

# Australian Baseball



The Inaugural Baseball Australia Hall of Fame 2005

# 2004-2005 Annual Report



# *Australian Baseball Federation*

## *2004-2005*

### *Board*

**President**

Ron Finlay (NSW)

**Vice President**

Geoff Pearce (VIC)

**Directors**

Colin Pitt (NSW)

Deborah Healey (NSW)

Katie Bickford (QLD)

Murray Westphal (WA)

Peter Williams (VIC)

**Chief Executive Officer**

Don Knapp (QLD)

### *Council*

**Commissioner ACTBA**

Theo Vassalakis

**Chairman NSWBL**

Bruce Auty

**President BNTI**

Mick Tobin

**Commissioner BQI**

Ross Brown

**President SABL**

Kevin Jennings

**President BVic**

Peter Dihm

**Chairman BWA**

Nigel Mills

### *Office Personnel*

**Chief Executive Officer**

Don Knapp

**Technical Officials & Competitions Manager**

Geoff Robertson

**National Development Manager**

Peter Wood

**Administration Manager**

Michelle Anderson

**Business Manager**

Sue Clarke

**High Performance Manager**

Brett Pickett

**Marketing & Communications Coordinator**

Jenny Stockman

**Special Projects Manager**

Alan Weir

### *State & Territory Associations*

Australian Capital Territory Baseball Association

New South Wales Baseball League

Baseball Northern Territory Inc

Baseball Queensland Inc

South Australian Baseball League

Baseball Victoria

Baseball WA



## *Life Members*

Mr Reg E Darling\* (1957)  
 Mr G C (Don) Mould\* (1976)  
 Mr J B (John) Hollander\* (1977)  
 Mr E (Tim) Bassingthwaighte (1977)  
 Mr Robert (Bob) J Black\* (1978)  
 Mr John Anderson (1985)  
 Mr Neville Pratt (1992)  
 Mr Kingsley Wellington (1993)  
 Mr Ken Douglas (2000)  
 Mr Peter Dihm (2000)  
 Ms Jan Thurley (2001)  
 Mr Trevor Jarrett (2002)  
 Mr Ross Straw\* (2003)  
 Mr Rodney Byrne\* (2003)  
 Mr Ian Ross (2004)

\* denotes deceased

## *2005 Baseball Australia Hall of Fame Inductees*

Mr Rue Ewers\* (SA) Pre 1900  
 Mr Harry Simpson\* (NSW, SA, VIC) Pre 1900  
 Mr Tom Gleason\* (NSW) Pre 1900  
 Mr Harold Franks\* (NSW) 1900-1918  
 Mr Eric McElhone\* (NSW) 1900-1918  
 Mr Les Agnew\* (NSW) 1900-1918  
 Mr Charlie Puckett\* (VIC, SA, WA) 1919-1946  
 Mr Ken Gulliver\* (NSW) 1919-1946  
 Mr Ron Sharpe\* (SA) 1919-1946  
 Mr Ernie Yum\* (NSW) 1919-1946  
 Mr Billy Ford\* (NSW) 1919-1946  
 Mr Alf Emmerick\* (NSW) 1919-1946  
 Mr George Dickinson\* (WA) 1919-1946  
 Mr Kevin "Crazy" Cantwell (NSW) 1947-1967  
 Mr Ron "Bandy" McPherson\* (NSW, WA) 1947-1967  
 Mr Ray Lawler\* (NSW) 1947-1967  
 Mr Ross Straw\* (VIC) 1947-1967  
 Mr Dave Roberts (SA) 1947-1967  
 Mr Don Deeble\* (VIC) 1947-1967  
 Mr Graeme Deany (VIC) 1947-1967  
 Mr Neil Page (SA) 1968-1988  
 Mr Kevin Greatrex (SA) 1968-1988  
 Mr Larry Home (QLD, NSW, WA) 1968-1988  
 Mr David Mundy (SA) 1968-1988  
 Mr John Swanson (VIC) 1968-1988  
 Mr Adrian Meagher (QLD) 1968-1988  
 Mr Phil Dale (VIC) 1989-1999  
 Mr Bob Nilsson (QLD) 1989-1999  
 Mr Ron Johnson (QLD) 1989-1999  
 Mr Andrew Scott (SA) 1989-1999  
 Mr Tony Adamson (WA) 1989-1999  
 Mr Craig Shipley (NSW) Special Category - Player  
 Mr David Nilsson (QLD) Special Category - Player

## **2005 Hall of Fame Inductees continued ...**

Mr Graeme Lloyd (VIC) Special Category - Player  
 Mr James Searle\* (NSW) Special Category - Manager/  
 Coach Pre 1900  
 Mr Frank Laver\* (VIC) Special Category - Manager/  
 Coach Pre 1900  
 Mr Norrie Claxton\* (SA) Special Category - Manager/  
 Coach 1900-1918  
 Mr Harold "Mum" Turner\* (NSW) Special Category -  
 Manager / Coach 1900-1918  
 Mr Cec Kemp\* (NSW) Special Category - Manager/  
 Coach 1947-1967  
 Mr Kingsley Wellington (SA) Special Category Manager  
 /Coach 1947-1967  
 Mr Rod Byrne\* (WA) Special Category Manager/Coach  
 1968-1988

\* denotes deceased





# *Message from the President*

*by Ron Finlay*

**G**reetings to all Baseball community members following the Australian Baseball Federation's most successful year in my experience.

As reported in last year's Annual Report, the 2004 / 2005 year was highlighted by the Australian team winning a Silver medal at the Athens 2004 Olympic Games.

This win has been tempered in recent times by the decision of the International Olympic Committee in July 2005 to exclude Baseball (and Softball) from the London 2012 Olympic Games.

## *Board Composition*

**T**here was an addition to the external members of the Board during the last financial year. Peter Williams, former Chief Executive Officer of Baseball Victoria and now Managing Director of Equity Trustees Limited, was invited by the Board to join the Board and we delighted to have his assistance with commercial and financial matters.

I must again take this opportunity, on your behalf, to give a vote of thanks to our dedicated Board members who continue to provide their services, time, energy, expertise and experience to the ABF without seeking (or, I might add, gaining) any material benefit other than the satisfaction that they have made a significant contribution to the sport of Baseball as a whole.

The Board members and their portfolio responsibilities for the year were as follows:

**Katie Bickford** (QLD) - Business Development, Marketing and Sponsorship.

**Ron Finlay** (NSW) - President, Olympics, International Relations (Oceania, Major League Baseball, International Baseball Federation), Member Liaison.

**Deborah Healey** (NSW) - Legal, Administrative and Appeals.

**Don Knapp** (QLD) - Chief Executive Officer, Finance and Administration, Facilities, Stakeholder Management (Australian Sports Commission), Strategic Plan.

**Geoff Pearce** (VIC) - Vice President, High Performance, Baseball Operations (including events and tournaments), Licensing and Merchandising, assisting with International Relations.

**Colin Pitt** (NSW) - Finance, Tournament Management Committee and Provincials.

**Murray Westphal** (WA) - IT and Communications.

**Peter Williams** (VIC) - Sponsorship, Investment, Commercial.

## *ABF's Chief Executive*

**D**uring the year under review, Don Knapp was appointed from Acting CEO to permanent CEO and we are delighted to have the services and experience of Don as Chief Executive Officer into the future.

## *Business Development*

**I** am delighted with the progress we have made on Business Development.

The acquisition of **Astarra** as our major whole-of-sport sponsor for 2004 / 2005 and 2005 / 2006 has been a significant development. We have been conscious of providing services to our sponsor that are required and I am pleased to report that Astarra have been delighted with their sponsorship of the ABF.

The extension of the Business Development Plan into the various "My Baseball" initiatives reported elsewhere by Don will continue to provide significant opportunities for the sport.



We are focusing our efforts on the “RRRs” (Recruit, Retain and Reward). This is the next significant step in our strategic plan to link the development and maintenance of members and players in our sport with commercial opportunities to reward our members.

## *International Issues*

### *Baseball in the Olympics*

As I have reported above, the decision of the International Olympic Committee in July 2005 to omit the sport of Baseball from the 2012 London Olympic Games has been a significant blow and disappointment for the sport, both internationally and domestically.

I must report there was a significant failure by our international leadership to meet the challenges presented by the IOC and the sport has an opportunity to work for reinstatement of the sport as a summer sport at the next IOC meeting scheduled to consider sports in July 2009.

### *Qualification for Beijing Olympics 2008*

I reported in the last President’s Message in 2004 that the IBAF has determined a complicated qualification process for the last three teams. There will be an eight (8) team competition to be held in January 2008 between the second and third place teams from Americas (2), the second and third place teams from Asia (2), the second and third place teams from Europe (2), the top team from Africa (1) and the top team from Oceania (1).

Australia has an opportunity to host this tournament in Sydney and Melbourne and the ABF Board is presently considering the financial, commercial and playing implications of staging such a tournament.

### *World Baseball Classic*

Whilst faced with the disappointment of the sport’s exclusion from the 2012 London Olympic Games, Australia was delighted by the formal announcement and launch of MLB’s World Baseball Classic to take place in March 2006.

MLB have taken this initiative to grow the World Baseball Classic into a stature similar to that of Rugby Union and Soccer and, in partnership with IBAF and the MLB Players Association.

Australia will play its qualifying games in Florida from 8 to 23 March 2006. Australia’s invitation has been accepted by the ABF and the extensive preparation by MLB is on a scale only surpassed perhaps by that of the Olympics.

All expenses for Australia’s participation in the World Baseball Classic are met by the organisers (including training camps and an extensive squad and management) and Australia has the opportunity to derive prize money from the World Baseball Classic.

It is intended that the World Baseball Classic will occur every four years, in the year after the Summer Olympics, with the next World Baseball Classic to be staged in March 2009.

With all Australia’s best players likely to be available, it will be an opportunity to showcase the best of Australian Baseball.

### *IBAF World Championship*

Australia participated in the IBAF World Championship in September 2005 in the Netherlands and as you will see elsewhere, we were denied the opportunity to use our US professionals and it was largely a learning experience for our national team.

Australia finished a creditable ninth out of eighteen in the IBAF World Championship.

### *Anti-Doping*

In accordance with the WADA Rules, Australia has adopted an ABF Anti-Doping Policy which complies with the Rules of the ASC, the IOC and IBAF.

As the World Baseball Classic will be held under WADA rules, the convergence of professional baseball to the WADA-compliant system is much closer than ever before.

## *Australian Baseball Academy*

The Academy was again a great success in 2005 and will be staged again in 2006.

The ABF’s submission to be awarded Australian Institute of Sport status has been well received by the AIS but until another sport is removed from their program, we are on the “waiting list”.





## *Claxton Shield*

The January 2005 Claxton Shield held at Blacktown Olympic Park was another great success although dogged by poor weather. Through the efforts of our support staff, we were able to complete all of our games.

Because of uncertainty created by a future national competition, the ABF Board resolved to award the 2006 Claxton Shield also to Blacktown Olympic Park.

## *National Competition*

The ABF's Business Plan was presented to MLB's International Committee in September 2005 and as a result an application has been made to the full Owners' meeting of MLB in November 2005 for funding.

Because a decision will not be known until December 2005, the ABF Board has considered it would be too premature to seek to stage a national competition in 2006 / 2007 and are therefore planning on introducing a national competition in 2007 / 2008 if our joint venture with MLB is successful.

## *Hall of Fame*

In January 2005 the ABF launched the establishment of the Baseball Australia Hall of Fame.

For those who were present at the inaugural dinner and to witness the camaraderie, emotion and enthusiasm of the first inductees, we were entirely satisfied that this Baseball Australia Hall of Fame will continue to be a worthy addition to the sport of Baseball in Australia.

The second round of inductees will be introduced at a lunch in January 2006.

## *Congratulations and Thanks*

Last year I foreshadowed that 2004 would be my last year as President. By reason of events beyond all our control, I agreed to remain as President for a further year until January 2005.

As usual, I would like to conclude my report by congratulating and thanking my fellow Board members and the ABF's management for their unwavering support and commitment to me as President.

A special thanks to the ABF Executive, **Don Knapp** and **Geoff Pearce**, with whom I maintain weekly (and sometimes daily) contact.

The support of the ABF's staff, **Don Knapp**, **Michelle Anderson**, **Sue Clarke**, **Jennifer Stockman**, **Brett Pickett**, **Alan Weir**, **Geoff Robertson** and **Peter Wood** has been inspirational.

The sport's award from the ASC is a true recognition of the quality of our management.



**RON FINLAY**  
President  
Australian Baseball Federation



# Message from the Vice President / Director of High Performance

by Geoff Pearce

*I*t seems almost the norm that in sport so often the ecstasy of a huge win is followed by the agony of a big loss. So it is for Baseball in 2004 when Australia's fabulous Silver medal result at the Athens 2004 Games was followed up by not one, but two bits of bad news.

First, the International Baseball Federation made a surprise decision to restructure the regional Olympic qualification system. (Without going into detail it is anticipated the new system will be much more challenging for Australia.); and

Second, the devastating news that Baseball and Softball have been excluded from the 2012 London Games and possibly forever if a few significant issues are not rectified.

Overall, however, 2004 / 2005 has been Australian Baseball's best ever year from a High Performance standpoint. Here is a snapshot of highlights:

- ✿ Australia produced its best ever international result with the Silver at Athens.
- ✿ Australia is now the sixth biggest producer of professional baseball players of any country outside the US, with over 100 Australian-born players playing professionally in the US Minor League system.
- ✿ **Jeff Williams** established himself as the most outstanding "closer" in Japanese professional baseball, completing an outstanding season with the Hanshin Tigers.
- ✿ **Chris Oxspring** became the first Aussie to win the IBAF "International Player of the Year" award, after an overpowering shut-out performance over Japan in the Silver medal game in Athens. (Interestingly, a game closed by Jeff Williams.)

- ✿ National Team Head Coach **Jon Deeble** became the first ever Australian to coach at Major League level after doing a stint with the Boston Red Sox helping out their hitters.
- ✿ Former Major League player **Pat Kelly** (Yankees) joined the national team's staff as the National Infield Coordinator.
- ✿ The Australian women's national team participated in the first ever IBAF World Championship for women in Edmonton.
- ✿ Australia has been invited to participate in the first ever Major League Baseball World Baseball Classic.
- ✿ Significant progress has been made towards the re-establishment of an Australian national league.

