



AIM OF THE STRATEGIC PLAN	STRATEGIC OBJECTIVES	STRATEGIES	OPERATIONAL PLANS <i>(Refer in detail to Ops Plan)</i>	MEASURES	KEY PERFORMANCE INDICATORS
<p>To grow Rugby participation and rugby talent in Western Australia through the inspiration of our people.</p> <p>This plan provides a five year strategic framework for the development of Rugby in Western Australia 2019-2023 that:</p> <ul style="list-style-type: none"> * Responds to and is reflective of our constantly changing environment. * Is unique to the challenges faced in WA and embraces the opportunities presented. * Provides day to day guidance for the actions and decisions of the board, management team and rugby stakeholders of WA Rugby. * Increase participation across all aspects of WA Rugby. <p>Our strategic objectives are connected and inter dependent. Together they enable the realization of our vision and purpose.</p>	<p>1 A sustainable legacy.</p>	<p>People Engagement: High levels of engagement from all stakeholders in WA Rugby.</p>	<p>Have the right structure and processes in place. Constantly providing positive recognition. Improving public awareness of who we are and what we do. Providing improved communication to all stakeholders.</p>	<p>Overall Satisfaction Rating</p>	<p>4/5</p>
<p>VALUES (How we act & behave to achieve our Vision)</p> <p>ONE TEAM We are positive and supportive of our team mates. Courteous and professional at all times.</p> <p>PRIDE & PASSION We have huge pride in the Western Australian legacy. Are passionate about the ongoing success of rugby in Western Australia.</p> <p>EXCELLENCE We will do everything in our power to produce the highest possible outcomes. Hold ourselves to account for achieving Goals.</p> <p>RESPECT We show respect to every person we interact with. Acknowledge the individuality of their opinions and styles by genuinely actively listening to stakeholders.</p> <p>FUN We enjoy the work we do and actively celebrate our successes.</p>		<p>Financial: Maintain consistent financial results aligned with Strategic focus.</p>	<p>Developing and maintaining enduring revenue streams. Reducing Debt to zero and then building a modest Cash Reserve. Meeting yearly Operating Profit Targets.</p>	<p>Revenue</p>	<p>YOY Increase (reviewed annually)</p>
<p>WARU Simple Rules – Guiding Policies These are simple rules or polices that will help with decision making as well as help guide action and decide on resource allocation. Make decisions that take into consideration all of the Western Australian Rugby system. Be open and transparent – no hidden agendas. Be early adopters and advocates of change. Don't be scared – be open to what is possible and one of the first to promote and try new ideas. Focus on execution. Live within our means – sound financial governance.</p>		<p>Product Development: Generate a game suitable for all, in all formats.</p>	<p>Diversifying our product to suit the requirements of our community e.g. 7s, 10s, Touch 7s, Get Into Rugby, Rugby Roos, Rippa 10's etc. Improving the NRC game experience.</p>	<p>Actual Operating Profit v Budget</p>	<p>Favourable variance</p>
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<p>ONE WA RUGBY EXTERNAL KEY STAKEHOLDERS Rugby Players & Participants: Juniors, Seniors, Schools, SCRUM (Oldies), Country, Parents & Supporters. Affiliate Associations; RWA Juniors, Referees, Country, SCRUM, Schools Key Partners; Rugby AU, Future Force Foundation, Sea of Blue, GRR, Western Force, Minderoo WA Government Organisations; DLGSC (DSR), ICWA, Healthway, WASF Sponsors: FMG, Rhino, Paladin</p>		<p>Facilitate a strong and competitive premier competition (close scores, variety of championship winners, all teams competitive). A relevant selection of grades are available and operating (from junior rugby through to senior grades). Expand women's and girl's club competition.</p>	<p>Being innovative in how our club competitions are managed. Ensuring competition formats are in place that provide the most value to the most clubs. Providing administrative support to all clubs. Developing and maintaining positive communication and relationships both with and within clubs. Creating awareness, relevant competitions, recruitment plans and clear pathways for female rugby players, emerging players 16-20.</p>	<p>Social Media Engagement – daily average</p>	<p>2000</p>
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