



Strategic Plan 2022-2027



**RUGBY
MANITOBA**

www.rugbymb.ca

Building Strong Foundations



Strategic Plan

Building Strong Foundations...

The purposes of the Rugby Manitoba Strategic Plan is to;

- Clarify the mission of Rugby Manitoba to all stakeholders
- Assess, reassess, and adjust our programs
- Develop a framework to enable difficult decisions regarding programs and financial matters.
- Attract financial support (From funders that require a strategic plan)
- Build teamwork, communication and expertise in the Rugby community
- Measure organizational effectiveness by incorporating evaluation into the process.

Our Values



RESPECT

Rugby promotes respect for all involved in our game.

This includes gratitude to coaches, officials, volunteers.

Sportsmanship toward opposition and officials while playing the game.

Rugby promotes respect for oneself.



CAMARADERIE

Rugby is more than just a team sport.

The bonds created through the shared sacrifice on and off the pitch run deep and can last a lifetime.

The community is an international family with connections across the world.



TRADITION

Rugby has a proud history and a vibrant culture.

Since 1879 the rituals and culture of the sport have remained alive in Manitoba.

We are stewards of Rugby that must strive to make positive contributions to enrich the game for future generations.



ENJOYMENT

Rugby is a source of enjoyment for all, on and off the pitch.

Rugby promotes enjoyment of the game regardless of ones ability, role.

The off field culture creates a deep and rich bond that is important to the community.



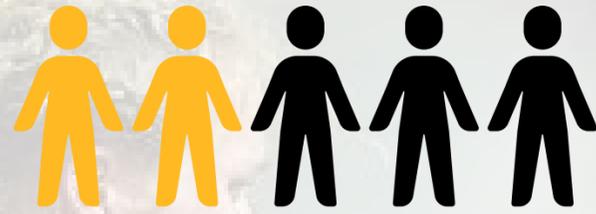
INCLUSION

Rugby creates a welcoming environment for all involved in our game.

Rugby is a sport of choice for all that transcends differences in individuals.

We are committed to welcoming people in all aspects of the game and in all stages of life.

Vision for Rugby



Vision for Rugby

- to be accessible to all regardless of location, income or background.
 - to be widely accepted as a positive sport Manitoba
 - to build opportunities to remain involved with the game for life
 - to provide a visible and achievable pathway to the summit of the international game
-