A big year indeed; we cannot afford to rest on our laurels however, not even for a moment.

The challenges are increasing each year. We must be very good to be competitive in the World Baseball Classic in March 2006. The route to Beijing will be hard and we must find ways through our well established elite programs to produce bigger, stronger and faster athletes, capable of competing with the world's best.

Finally, I would like to thank all Coaches, Players and Head Office Staff and SS / SM Staff who work so hard each year to ensure we continue to maintain world's best practice.

**GEOFF PEARCE**  
Vice President / Director  
Australian Baseball Federation





# Administration & Executive

by Don Knapp, Chief Executive Officer

During the 2004 / 2005 year a number of milestone achievements for the sport of Baseball occurred. In many respects this has been perhaps the Australian Baseball Federation's best year in recent history.

It is with enthusiasm that I am able to recount these milestone achievements in this report, yet managing and maintaining the momentum of this progress remains a challenge.

It is useful to keep in mind that winning the championship and putting runs on the board is a thrill, but maintaining a level of success over a sustained period of time is the real challenge and a far more difficult achievement.

It is with a stark reality that the ABF also must deal with the fact that one of our most clearly identified business threats has materialised this year - Baseball will not be an Olympic sport at the 2012 London Olympic Games and the future beyond 2012 is in doubt, albeit retrievable.

## Budgets & Finance

The ABF achieved a modest surplus for the 2004 / 2005 financial year. This surplus was made possible largely due to the **Astarra** sponsorship.

Overall, expenditure for the 2004 / 2005 year was up six percent from the previous year, while income was up 13 percent (this excludes earnings on investments).

The additional expenditure was allocated primarily to the IT and Communications area by way of upgrading the *My Club* IT functionality, development of the *My Shop* merchandise on-line sales scheme and national / state *My Club* training workshops.

Additional expenditure will also be shown against the *Baseball Down Under* line item, however, this program trades in surplus overall for the ABF.

Additional income was generated mainly from Astarra, the Baseball Down Under program and better than expected registration numbers.

The majority of the year's trading surplus (\$50,000) has been invested in a conservative cash management account as the ABF aims to build cash reserves to offset recent significant outgoings caused by the *Investing in Baseball* scheme and loans to States and Territories.

(Refer to "1 July 2004 to 30 June 2005 Financial Report".)

## Business Development

With Baseball's future Olympic status in doubt beyond Beijing 2008, the importance of building a solid and lasting business base for the sport in Australia has never been greater.

There will inevitably be a loss of Australian Olympic Committee funding after Beijing assuming there is no re-admission possibility for the 2012 Games. The ABF can, however, minimise the loss of ASC funding if we continue to grow the sport, utilise best practice administrative policies and procedures, establish a successful national league and continue to qualify for and attain good results at World Championship events. A strong underpinning business base that generates more non-Government revenue will be required to maintain current standards.

The 2004 / 2005 year has been very successful in terms of business development. In this year several ABF objectives emanating from the all-of-sport Business Development workshops have been achieved or initiated, including:

- the attraction of an all-of-sport sponsor - **Astarra Funds Management**;
- central (ABF) control of the National Licensing and Merchandising program (BALME);





- commitment of the Council and Board to adopt an all-of-sport *My Club* national database registration and insurance scheme;
- full national and state training workshops to rollout the *My Club* program;
- establishment of a members' benefits *My Rewards* program; and
- establishment of a national royalty and distribution scheme (the first distribution to be made in December 2005).

There remains a lot of challenging work ahead to fully establish a national business structure that will generate future income to ensure the sport's longer term viability, but the aforementioned steps represent solid progress.

It is significant that through the good planning resulting from the Business Development workshops, where all levels of the sport were represented, we were able to attract *Astarra* as an all of sport sponsor because they believed in Baseball's business future.

*Astarra's* financial support has allowed the ABF to reinvest funds to upgrade the *My Club* IT program, underwrite the database registration training workshops and significantly increase the total revenue in the national royalty pool available for the December 2005 distribution.

With more and more clubs activating *My Club* websites each day, national properties like licensing and merchandising, preferred suppliers and the *Astarra* sponsorship become more valuable.

The national royalty scheme is designed to return revenue generated from national properties to States and Territories for game and infrastructure development activities. It is not a complicated formula but it takes all of sport communication and buy-in of the national business development objective. It remains a fundamental challenge for Baseball stakeholders to ensure that business development momentum is maintained throughout 2005 / 2006.

## *Australian Sports Commission*



Australian Government  
Australian Sports Commission

With the end of the 2000 to 2004 quadrennial, the ASC introduced a new funding

service level agreement process. Sports were asked to produce comprehensive strategic plans for the 2005 to 2009 quadrennial, along with detailed costed operating plans for the 2005 / 2006 financial year.

The ABF completed this process in February 2005 and this plan was subsequently approved by the ASC, along with indicative annual funding levels for the 2005 to 2009 quadrennial.

Formulating the 2005 to 2009 ABF Strategic Plan required producing significant additional detail and revision to the 2001 ABF Strategic Plan. The ABF's Board ratified the 2005 to 2009 revised Plan at its 4 July 2005 Board meeting.

Relationships with the ASC remain strong with myself, the ABF's High Performance Manager and Game Development Manager visiting Canberra several times throughout the year on essential matters.

ASC's Chief Executive Officer, Mark Peters, visited the MLBAAP on the Gold Coast in June 2005 and this program continues to be one the ASC refers to as "*one of the best short-term residential programs in Australia*".

Robert Bennett has replaced Martin Roberts as Baseball's ASC sports consultant and we have established a good working relationship in a short time with Robert.

All ASC reporting, policy and auditing requirements have been met in the 2004 / 2005 year.

## *Australian Olympic Committee*



The ABF worked closely with AOC staff logistically in processing, outfitting and assembling the Olympic Baseball team in Athens. With Australian athletes arriving in Athens from many points of the globe, this was not an easy task.

The Athens Silver medal team effort won the praise and support of many in the AOC, including both President John Coates and Secretary General Craig Phillips. In particular, the team's sports science / medicine delivery, organisation and unity were singled out as strengths.



The AOC continued provision of the annual International Travel Grant and athletes and coaches in the Silver medal team earned individual medal incentive funding if continuing their careers.

BQI are in discussions with the State Government about the possibility of a state Baseball facility development.

**Chief Executive Officer - Bob Heiler  
Commissioner - Ross Brown**

## Major League Baseball



Refer to "Message from the President" preceding this report.

## New South Wales Baseball League (NSWBL)

NSWBL experienced considerable financial difficulty 12 months ago but has gained control of this situation in a remarkable turnaround.



## State & Territory Associations

A major focus over the past 18 months has been increasing interaction and support of the ABF's major shareholders; the State and Territory Associations.

NSWBL is also overcoming earlier disenfranchisement problems with certain sections of the Baseball community. Facility management problems associated with Blacktown Olympic Park are also being overcome.

**Chief Executive Officer - John Meers  
Chairman - Bruce Auty**

Strategies have included the Investing in Baseball Grant program, increased ABF attendance at State and Territory Board meetings, national workshops and more regular ABF operational staff visits to States and Territories.

## Baseball Victoria (BVic)



Baseball Victoria continues to set the pace in terms of excellence in state Baseball administration.

State Executive Directors and myself also now meet quarterly by phone or face-to-face with the aim of sharing good practice models and problem solving.

It was BVic's very successful pilot of the My Club IT program that became the impetus for the national database registration program. It was also BVic's early management of the National Licensing and Merchandising program that paved the way for this program, now under ABF management, to become a valuable national property.

Significantly, there has been a lot of positive movement in respect to State and Territory management progress throughout 2004 / 2005. Here is a snapshot:

BVic continues to enjoy increased participation by way of the Play Ball program.

## Baseball Queensland Inc (BQI)

In the red financially just a couple of years ago BQI now achieves a surplus each year.



BQI has overcome structural problems with its State Academy Program and the Queensland Academy of Sport Baseball program is respected as one of the strongest.

BQI has experienced solid growth in participation through the *Play Ball* program.

**Executive Director - Scott Dawes  
President - Peter Dihm**

## SA Baseball League (SABL)

SA Baseball League ended the 2004 / 2005 financial year with a healthy surplus for the first time in years. This is significant in particular as this year saw the total elimination of an old and weighty debt incurred by SABL through their association with the Adelaide Giants of the old Australian Baseball League.



SABL has increased its membership and sponsorship base.



SABL has just completed a major study and submission to the State Government seeking support for the establishment of a state Baseball facility.

**General Manager - Michael Carter**  
**President - Kevin Jennings**

### Baseball WA Association (BWA)

After many years of trying, BWA, working closely with both State and Local Governments, has achieved what many considered the impossible; the re-establishment of a state Baseball facility after the demise of Parry Field in 1999.



**Chief Executive - Damian O'Donnell**  
**Chairman - Nigel Mills**

### ACT Baseball Association (ACTBA)



Like SABL, BQI and NSWBL, ACT Baseball Association has also eliminated significant levels of aged debt this year to achieve a trading surplus.

ACTBA has experienced the most dramatic growth percentage in numbers of any State or Territory owing to a very successful implementation of the *Play Ball* program.

ACTBA continues to lobby the ACT Government successfully for facility upgrade support and is likely to move into a higher funding sport category this year.

**General Manager - Trevor Schumm**  
**Commissioner - Theo Vassalakis**

### Baseball NT Inc (BNTI)

BNTI has worked collaboratively with the ABF to establish an underpinning elite development program as a preliminary step to gaining inclusion into the Northern Territory Institute of Sports.



BNTI are working hard to re-establish baseball participation in regional areas and are undergoing constitutional reform with the participation of the NT Department of Sport and Recreation.

**Executive Officer - Shane Laidlaw**  
**President - Mick Tobin**

## High Performance

As the excitement of the Athens Silver medal subsided the first major task was to re-contract our successful Olympic coaching staff to another term. **Jon Deeble, Phil Dale and Tony Harris** are on board for another term with the ABF and it is likely they will lead Australia's Beijing Olympic campaign in 2008. **Paul Elliott** will remain available to the program and **Pat Kelly** has been added to the national staff.

At the first ABF High Performance Committee meeting following the Athens success it was unanimously agreed that the 2005 to 2009 era must be one that sees Australia producing better athletes - better prepared mentally and physically - to enhance success at both professional and international baseball levels.

The mission for High Performance is clear; Australia must continue to improve to ensure retention of international competitiveness and qualification for Beijing. There is no question the structure of the national high performance pathway is solid, however, all 2005 to 2009 strategies will be aimed at extracting high yield quality from that structure.

Another milestone in 2004 / 2005; Australian Head Coach, **Jon Deeble**, became the highest achieving coach in the history of Australian Baseball with an Olympic Silver medal result in Athens and becoming the first ever Aussie to coach at Major League level (Boston Red Sox in 2005).



*[Coach John Deeble 2004 Athens Olympic Games Gold Medal Game]*



## *Game Development*

The success of the *Play Ball* program, backed up by *Project CONNECT*, is in the numbers. The most recent Sweeney Sports Report indicates Baseball is retaining its numbers and that any decline was arrested two years ago. ABF data backs the report's findings and this is a major achievement in a period when many sports are still experiencing a decline in participation.

Virtually all States and Territories reported an increase in registration for the 2004 / 2005 year, mainly due to the success of the *Play Ball* program. The issue for Baseball is, although we are no longer in decline, why are we not growing?

A major focus for the 2005 to 2009 quadrennial will be "retention". In fact, in October this year the ABF will host its first national workshop on this topic. The workshop is called the "Recruitment, Retention and Rewards" workshop.

## *International Issues*

Please refer to President Ron Finlay's "Message from the President".

## *WADA (World Anti-Doping Agency)*

The ABF became fully WADA compliant in July 2004.

After several unfortunate positive test results for the use of performance enhancing substances of Baseball athletes, the 2004 / 2005 year saw the ABF (working closely with the Australian Sports Drug Agency - ASDA) renew its focus on athlete education and getting a clear anti-doping message across. These efforts seem to have been rewarded, so far as of the 62 tests conducted on Baseball athletes since January 2005, all results have been negative.

The ABF's ASDA report cards, which assess Baseball's anti-doping efforts and educational programs, were also very good in the last two quarters of the 2004 / 2005 year.

A major challenge remains however, in maintaining an anti-doping influence over professional players who participate in competition overseas for up to seven months of the year in a very different anti-doping culture.

## *IT & Communications*

With each new club that activates and accesses the administrative benefits of the *My Club* system the sport gets closer to a complete and effective all-of-sport communications capacity.

The uptake rate by clubs has been excellent to date. The ABF, along with the unanimous support of its State and Territory Associations, is aiming for 100 percent uptake of the *My Club* program as soon as full implementation is practicable.

(Refer to the "Database & Communications" report for more information.)

## *Umpire & Technical Development*

The 2004 / 2005 year saw the introduction of the Australian Sports Commission's "Year of the Official" program. This program was aimed at creating awareness within sport about the importance of creating a safe and harassment-free environment for umpires.

The Year of the Official program, along with other ABF-specific strategies, such as integrative training and administration models for officials, has seen an improved environment develop in many state and national environments.

It is relevant to site the success of the Year of the Official in the state of South Australia in particular, where tribunal appearances, game ejections and cases of verbal abuse have decreased dramatically in the last 12 months. Not surprisingly, umpire retention has increased as a result.

(Refer to the "Technical Officials & Competitions" report for more information.)



## Major Issues & Challenges

The revised 2005 to 2009 ABF Strategic Plan clearly identifies the Federation's ongoing objectives, issues and challenges. It is significant to note that the current Plan, first developed in 1998 (Sue Baker-Finch All of Sport Review), then revised in 2001 and again in 2005, maintains nearly all of the original Plan's intent. The current Plan is longer and contains greater, more mature strategic detail, but the fundamental aims and objectives developed in 1998 from extensive representation from all levels of the sport remain remarkably consistent.

