

2025 - 2030

STRATEGIC

PLAN





ALIGNMENT WITH RUGBY CANADA – THE ETHOS OF ONE SQUAD

In Canada, we play rugby together, learn together, build together, win together and fail together. We celebrate each other's successes and support each other through our defeats. Across this country, everyone has a role to play in achieving success.

LAND ACKNOWLEDGEMENT

We acknowledge that what we call Alberta is the traditional and ancestral territory of many peoples, presently subject to Treaties 6, 7, and 8. We acknowledge the many First Nations, Métis and Inuit who have lived in and cared for these lands for generations. We are grateful for the traditional Knowledge Keepers and Elders who are still with us today, and those who have gone before us. We make this acknowledgement as an act of reconciliation and gratitude to those whose territory we reside on or are visiting.

OUR AMBITION

Rugby Alberta's ambition is to foster a thriving rugby community in the province, where the sport is accessible to all, celebrated for its values of teamwork, respect, and excellence, and where athletes of all ages and abilities can achieve their full potential. We aim to be a leading force in promoting rugby, developing talent, and enhancing the overall experience for players, coaches, and participants across the province.

OUR VALUES

These values are our rugby DNA and show the community what we stand for. They represent the core beliefs on which we will build the future of rugby in our province

- **Courage**
- **Unity**
- **Fun**
- **Respect**
- **Integrity**



OUR COMMITMENTS

These commitments make clear the standard for behavior, attitude and, most importantly, decision making for Rugby Alberta:

- Focus on the rugby community
- Focus on the financial stability of the organization
- Foster a safe, supportive and inclusive working, training and playing environment
- Communicate proactively, consistently, and thoughtfully
- Make incremental improvements every day
- Be a great organization to partner with
- Build on Rugby Alberta's 60+ year history
- Connect our communities to each other
- Pursue excellence

THE PLAN TO SUCCEED

The Rugby Alberta 2025 – 2030 Strategic Plan is built around four interconnected key pillars that will focus our plan, our resources, and our efforts.

PILLAR 1: GROW THE COMMUNITY GAME

PILLAR 2: SUPPORT OUR TEAMS TO DEVELOP & WIN

PILLAR 3: BE A LEADING PROVINCIAL SPORTS ORGANIZATION

PILLAR 4: EXPAND FINANCIAL CAPACITY



PILLAR 1:

GROW THE COMMUNITY GAME

Core Driver 1: Expand Reach of the Sport

- Expand the use of Rookie Rugby/Let's Play Rugby across the province in a consistent & sustainable manner
- Actively participate in Rugby Canada national growth plan development activities to grow participation reflecting the needs and opportunities across the province
- Increase access to alternative formats of the game (non-contact, Play On Rugby, etc)
- Showcase rugby in smaller communities, marginalized communities, and diverse communities
- Develop a plan to increase online streaming of games & events in a consistent & sustainable manner
- Publicize an annual Competitions & Events calendar consistently
- Advocate for rugby to be added into the Alberta Education school curriculum at all levels (Elementary, Junior High and Senior High)
- Dispel myths about safety in rugby
- Create a 'Welcome to Rugby' package for new entrants into the sport
- Showcase rugby at areas or locations that are different than a rugby club

Core Driver 2: Coach & Match Official Development

- Develop a consistent & sustainable method to drive collaboration & learning with coaches and staff across the province
- Ensure coach development is available in all communities (urban and rural) and through various delivery methods (in-person, online, etc)
- Develop a consistent and sustainable Match Official development pathway





PILLAR 1:

GROW THE COMMUNITY GAME

Core Driver 3: Indigenous, Marginalized and Diverse Communities

- Establish partnerships with Indigenous organizations across the province that can assist in designing and delivering programs to indigenous youth
- Establish partnerships with organizations across the provinces that specialize in delivering programs to marginalized or diverse communities.

