participation to leadership roles.
- Collaborate with organizations and communities to create opportunities for underrepresented groups.
- Champion social responsibility initiatives that positively impact communities and the environment.

Goal 6: Build Strong International Relations:

- Strengthen relationships with other continental and global baseball and softball bodies.
- Participate actively in international conferences and meetings to share best practices and collaborate on common goals.
- Foster cultural exchange and cooperation among member associations and partners.

WBSC AFRICA STRATEGIES AND ACTION PLANS.

Goal 1: Promote Participation and Development:

- Develop a youth outreach program, targeting schools and communities, and providing equipment and coaching resources.
- Establish regional coaching and umpire training centers in collaboration with member associations.
- Create a continental development pathway with age-specific tournaments and talent identification programs.

Goal 2: Elevate Performance and Excellence:

- Organize biennial flagship tournaments for men's and women's baseball, baseball5 and softball, featuring top African teams.
- Implement a talent identification and athlete development program with coaching and sports science support.
- Collaborate with academic institutions and experts to research and implement innovative training methods.

Goal 3: Strengthen Governance and Member Associations:

- Conduct capacity-building workshops and seminars on governance, administration, and strategic planning.
- Establish an online platform for member associations to share resources, best practices, and information.
- Develop a governance and compliance toolkit for member associations to ensure ethical and transparent operations.

Goal 4: Enhance Marketing and Visibility:

- Create a comprehensive marketing plan, including branding, content creation, and event promotion.
- Launch an interactive and user-friendly website and social media channels to engage fans and share news.

- Identify potential sponsors and partners for continental tournaments and promotional activities.

Goal 1: Promote Participation and Development		Key performance indicator	Key performance indicator
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Goal 5: Foster Inclusivity and Diversity:

- Develop and implement programs that encourage and support the participation of women and marginalized groups.
- Collaborate with NGOs and community organizations to promote the benefits of baseball, baseball5 and softball.
- Launch sustainability initiatives, including tree-planting campaigns and environmental awareness projects.

Goal 6: Build Strong International Relations:

- Attend international conferences, such as the WBSC Congress, and participate actively in discussions and initiatives.
- Establish partnerships with other continental confederations for joint development programs and tournaments.
- Initiate cultural exchange programs and friendly matches with international teams to promote camaraderie and mutual learning.

WBSC AFRICA STRATEGIC PLAN MONITORING AND EVALUATION FRAMEWORK.

This Monitoring and Evaluation Framework provides a set of Key Performance Indicators (KPIs) for each goal and strategy outlined in the strategic plan. These KPIs are designed to help track the progress, effectiveness, and impact of the initiatives being undertaken to achieve the organization's objectives. Regular monitoring and evaluation of these indicators will contribute to evidence-based decision-making and continuous improvement.

Strategy 1.1	Develop a youth outreach program	Number of schools engaged in the youth outreach program	Participation rate in youth programs compared to the previous year
Strategy 1.2	Establish regional training centers	Number of regional training centers established	Percentage increase in coaching and umpire certifications
Strategy 1.3	Create a continental development pathway	Number of youth tournaments organized within the development pathway	Percentage increase in the number of young athletes participating in the pathway.
Goal 2: Elevate Performance and Excellence		Key performance indicator	Key performance indicator
Strategy 2.1	Organize flagship tournaments	Attendance and fan engagement during flagship tournaments	Performance improvement of African teams in international rankings
Strategy 2.2	Implement talent identification program	Number of identified talent prospects transitioning to national teams	Increase in athlete performance metrics and benchmarks
Strategy 2.3	Collaborate with experts for innovative training	Number of research partnerships established for innovative training methods.	Adoption rate of innovative training techniques by coaches and athletes
Goal 3: Strengthen		Key performance indicators	Key performance indicators

