



# POVERTY BAY RUGBY FOOTBALL UNION STRATEGIC PLAN

## PURPOSE

To create an environment that increases participation, aspires all towards excellence and maintains the proud history of Poverty Bay in the game of rugby

## OBJECTIVE

To promote education, health and wellbeing in the community through the sport of Rugby Union.

## STRATEGIC FOCUS AREAS



### PARTICIPATION AND FAMILY ENGAGEMENT

To create and provide an enjoyable and safe environment, encouraging participation for everyone.

- Consistent and positive brand recognition and reputation within the community.
- Good communication at all levels.
- Grow girls and women's rugby.
- Cultural awareness and growth of Maori rugby.



### PERFORMANCE

To identify and provide pathways for all players, coaches, referees and administrators to reach their full potential.

- Effective coach recruitment, retention and development at all levels.
- Increase all player numbers and high focus on 13-18yrs.
- Support for referee recruitment retention and development.



### VOLUNTEERS

Instilling a positive culture that respects and recognises the value of each volunteer, coach and manager within both the Union and its clubs.

- Facilitate and support strong club management culture and strategy.
- Safe respectful sideline-culture.
- Zero tolerance for aggressive and abusive behaviour.
- Encourage and grow volunteer numbers at all levels.



### PROPERTY AND FINANCE

Providing top-class sports-centre facilities.

- Meet or exceed financial targets.
- Upgrade Rugby Park as Regional Sports Hub.
- Manage the maintenance and repairs to all the PBRFU rugby playing venues and buildings.