How will we measure our success:

- Increase in membership at the community level
- Conversion rate of athletes from school rugby to club rugby
- Increase in membership #s of indigenous participants, and participants from marginalized communities
- Variety of rugby formats (Contact, Non-Contact, etc) consistently available to participants
- Number of events, camps, etc held in smaller communities
- Increase in active Match Officials at various stages of the Match Official development pathway
- Number of coach development resources available and number of participants in coach development activities

PILLAR 2:

SUPPORT OUR TEAMS TO DEVELOP & WIN

Core Driver 1: Technical Blueprint & Development

- Execute on a consistent & sustainable plan to implement the Rugby Canada technical blueprint for athletes at varying levels
- Implement a framework for coach development at various levels of the high-performance pathway.

Core Driver 2: Meaningful High-Performance Competition

- Provide consistent & meaningful competitions for high performance rugby at the Senior Men and Senior Women levels (AC/AWP)
- Continue to deliver a successful & competitive Alberta Regional Championship event for both 15s and 7s annually
- Establish a consistent & sustainable Wolf Pack program plan for all age grades & levels of competition that allows athletes to participate year-round
- Establish a consistent & sustainable inter-provincial regional competition(s) to provide meaningful competition at a high level at varying age levels.

Core Driver 3: High-Performance Academies

- Partner with Rugby Canada to establish at least one Regional High-Performance Centre of Excellence in the province
- Develop & establish a sustainable model to deliver a Wolf Pack Academy in major centres across the province.



PILLAR 2:

SUPPORT OUR TEAMS TO DEVELOP & WIN

How will we measure our success:

- Number of athletes on Rugby Canada national teams at all age grades/levels of competition
- Number of participants in Rugby Alberta Academy programs
- Number of representative teams participating consistently in the Alberta Regional Championships
- Retention of athletes in programs from one year to the next
- Number of participants actively involved in High Performance coach development activities.



PILLAR 3:

BE A LEADING PROVINCIAL SPORTS ORGANIZATION

Core Driver 1: Safe Sport

- Safe Sport for all – be a leader in concussion management and other critical safe sport elements
- Create spaces for clubs to deliver Safe Sport initiatives
- Ensure community clubs have access to resources, training and certification for player safety and well-being initiatives.

Core Driver 2: Board Governance

- Establish clear roles and responsibilities between Rugby Alberta and all sub-unions (CRU, ERU, AJRA, RAMOA) to ensure a unified provincial and regional rugby system
- Run an accountable and credible organization with governance best practices and robust processes & systems
- Prioritize financial stability through sound budgeting and financial management practices, controls and reporting
- Harmonize policies & procedures across the province
- Focus on accountability and execution, monitor and review performance regularly
- Establish a robust Board Committee structure to support the activities required for Rugby Alberta to be successful
- Develop an effective communication strategy to improve connectivity between Rugby Alberta, community clubs, and individual participants

Core Driver 3: Equity, Diversity & Inclusion

- Implement equity, diversity and inclusion initiatives in a consistent and sustainable manner.





PILLAR 3:

BE A LEADING PROVINCIAL SPORTS ORGANIZATION

Core Driver 4: Invest in & Celebrate our Successes

- Focus on the continuous improvement of our people and organization
- Invest in developing our people by providing opportunities to develop their knowledge and skills
- Restore and implement consistent & sustainable processes to ensure the success of the Rugby Alberta Hall of Fame
- Celebrate the successes of Rugby Alberta athletes that compete nationally

How will we measure our success:

- Number of equity, diversity and inclusion initiatives implemented annually
- Number of Safe Sport initiatives available to rugby clubs
- Overall satisfaction of participants measured annually

PILLAR 4:

EXPAND FINANCIAL CAPACITY

Core Driver 1: Sponsorship

- Design & implement a clear sponsorship structure and plan to grow & maintain annual revenue
- Establish partnerships in various segments (bus, hotel, travel, medical, etc) to deliver financial benefit to community members

Core Driver 2: Fundraising

- Explore a partnership with the Canadian Rugby Foundation to provide philanthropic opportunities to Rugby Alberta supporters
- Partner with Rugby Canada on fundraising initiatives
- Partner with sub-unions on fundraising initiatives

Core Driver 3: Governmental Relations

- Maintain & enhance relations with provincial & municipal governments/bodies to ensure continued financial support

How will we measure our success:

- Increased revenue through sponsorship support
- Increased revenue through donation support
- Retained, or increased, provincial government support





Back The Pack