Governance and Member Associations			
Strategy 3.1	Capacity-building workshops	Number of member associations participating in capacity-building workshops.	Improvement in member association governance scores based on self-assessment.
Strategy 3.2	Transparent communication platform	Usage statistics of the online communication platform by member associations.	Feedback rating on the effectiveness of the communication platform
Strategy 3.3	Governance and compliance toolkit	Percentage of member associations implementing recommended governance practices.	Reduction in reported cases of governance-related issues
Goal 4: Enhance Marketing and Visibility		Key performance indicators	Key performance indicators
Strategy 4.1	Comprehensive marketing plan	Increase in social media engagement and followership	Growth in digital reach and website traffic
Strategy 4.2	Interactive website and social media channels	User engagement and interaction rates on the website and social media	Conversion rate of website visitors to engaged participants
Strategy 4.3	Sponsorship and partnership acquisition.	Number of new sponsorships and partnerships secured	Value of sponsorship and partnership deals

Goal 5: Foster inclusivity and diversity		Key performance indicators	Key performance indicators
Strategy 5.1	Programs for women and marginalized groups	Participation rate of women and marginalized groups in tournaments and programs.	Feedback from participants on the impact of inclusivity initiatives
Strategy 5.2	Community engagement initiatives	Number of community engagement events organized.	Measurable positive impact on targeted communities.
Strategy 5.3	Sustainability initiatives	Number of sustainability projects implemented	Environmental impact assessment of sustainability initiatives
Goal 6: Build Strong International Relations		Key performance indicators	Key performance indicators
Strategy 6.1	Active participation in international conferences	Number of international conferences attended and contributions made	Collaborative agreements or partnerships established as a result of conference participation
Strategy 6.2	Continental and global collaborations	Number of joint development programs or tournaments with other continental confederations	Increase in cross-continental collaboration initiatives.
Strategy 6.3	Cultural exchange and friendly matches	Number of cultural exchange programs and friendly matches	Feedback from participating teams on the impact of cultural

		conducted	exchange

Goal 1: Promote Participation and Development		Key performance indicator	Key performance indicator	Budget allocation
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Monitoring and Evaluation:

The association shall:

- Conduct regular progress reviews and assessments to measure the impact of initiatives and make necessary adjustments.
- Seek feedback from member associations, stakeholders, and participants to ensure the strategic plan remains relevant and effective.

Budget and Resource Allocation:

Please note: This is a proposed budget allocating resources to each goal, strategy, and action plan in the Strategic Plan. The actual budget will require detailed financial planning, consultation with relevant stakeholders, and consideration of factors such as inflation, currency fluctuations, and unforeseen expenses.

WBSC Africa shall endeavor to secure funding through sponsorships, grants, and partnerships to support the implementation of initiatives, and ensure efficient resource management and transparency in financial operations.

Strategy 1.1	Develop a youth outreach program	Number of schools engaged in the youth outreach program	Participation rate in youth programs compared to the previous year	<p>Outreach materials and equipment: \$10,000</p> <p>Staffing (coordinators, instructors): \$25,000</p> <p>Events and workshops: \$15,000</p>
Strategy 1.2	Establish regional training centers	Number of regional training centers established	Percentage increase in coaching and umpire certifications	<p>Facility setup and maintenance: \$50,000</p> <p>Coaching and umpire training resources: \$20,000</p> <p>Staffing and trainers: \$30,000</p>
Strategy 1.3	Create a continental development pathway	Number of youth tournaments organized within the development pathway	Percentage increase in the number of young athletes participating in the pathway.	<p>Tournament organization: \$40,000</p> <p>Youth development resources: \$15,000</p> <p>Marketing and promotion: \$10,000</p>
Goal 2: Elevate Performance and Excellence		Key performance indicator	Key performance indicator	Budget Allocation
Strategy 2.1	Organize flagship tournaments	Attendance and fan engagement during flagship	Performance improvement of African teams in	Tournament expenses (venues, logistics): \$100,000

		tournaments	international rankings	Marketing and promotion: \$50,000 Athlete support and incentives: \$30,000
Strategy 2.2	Implement talent identification program	Number of identified talent prospects transitioning to national teams	Increase in athlete performance metrics and benchmarks	Talent scouting and recruitment: \$20,000 Coaching and sports science support: \$40,000
Strategy 2.3	Collaborate with experts for innovative training	Number of research partnerships established for innovative training methods.	Adoption rate of innovative training techniques by coaches and athletes	Research partnerships: \$15,000 Training equipment and technology: \$25,000
Goal 3: Strengthen Governance and Member Associations		Key performance indicators	Key performance indicators	Budget Allocation
Strategy 3.1	Capacity-building workshops	Number of member associations participating in capacity-building workshops.	Improvement in member association governance scores based on self-assessment.	Workshop organization and materials: \$20,000 Expert facilitators and trainers: \$30,000
Strategy 3.2	Transparent communication platform	Usage statistics of the online communication platform by member associations.	Feedback rating on the effectiveness of the communication platform	Website development and maintenance: \$15,000 Online platform resources: \$10,000