Vision

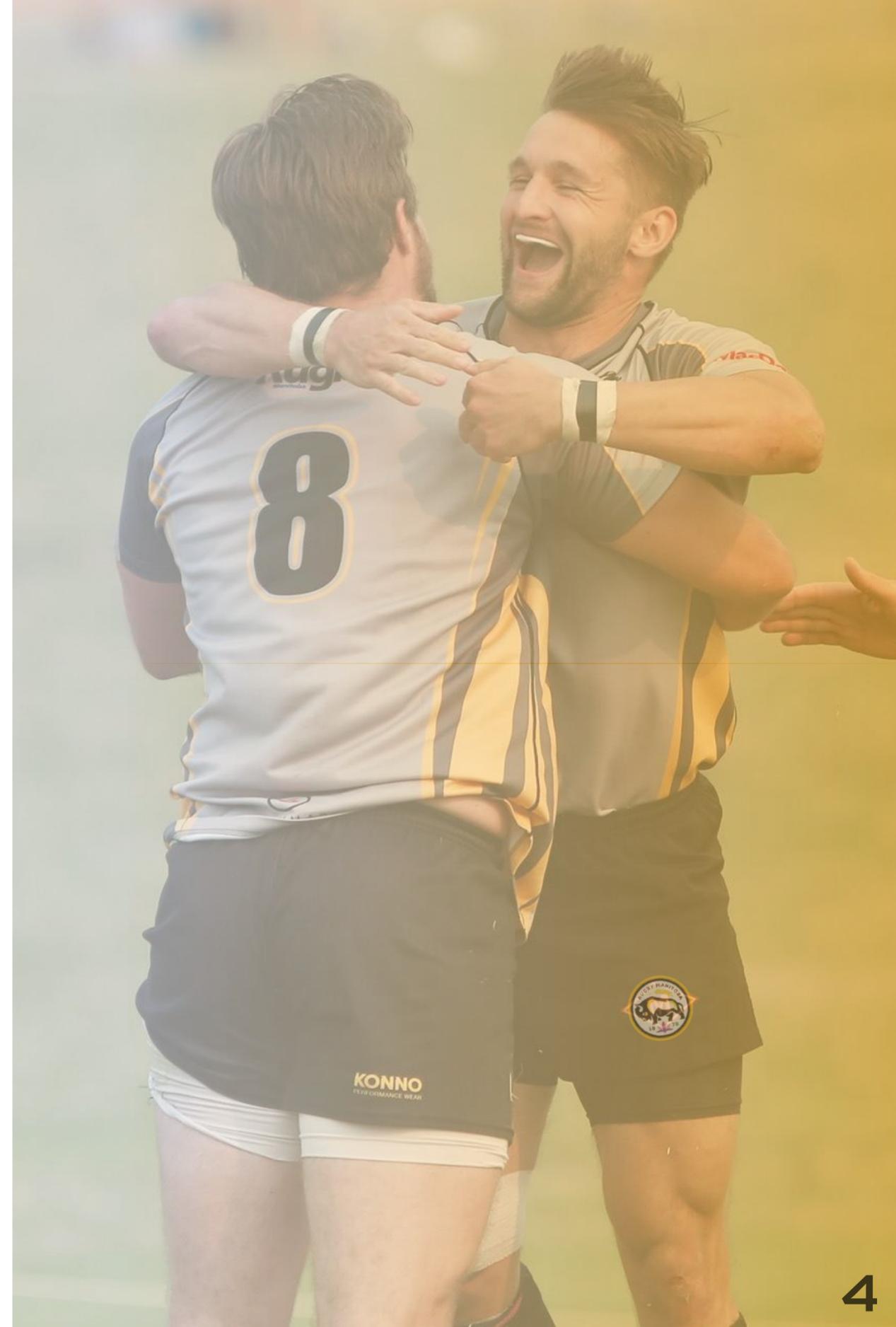
Rugby Manitoba's vision is for all Manitobans to be able to benefit from rugby and it's values and to make rugby their sport of choice.



Our Mission

Rugby is an inclusive, lifelong team sport driven by positive values and a strong sense of community.

Rugby Manitoba governs, promotes, leads and represents Rugby in Manitoba by supporting the rugby community in delivering, developing and growing the sport.



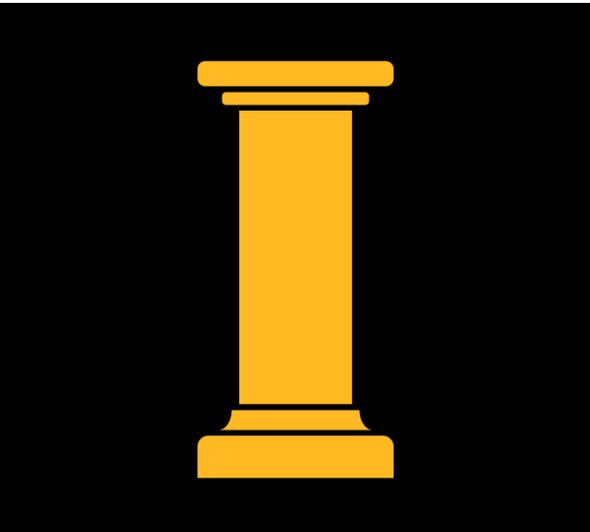
Building Strong Foundations: Four Pillars of Quality Sport



People

Good People, who are caring and knowledgeable include;

- Coaches, Officials, Instructors and Educators
- Knowledgeable parents
- Supportive partners
- Effective leaders



Programs

Good Programs, that are developmentally appropriate are;

