



[INSERT] Rugby Union Football Club

Player Recruitment & Retention Plan

*Please note, your club can create a separate Recruitment OR Retention plan using this template, it does not have to be both

[Insert years plan will be in place]

[Insert] Rugby Union Football Club

Insert over arching brief club Recruitment and Retention statement

Example club recruitment and retention statement: At [Club Name], we are committed to fostering a welcoming, inclusive, and competitive rugby environment for players of all ages and abilities. Our recruitment efforts focus on attracting individuals who share our passion for the game, whether they are experienced players, returning athletes, or newcomers eager to learn.

We believe in long-term player development and invest in coaching, support, and facilities to help every member reach their full potential. Our recruitment and retention plan centers on creating a positive club culture, emphasizing teamwork, respect, and community engagement, both on and off the field.

Insert club Vision and Mission

Key Outcomes

3 to 4 Key Outcomes/Areas the club wishes to focus on in relation to recruitment

Name Key Outcome and a brief description of what this outcome entails – key outcomes should relate to club Recruitment and Retention Statement

An example of Key Outcomes and Outcome Statement could include;

Environment e.g. demonstration of behaviour that reflects club values, creation of an inclusive environment

Education e.g. promotion of support and education to players wanting to strengthen their skills, provide educational resources to members in order for them to further develop their knowledge of the game

Promotion e.g. promotion of club profile within the clubs local community

Separation of Recruitment and Retention Strategies

Creation of 4 to 5 separate recruitment and retention strategies

Example Recruitment Strategies (recruitment strategies generally occur during the off-season):

- *Development of Female Director of Rugby role within the club committee*
- *Improvement and promotion of clear and defined player pathway opportunities within the club*
- *Develop relationship with local schools and work with Member Union/Association to deliver activations to students*

Example Retention Strategies (retention strategies generally occur during season and post season):

- *Development of a player satisfaction survey, use feedback gathered to enhance player experience at club*
- *Establish and maintain a comprehensive club member register and keep in contact with these players throughout the off season*
- *Creation of a club Mental Health Program*

Development of Actions

Create 3 to 4 Actions for each Strategy developed

Recruitment Action Example

Strategy: *Develop relationship with local schools*

Actions:

1. *Identify club representative who has a preestablished connection with local schools to take on 'Schools Coordinator' role within the committee*
2. *Promotion of club programs within school newsletters or bulletin boards*
3. *Schools Coordinator to reach out to State Union or relevant Association to get their school engagement calendar. Schools Coordinator to develop a club school engagement calendar in alignment with this*

Retention Action Example

Strategy: *Development of player satisfaction survey*

Actions:

1. *Determine survey questions with club committee that align with clubs overarching strategic plan and recruitment & retention strategy*
2. *Send to all players within the club register*
3. *Review and collate data from survey results*
4. *Create club strategies, actions, policies and events based on survey data*

Determine Allocations & Goals

Club to allocate to each of the below 4 areas for each Action

Responsibilities: What club committee member will be responsible for the planning and implementation of this action?

Resources: Are there any resources needed in order to implement the action i.e. IT Software, additional staff, catering, sponsor assistance, equipment

Budget: What are the costs involved with the implementation of the action? Will there be on going costs involved?

Timeline: How long is the club allocating toward the development of the action? How long will the action be in place for?

Club to outline the review process and goals for each Action

Review Process: Outline of how many times per year the action's success will be reviewed, by what level at the club i.e. committee level, AGM level. Review at a qualitative level

Goals (or KPI's): A quantitative measurement outlined by the club at when reached, determines the completion or success of the action e.g. club participation at 4 Primary School and 4 High School clinics per year

Participation Goals

As part of your strategy, your club should be outlining specific quantitative metrics in relation to player participation data in order to measure success.

These quantitative membership increases should be a result of the strategies and actions the club has put in place.

Examples of participation rate goals:

Format participation – increase in participation and/or retention rate through various of alternative rugby formats i.e. Tri Tag, Walla, All Abilities

Club example Goal: an increase of 15% in All Abilities player registrations

Membership types – increase in participation and/or retention rate of a range of differing membership types i.e. Juniors and Female

Club example Goal: Female retention rate increase from 45% to 60% by 2027

Demographic participation – increase in participation and/or retention rate of various multicultural demographics through the development or improvement of inclusive programs i.e. Pasifika and Indigenous

Club example Goal: increase of 10% in Pasifika player registrations through the partnership with local community group