The major change is that we are far closer to achieving many objectives established for the sport years ago and many strategies are in place to do so. All of sport objectives, issues and challenges remain and include:

- ✿ **All of sport business development**  
 Strategies: My Club Database registration and insurance; Astarra Funds Management or all-of-sport sponsor; licensing and merchandising; preferred suppliers and national royalty policy and distribution scheme.
- ✿ **Re-establishment of a sustainable National League**  
 Strategy: Advanced state of business development collaboration with Major League Baseball International.
- ✿ **Recruitment, retention and rewards of / for members**  
 Strategies: My Member Rewards; Play Ball, My Club; Project CONNECT; Member Protection Policy; national accreditation schemes and harassment-free sport.
- ✿ **Ongoing improvement of the High Performance program and international competitiveness**

Thanks also to our talented and dedicated Board of Directors. It is fantastic to be able to turn to such an array of professional skills and support when required. The strategic and policy leadership provided by the ABF Board is surpassed by few, if any, sports in Australia.

To our very good friends at Astarra Funds Management; Principal **Shawn Richard**, CEO **Mark Schroeder** and Marketing Manager **Zoe Viellaris**, it has been great working with you this year and Baseball thanks you whole-heartedly for your support of our sport and members.



**DON KNAPP**  
High Performance Manager

## Acknowledgements

I would like to offer special thanks to Head Office staff members; **Michelle Anderson**, **Sue Clarke**, **Brett Pickett**, **Geoff Robertson**, **Jennifer Stockman**, **Peter Wood** and **Alan Weir** for their commitment to the cause and sharing the vision.





# Technical Officials & Competitions

by Geoff Robertson, Technical Officials & Competitions Manager

## Committees

### Tournament Management Committee

The Tournament Management Committee revisited the major review of the National Championships conducted in 2002 and 2003, plus follow-up of their function during the 2004 and 2005 Championships.

It was felt that the recommendations adopted by the Board are successful and they have been included in the Championship Rules and Procedures with ongoing review by the TMC following the Championships.

The host states and venues for the 2006 National Underage Championships are:

- ✿ AAA - Baseball Victoria at Geelong
- ✿ AA - SA Baseball League at Mt Gambier
- ✿ A - Baseball Queensland at Gold Coast

### Heritage Committee

The Heritage Committee formulated a set of guidelines to formally recognise Players, Managers and Coaches who, over a period of time, dominated their era of baseball.

At a formal dinner held during the Claxton Shield in January of this year, 41 nominees were recognised and inducted into the Baseball Australia Hall of Fame.

### Australian Provincial Committee

The concept of conducting a regional youth championship was visited and met with whole hearted support. The follow up has resulted in the inaugural Regional Youth Championships being conducted in Lismore during January 2006 with 17 teams over three age groups (AAA, AA and A).

## Umpires

### Recruitment, Development & Training

A number of seminars aimed at the basic training of umpires were conducted around the country by state umpiring bodies.

There has been an increase in the number of accredited umpires both in new recruits and many returning to the ranks.

The ABF's Harassment of Officials Policy, while not having complete acceptance and adoption, has led to a better relationship between umpires and clubs and must take some credit for the retention of umpires.

There have been many *Orientation to Umpiring* courses conducted which are aimed at club umpires and parents who umpire junior baseball. Approximately 12 umpires who have attended these courses have gone to the next step in gaining a higher level of accreditation and joined the various State Umpires Associations and will umpire fulltime.

### Major League Baseball Australian Academy Program

This saw the successful integration of the *Umpire Development* program into the Academy Program.

Nine umpires were identified to attend an intensive training program. These umpires were recognised as having the potential to officiate at national level. The program ran extremely well and should be an ongoing inclusion in the Academy Program.

### Professional Umpire School

Again, two umpires were recognised under the *Fast Track* program and attended the Jim Evans Academy for Professional Umpires in Florida.



## Competition

Both umpires acquitted themselves very well and were offered the next step in attending further training under the Professional Baseball Umpires Corporation's training scheme.

As a consequence, we now have three umpires officiating in professional baseball in 2005, with another on contract to officiate in 2006. From positive reports received, it is anticipated that the three umpires who officiated in 2005 will be offered renewal in 2006.

### International Appointments

- ✿ **Iain Rouse** appointed to XXXVI World Baseball Cup in the Netherlands.
- ✿ **Paul Hyham** appointed to XII AA Baseball World Youth Championship in Monterrey, Mexico.

## Scorers

### National Scorers' Association (Council of Australian Baseball Scorers)

Following the Council of Australian Baseball Scorers (CABS) inception in March 2003, its membership base has grown through the implementation of the accreditation integration phase and the accreditation testing process, to a total membership, as at June 2005, of 300. This total membership is split for each State and Territory Scoring organisation as follows:

✿ Country New South Wales	48
✿ New South Wales	13
✿ Northern Territory	4
✿ Queensland	79
✿ South Australia	94
✿ Victoria	40
✿ Western Australia	22
<b>TOTAL</b>	<b>300</b>

There was a *Train the Trainer* workshop, representative of all States and Territories, conducted in conjunction with the Academy Program.

### World Children's Baseball Fair

Again, we were delighted to be invited to this prestigious event. Five children and their chaperone attended the Fair and once again proved to be great ambassadors for Australia and Australian Baseball.

### National Underage Championships

All three Championships were performed in January of this year.

The **AAA (Under 18) Championship** was hosted by Baseball Victoria in Geelong. Final placings were:

- ✿ First: New South Wales
- ✿ Second: Victoria
- ✿ Third: Country Baseball NSW
- ✿ Fourth: South Australia
- ✿ Fifth: Western Australia
- ✿ Sixth: Victorian Provincial
- ✿ Seventh: Queensland
- ✿ Eighth: Territories

The **AA (Under 16) Championship** was hosted by Baseball Queensland and Far North Coast Baseball Association and held in Lismore. Final placings were:

- ✿ First: Western Australia
- ✿ Second: Victoria
- ✿ Third: New South Wales
- ✿ Fourth: Territories
- ✿ Fifth: Queensland
- ✿ Sixth: South Australia
- ✿ Seventh: Country Baseball NSW
- ✿ Eighth: Victorian Provincial



The **A (Under 14) Championship** was hosted by Baseball WA at their new facility the *Tom Bateman Reserve*. Final placings were:

- ✿ First: New South Wales
- ✿ Second: Western Australia
- ✿ Third: Queensland
- ✿ Fourth: Victoria
- ✿ Fifth: Country Baseball NSW
- ✿ Sixth: Victorian Provincial
- ✿ Seventh: South Australia
- ✿ Eighth: Territories

### **Australian Provincial Championships**

The Australian Provincial Championship was ably hosted by ACT Baseball Association at Narrabundah. Final placings were:

- ✿ First: Country Baseball NSW
- ✿ Second: ACT
- ✿ Third: Victorian Provincial
- ✿ Fourth: Northern Territory
- ✿ Fifth: New Zealand

The 2006 Australian Provincial Championship will be hosted by the New Zealand Baseball Federation and held in Auckland, New Zealand.

### **Australian National Women's Championship**

The National Women's Championship was hosted by Baseball Victoria and played at Melbourne Ball Park, Altona, Victoria. Final placings were:

- ✿ First: Victoria
- ✿ Second: New South Wales
- ✿ Third: Victorian Provincial
- ✿ Fourth: Western Australia
- ✿ Fifth: Country Baseball NSW

- ✿ Sixth: Queensland
- ✿ Seventh: South Australia

The 2006 National Women's Championship will be hosted by Baseball Queensland and held at the Musketeers Club in Ipswich.

### **Championship Trophy Winners**

<b>AAA NATIONAL YOUTH CHAMPIONSHIP "JIM BROWN" SHIELD</b>		
<b>Year</b>	<b>Winners</b>	<b>Venue</b>
1938	South Australia	
1939	New South Wales	
1940	New South Wales	
1947	South Australia	
1948	South Australia	
1949	South Australia	
1950	Victoria	
1951	New South Wales	
1952	South Australia	
1953	South Australia	
1954	South Australia	
1955	Victoria	
1956	South Australia	
1957	Victoria	
1958	South Australia	
1959	South Australia	
1960	South Australia	
1961	Victoria	
1962	South Australia	
1967	Victoria	
1968	New South Wales	
1969	Victoria	
1971	Victoria	
1972	New South Wales	
1973	New South Wales	
1974	Victoria	
1975	Victoria	
1976	Victoria	
1977	Victoria	
1978	Victoria	
1979	Victoria	
1980	Victoria	
1981	South Australia	
1982	Victoria	
1983	South Australia	
1984	Victoria	
1985	Victoria	
1986	Queensland	
1987	New South Wales	
1988	South Australia	
1989	Victoria	
1990	New South Wales	



AAA NATIONAL YOUTH CHAMPIONSHIP "JIM BROWN" SHIELD <i>continued ...</i>		
Year	Winners	Venue
1991	Western Australia	
1992	Victoria	
1993	Victoria	
1994	New South Wales	
1995	New South Wales	South Australia
1996	Queensland	New South Wales
1997	New South Wales	Alice Springs, NT
1998	New South Wales	Redlands, QLD
1999	New South Wales	Geelong, SA

AAA NATIONAL YOUTH CHAMPIONSHIP <i>continued...</i>		
Year	Winners	Venue
2000	Victoria	West Stirling, WA
2001	New South Wales	BOP*, NSW
2002	New South Wales	MBP*, VIC
2003	Victoria	Narrabundah, ACT
2004	Victoria	Geelong, VIC
2005	New South Wales	Geelong, VIC

\*BOP = Blacktown Olympic Park  
\*MBP = Melbourne Ball Park

AA NATIONAL YOUTH CHAMPIONSHIP "KEITH CANT" TROPHY		
Year	Winners	Venue
1978	South Australia	Perth, WA
1979	South Australia	Brisbane, QLD
1980	Victoria	Sydney, NSW
1981	New South Wales	Melbourne, VIC
1982	New South Wales	Hobart, WA
1983	New South Wales	Sydney, NSW
1984	Queensland	Canberra, ACT
1985	Victoria	Alice Springs, NT
1986	Western Australia	Perth, WA
1987	New South Wales	Brisbane, QLD
1988	New South Wales	Melbourne, VIC
1989	Victoria	Adelaide, SA
1990	Western Australia	Perth, WA
1991	Western Australia	Adelaide, SA
1992	Victoria	Sydney, NSW
1993	New South Wales	Alice Springs, NT
1994	Victoria	Brisbane, QLD
1995	New South Wales	Melbourne, VIC
1996	New South Wales	Perth, WA
1997	New South Wales	Melbourne, VIC
1998	New South Wales	Narrabundah, ACT
1999	Western Australia	Alice Springs, NT
2000	New South Wales	Redlands, QLD

AA NATIONAL YOUTH CHAMPIONSHIP "KEITH CANT" TROPHY <i>continued ...</i>		
Year	Winners	Venue
2001	Victoria	Mt Gambier, SA
2002	New South Wales	West Stirling, WA
2003	Queensland	Blacktown, NSW
2004	Victoria	Redlands, QLD
2005	Western Australia	Lismore, NSW

A NATIONAL YOUTH CHAMPIONSHIP "DAVE ROBERTS" TROPHY		
Year	Winners	Venue Host
1978	Victoria	Hobart, WA
1979	New South Wales	Adelaide, SA
1980	New South Wales	Perth, WA
1981	Victoria	Sydney, NSW
1982	Western Australia	Brisbane, QLD
1983	South Australia	Melbourne, VIC
1984	South Perth	Adelaide, SA
1985	Cumberland	Sydney, NSW
1986	Waverley	Adelaide, SA
1987	Waverley	Hobart, WA
1988	Waverley	Darwin, NT
1989		
1990	New South Wales	Melbourne, VIC
1991	Victoria	Canberra, ACT
1992	New South Wales	Perth, WA
1993	New South Wales	Adelaide, SA
1994	Victoria	Sydney, NSW
1995	Western Australia	Darwin, NT
1996	Western Australia	Tamworth, NSW
1997	New South Wales	Geelong, SA
1998	Victoria	Perth, WA
1999	New South Wales	Kings Langley, NSW
2000	Western Australia	Melbourne, VIC
2001	Victoria	Narrabundah, ACT
2002	Victoria	Ormeau, QLD
2003	New South Wales	Alice Springs, NT
2004	Victoria	Mt Gambier, SA
2005	New South Wales	Perth, WA



<b>AUSTRALIAN PROVINCIAL BASEBALL CHAMPIONSHIP</b> <i>(originally known as "Australian Baseball Minor Championship" and then "Commonwealth Baseball Tournament")</i>		
<b>Year</b>	<b>Championship Winner</b>	<b>Minor Series Winner</b>
1982	ACT	Queensland
1983	Victoria	Victoria
1984	Victoria	Victoria
1985	Victoria	Victoria
1986	ACT	ACT
1987	Victoria	Victoria
1988	New South Wales	New South Wales
1989	New South Wales	Victoria
1990	Victoria	Victoria
1991	ACT	ACT
1992	ACT	ACT
1993	New South Wales	New South Wales
1994	New South Wales	New South Wales
1995	Victoria	Victoria
1996	ACT	ACT
1997	Victoria	Victoria
1998	New South Wales	Victoria
1999	Northern Territory	Victoria
2000	New South Wales	New South Wales
2001	New South Wales	New South Wales
2002	New South Wales	Victoria
2003	Victoria	Victoria
2004	Victoria	ACT
2005	New South Wales	ACT

<b>AUSTRALIAN NATIONAL WOMEN'S CHAMPIONSHIP</b>		
<b>Year</b>	<b>Winner</b>	<b>Venue</b>
1999	Victoria	Melbourne, VIC
2000	Victoria	Melbourne, VIC
2001	Victoria	Sydney, NSW
2002	Victoria	Gold Coast, QLD
2003	New South Wales	Perth, WA
2004	Victoria	Tamworth, NSW
2005	Victoria	Melbourne, WA

**GEOFF ROBERTSON**  
 Technical Officials & Competitions  
 Manager







# High Performance

by Brett Pickett, High Performance Manager

## State Sports Institutes

One of the main reasons why our national teams, at all levels, are now a constant force to be reckoned with on the international stage is the very stable and successful State Sports Institute network that we have operating in this country.