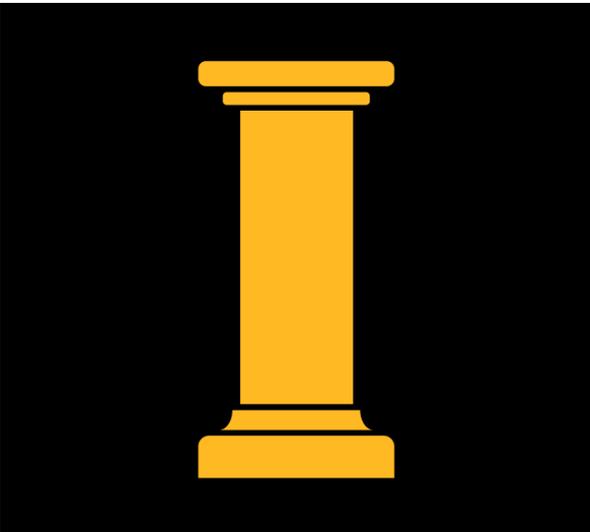
- Participant centered
- Progressive
- Challenging
- Well Planned
- Designed for Meaningful Competition
- For all ability levels



Places

Good places, that create good feelings are;

- Inclusive
- Welcoming
- Fun
- Fair
- Safe
- Holistic



Promotion

Good Promotions, that portray clear and positive message are;

- Clear
- Timely
- Consistent
- Targeted

1. People

People: Recruit, Retain and Reward our people involved in our game

Focus Areas: Players, Volunteers, Coaches, Officials, Administrators

Key Objectives

1 Developing People

1

Administrators

- Supporting Club Administrators by offering training opportunities and resources. (Governance, Volunteer Management, Fundraising, Dispute Resolution, Events)

Coaches

- All coaches to reach minimum required standards by end of 2022.
- Recruit and Train new level 1 coaches
- Certify and upskill 50% of level 1 to level 2 coaches each year.
- Provide Technical Direction through provincial staff. Each year host three coaching workshops.
- Provide opportunities for progression

Officials

- Support MARR in recruiting X referees each year.
- Provide opportunities for progression

Volunteers

- Implement a Recruitment, Retention and Rewarding Volunteer Plan.

2

2 Player Safety

Rugby Ready

- Ensure all athletes are suitably prepared prior to each season commencement.
- Collaborative Pre-Season skills workshops for new players
- Minimize preventable injuries by providing seminars for tackling, breakdown, scrum, lineout and other higher risk areas for coaches and interested athletes.

Injury Management

- Implement online injury tracking process
- Facilitate Athletic Therapist coverage for all match days.
- Implement a best in province concussion awareness and management policy.
- Review insurance coverage and ensure claims and benefits are clearly laid out to membership.

Safe Sport

- Adoption of the SafeSport policy suite to support the implementation of SafeSport in Manitoba.

2. Programs

Programs: Deliver quality rugby experiences and expand playing opportunities

Focus Areas: Senior Competitive Leagues, Rec Leagues, Junior Club, Schools Rugby, Representative Rugby, Non-Traditional forms of the game

Key Objectives

1

Player Pathway

Rugby for Life

- Ensure a consistent, visible pathway for lifelong involvement in rugby
- Immediately address the key drop off points (U14 & U18-23)
- Develop a robust age grade rugby system

Grassroots to "Red Shirts"

- Create an oversupply of quality athletes for representative teams
- Implement an Integrated Support Plan for Top Level Athletes. (S&C, Sport Science, Skill Acquisition)
- Create Links with Professional Clubs and Elite Rugby Programs to inspire people to strive for the top level.
- Increase the quality of local club rugby.

2

Player Enjoyment

Athlete Retention

- Ensure rugby provides a positive experience by providing developmentally appropriate levels of competition
- Tailoring the rules of competition to meet the needs of athletes and clubs. Eg. Game On, Variations of the Game
- Perform end of season surveys to find out about their experience with the sport.

