



## POVERTY BAY RUGBY FOOTBALL UNION

**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.

### PBRFU's four strategic focus areas:

<p align="center"><b>Goal 1 –</b></p> <p><b>Participation and Family engagement –</b></p> <p><b>To create and provide an enjoyable and safe environment, encouraging participation for everyone.</b></p>	<p align="center"><b>Goal 2 –</b></p> <p><b>Performance –</b></p> <p><b>To identify and provide pathways for all players, coaches, referees and administrators to reach their full potential.</b></p>	<p align="center"><b>Goal 3 –</b></p> <p><b>Volunteers –</b></p> <p><b>Instilling a positive culture that respects and recognizes the value of each volunteer, coach and manager within both the Union and its clubs.</b></p>	<p align="center"><b>Goal 4 –</b></p> <p><b>Finance and Property –</b></p> <p><b>Providing top class sports centre facilities.</b></p>
<p><b><u>Objectives:</u></b></p> <ul style="list-style-type: none"> <li>*Consistent and positive brand recognition and reputation within the Community.</li> <li>*Good communication at all levels</li> <li>*Grow girls and women's rugby</li> <li>*Cultural awareness and growth of Maori Rugby</li> </ul>	<p><b><u>Objectives:</u></b></p> <ul style="list-style-type: none"> <li>*Effective Coach recruitment, retention and development at all levels.</li> <li>*Increase all player numbers and high focus on 13-18yrs</li> <li>*Support for Referee recruitment retention and development</li> <li>*</li> </ul>	<p><b><u>Objectives:</u></b></p> <ul style="list-style-type: none"> <li>* Facilitate and support strong club management culture and strategy.</li> <li>*Safe respectful sideline culture. Zero tolerance for aggressive and abusive behavior</li> <li>* Encourage and grow volunteer numbers at all levels</li> </ul>	<p><b><u>Objectives:</u></b></p> <ul style="list-style-type: none"> <li>*Meet or exceed financial targets</li> <li>*Upgrade Rugby Park as Regional Sports Hub</li> <li>*Manage the maintenance and repairs to all the PBRFU rugby playing venues and buildings</li> </ul>