Through the combined management and resource efforts of State and Territory Associations, State Sports Institutes and the ABF, the National Training Centres network has grown to a \$600,000 per annum national program.

We have State Sports Institute programs operating in six States and Territories around the country (Queensland, New South Wales, Australian Capital Territory, Victoria, South Australia and Western Australia) and hope to one day in the near future have another program in the Northern Territory. (Our submission for inclusion in the Northern Territory Institute of Sport for the 2005-2009 quadrennial was unfortunately knocked back due to a lack of finances.)

Our ongoing thanks and gratitude are extended to the following program partners and coaches for their continual support, hard work and faith in our system and sport:

- ✿ Queensland - QAS, Baseball Queensland Inc and Peter Gahan.
- ✿ New South Wales - NSWIS, NSW Baseball League and Andre Desjardins.
- ✿ South Australia - SASI, SA Baseball League and Warwick Marks.
- ✿ Victoria - VIS Baseball Victoria and Matthew Sheldon-Collins.
- ✿ Western Australia - WAIS, Baseball WA and Don Kyle.
- ✿ Australian Capital Territory - ACTAS, ACT Baseball Association, Damian Shanahan and scholarship coach Brent Phelan.

## Major League Baseball Australian Academy Program

The Major League Baseball Australian Academy Program, well known as the MLBAAP, is an initiative supported and funded by the Major League Baseball Office of the Commissioner, Major League Baseball International, the ABF, the Australian Sports Commission and the various State Sports Institutes programs.

This highly successful intensive training and competition program, now in its fifth year of operation, continues to be the benchmark for development programs around the world (the recent European Academy was modeled on this program) and continues to produce elite level players for our national teams and for professional baseball.

The program also continues to ensure that the quantity and quality of our coaching and umpiring ranks continues to improve and increase. With the standard of our elite players continually on the way up, it is essential our coaching and umpiring standards improve along with them. The MLBAAP is a wonderful development vehicle that allows this to happen.

The major organisational constructs of the MLBAAP are as follows:

- ✿ The management committee consists of **Mark Peters** (Chair and Executive Director of the ASC), **Don Knapp** (Director of Operations and CEO of the ABF) and **Tom Nicholson** (Director of Major League Baseball International - Australia).
- ✿ Program management staff consists of **Neil Barrowcliff** (Program Manager), **Bruce Adams** (Operations Manager) and **Brett Pickett** (the ABF's High Performance Manager).



- Program support staff consists of **Lydia Najlepszy** (ACE Coordinator), **Bruce Rawson** (Sports Medicine Coordinator), **Phil Jauncey** (Psychologist), **John Roebig** (Pastoral Care) and **Tony Wilson** (Performance Manager).
- Coaching staff, led by National Head Coach **Jon Deeble** and On-Field Coordinator **Tony Harris**, includes all our State Sports Institute coaches and various former Major League and national team players.
- The 2005 program was conducted at Palm Meadows Baseball Complex from 30 June to 14 August.
- The athlete cohort consisted of 75 players (including 11 professional player assignments and four Oceania placements).
- The program continues to deliver three basic disciplines: on-field training and competition; sports science; and education / career support - and focuses equally on each of them.

### *National Senior Program*

Whilst it was reported on in last year's Annual Report, the 2004 Athens Olympic Games did actually fall in the 2004 / 2005 year so we will briefly touch on this issue again. Of course, talking about Australian Baseball's greatest shining moment is hardly a chore and one of our favourite past-times.

Whilst we may still be basking in the glory of that Olympic campaign and will forever remember that moment when the team secured the Silver medal, the last 12 months, as will the next three years, have all been about how we take the team to the next level and achieve the ultimate prize - Olympic Gold!

With the unexpected and disappointing news of Baseball's elimination from the summer program of the 2012 Olympics, Beijing represents perhaps the last chance we have of achieving Olympic Gold. Suffice to say, our efforts will be stepped up to ensure we give ourselves every opportunity to bring home the Gold.

In the absence of an international event for the team to participate in during the 12 months following the Olympics, the only activity for the national senior team in 2004 / 2005 was a training camp and a friendship series against a visiting professional Korean team, the LG Twins.

The team was selected from the Claxton Shield tournament and gathered for a three-day training camp immediately following the Claxton Shield.

Three games were scheduled against the LG Twins, however, Mother Nature forced her hand and we had to reschedule the games resulting in only two games being played with each team securing a win.

### *The Team*

		
John Deeble Head Coach	Tony Harris On-Field Coordinator	Phil Dale Pitching Coach
		
Paul Elliott Assistant Coach	Andy Utting Assistant Coach	David Nagy Executive Officer
		
Luke Acret	Craig Anderson	Adrian Burnside
		
Michael Collins	Lachlan Dale	Josh Davies
		
Gavin Fingleston	Andrew Graham	Brad Harman
		
Donovan Hendricks	Craig Lewis	Nick Kimpton



- 🌸 First: Cuba
- 🌸 Second: Japan
- 🌸 Third: Korea
- 🌸 Fourth: USA
- 🌸 Fifth: Taiwan, Italy, Panama, Netherlands (equal)
- 🌸 Sixth: Australia, Germany, South Africa (equal)

### The Team



The senior team did not participate in any other events during the 2004 / 2005 year but have a very big 2005 / 2006 year ahead with the World Cup and the World Baseball Classic on the agenda.

### National AAA Program

The national AAA team participated in the 2004 AAA World Championship staged in Taipei City, Taiwan, from 27 August to 31 September.

With perhaps one of the strongest junior sides assembled in years, hopes were high for a good result. Unfortunately as so often happens in sport, the team did not really meet expectations and finished in equal ninth place. Final standings were:



## Game Results

**Date:** 4 Sep 04    **Venue:** Shinchuang Stadium    **Tournament:** 2004 AAA World Championship

	Inn/Team	1	2	3	4	5	6	7	8	9	10	11	R	H	E	LOB
V	Australia	0	0	0	0	0	0	0	1	1			1	7	1	7
H	Korea	1	0	0	0	2	0	3	0				6	10	0	6

**Date:** 5 Sep 04    **Venue:** Teinmou Stadium    **Tournament:** 2004 AAA World Championship

	Inn/Team	1	2	3	4	5	6	7	8	9	10	11	R	H	E	LOB
V	Cuba	0	2	0	1	4	0	0	0	0			7	8	1	
H	Australia	1	0	0	0	0	0	0	1	0			2	9	1	

**Date:** 6 Sep 04    **Venue:** Shinchuang Stadium    **Tournament:** 2004 AAA World Championship

	Inn/Team	1	2	3	4	5	6	7	8	9	10	11	R	H	E	LOB
V	Australia	2	0	0	0	0	0	0	0				2	7	3	9
H	Panama	0	3	0	3	0	0	4	2				12	18	0	6

**Date:** 7 Sep 04    **Venue:** Tien-Mou Stadium    **Tournament:** 2004 AAA World Championship

	Inn/Team	1	2	3	4	5	6	7	8	9	10	11	R	H	E	LOB
V	South Africa	0	0	0	0	1	0	0					1	2	2	
H	Australia	1	0	1	4	2	2	2					12	11	0	

**Date:** 8 Sep 04    **Venue:** Shinchuang Stadium    **Tournament:** 2004 AAA World Championship

	Inn/Team	1	2	3	4	5	6	7	8	9	10	11	R	H	E	LOB
V	Australia	0	1	3	0	4	0	0	0	0			8	9	0	
H	Italy	0	0	0	0	0	0	0	0	0			0	3	3	

No team statistics were made available from the tournament organisers.





## National AA Program

There was no program for the national AA team in 2004 / 2005.

## National Women's Program

2004 represented the biggest year to date for the national women's program.

The team embarked on a four-week tour, participating in two international events - the Women's World Series and the Women's World Cup.

The team first participated in the annual Women's World Series which was staged in Uozu City, Japan.

Eight teams attended this event as the majority of teams were using it as a preparation for the up and coming World Cup.

Whilst the standard of play varied amongst the teams, the top four teams (Australia, USA, Japan and Canada) played some competitive games. Japan was the eventual winner with Australia and Canada finishing third equal.

## The World Series Team

Namer	State	Position
Emma Binks	VIC	Pitcher
Nicole Cain	VIC	Outfield
Rebecca Cosstick	NSW	Infield
Chelsea Forkin	WA	Infield
Kellie Gunn	NSW	Pitcher
Samantha Hamilton	VIC	Infield
Ella Holien	VIC	Pitcher
Jade Hough	Vic	Infield
Deanne Lee	VIC	Outfield
Kerron Lehane	WA	Pitcher
Shae Lillywhite	VIC	Infield
Tahnee Lovering	NSW	Catcher
Amy McCann	VIC	Outfield
Sue Anne Parker	VIC	Pitcher
Chantelle Price	NSW	Outfield
Renee Straumeitis	NSW	Pitcher
Alisa Tamburrino	VIC	Pitcher
Megan Vidler	NSW	Pitcher
Simone Wearne	VIC	Pitcher

## World Series Team continued ...

Namer	State	Position
Shaun Smith	NSW	Head Coach
Dominick Ruggerio	VIC	Assistant Coach
Jere Schulte	QLD	Pitching Coach
Anne Maree Adams	QLD	Executive Officer

No team statistics were made available from the tournament organisers.

From Japan the team moved onto Edmonton, Canada, to compete in the first ever IBAF sanctioned Women's World Cup.

This was a major event for international Women's Baseball with IBAF finally recognising the growing stature of international Women's Baseball.

The competition was stiff at the event and once again the Women's Baseball power houses of USA, Japan, Australia and Canada proved to be the dominant teams. Team USA were the eventual winners with our team narrowly missing out on a medal and placing fourth (having lost the Bronze medal game to Canada 8-3).

Despite not placing in the medals, the tour was a fantastic one for all involved and gave players a real taste of international baseball that they will never forget and helped take Women's Baseball to the next level.

Special mention is to be made of the following players who obtained awards at the tournament:

- ✿ Ella Holien - Top Pitcher (Win / Loss record)
- ✿ Shae Lillywhite - Top Hitter
- ✿ Chelsea Forkin - All Star Team (3<sup>rd</sup> Base)
- ✿ Katie Gaynor - All Star Team (DH)

## The Team

Name	State	Position
Emma Binks	VIC	Pitcher
Nicole Cain	VIC	Outfield
Angela Catford	NSW	Outfield
Chelsea Forkin	WA	Infield
Katie Gaynor	NSW	Infield
Kellie Gunn	NSW	Pitcher
Samantha Hamilton	VIC	Infield
Ella Holien	VIC	Pitcher





**The Team continued ...**

<i>Name</i>	<i>State</i>	<i>Position</i>
Jade Hough	VIC	Infield
Deanne Lee	VIC	Outfield
Shae Lillywhite	VIC	Infield
Tahnee Lovering	NSW	Catcher
Amy McCann	VIC	Outfield
Catherine Row	VIC	Pitcher
Renee Straumeitis	NSW	Pitcher
Alisa Tamburrino	VIC	Pitcher
Megan Vidler	NSW	Pitcher
Simone Wearne	VIC	Pitcher
Grant Weir	VIC	Head Coach
Kane Longstaff	VIC	Assistant Coach
Shaun Smith	NSW	Pitching Coach
Anne Maree Adams	QLD	Executive Officer

*Cal Ripken*

The Cal Ripken program remains an integral component of our overall High Performance system. It provides the opportunity to conduct comprehensive early talent identification and get our most talented junior players into the representative system at an early age.

Following on from a successful tournament in 2003, expectations were high for the 2004 team. A strong team was assembled and set off to compete in the 2004 Cal Ripken World Series in Aberdeen, Maryland, from 14 to 19 August.

The team faced some very stiff competition from international teams, however, and unfortunately, did not get a win from the four games played and finished last in the International division.

Despite the lack of on-field wins, all the boys played very hard, did themselves and Australia proud and gained a wonderful sporting and cultural experience.

*The Team*

		
Bob Nilsson Head Coach	Greg Kent Assistant Coach	Jason Hewitt Assistant Coach
		
Keith Land Business Manager	Cory Adamson	Lucas Bakker
		
Andrew Campbell	Aaron Costa	Brock Dodd
		
Jordan Dyer	Joshua Hendricks	Andrew Jones
		
Ben Lodge	Daniel Lucherhand	Andrew Jones
		
Troy Malthouse	Taylor McEvoy	Jake "Mully" McKenzie
		
Aaron Tritton	Logan Wade	



## *Claxton Shield*

The 2005 Astarra Claxton Shield was staged at Blacktown Olympic Park, Sydney, NSW, from 22 to 29 January.

For the third year running the tournament was a success. The ABF, in conjunction with NSW Baseball League and Blacktown Venue Management, ensured

the people of Sydney were treated to a wonderful display of Baseball talent and a week full of quality entertainment.

Despite some stiff competition New South Wales again proved to be too strong in front of their home crowd and were crowned National Champions for the second year running.