Attracting New Athletes

- Offering different variations of the game to attract new people
- Create partnerships with schools and Community Centers
- Targeted Recruitment Campaigns to attract specific groups of people

3

Funding the Game

Increase Funding Base

Diversify and increase revenue streams by development and implementation of a Fundraising Plan including;

- Sport Manitoba Grants
- Government Grants
- Rugby Canada
- Individual Donors
- Community Partnerships
- Business Partnerships
- Special Events
- Merchandise Sales

3. Places

Places: Build sustainable & vibrant rugby communities ensuring quality places to play

Focus Areas: Boards, Clubs, Facilities, Regions

Key Objectives

1

Accessibility

Regional and Localised Access

- Targeted regional expansion, to cover all of Southern Manitoba.
- Zone Remapping in line with Sport Manitoba Zone Map (North, West, East, South, Winnipeg).
- Supporting clubs to seek and develop appropriate local facilities to host training and games in their local communities
- Increase the profile and visibility of the sport across Manitoba

Variations of the Game

- Promotion of non-contact variations of the game.
- Partnerships with aligned community groups (Wheelchair, Private Sport Providers/Camps)

2

Club Development

Club Development and Standards

- Continuation of Prairie Development Series
- Implementation of Prairie Development Series Assessment tools and resources.

Club Collaboration

- Promotion of Cross Club Collaboration through events, tours and training opportunities
- Provincial Programs to work with club coaches to ensure technical and scheduling alignment.

Defining Club Identities

- Empowering clubs to act as localized service providers.
- Promotion of club cultural events.
- Link clubs with localised community groups
- Promote rugby as positive members of local community.

3

Governance

Policy Development

- Ensuring fit for purpose policies and procedures are implemented to support effective club management
- Develop a suite of policy tools for RM and club use.

Collaboration

- Develop and strengthen partnerships with other aligned organisations.
- Other Sports: MODS, Volleyball, Football.
- Rugby Alberta, Sask Rugby, Rugby Canada & Northern US states.

4. Promotion

Promotion: Raising awareness of the sport, events and community

Focus Areas: Media, Messaging, Communication, Marketing, Events

Key Objectives

1

Communication

Develop a Communication plan

- Simplify and streamline communications
- Establish a regular membership newsletter
- Ensure clarity of messaging timely, clear, etc.

Website Overhaul

- Quickly call people to action (new players, supporters)
- Updated and clearly presented information
- More competition information to drive regular traffic
- Business Partnerships and E-Commerce merchandising.

2

Status & Visibility

Creation of a Marketing Plan

- New Players to get into rugby.
- Sponsors/Donors to support the game
- Community Events
- Increase spectator & community understanding of the sport

Benefits of Rugby

- Promote the success stories and positive contributions of Manitobans involved with Rugby.

Social Media Presence

- Use social media to tell the story of Rugby in Manitoba
- Increase engagement and following

3

Events

Attracting High Profile Events

- Make Winnipeg a destination for High Profile Rugby events.
- Upgrade local facilities to an appropriate standard
- Work with Tourism Manitoba to secure a high profile event to Winnipeg every second year.

Local Community Events

- Develop an exciting local events calendar that promotes development of club culture
- Link junior and schools events with club game events to increase visibility and partner interest.
- Increased engagement with local vendors and business partners



TARGETS

Because what gets measured gets done...

1. PEOPLE

DEVELOPMENT

- ADMINISTRATOR TRAINING
- 100% COACH CERTIFICATION
- INCREASE IN OFFICIALS
- VOLUNTEER MANAGEMENT PLAN

SAFETY

- RUGBY READY WORKSHOPS
- HIGH RISK AREA COACH SEMINARS
- INJURY TRACKING
- ATHLETIC THERAPY COVERAGE
- SAFE SPORT IMPLEMENTATION

