



**CENTRAL WEST
RUGBY**

STRATEGIC PLAN

2022 - 2024



Amateur
Heart

Professional
Head





OUR PURPOSE

To provide Rugby opportunities and experiences for Players, Coaches, Referees and Volunteers whilst engaging and supporting the broader Central West community.

OUR VISION

To unify all Rugby stakeholders with the collective ambition to grow participation and connect communities via all aspects of our great game.



GROWTH and CONNECTION Our Pillars

Defined Governance

Constitutional Reform

Board Portfolios

Integration of Affiliates

Strategic Plan Implementation

Financial Growth and Sustainability

Strategically Aligned Partnerships

Increased Sponsorship

Government and Foundation Funding

Participant Expenses to a Minimum

Competition Administration

Clear and Effective Communication

Innovative Competition Models

Improve Club Capacity

Rugby Xplorer Support

Community Engagement

Communicate Our Purpose

Develop Working Relationships with Club Volunteers

Improvement and Updating of Web Page

Enjoyable and Informative Social Media Content

Elite Performance and Pathway

Clearly Defined Pathways for Players, Coaches, Referees & Volunteers

NSW Country Championships Success

Player, Coach, Referee and Volunteer Development



Defined Governance

Constitutional Reform

Creating an up to date Constitution that clearly reflects our current demographic.

Utilising the new Constitution to ensure all stakeholders are adequately represented in the strategic direction of the zone.

Strategic Plan Implementation

Delivery of Strategic Plan by the CWRU CEO implementing all outcomes whilst liaising with, and reporting to all relevant stakeholders.

Continuous review and upgrading of the Strategic Plan where appropriate.

Board Portfolios

Empower Board Members to work collectively with stakeholders on the key five pillars of our plan.

Individual portfolios for aligned strategic goals and management.

Integration of Affiliates

Strategically align all affiliates to form one Union.

Ensure elected Board Members have thorough understanding of Affiliates interests and challenges.





Financial Growth and Sustainability



Strategically Aligned Partnerships

Identify and value our existing Community Rugby Assets.

Work to attain mutually beneficial alignments that compliment our Purpose and Vision while using Rugby as the vehicle to promote our Partner's interests.

Limiting Cost of Participation

Increasing current, and creating new revenue streams to maintain or reduce Club affiliation fees.

Leveraging existing Partnerships to pass on discounted goods and services to our Rugby Community.

Government and Foundation Funding

Source Government Grants for the purpose of increasing participation and alleviating operating costs.

Assist Clubs and Affiliates to gain Government Grants.

Devise workable strategies to access the Rugby Club Foundation funding for initiatives that increase and improve the participant, referee, coach and volunteer experience.

Increased Sponsorship

Promote our Brand to potential new Partners.

Use our social media and web page assets as a vehicle to promote new sponsors business.

Identify like minded businesses who have a genuine interest in supporting Central West Communities.





Competition Administration

Clear and Effective Communication

Formulate a comprehensive Communications Plan to inform all stakeholders of relevant information.

Generate regular community content that is distributed via Electronic Distributed Mail (EDM).



Innovative Competition Models

Develop competition structures that cater to participant needs.

Promote female participation by focussing on participant needs and overcoming barriers to participation.

Innovation in respect to competition structure and tournaments.

Improve Club Capacity

Educate Clubs to achieve best practice governance and compliance processes.

Utilise Rugby Australia Learning Centre resources to upskill Club Volunteers.

Improve the game day experience for participants, volunteers and supporters.

Rugby Xplorer Support

Be the initial point of contact to all all Clubs for Rugby Xplorer assistance.

Drive all members of the CWRU Community towards use of the Rugby Xplorer App.

Utilise Rugby Australia resources to educate Club Volunteers.





Community Engagement

Communicate Our Purpose

Actively advertise our purpose and vision among our Rugby Community to ensure people understand their importance to our shared purpose and goals.

Develop Working Relationships with Club Volunteers

Create genuine interactions via face to face meetings, seminars and game day experiences.

Regular communication and input from all stakeholders on strategic issues.

Constantly Improving Our Web Page

Become the primary source of all things Rugby throughout the Central West.

Create and drive our own media department through alignment with tertiary institutions.

Enjoyable and Informative Social Media Content

Use our social media platforms to tell the human stories from our zone.

Acknowledgement of individual achievements via our social media platforms.





Elite Performance and Pathway



NSW Country Championships Success

Develop an Operational Plan and Rugby Curriculum for all representative teams.

Identification and ongoing education of all Representative Coaches.

Structured seasonal programming and player development opportunities via tours and position specific training opportunities.

Defined Pathways for Players, Coaches, Referees & Volunteers.

Align Coach, Referee & Volunteer Pathway to the Player Pathway.

Identify talented Players, Coaches, Referees and Volunteers who can enter the NSW Country Pathway at any level.

Seek alternate and broader Pathways for aspirational Players, Coaches, Referees and Volunteers.

Player, Coach, Referee & Volunteer Development

Utilise Competition By-laws to apply minimum accreditation standards.

Promote and utilise Rugby Australia Learning Centre and Accreditation courses.

Facilitate Central West Rugby workshops that focus on all on-field and off-field aspects of our game.