Magnificent display of storm clouds over the Claxton Shield  
Photograph by Dynamic Digital Photography

### *Final Standings*

- ✿ First - New South Wales
- ✿ Second - Victoria
- ✿ Third - Western Australia
- ✿ Fourth - South Australia
- ✿ Fifth - Australian Provincial
- ✿ Sixth - Queensland

### *Individual Award Winners*

- ✿ Golden Glove - Brad Harman, Victoria
- ✿ Batting Champion - Paul Rutgers, Victoria
- ✿ Golden Arm - Simon Beresford, Victoria
- ✿ Final MVP - Anthony Krajanjic, New South Wales
- ✿ Helms Award - Brad Harman, Victoria



## Claxton Shield Winners

Year	Winners	Venue
1934	South Australia	Adelaide, SA
1935	South Australia	Melbourne, VIC
1936	South Australia	Sydney, NSW
1937	New South Wales	Adelaide, SA
1938	New South Wales	Perth, WA
1939	New South Wales	Melbourne, VIC
1940-45	Series Suspended	
1946	New South Wales	
1947	Victoria	
1948	Victoria	
1949	Victoria	
1950	New South Wales	Sydney, NSW
1951	New South Wales	Adelaide, SA
1952	Western Australia	Perth, WA
1953	New South Wales	Brisbane, QLD
1954	Victoria	VIC
1955	New South Wales	Sydney, NSW
1956	Victoria	
1957	South Australia	Perth, WA
1958	Victoria	Brisbane, QLD
1959	South Australia	Melbourne, VIC
1960	South Australia	
1961	South Australia	SA
1962	Victoria	Perth, WA
1963	New South Wales	Brisbane, QLD
1964	South Australia	Melbourne, VIC
1965	Victoria	Sydney, NSW
1966	South Australia	SA
1967	South Australia	Perth, WA
1968	Victoria	Brisbane, QLD
1969	South Australia	Melbourne, VIC
1970	South Australia	Sydney, NSW
1971	South Australia	
1972	Victoria	Brisbane, QLD
1973	Victoria	Perth, WA
1974	Victoria	VIC
1975	Western Australia	Sydney, NSW
1976	South Australia	Adelaide, SA
1977	Western Australia	
1978	Western Australia	
1979	Western Australia	
1980	South Australia	
1981	Victoria	
1982	Queensland	Sydney, NSW
1983	Queensland	Perth, WA
1984	Victoria	
1985	Western Australia	
1986	Victoria	
1987	Queensland	
1988	Queensland	

## Claxton Shield Winners continued ...

Year	Winners	Venue
1989-1999	Refer ABL National Championship Winners & IBLA Claxton Shield Winners	
2002	Victoria Aces	Melbourne, VIC
2003	Queensland Rams	Sydney, NSW
2004	NSW Patriots	Sydney, NSW
2005	NSW Patriots	Sydney, NSW

## ABL (Australian Baseball League) National Championship Winners

Year	Winners	Venue
1989/90	Waverly Reds (VIC)	
1990/91	Perth Heat (WA)	
1991/92	Daikyo Dolphins (QLD)	
1992/93	Melbourne Monarchs (VIC)	
1993/94	Brisbane Bandits (QLD)	
1994/95	Waverly Reds (VIC)	
1995/96	Sydney Blues (NSW)	
1996/97	Perth Heat (WA)	
1997/98	Melbourne Reds (VIC)	
1998/99	Gold Coast Cougars (QLD)	

## IBLA (International Baseball League Australia) Claxton Shield Winners

Year	Winners	Venue
1999/00	Western Healers (WA)	Gold Coast, QLD
2000/01	No Claxton Shield	



**BRETT PICKETT**  
High Performance Manager



# National Development

by Peter Wood, National Development Manager

## Participation Growth

Play Ball completed its three-year funding through the Australian Sports Commission this past June and this investment, together with MLB's considerable support, has produced very good results for our sport. The three year totals:

- Program Exposure - 1.2 million
- Program Participation - 16,062
- New Club Registrations - 8,894

The most pleasing aspect of the program has been the conversion ratio our States and Territories have been able to achieve posting a three-year average of around 55 percent. This speaks volumes for the abilities and dedication of the Development staff who have driven the program from day one.

The ABF has increased the level of monetary support provided to the program and importantly MLB will continue as our resource support partner for the short to medium term.

## Retention

The highly regarded industry paper, the *Sweeney Report*, shows that we have been successful in arresting the decline in participation over the last 12 months. This augers well for the future and confirms the outcomes provided above.

Whilst we have seen our existing club development flagship, the *Leadoff Program*, post successful growth figures this past year (37 percent), the ABF and Baseball Victoria have been liaising on the development of a new model and hopes are that this will be ready for release in the coming months.

Baseball Victoria has done very well with their "Home Run Club" and there is little room to doubt that a national program along similar lines shouldn't meet with the same success.

In last year's Annual Report I flagged that retention should come more strongly into focus and this will be realised at the national workshop being held in October. Retention of our existing participants will require a whole-of-sport approach and the challenges and opportunities that this holds for us will be the subject of much discussion at the workshop.

## Coaching

Coaching accreditation numbers continued to grow over the previous year and this will certainly buoy our efforts to recruit and retain members in the subsequent period.

Our *Elite Player Accreditation* course pilot was a success with 19 participants completing the requirements in Brisbane over two days. The course will be refined further and rolled out across all States and Territories.

The *National Level 2 Coaching* course was held in July and it continues to grow in stature and validity each year. The challenge ahead for our sport will be in creating opportunities for each State and Territory to hold their own Level 2 Coaching course. In its present form, this is cost prohibitive but strategies need to be sought if we are to overcome this shortfall in our coach education system.

MLB once again provided opportunities for two coaches through their International Coach Exchange program and we were fortunate to receive support for their attendance at MLB's Arizona Instructional League. This is an outstanding vehicle for elite coach development and one which we will continue to access in the future.



## *International*

*T*his past year we embarked upon many initiatives in the pursuit of securing stronger relationships throughout Asia. The biggest of these saw 19 players and support staff spend time in the Niigata and Tokyo regions as part of the Taiken Wellness project.

Essentially this came about through Australia's success at the Athens Olympic Games and the subsequent profile we enjoyed in Japan. The company principal's desire to win the Industrial League utilising our players was the project goal and for us it created another player and coach development opportunity worth exploring. It was both ambitious and ground breaking in a number of ways and one that commanded great interest in Japan when it came to fruition. It will no doubt be the forerunner of increased Australian player participation in Japan in the years to come.

Other activities in the period included visits by Beijing Tigers (China) and Asahi University (Japan). Numerous meetings and correspondence will also result in us hosting several training camps and games in the year ahead.

## *Disability*

*W*e have started to make great in-roads into our goals for disability inclusion through our Project CONNECT initiatives. These have included professional development for all employed Development staff, updating our resources to reflect a more inclusive mindset and coaching course revisions that provide disability education components.

The ASC funding that underpins this program will continue to assist in our efforts to provide for athletes with a disability and in so doing meet the needs of a sector of the community so often overlooked.

## *Women's Development*

*A* scholarship to attend the Level 2 coaching course was again awarded to an aspiring elite female coach this year.

The desire for knowledge and motivation of female coaches accessing this scholarship has always been very high and this year's recipient was similarly equipped. Their results on-course continue to be of a very high standard and this will contribute to the growth of women's baseball and their performance levels in the years ahead.

## *In Summary*

*T*he year 2004 / 2005 can best be summarised as being one of solid progress:

- ✿ The efforts of all to grow our participation base have been consolidated with another good showing (and therefore endorsement of) the Play Ball program.
- ✿ All stakeholders have identified that retention is amongst our highest priorities and made movement towards improving our abilities in that regard.
- ✿ 2004 / 2005 has also seen a concerted swing towards an improvement in our profile in the Asian region through expansion of our interaction with Japan in particular. This will no doubt pay dividends for Australian Baseball in the longer term.
- ✿ Our sport has become more able to meet the needs of the disabled athletes through our Project CONNECT activities.
- ✿ We have adopted measures that will proactively provide for the progression of retiring elite players into the coaching stream.

## *Acknowledgement*

*M*ajor League Baseball and the Australian Sports Commission have once again provided very generous support through a range of programs in the development portfolio and I would like to offer heartfelt thanks for their continued assistance.





In our international activities, **Danny Maruyama** and **Masa Kohiyama** have contributed an enormous amount of time and expertise to our programs and we are indeed indebted to them both.

My regards also to all others who have contributed to the growth and well being of our sport this past year.



*PETER WOOD*  
National Development Manager



# Database & Communications

by Jenny Stockman, Marketing & Communications Coordinator

The 2004 / 2005 season has been extremely progressive in the Communications department, demonstrating an increase in player registrations and database activations.

A national database rollout scheme resulted in enhanced database functionality and greater understanding of the system for all administrators.

Following is an overview of the successes with the system to date:

## My Club Database

The My Club Database is an on-line management tool that allows all clubs in Australia to form part of a national registration database.

Since its inception in 2003, the My Club Database has proved to be a fundamental tool in creating a united approach to administering our sport and has assisted greatly in establishing a national approach to membership servicing.

The My Club Database has also exceeded our expectations in regards to membership counts. At the end of the 2004 / 2005 season there was a record 76,262 members placed on the database, 42,127 of which were identified as registered playing members.

## Website and Database Statistics

An audit was carried out on the My Club Database prior to hosting the national My Club Database seminar in June and results indicated that there were 561 clubs activated on the website and 67,940 members recorded on the database. However, an audit carried out on 31 August indicated that the final membership count for the 2004 / 2005 season had increased by approximately 12.5 percent taking the final member count to 76,262 recorded on the database.

Included in the 76,262 member count, results indicated that 42,127 are considered to be registered players and 34,135 are classified as 'non members'. The non member category includes committee members, volunteers, parents and officials.

The following is a breakdown of the 42,127 registered players:

SENIOR MEMBERS ACROSS ALL STATES	
State	Total
ABF	104
ACTBA	252
BQI	1,409
BVic	6,863
BWA	4,139
NSWBL	4,928
SABL	1,411
<b>TOTAL</b>	<b>19,106</b>

JUNIOR / T-BALL MEMBERS ACROSS ALL STATES	
State	Total
ABF	320
ACTBA	759
BQI	3,317
BVic	6,285
BWA	3,740
NSWBL	7,331
SABL	1,269
<b>TOTAL</b>	<b>23,021</b>

Results also indicated that the total number of clubs increased by 17.5 percent from 561 to 659.

TOTAL NUMBER OF CLUBS	
State	Total
ABF	11
ACTBA	13
BNTI	13
BQI	52
BVic	127
BWA	58
NSWBL	323
SABL	62
<b>TOTAL</b>	<b>659</b>



## National Database Training Seminar

On 3 and 4 June 2005 the Australian Baseball Federation hosted a national My Club Database workshop aimed at ratifying any discrepancies with the My Club Database and to develop a structured approach to database rollout.

The seminar was utilised to identify a group of national trainers that would be able to assist with technical support and training for all clubs in their respective States / Territories.

The seminar allowed us to create a unanimous approach to database rollout that catered for each State and Territory and a large amount of upgrades resulted.

The team of national trainers who attended the seminar included:

- ✿ New South Wales - Chris White (CBNSW & NSWBL Admin Officer) and John Meers (NSWBL Chief Executive Officer).
- ✿ South Australia - Michael Carter (SABL General Manager), Jackie Klus (SABL Administrator), Jeff Wright (SACBA Secretary).
- ✿ Australian Capital Territory - Trevor Schumm (ACTBA General Manager).
- ✿ Queensland - Peter McClenahan (BQI Administration Manager), Bob Heiler (BQI Chief Executive Officer), Wayne Michel (Sunshine Coast Baseball Association Administrator).
- ✿ Northern Territory - Shane Laidlaw (BNTI Executive Officer).
- ✿ Victoria - Scott Dawes (BVic Executive Director), Rob Cioffi (BVic Marketing & Communications Manager), Andrew Fennell (BVic Operations Manager).
- ✿ National Office - Sue Clarke (Business Manager), Alan Weir (Special Projects Manager), Don Knapp (Chief Executive Officer), Jennifer Stockman (Marketing & Communications Coordinator).

## State Database Training

Throughout the months of July, August and September 2005 club training seminars were conducted in each State and Territory. These seminars aimed to increase the knowledge of the database amongst club administrators.

The seminars were extremely successful and I would like to take this opportunity to thank all of the Trusted Club Officials that attended. I would also like to thank the State and Territory Associations for facilitating the seminars.

## Database Upgrades

Since its release in November 2003 the My Club Database has undergone a series of upgrades and as a result it now offers clubs with a wider variety of management tools to assist in the administration of their club, including the ability to:

- ✿ maintain accurate accounts of historical information;
- ✿ maintain secure records at all times;
- ✿ maintain asset management and stock control;
- ✿ send and receive invoices;
- ✿ export all functions to Excel for reporting purposes;
- ✿ move players between clubs on-line, therefore assisting with the player clearance process;
- ✿ generate internal directories;
- ✿ break all clubs into squads and teams;
- ✿ tailor each database to each club's requirements;
- ✿ send emails, SMS and newsletters to all members in each club.

In an attempt to make the My Club Database as user friendly as possible, the ABF has submitted a further request to Bellevue IT to implement further upgrades to the My Club Database. We anticipate these upgrades to be completed before the end of November.



## *My Rewards Membership Benefits Program*

The aforementioned State training seminars were also utilised to introduce our members to the new My Rewards Membership Benefits program which is aimed at “creating greater value for all members”.

The name of the program (My Rewards) was created to clearly identify just that; the rewards a member will receive by being a member of the ABF.

The program will be broken up into three phases:

- ✿ Phase One - My Club
- ✿ Phase Two - My Membership
- ✿ Phase Three - My Competition

Each of these phases has their own set of goals, aims and objectives and the order of each phase is reliant upon the success of the phase before it, therefore, each phase has been developed in order of priority.

### *Phase One - My Club*

*My Club* is the most important component of the My Rewards program because it will:

- ✿ provide accurate accounting figures for insurance premiums;
- ✿ form the basis of the My Membership Card scheme;
- ✿ provide us with an enhanced communication network with our members;
- ✿ form the basis of a membership royalties scheme;
- ✿ allow us to offer a national competition management software; and
- ✿ act as a safeguard for membership information and services.

The goals, objectives and aims for the My Club section of the My Rewards scheme are to:

- ✿ obtain accurate membership counts for insurance purposes;

- ✿ offer an on-line management tool that allows clubs and associations to administer their club as a business;
- ✿ provide accurate accounting facilities;
- ✿ achieve 100 percent compliance on the database; and
- ✿ maintain secure records at all time.

### *Phase Two - My Membership*

The My Membership phase will rely heavily upon the success of phase one.

The successful implementation of phase one will provide a solid base to rollout the My Membership scheme directly to our members.

The main element of the My Membership scheme will be to implement a membership card system of which the Policy for this system is outlined as follows:

- ✿ Need to be on the database to receive a membership card.
- ✿ Need the card as proof of registration.
- ✿ Need to be on the database (registered) to be considered insured.

The goals, objectives and aims for the My Membership phase are to:

- ✿ increase tangible benefits for members;
- ✿ increase membership moral;
- ✿ attract and retain members;
- ✿ implement a membership card system;
- ✿ create a sense of ownership for members and their membership;
- ✿ increase member protection;
- ✿ demonstrate a united approach to membership servicing;
- ✿ heighten the importance of a membership at all levels;
- ✿ enhance communications with our members; and



- build the profile of our sport.