2. PROGRAMS

PATHWAY

- PATHWAY DOCUMENT
- AGE GRADE CLUB SYSTEM
- ESTABLISHED TOP LEVEL LINKS
- REP ATHLETE OVERSUPPLY

ENJOYMENT

- DEV. APPROPRIATE COMPETITION
- RULE VARIATIONS
- RECRUITMENT CAMPAIGN
- EXIT SURVEYS

FUNDING

- FUNDRAISING PLAN
- INCREASED FUNDING
- DIVERSIFIED SOURCES

3. PLACES

ACCESS

- PROVINCE WIDE ACCESS
- NORTH WINNIPEG
- SOUTHERN MANITOBA
- REMOTE AREAS
- NON-CONTACT PROGRAMS

DEVELOPMENT

- CLUB DEVELOPMENT SERIES
- CLUBS TIED TO LOCAL AREAS
- MORE COMMUNITY & SCHOOL PARTNERSHIPS

GOVERNANCE

- POLICY SUITE DEVELOPED
- MORE EXTERNAL PARTNERSHIPS
- COLLABORATION WITH PRAIRIES

4. PROMOTIONS

COMMUNICATION

- COMMUNICATION PLAN
- WEBSITE OVERHAUL

VISIBILITY

- MARKETING PLANS;
- NEW PLAYERS
- PARTNERS/DONORS
- RUGBY AWARENESS
- INCREASED SOCIAL FOLLOWING

EVENTS

- MAJOR EVENT EVERY TWO YEARS
- ANNUAL LOCAL EVENT CALENDAR
- ENGAGE LOCAL BUSINESSES



RUGBY MANITOBA LTAD

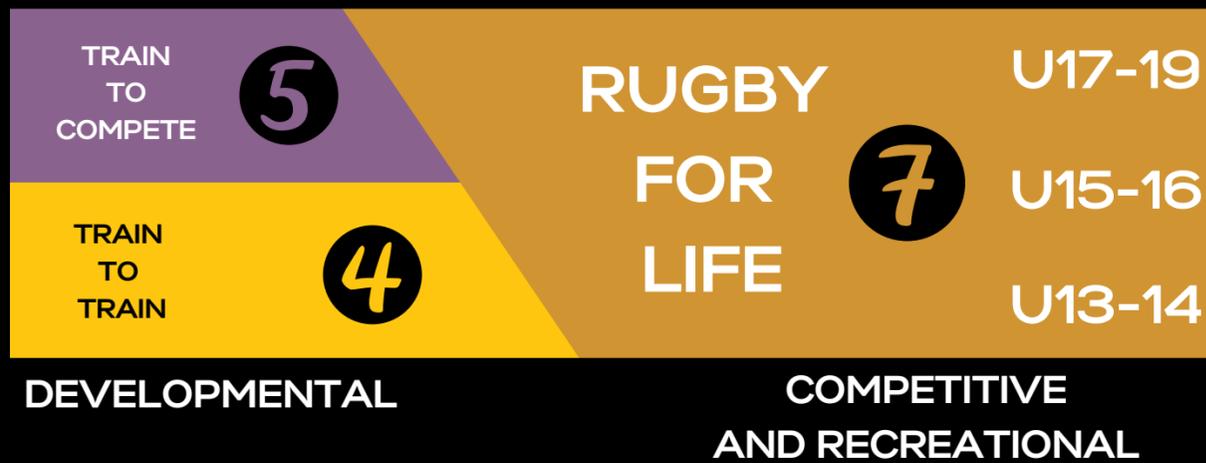
Long Term Athletic Development

ADULT



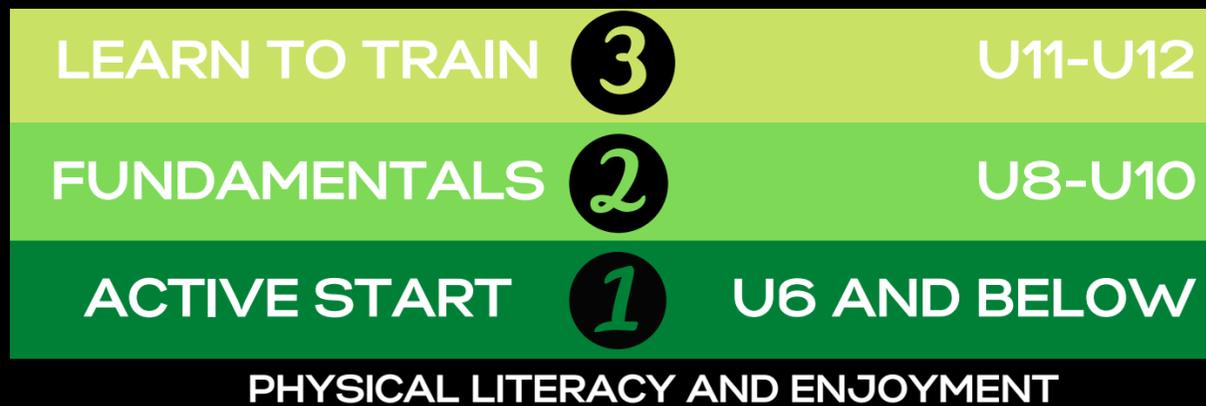
- 7 CLUB RUGBY
- 6 NATIONAL TEAM & PRO GAME
PACIFIC PRIDE & PRO ACADEMIES

YOUTH



- 5 U18 & U20 PROV. TEAM & ACADEMY
UNIVERSITY RUGBY
- 4 U14 & U16 PROV. TEAMS &
REGIONAL DEVELOPMENT CENTERS
- 7 CLUB AGE GRADE RUGBY
SCHOOLS RUGBY

CHILDREN



- 3 HSBC ROOKIE RUGBY - IMPROVE
- 2 HSBC ROOKIE RUGBY - FOUNDATION
- 1 HSBC ROOKIE RUGBY - INITIATION

Note: Rugby is a late developer sport, this diagram represents an optimal but not definitive pathway. Athletes should be encouraged to enter the sport at an appropriate developmental level regardless of their progression in rugby.

Player Pathway - Overview

ADULT
YOUTH
CHILDREN



CLUB

HSBC Rookie Rugby
Game-Day Jamborees



SCHOOLS

HSBC Rookie Rugby - School Programs



