



RUGBY AU

WOMEN'S RUGBY PLAN

The time for women's sport is now! Rugby Australia has a clear vision for growing women and girls' participation in Rugby across the country, building on the strong foundations our code has developed in recent years.

Working hand in hand with our Member Unions, community partners and stakeholders, Rugby Australia has developed a Women's Rugby Plan that aligns with the organisation's overall strategic plan.

Our plan is designed to provide opportunities to women and girls through a connected pathway that will provide opportunities at a participation and high performance levels. But it goes beyond just players as we want to grow women's involvement in our game as a whole, from coaches to referees to administrators.

Partnerships will be at the core of our plan, not only with our key stakeholders and Member Unions, but with local communities, corporate Australia as well as Government agencies. Working with a broader network of stakeholders and supporters who share our passion will be key to bringing this plan to life.

With the surge of media and corporate interest in women's sport, Rugby Australia is keen to maximise that interest and showcase to women and girls around the country. Statistics show in Australia the number of girls participating in physical activity in dropping... but we know Rugby can get more women and girls playing sport and staying in sport. Our unique product offerings mean there is something for everyone.

We look forward to sharing the journey with you all.



CHOOSE REAL. CHOOSE RUGBY.

Endorsed by:



WOMEN'S RUGBY PLAN



OUR PRIORITIES

WHAT SUCCESS LOOKS LIKE

CAMPAIGNS

- National campaign to tell audiences what women's Rugby stands for and give more people a reason to get involved
- Showcase inspirational women in Rugby across all aspects of the game in Australia
- Raise the profile of top players with strong connections and visibility in local Rugby communities
- Work with partners to advocate and provide leadership within the women's sport movement
- Broadcast and media exposure – consistent meaningful coverage across all platforms

PARTNERSHIPS

- Work closely with Member Unions, adding value to their work and driving a coordinated approach with clear alignment
- Enhance commercial partnerships to add value, deliver mutual objectives and drive additional revenue into women's Rugby
- Partner with state governments and government agencies in initiatives that align and will help deliver the women's plan
- Partner with the Australian Rugby Foundation to maximise charitable investment into women's Rugby, aligned to women's plan

SUPPORTERS

- Increase the amount of volunteers that support the growth and development of the women's game – coaches, referees, administrators
- Increase the involvement of females in all supporting roles across female and male Rugby
- Increase the number of women on coaching and match official performance pathways
- Support the Classic Wallaroos alumni to celebrate the past and support the future of women's Rugby
- Encourage more male coaches and match officials to take an active part in the female game

PLAYING OPPORTUNITIES

- Increase the amount of local opportunities for females to play Rugby in the format that suits them
- Work with schools and clubs to strengthen links and support retention of girls in Rugby
- Support and incentivise clubs to start up and integrate female teams into their clubs
- Improve facilities to support more female teams to train and play Rugby

PATHWAYS AND COMPETITIONS

- Clear and connected pathways in 7s and XVs that complement each other
- Super W the most entertaining, inspirational and highest profile Women's Rugby domestic competition in the southern hemisphere
- Uni 7s the most competitive domestic Women's 7s competition in the World
- High quality, competitive and meaningful tournaments and Test matches for the AU 7s and Wallaroos
- Podium places and consistent top 4 rankings for the AU 7s and Wallaroos