### **Phase Three - My Competition**

The My Competition phase will provide clubs and associations with a second administrative tool that will allow them to administer their local competition. Refer to the next heading “My Competition Management” below for more information.

The **benefits to clubs** will include:

- their own club website (My Site);
- an on-line management tool (My Club);
- accurate accounting records for insurance purposes;
- secure storage of information;
- increased communication capability (ie, email, SMS and newsletters);
- the ability to monitor all clubhouse stock (My Asset Management);
- enhanced promotional avenues and enhanced corporate image;
- accurate accounts of historical information (ie, no need to exchange information when committee changes over);
- accurate reporting functionality;
- become part of a national system;
- assistance with player clearances;
- better administration practices for the future.

The **benefits for members** will include:

- guaranteed insurance cover;
- nationally recognised membership (My Membership Card);
- discount voucher booklet (My Discounts);
- additional discount vouchers on-line for over 4,000 businesses;
- increased security in the maintenance and storage of personal information (My Club);

- access to websites for every level of the admin spectrum (My Site);
- increased communication with administrative bodies;
- access to their individual on-line playing record (My Record);
- monthly baseball updates (My Newsletter);
- access to on-line communication directory.

My Rewards Membership Benefits program will be launched in the 2005 / 2006 season.

Once a player is activated on the My Club Database as a current playing member the ABF will implement them into the My Rewards Membership scheme.

Exportation of all new player registrations will be carried out on the first of every month. Members should then receive their membership pack within four to six weeks from the date of exportation. Each membership pack will include a membership booklet, a membership card and access to an on-line rewards database.

### **My Competition Management**

The My Competition Management software is a second Baseball specific tool that has been offered to all clubs, regional, state and territory associations and allows administrators to manage all their fixtures, results and statistics in one software package.

The My Competition Management software is linked with the My Club Database and offers a great cross-referencing tool for the validity of numbers on the My Club Database.

This project was not scheduled to be released until 2006, however, due to the high demand for the service, we are pleased to report that many States are now comprehensively using the software.

Special thanks must go to **Baseball Victoria** and **Bellevue IT** for their continued assistance with the upgrades to the Competition Management software, allowing us to make it as baseball-friendly as possible.





## *Conclusion*

*I*n conclusion, the 2004 / 2005 season has proven a very productive one in regards to Database and Communications.

The My Club Database has reached new heights in both compliance and functionality. The My Competition Management system is being utilised in many States and we have developed a strong foundation to implement a Membership Rewards program.

All this combined makes for a very exciting 2005 / 2006 year.

*JENNY STOCKMAN*  
Marketing & Communications  
Coordinator





# *Baseball Australia Licensing and Merchandising*

## *Enterprise (BALME)*

*by Alan Weir, Special Projects Manager*

**B**aseball Australia Licensing and Merchandising Enterprise (BALME) was introduced to the Australian Baseball community as a way to minimise the reliance on Government subsidies which were expected to decline following the Sydney 2000 Olympic Games. The program was also introduced to present a united front to potential sponsors to increase sponsorship at all levels of the game.

The benefits of BALME are that in the medium to long term it will provide Baseball with a valuable marketing tool, a consistent all-of-sport approach to branding and raise significant revenue for the development of Baseball, particularly at grass roots level.

Significant changes have been made to the program since it was first introduced and it is important members of the Baseball community understand this program is working and generating funds back to the members. The future success of the program, however, depends on members ensuring players wear only licensed product and support licensees.

### *Current Overview*

**T**he ABF assumed responsibility of BALME from 1 January 2005.

The initial focus as the program's manager was to review the files supplied by Baseball Victoria who had successfully managed the program for four years and to ascertain exactly who the licensees were and their past activities.

During the first quarter of 2005 Baseball Victoria was encouraged to follow up outstanding license fees from 2004.

### *Review Process*

**T**he majority of licensees are positive about the program, though some had some concerns pertaining to various areas which the ABF has agreed to review.

A minority have major misgivings about the program though they welcomed the opportunity to express their views directly to the governing body. Whilst this minority is not entirely satisfied that the changes they wanted will be made, a number of concerns were aired. BALME staff will continue to meet with as many licensees as possible.

### *Licensees*

**N**ine new licenses for apparel have been granted this year, mainly in regional areas with six licensees not renewing their agreement.

Regional associations, in particular, are encouraged to nominate potential licensees in their area for contact by BALME to become licensed suppliers. This should assist regional areas in becoming BALME-compliant.

It is interesting to note that a number of potential licensees have been informed by their local association or club that BALME licenses attract an up-front license fee. As previously stated, the BALME program has evolved over the past five years to become far more user-friendly and many changes have taken place, such as the abolition of up-front licensing fees.

Any questions relating to the BALME program should be submitted directly to Alan Weir, the ABF's Special Projects Manager, at email address [alan.weir@baseball.org.au](mailto:alan.weir@baseball.org.au) or direct telephone 07-5509 4111.



## Introducing Licensed Suppliers

**G T Sports Imports (WA)** - Supplier of Diamond Ace baseballs, major, minor and little league soft core leather and vinyl baseballs.



**Madison Sports Pty Ltd (QLD)** - Supplier of Louisville baseballs.



**Easton** (retail outlets across Australia) - Supplier / distributor of 700, 600, 500 series baseballs, 700 series winter baseballs.



**Wilson Sporting Goods** (retail outlets across Australia) - Supplier of A 1010B baseballs.



**Baseball World Australia Pty Ltd - K2 Baseball (VIC)** - Supplier of a range of junior and senior baseballs and a full range of uniforms.



**Greatrex Australia (SA)** - Supplier of Hylite senior baseballs 470 C and junior baseballs 450 C and a full range of uniforms.



**Ausport Sporting Goods (VIC)** - Supplier of a range of junior and senior baseballs and a full range of uniforms.



**Fielders Choice (WA)** - Supplier of Tower brand baseballs and a full range of uniforms.



**Ausball Sports Equipment (VIC)** - Supplier of a range of junior and senior baseballs and a full range of uniforms.

**Dynamic Sports & Leisure (SA)** - Supplier of Oliver White Diamond baseballs.

**Greenfly Pty Ltd (NSW)** - Supplier and manufacture of On Deck brand uniform pants only.



**Sportswear Queensland (QLD)** - Supplier of a full range of uniforms.



**Ballpark Queensland (QLD)** - Supplier of a full range of uniforms.



[www.wembleysportswear.com.au](http://www.wembleysportswear.com.au)

**Wembley Sports Wear (WA)** - Supplier of a full range of uniforms.



**Emmsee Sportswear (SA)** - Supplier of a full range of uniforms.



**Triple Play (QLD)** - Supplier of a full range of uniforms.



**P S L Digital Screenprint (WA)** - Supplier of a full range of uniforms.



**Excel Sportswear (WA)** - Supplier of a full range of uniforms.



**Champion Sportswear (VIC)** - Supplier of a full range of uniforms.



**W B Sports Supplies (NSW)** - Supplier of a full range of uniforms.



**Rider Sportswear Pty Ltd (VIC)** - Supplier of a full range of uniforms.

**Look Sharp Apparel (WA)** - Supplier of a full range of uniforms.

**Red Dog Clothing (QLD)** - Supplier of a full range of uniforms.



### *Licensed Suppliers continued...*

**Jimmi Dexta Pty Ltd (VIC)** - Supplier of a full range of uniforms.

**Athletic Knit Australia (SA)** - Supplier of a full range of uniforms.

**B & C Tackle Pty Ltd (NSW)** - Supplier of a full range of uniforms.

**Fourex Clothing Pty Ltd (QLD)** - Supplier of uniforms and clothing.

**Vis Tech Sports Management (NSW)** - Supplier of uniforms.

**Striker Sports Pty Ltd (VIC)** - Supplier of uniforms.

**Attack Sports (NSW)** - Supplier of uniforms.

**Shirts North (QLD)** - Supplier of a full range of uniforms.



**Blue Water Embroidery (NSW)** - Supplier of a full range of uniforms and caps.



**Hyper-Active Merchandising (NSW)** - Supplier of caps.



**Rally Point (SA)** - Supplier of apparel.

## *Baseballs*

*In* order to clarify and hopefully standardise the issue of baseballs in Australia, the ABF is proposing to introduce a recommended specification for each level of play. This will make it easier for everyone involved in the game to know exactly which baseball is licensed for each level of play. More information on this initiative will be forthcoming as the policy is finalised.

## *Branding*

*The* ABF is looking to develop a “brand” for Australian Baseball which not only incorporates the Licensing and Merchandising program, but also includes national team merchandising, such as logo, supporter shirts and uniforms both authentic and replica.

With the possibility of a new national league commencing within the next two years, a brand for Baseball Australia that will compliment but also differentiate from the proposed Australian Baseball League is required.

## *Tender Site*

*An* idea developed in conjunction with the My Club system is the “Tender Site” where associations and clubs will be given the opportunity to place a tender for uniforms, baseballs and equipment on My Shop where it will be emailed immediately to every licensee in Australia.

The advantage of this process is that associations and clubs will have instant access to licensed suppliers which should result in more competitive pricing. The real value is for licensees who will gain a constant communication from those associations and clubs actively in the market for uniforms. Eventually the system can be extended to equipment if required. This initiative is expected to be activated shortly.

## *Compliance*

*The* biggest threat to the success of the BALME program will come from the participants of the sport.

If associations and clubs do not encourage and demand players wear licensed product, the program may never achieve the potential it should. The sport of baseball needs to approach the marketing of the game in a unified manner in order to garner support from suppliers, sponsors and Government.

Compliance to BALME guidelines and support to our licensed suppliers is one of the easiest ways for the sport to advertise itself to the community and will hopefully see more sponsors, such as Astarra, coming on board to support the game.



## *Revenue*

The peak period to generate revenue from this program is prior to the summer season and the financial statements reflect the limited revenue generated from the first few months of 2005. This should change with a full year's trading.

## *Distribution of Revenue*

Revenue generated from the activities of the BALME program will form a major component of the National Royalty Policy. This Policy has been created by the ABF's Board to "create a fair, open and transparent system for distributing royalties earned from identified all-of-sport products" which includes the BALME program.

In order to maximise the revenue States and Territories can generate from the national royalty pool, it is important all associations and clubs are compliant.

## *Conclusion*

A number of exciting initiatives have been instigated by the ABF in the past few years, including: My Club Database, My Baseball Rewards Membership program and negotiations with Major League Baseball for the reintroduction of a new national league.

All these initiatives will assist in the further development of the BALME program and with the added benefit of direct management by the ABF, we believe the program will continue to develop further.



*ALAN WEIR*  
Special Projects Manager





# 1 July 2004 to 30 June 2005

## Financial Report

by Colin Pitt, Director & Sue Clarke, Business Manager

In accordance with a resolution of the Board of Directors, the Directors present their financial report of the ABF for the year ended 30 June 2005 and the state of the ABF's financial affairs as at that date.

### Directors

The following persons were Directors of the ABF during the whole financial year:

- Ron Finlay
- Geoff Pearce
- Colin Pitt
- Murray Westphal
- Deborah Healey
- Katie Bickford

Don Knapp and Peter Williams were Directors of the ABF for part of the financial year.

Name	Position	Meetings Eligible to Attend	Meetings Attended
Ron Finlay	Director / President	3	3
Geoff Pearce	Director	3	3
Colin Pitt	Director	3	2
Murray Westphal	Director	3	3
Deborah Healey	Director	3	3
Katie Bickford	Director	3	3
Peter Williams	Director	3	3
Chris White	Director / CEO	1	1
Don Knapp	Director / CEO	3	3

### Principle Mission & Activities

The general activities of the ABF are set out throughout this Annual Report and there were no significant changes from the principle mission; "to provide national leadership and a national framework for harnessing the energies of the many Baseball people and organisations throughout Australia with the aim of building the business of Baseball for the benefit of all".

### Corporate Governance Statement

The Directors are responsible for the implementation of sound strategies and actions for the development of controls over the ABF's resources, functions and assets.

The main practices, in terms of corporate governance, in place during the financial year were:

- an independent Board;
- Directors with appointed portfolio responsibilities;
- an ABF Council of State and Territory Presidents; and
- Board committees including:
  - Finance Committee
  - High Performance Committee
  - Tournament Management Committee
  - Baseball Facilities Committee
  - Baseball Heritage Committee
  - Sports Development Committee
  - Provincial Committee



Directors were assigned portfolio responsibilities as follows:

- **Ron Finlay:** Olympics, International Relations (Oceania, Major League Baseball, International Baseball Federation) and Member Liaison.
- **Geoff Pearce:** High Performance, Baseball Operations (including events and tournaments), Licensing and Merchandising and assistance with International Relations.
- **Colin Pitt:** Finance, Tournament Management Committee and Provincials.
- **Deborah Healey:** Legal, Administrative and Appeals.
- **Katie Bickford:** Business Development, Marketing and Sponsorship.
- **Murray Westphal:** IT and Communications.
- **Peter Williams:** Sponsorship, Investment and Commercial.

## *Financial Overview*

The key financial strategies of the ABF over the last financial year have been to:

- maintain a moderate surplus;
- establish a sound investment mechanism for investment funds;
- ensure cash flow is managed positively by receiving income within agreed timeframes; and
- continue to diversify income base of the ABF.

## *Trading Results*

The consolidated surplus of the ABF for the year ended 30 June 2005 was **\$68,874.00**.

The consolidated deficit of the Major League Baseball Australian Academy Program (MLBAAP) for the year ended 30 June 2005 was **(\$33,731.00)**, which brings members equity for the MLBAAP to **\$1,380.00**.

The consolidated surplus of Baseball Australia Licensing & Merchandising Enterprise (BALME) for the year ended 30 June 2005 was **\$16,999.00**, which was from the period the ABF took over BALME; from 1 January 2005.

## *State of Affairs*

There have been some significant changes in the state of affairs of the ABF during the financial year, which were:

- The ABF has entered into a partnership with Astarra Funds Management, with ABF investment funds being invested with Astarra during the term of the partnership.