Strategy 3.3	Governance and compliance toolkit	Percentage of member associations implementing recommended governance practices.	Reduction in reported cases of governance-related issues	Toolkit development: \$15,000 Distribution and training: \$10,000
Goal 4: Enhance Marketing and Visibility		Key performance indicators	Key performance indicators	Budget Allocation
Strategy 4.1	Comprehensive marketing plan	Increase in social media engagement and followership	Growth in digital reach and website traffic	Marketing agency services: \$50,000 Marketing materials and campaigns: \$30,000
Strategy 4.2	Interactive website and social media channels	User engagement and interaction rates on the website and social media	Conversion rate of website visitors to engaged participants	Website enhancements: \$20,000 Social media management tools: \$10,000
Strategy 4.3	Sponsorship and partnership acquisition.	Number of new sponsorships and partnerships secured	Value of sponsorship and partnership deals	Sponsorship research and proposals: \$15,000 Partnership negotiation and contracts: \$10,000
Goal 5:		Key	Key	Budget Allocation

Foster inclusivity and diversity		performance indicators	performance indicators	
Strategy 5.1	Programs for women and marginalized groups	Participation rate of women and marginalized groups in tournaments and programs.	Feedback from participants on the impact of inclusivity initiatives	Program development and implementation: \$25,000 Outreach and participation incentives: \$15,000
Strategy 5.2	Community engagement initiatives	Number of community engagement events organized.	Measurable positive impact on targeted communities.	Community event organization: \$20,000 Community projects and resources: \$15,000
Strategy 5.3	Sustainability initiatives	Number of sustainability projects implemented	Environmental impact assessment of sustainability initiatives	Sustainability projects: \$15,000 Environmental initiatives: \$10,000
Goal 6: Build Strong International Relations		Key performance indicators	Key performance indicators	Budget Allocation
Strategy 6.1	Active participation in international conferences	Number of international conferences attended and contributions made	Collaborative agreements or partnerships established as a result of conference participation	Conference registration and travel: \$20,000
Strategy 6.2	Continental and global collaborations	Number of joint development	Increase in cross-continental	Joint programs and initiatives: \$10,000

		programs or tournaments with other continental confederations	collaboration initiatives.	
Strategy 6.3	Cultural exchange and friendly matches	Number of cultural exchange programs and friendly matches conducted	Feedback from participating teams on the impact of cultural exchange	Travel and logistics for exchange programs: \$20,000
			TOTAL BUDGET FOR WBSC Africa Strategic plan (2023-2028)	\$800,000

Communication and Reporting:

WBSC Africa shall:

- Maintain open and transparent communication channels with member associations, stakeholders, and the public.
- Provide regular updates on the progress of initiatives, milestones achieved, and success stories.
- Publish an annual report highlighting key achievements, challenges, and future directions.

Timeline:

Year 1: Establish regional training centers; launch youth outreach programs; develop marketing and branding strategies.

Year 2: Organize the first biennial flagship tournaments; conduct capacity-building workshops for member associations.

Year 3: Expand talent identification and athlete development programs; launch inclusivity and diversity initiatives.

Year 4: Strengthen international relations through collaborations and cultural exchange programs.

Year 5: Review and update the strategic plan; assess impact and make necessary adjustments.

WBSC Africa's strategic plan outlines a comprehensive roadmap to advance the growth and excellence of baseball, baseball5 and softball in Africa. By focusing on participation, development, excellence, governance, marketing, inclusivity, and international collaboration, WBSC Africa aims to create a vibrant and sustainable sports community that empowers athletes, engages fans, and positively impacts societies across the continent.