CLUB

Age Grade Club Rugby U14-16-18
Non Contact Flag Rugby



SCHOOLS

High Schools Rugby (JV, SV)
Middle School Flag Rugby



REPRESENTATIVE

Provincial Development Program
Provincial & National U18 Teams



CLUB

Club Rugby
U20 Club Rugby
Club Sevens



COLLEGE

University Rugby
University Sevens



REP & PRO GAME

Provincial Representative
Professional Teams & Academies
National Team

Pathway - Club Focus

CHILDREN

YOUTH

ADULT

TALENT DEVELOPMENT PATHWAY

DEVELOPMENTAL PATHWAY

U14 Touring Teams
Regional Development Centers

DEVELOPMENTAL PATHWAY

U16 & U18 Provincial Teams
Regional Development Centers
Emerging Player Program

PERFORMANCE PATHWAY

National and PRO Academies
University Rugby
Senior Provincial Team & Prairie Wolfpack

CLUB

Athletes & Coach Opportunity

Improved Skills on Return to Club

Athletes & Coach Opportunity

Improved Skills on Return to Club

Athletes & Coach Opportunity

Improved Skills on Return to Club

HSBC ROOKIE RUGBY

- 4-6 "Initiation" Mini Flag Rugby
- 7-10 "Foundation" Flag Rugby
- 10-14 "Improve" Flag Rugby

CLUB AGE GRADE

- U14 Intro to Contact Rugby
- U16 Contact Rugby
- U18 Contact Rugby

CLUB SENIORS

- Premier League Competition
- M/W Recreational Leagues
- U20 Development Competition

Attracts New Members

Club Community Initiatives

Attracts New Members

Club Community Initiatives

Attracts New Members

Club Community Initiatives

CLUB GROWTH

Club Partnerships and Initiatives

Elementary School Visits and Programming
Community Center Links
Try Rugby Days
Targeted Marketing Campaigns

Club Partnerships and Initiatives

Middle and High Schools
Try Rugby Days
Targeted Marketing Campaigns

Club Initiatives

Try Rugby Days
Targeted Marketing Campaigns
Social Events