The commencement of this partnership was 1 December 2004 and concludes 30 November 2006, with an option to extend to 30 November 2008.

- The take over of BALME from Baseball Victoria on 1 January 2005.

## *Matters Subsequent to the End of the Financial Year*

There have been no significant changes in the state of affairs of the ABF since year end, other than the ABF's Board agreeing to a loan to ACT Baseball Association on normal commercial terms.

## *Directors' Benefits*

No Director has received or become entitled to receive a benefit by reason of a contract with the ABF.

The Chief Executive Officer, who is also a Director, receives a salary from the Federation (but not a Director's fee).



## Likely Developments

Since 30 June 2005 the ABF has:

- on-going business development;
- implemented the My Club and My Rewards programs;
- conducted a “3 Rs” (Recruitment, Retention, Rewards) workshop; and
- approved \$50,000.00 to be put aside into a term deposit to rebuild cash reserves.

## Officers' Indemnities & Insurance

During the financial year the ABF entered into an insurance contract which serves to indemnify Directors and staff for costs incurred by them in defending legal proceedings arising out of the performance of their normal duties as Directors and staff officers.

## Board Report for the Year Ended 30 June 2005

Your Board members submit the financial accounts of the Australian Baseball Federation Inc for the financial year ended 30 June 2005.

## Board Members

The list of Board members at the date of this report are:

- Ron Finlay, President
- Geoff Pearce, Vice President
- Don Knapp, Chief Executive Officer
- Colin Pitt, Director
- Murray Westphal, Director
- Deborah Healey, Director
- Katie Bickford, Director
- Peter Williams, Director

## Principal Activity

The principal activity of the Federation during the financial year was the administration of Baseball.

## Significant Changes

No significant change in the nature of this activity occurred during the year.

## Operating Results

The surplus / (deficit) from ordinary activities amounted to:

	Year Ended 30 June 2005	Year Ended Previous Year
ABF Operations	68,874.00	2,782.00
MLBAAP	(33,731.00)	(57,693.00)
BALME	16,999.00	

Signed in accordance with a resolution of the members of the Board on the 21st day of September 2005:

.....  
Ron Finlay  
President

.....  
Don Knapp  
Chief Executive Officer



## *Independent Audit Report to the Members*

### *Scope*

We have audited the financial statements of Australian Baseball Federation Inc, being the Statement by Members of the Committee, Statement of Financial Performance, Statement of Financial Position and Notes to Financial Statements for the financial year ended 30 June 2005. The Committee is responsible for the financial report. We have conducted an independent audit of the financial report in order to express an opinion on it to the members.

Our audit has been conducted in accordance with Australian Auditing Standards to provide reasonable assurance whether the financial report is free of material misstatement. Our procedures included examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial report, and the evaluation of accounting policies and significant accounting estimates. These procedures have been undertaken to form an opinion whether, in all material respects, the financial report is presented fairly in accordance with Accounting Standards and other mandatory professional reporting requirements so as to present a view which is consistent with our understanding of the association's financial position and performance as represented by the results of its operations.

The audit opinion expressed in this report has been formed on the above basis.

### *Audit Opinion*

In our opinion, the financial report presents fairly in accordance with applicable Accounting Standards and other mandatory professional reporting requirements the financial position of Australian Baseball Federation Inc as at 30 June 2005 and the results of its operations and its cash flows for the year then ended.

Signed on: 21 September 2005

*RUSSELL TREVORROW*

JMR Group

Chartered Accountants and Company Auditors

PO Box 4055 Robina Town Centre QLD 4230



*Australian Baseball Federation Inc*  
*Trading as Baseball Australia Licensing & Merchandising Enterprise*  
*ABN 18 610 026 404*

*Income & Expenditure Statement as at 30 June 2005*

<b>2004</b> <b>\$</b>	<b>2005</b> <b>\$ Dr</b>	<b>2005</b> <b>\$ Cr</b>
<b><u>BALME Income</u></b>		
Ball Sales		6,266
Uniform Sales		13,159
		<u>19,424</u>
<b><u>BALME Expenses</u></b>		
Bank Fees	46	
Ground Transport	114	
Licensing Logos	2,240	
Miscellaneous Expenses	25	
	<u>2,425</u>	
<b>BALME Suplus / (Deficit) for Year</b>	<b><u>16,999</u></b>	

The accompanying notes form part of these financial statements.





**Australian Baseball Federation Inc**  
*Trading as Major League Baseball Australian Academy Program*  
 ABN 18 610 026 404

**Income & Expenditure Statement as at 30 June 2005**

2004 \$		2005 \$ Dr	2005 \$ Cr
<b><u>MLBAAP Income</u></b>			
200,000	ABF Sponsorship		202,000
9,864	Player Levy		45,775
3,126	Bank Interest		1,426
309,212	MLB Sponsorship		271,874
51,898	MLB Clubs		86,758
3,985	Oceania Levies		6,739
<u>578,085</u>			<u>614,572</u>
<b><u>MLB Expenses</u></b>			
268,588	Accommodation / Meals - Players	256,577	
41,553	Accommodation / Meals - Staff	110,581	
5,500	ACE Coordinator	4,100	
6,268	Administration / Office Expenditures	6,719	
32,449	Airfares - Domestic	28,921	
12,058	Airfares - International - MLB Staff	3,662	
5,472	Balls - Rawlings	6,384	
4,091	Batts - Baum	2,374	
33,386	Coaching Staff	58,905	
47,423	Coaching Staff MLB	15,759	
9,237	Computer / Video Hire	4,481	
20,770	Facility Hire	19,302	
1,294	Field & Baseball Equipment	262	
567	Field Maintenance		
1,602	Freight / Shipping / Duty		
3,736	Functions & Meetings	2,182	
2,800	Game Day Expenditures	2,030	
10,085	Ground Transport	11,913	
8,461	Laundry	12,150	
	Motor Coach Transport	770	
37,950	Program Management	20,500	
33,628	Sports Science / Medicine Trainers	32,176	
4,795	Supplies & Miscellaneous Expenditures	3,604	
5,000	TAFE Courses	5,636	
12,091	Training Gear		
11,000	Tutorial Support	12,780	
15,974	Uniforms	26,535	
<u>635,778</u>		<u>648,303</u>	
<u>-57,693</u>	<b>MLBAAP Surplus / (Deficit) for Year</b>	<u>-33,731</u>	

The accompanying notes form part of these financial statements.



*Australian Baseball Federation Inc*  
*ABN 18 610 026 404*

*Income & Expenditure Statement as at 30 June 2005*

<b>2004</b> \$		<b>2005</b> \$ Dr	<b>2005</b> \$ Cr
	<b>ABF Income</b>		
	<b>Australian Sports Commission Grants</b>		
135,000	ASC Grant - Development		135,000
1,190,000	ASC Grant - High Performance		1,190,000
75,000	ASC Grant - Play Ball - Contra (see D&R Expenses)		40,000
15,001	ASC Grant - Umpire Scholarship		1,458
16,000	ASC Grant - Athens Olympics		
	ASC Grant - Project CONNECT		13,890
<u>1,431,001</u>			<u>1,380,348</u>
	<b>Other Grants</b>		
72,500	AOC - International Grant		85,500
<u>72,500</u>			<u>85,500</u>
	<b>Sponsorships / Claxton Shield</b>		
	Astarra (\$40,000 carried forward into 2005/06)		135,000
23,000	Boronia		20,000
83,050	Claxton Shield including Gate Takings (Astarra \$30,000 in above)		41,668
15,009	Mizuno - Contra (see HP Expenses)		22,320
<u>121,059</u>			<u>218,989</u>
	<b>Member Fees</b>		
34,100	Affiliation Fees / Championship Levy		34,100
3,509	Coaches Accreditation		3,510
600,505	National Registration / Insurance Fees		549,461
101,257	Player Contributions		117,192
900	Scorers Accreditation		845
7,737	Umpires Accreditation		8,855
12,627	Umpires School Levy		
15,205	Coaching Course / Development Conference Levy		13,064
<u>775,840</u>			<u>727,027</u>
	<b>Other Income</b>		
6,497	Interest Earned		9,298
60,502	Investment Income (Reserves)		39,620
16,000	Academy Salary Support		6,000
	Baseball Down Under Program		69,281
	Taiken Program		115,391
12,854	Player Signing Fees		11,460
220	Profit on Sale of Assets		
16,582	Blacktown Revenue		18,274
20,152	Rule Books, Manuals, CDs, Score Books		25,838
	Commissions & Rebates		2,249

The accompanying notes form part of these financial statements.



*Australian Baseball Federation Inc*  
*ABN 18 610 026 404*

*Income & Expenditure Statement as at 30 June 2005*  
*continued ...*

<i>2004</i>		<i>2005</i>	<i>2005</i>
<i>\$</i>		<i>\$ Dr</i>	<i>\$ Cr</i>
	<b>Other Income continued..</b>		
	MLB Clinic		1,942
	MLB Salary Subsidy		16,350
30,000	NSWBL Administration Funding		
15,500	Salary Subsidy ITC		15,500
8,390	Sales Uniforms / Shirts / Equipment		22,225
2,600	Sanction Fees & Sundry Income		2,150
1,707	Sundry Income		
<u>191,004</u>			<u>355,579</u>
<u><b>2,591,404</b></u>	<b>Total General Income</b>		<u><b>2,767,442</b></u>

The accompanying notes form part of these financial statements.



*Australian Baseball Federation Inc*  
*ABN 18 610 026 404*

*Comparative Trial Balance as at 30 June 2005*

<b>2004</b> <b>\$</b>		<b>2005</b> <b>\$ Dr</b>	<b>2005</b> <b>\$ Cr</b>
	<b>Expenses</b>		
	<b>High Performance</b>		
89,527	AAA Program	83,282	
75,732	AA Program		
27,099	Cal Ripken Program	25,412	
78,464	Elite Coaches	70,101	
298,153	ITC Program	293,492	
11,823	Meetings - General	11,084	
15,009	Mizuno - Equipment Contra (see Income)	22,320	
200,000	MLB Academy	202,000	
9,359	National Championships / Selections	12,953	
	Senior Team Summer Program	23,910	
168,454	Senior Team Program	176,147	
10,048	Athens Olympics Preparation (see ASC Grant)		
25,213	Equipment	15,445	
12,380	Sports Science / Medicine	9,253	
48,105	Women's Team Program	112,445	
1,069,366		1,057,843	
	<b>Development &amp; Resources</b>		
76,859	Play Ball Program (see ASC Grant)	60,379	
	Project CONNECT	10,818	
	Baseball Down Under Program	58,394	
	Taiken Program	115,391	
151,793	Claxton Shield	134,767	
	Hall of Fame Dinner	12,818	
13,377	Coaching	27,439	
4,213	Development Manager - Travel	2,813	
4,272	Sundry Development & Resources	514	
250,515		423,333	
	<b>Umpire Development</b>		
5,017	National Championships Costs	1,681	
9,470	Production - Score Books / Rule Books	15,086	
7,718	Purchase Umpire / Institute Uniforms	7,083	
845	Seminar Costs	2,713	
13,233	Umpire Academy	6,236	
15,001	Umpire Scholarship - ASC	1,458	
6,111	USA Umpire School - Airfares	3,157	
57,395		37,414	

The accompanying notes form part of these financial statements.



*Australian Baseball Federation Inc*  
*ABN 18 610 026 404*

*Comparative Trial Balance as at 30 June 2005*  
*continued ...*

<b>2004</b>		<b>2005</b>	<b>2005</b>
<b>\$</b>		<b>\$ Dr</b>	<b>\$ Cr</b>
	<b>Committees / Workshops</b>		
12,586	Development Officers Workshop	3,073	
7,299	Executive Officers Workshop	2,045	
4,924	Heritage Committee		
9,764	National Business Development Workshop		
1,784	Scorers Workshop / Training	5,583	
11,485	Tournament Management Committee	11,331	
47,842		22,032	
	<b>Merchandise</b>		
	Merchandise Purchases / Costs	13,057	
		13,057	
	<b>Administration</b>		
5,761	Annual General Meeting	4,975	
5,059	Audit Fees	5,000	
	Bad Debts	10,000	
3,792	Bank Fees & Charges	6,899	
12,000	Board Expenses	12,000	
8,776	Board Meetings	14,024	
11,000	Boronia - Sponsor Rebates	7,000	
7,402	Ground Transport	8,784	
5,806	Council Meeting	4,977	
18,679	Depreciation	25,203	
530	Depreciation - Minor Assets	1,210	
271	Financing Charges	226	
4,898	Insurance - Contents Short Street	2,259	
293,058	Insurance - National	269,950	
7,808	Lease / Rental Equipment	7,740	
1,138	Legal Fees	500	
3,800	Marketing & Research		
30,000	NSWBL Administrator Fee		
	Royalty Payments to States (c/wd fwd to 2005/06 FY)	18,500	
1,092	Sponsor Service Costs / Astarra	24,083	
787	Subscriptions	2,760	
1,677	Travel / Accommodation - Domestic	17,257	
1,113	Travel / Accommodation - International	3,097	
424,448		446,442	

The accompanying notes form part of these financial statements.





*Australian Baseball Federation Inc*  
*ABN 18 610 026 404*

*Comparative Trial Balance as at 30 June 2005*  
*continued ...*

<b>2004</b>		<b>2005</b>	<b>2005</b>
<b>\$</b>		<b>\$ Dr</b>	<b>\$ Cr</b>
	<b>Office Costs</b>		
2,527	Cleaning	2,808	
5,020	Computer Systems Maintenance	6,918	
11,145	Computer System Rental	11,145	
35,097	Computer Website Hosting	18,040	
	IT Resources / Development	17,335	
1,950	Light & Power	2,207	
2,886	Photocopier / Printer Supplies	1,850	
5,426	Postage, Freight, Couriers	7,528	
10,181	Printing & Stationery	13,321	
43,562	Rent - Queensland	44,648	
2,226	Replacements (Tools, etc)	2,358	
3,967	Storage	4,206	
14,177	Telephone & Fax - General	19,213	
5,402	Telephone - Mobiles	6,993	
562	Telephone System - Rental	3,479	
144,127		162,049	
	<b>Staffing Costs</b>		
12,658	Fringe Benefits Tax	8,020	
6,899	Provision for Annual Leave	18,086	
2,357	Provision for Long Service Leave Expense	1,201	
434,449	Salaries	456,311	
11,172	Staff Amenities Recruitment Training	3,767	
59,401	Superannuation	55,266	
7,491	Workers Compensation Insurance	6,127	
534,427		548,777	
<b>2,528,120</b>	<b>Total General Expenses</b>	<b>2,710,948</b>	
<b>63,283</b>	<b>General Surplus / (Deficit) for the Year</b>	<b>56,494</b>	
-60,502	Transfer To / From Reserve	12,380	
2,781		68,874	
-57,693	<b>MLBAAP Surplus / (Deficit) for the Year</b>	-33,731	
-54,912	<b>BALME Surplus / (Deficit) for the Year</b>	16,999	
<b>-54,912</b>	<b>Combined Surplus / (Deficit) for the Year</b>	<b>52,142</b>	

The accompanying notes form part of these financial statements.



*Australian Baseball Federation Inc*  
*ABN 18 610 026 404*

*Statement of Financial Position as at 30 June 2005*

<b>2004</b>		<b>Note</b>	<b>2005</b>
<b>\$</b>			<b>\$</b>
	<b><u>Current Assets</u></b>		
1,399,000	Cash Assets	2	579,085
218,282	Receivables	3	301,591
380,173	Other	4	160,870
<u>1,997,454</u>	<b>Total Current Assets</b>		<u>1,041,546</u>
	<b><u>Non Current Assets</u></b>		
	Other Financial Assets	5	1,000,000
43,616	Property, Plant & Equipment	6	45,013
21,688	Intangible Assets	7	31,415
<u>65,303</u>	<b>Total Non Current Assets</b>		<u>1,076,428</u>
<u><b>2,062,758</b></u>	<b>TOTAL ASSETS</b>		<u><b>2,117,974</b></u>
	<b><u>Current Liabilities</u></b>		
150,687	Payables	8	101,729
33,327	Current Tax Liabilities	9	33,246
315,054	Other	10	376,947
<u>499,068</u>	<b>Total Current Liabilities</b>		<u>511,922</u>
	<b><u>Non Current Liabilities</u></b>		
2,360	Interest Bearing Liabilities		
41,238	Provisions	11	56,198
<u>43,598</u>	<b>Total Non Current Liabilities</b>		<u>56,198</u>
<u><b>542,665</b></u>	<b>TOTAL LIABILITIES</b>		<u><b>568,120</b></u>
<u><b>1,520,092</b></u>	<b>Net Assets</b>		<u><b>1,549,854</b></u>
	<b><u>Equity</u></b>		
678,551	Reserves	12	656,172
841,541	Members' Equity	13	893,682
<u>1,520,092</u>	<b>Total Members' Funds</b>		<u>1,549,854</u>

The accompanying notes form part of these financial statements.



*Australian Baseball Federation Inc*  
*ABN 18 610 026 404*

*Notes to the Financial Statements for the Year Ended 30 June 2005*

**Note 1:**  
***Statement of Accounting Policies***

This financial report is a special purpose financial report prepared in order to satisfy the financial report preparation requirements of the Incorporated Associations Act. The Directors have determined that the Association is not a reporting entity.

The financial report has been prepared in accordance with the requirements of the Incorporated Associations Act and the following applicable Accounting Standards and Urgent Issues Group Consensus Views:

- ✿ AASB 1002: Events Occurring After Reporting Date
- ✿ AASB 1008: Leases
- ✿ AASB 1018: Statement of Financial Performance
- ✿ AASB 1025: Application of the Reporting Entity Concept and Other Amendments
- ✿ AASB 1031: Materiality
- ✿ AASB 1034: Financial Report Presentation and Disclosures
- ✿ AASB 1040: Statement of Financial Position
- ✿ UIG Abstract 35: Disclosure of Contingent Liabilities

No other Australian Accounting Standards, Urgent Issues Group Consensus Views or other authoritative pronouncements of the Australian Accounting Standard Board have been applied.

The financial report has been prepared on an accruals basis and is based on historic costs and does not take into account changing money values or, except where specifically stated, current valuations of non current assets.

The following material accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this financial report:

**(a) *Property Plant & Equipment***

Property, plant and equipment are carried at cost or fair value less, where applicable, any accumulated depreciation.

Freehold land and buildings are measured on the fair value basis, being the amount for which an asset could be exchanged between knowledgeable willing parties in an arm's length transaction.

Plant and equipment are measured on the cost basis.

All assets, excluding freehold land, are depreciated on a straight line basis over their useful lives to the company.

**(b) *Leases - Hire Purchase***

Leases of fixed assets, where substantially all the risks and benefits incidental to the ownership of the asset but not the legal ownership are transferred to the entity, are classified as finance leases.

Finance leases are capitalised recording an asset and a liability equal to the present value of the minimum lease payments, including any guaranteed residual values.

Leased assets are amortised on a straight line basis over their useful lives where it is likely that the entity will obtain ownership of the asset or over the term of the lease.

Lease payments are allocated between the reduction of the lease liability and the lease interest expense for the period.



(c) **Depreciation**

The depreciable amount of all fixed assets is depreciated over the useful lives of the assets to the Association commencing from the time the asset is held ready for use.

Leasehold improvements are amortised over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements.

The depreciation rates used for each class of depreciable asset are:

Class of Asset	Depreciation Rate %
Office Furniture	20
Office Equipment	40
Computing Equipment	40
Website Development	40

**Note 2:**  
**Cash Assets**

	2005	2004
Bank accounts:		
- National Bank Cheque Account	380,819	877
- Cash at Bank - MLBAAP	116,182	85,305
- Business Investment (on call)	63,176	48,757
- Term Deposits	15,485	1,263,761
- Cash at Bank - BALME	2,933	
Other Cash Items:		
- Petty Cash	489	299
	<b>579,085</b>	<b>1,399,000</b>

**Note 3:**  
**Receivables**

	2005	2004
Current:		
- Trade Debtors	83,591	218,282
- Loans to States	218,000	
	<b>301,591</b>	<b>218,282</b>

**Note 4:**  
**Other Assets**

	2005	2004
Current:		
- Prepayments	160,870	372,714
- Other		7,458
	<b>160,870</b>	<b>380,173</b>



**Note 5:**  
**Other Financial Assets**

	2005	2004
Non Current:		
Shares in Other Companies - At Cost		
- Unlisted	1,000,000	
- Less: Provision for Diminution		
(See <i>Astarra Investment Portfolio Valuation</i> at end of this report.)	<b>1,000,000</b>	

**Note 6:**  
**Property, Plant & Equipment**

	2005	2004
Furniture & Fittings:		
- At Cost	48,689	48,372
- Less: Accumulated Depreciation	(27,767)	(22,570)
	<b>20,923</b>	<b>25,802</b>
Office Equipment:		
- At Cost	44,767	29,767
- Less: Accumulated Depreciation	(26,237)	(19,108)
	<b>18,530</b>	<b>10,659</b>
Computing Equipment:		
- At Cost	30,697	28,697
- Less: Accumulated Depreciation	(25,137)	(21,542)
	<b>5,560</b>	<b>7,155</b>
	<b>45,013</b>	<b>43,616</b>

**Note 7:**  
**Intangible Assets**

	2005	2004
Patents & Trademarks:		
- At Cost	6,548	6,298
	<b>6,548</b>	<b>6,298</b>
Website Development:		
- At Cost	37,875	19,115
- Less: Accumulated Amortisation	(13,007)	(3,725)
	<b>24,867</b>	<b>15,390</b>
	<b>31,415</b>	<b>21,688</b>





*Note 8:  
Payables*

	2005	2004
Unsecured:		
- Trade Creditors	101,729	150,687
	<b>101,729</b>	<b>150,687</b>

*Note 9:  
Tax Liabilities*

	2005	2004
Current:		
- GST Clearing	14,754	24,460
- Provision for FBT		201
- Amounts Withheld from Salary & Wages	18,492	8,666
	<b>33,246</b>	<b>33,327</b>

*Note 10:  
Other Liabilities*

	2005	2004
Current:		
- MLB Sponsorship in Advance	218,160	233,690
- Income in Advance	158,786	81,364
	<b>376,946</b>	<b>315,054</b>

*Note 11:  
Provisions*

	2005	2004
Non Current:		
- Sundry Provisions	56,198	41,238
	<b>56,198</b>	<b>41,238</b>



**Note 12:**  
**Reserves**

	2005	2004
Balance at Beginning of Reporting Period:		
- Capital Profit Reserve	719,711	719,711
- Plus: Investment Income	98,503	38,001
- Less: Funds Paid to State Bodies	(139,662)	(71,162)
	<b>678,551</b>	<b>686,550</b>
Increase (Decrease) in Reserves During Reporting Period:		
- Plus: Reserves Transfer	39,620	60,502
- Less: Reserves Transfer	(52,000)	
- Less: Funds Paid to State Bodies	(10,000)	(68,500)
	<b>(22,380)</b>	<b>(7,998)</b>
Balance at Reporting Date:		
- Capital Profit Reserve	719,711	719,711
- Plus: Investment Income	86,123	98,503
- Less: Funds Paid to State Bodies	(149,662)	(139,662)
	<b>656,172</b>	<b>678,551</b>

**Note 13:**  
**Members' Equity**

	2005	2004
Members' Equity Brought Forward (Prior 2002)	717,081	717,081
General Appropriation Account (Post 2002)	158,222	89,349
MLBAAP Appropriation Account (Post 2002)	1,380	35,111
BALME Appropriation Account	16,999	
	<b>893,682</b>	<b>841,541</b>

**Note 14:**  
**Auditors' Remuneration**

	2005	2004
Remuneration of the Auditor of the Company for:		
- Auditing or Reviewing the Financial Report	5,000	5,059
- Other Services		
	<b>5,000</b>	<b>5,059</b>



*Australian Baseball Federation Inc*  
*ABN 18 610 026 404*

*Astarra Investment Portfolio Valuation*

Invested with Zetland Administration Ltd, St Lucia - www.zetland.biz  
 Portfolio: 2000469 Participating “B” Shares

*Notes*

- ✿ Portfolio valuations are sent monthly by Shawn Richard, Chief Executive Officer, Astarra Funds Management to the ABF.
- ✿ Our investment is protected against an adverse movement in the USD exchange rate and the fund has a unique hedging strategy which allows for this protection.
- ✿ The AUD / USD and USD / AUD exchange rates are sourced from the Reserve Bank’s website.
- ✿ The “rolling 90 day bank bill rate” is a benchmark rate / indicator to act as a guide to the return / growth profile.
- ✿ The number of units (6272) has been revised in our favour due to the delay initially by the banks.

	<i>No. of Class B Share</i>	<i>Unit Value in USD</i>	<i>Value in Fund in USD</i>	<i>AUD Value</i>	<i>AUD/USD Exchange Rate</i>	<i>90 Day Bank Bill Rate</i>
<i>6/1/05 bank trsf</i>	nil		732,300	1,000,000	0.7623	
<i>1/2/05</i>	6272	122.9000	770,829	996,289	0.7737	
<i>28/2/05</i>	6272	124.5220	781,002	987,985	0.7905	0.0577
<i>31/3/05</i>	6272	124.5731	781,322	1,012,207	0.7719	0.0591
<i>30/4/05</i>	6272	129.8459	814,393	1,055,598	0.7715	0.0568
<i>31/5/05</i>	6272	132.9082	833,600	1,103,084	0.7557	0.0567
<i>30/6/05</i>	6272	136.5152	856,223	1,128,838	0.7585	

The balance sheet shows our investment as \$1,000,000 as the earnings in the fund are unrealised.



*Sue Clarke*  
 Business Manager



*Colin Pitt*  
 Director



# Acknowledgements

The Board and Staff of the Australian Baseball Federation would like to extend it thanks to the following organisations for their support over the 2004 / 2005 year and we look forward to your continued support in 2005 / 2006:

**ACT Baseball Association**

**NSW Baseball League**

**Country Baseball NSW**

**Baseball NT Inc**

**Baseball Queensland Inc**

**SA Baseball League**

**SA Country Baseball Association**

**Baseball Victoria**

**Victorian Provincial Baseball League**

**Baseball WA**

**Astarra Funds Management**

**International Baseball Federation**

**Major League Baseball International**

**Major League Baseball Office of the Commissioner**

**Softball Australia**

**Australian Sports Commission**

**Australian Institute of Sports**

**Australian Olympic Committee**

**Australian Sports Drug Agency**

**Blacktown Venue Management**

**Gold Coast City Council**

**Boronia Travel**

**Radisson Resort Gold Coast**

**Delta Europcar**

**Crew IT**

**Sports Moves**

**Western Australia Institute of Sport**

**South Australian Sports Institute**

**ACT Academy of Sport**

**Queensland Academy of Sport**

**NSW Institute of Sport**

**Victorian Institute of Sport**

**Mizuno**

**GT Sports Imports**

**Madison Sports Pty Ltd**

**Easton**

**Wilson Sporting Goods**

**Baseball World – Australia K2 Baseball**

**Greatrex Australia**

**Ausport Sporting Goods**

**Fielders Choice**

**Ausball Sports Equipment**

**Dynamic Sports & Leisure**

**Greenfly Pty Ltd**

**Sportswear Queensland**

**Ballpark Queensland**

**Wembley Sports Wear**

**Emmsee Sportswear**



# *Acknowledgements*

*continued ...*

**Triple Play**

**P S L Digital Screenprint**

**Excel Sportswear**

**Champion Sportswear**

**W B Sports Supplies**

**Rider Sportswear Pty Ltd**

**Look Sharp Apparel**

**Red Dog Clothing**

**Jimmi Dexta Pty Ltd**

**Athletic Knit Australia**

**B & C Tackle Pty Ltd**

**Fourex Clothing Pty Ltd**

**Vis Tech Sports Management**

**Striker Sports Pty Ltd**

**Attack Sports**

**Shirts North**

**Blue Water Embroidery**

**Hyper-Active Merchandise**

**Rally Point**

**Sporting Wheelies & Disabled Association**

**Danny Maruyama**

**Masa Kohiyama**