Recruitment Plan Table Example

**Outcome 1
(Environment)**

**Outcome 2
(Education)**

**Outcome 3
(Support)**

	Strategies	Actions	Responsibilities	Resources	Budget	Timeline	Review & Goal
Recruitment	Recruit players from identified local Primary Schools	Identify club member who has an existing good relationship with targeted schools	Club President/ Club Registrar	School Liaison Position Description	N/A	Ongoing (largely through pre season)	Committee to review 10% increase in new registrations
		Club to contact local Association or Member Union to get involved with their school programs	Club School Liaison	Member Union	N/A	In conjunction with Member Union r Association school program calendar	1 x attendance at a school program per month
		Club to meet with school PE Staff to discuss options to promote rugby (e.g. assembly, newsletters, school sessions)	Club President/ Club School Liaison	Club coaches Member Union/Association Development Officers	N/A	Pre Season	At least 1 x meeting with PE Staff at each neighbouring school

Retention Plan Table Example

Outcome 1 (Environment)

Outcome 2 (Education)

Outcome 3 (Support)

	Strategies	Actions	Responsibilities	Resources	Budget	Timeline	Review & Goal
	Maintain communications with players during the off-season	Provision of off-season team opportunities i.e. 7's tournaments, overseas tours	Managers, Coaches and Director of Rugby	State 7's events International Rugby connections	Varies between each event	Pre and Post Season (Planning for event occurring during season)	
		Coaches and Managers to maintain contact with players in off season i.e. messages, Christmas cards	Managers and Coaches	Timeline/ calendar of suggested contact dates	N/A	Off Season	Reflection of appreciation from players via member satisfaction survey
		Send club updates and newsletters via email to players in the off-season break – include registration dates, appointment of coaches, important dates and events	Club Secretary	Newsletter template – Canva Bulk email software i.e. Mailchimp	Mailchimp and Cava subscription	Off Season	1 x Club newsletter sent to players per month during offseason
		Keep social media accounts and website up to date with news, pictures, fixtures and event promotion	Club Social Media Manager	Facebook Instagram Website	N/A	All year	# of interactions per social media post

Recruitment Plan Examples

Strategies	Actions	Responsibilities	Resources	Budget	Timeframe	Review & Goal
Identify and confirm club network support	Develop a database of new and existing members' links to new and existing schools, community groups etc. to leverage their relationship and delegate tasks	Volunteer Coordinator			Ongoing	
Paid social media campaigns	Set up targeted Facebook/Instagram posts with key dates and messages	Marketing Coordinator	Club Hub - Marketing & Communications templates		2 months prior to season start	
Flyer drops	Deliver flyers to local primary schools with club details and registration dates	Club Network			Pre-Season	
Display posters on school notice boards	Ask schools for permission to place posters on notice boards or reception areas	Club Network			Pre-Season	
School newsletter blurbs	Provide short write ups with club info for inclusion in school newsletters	Club Network			Pre-Season & Term Start	
Submit events to council e-newsletters	Send event details to be included in council newsletters on online	Club Network			Ongoing	
Organic social media posts	Post regularly on Facebook, Instagram and local community group pages	Marketing Coordinator			Ongoing	
Create a 'Bring a Friend' incentive program	Offer discounts or rewards for current players who bring a new friend to register	Registrar	Ruby Xplorer - Club Discount Setup		Pre-Season	
Nominate school champions from within club	Assign parents/players to lead connections with their school communities	Volunteer Coordinator	Member Union		Pre-Season	
Encourage 'word of mouth' through players' families	Encourage each family to share registration info with friends or family members	Club Network	Rugby Australia - Find a Club		Ongoing	
Partner with local businesses for cross promotion	Request sponsor network promote club on site of via digital channels	Sponsorship Coordinator			Ongoing	

Retention Plan Examples

Strategies	Actions	Responsibilities	Resources	Budget	Timeframe	Review & KPI
Coach and education compliance	Ensure all coaches hold relevant accreditation	Director of Rugby	Rugby Learning Hub Coaching Courses		Pre-Season	
Player recognition program	Develop a player of the month/round recognition program	Marketing Coordinator & Director of Rugby			Throughout Season	
Member events	Organise a club event yearly calendar i.e. quiz nights, auctions, dinners	Events Coordinator & Marketing Coordinator			Ongoing	
Themed club rounds	Appoint themed rounds throughout the season to attract players families and friends to attend the club i.e. ladies day, NAIDOC round ect.	Events Coordinator & Marketing Coordinator			Throughout Season	
Alternative registration options	Provision of weekly or monthly registrations options to cater to players who are not able to play a full season due to other commitments	Club Registrar	Monthly Registration Weekly Registration New Player or Family Discounts		Pre-Season	
Member satisfaction survey	Creation of member satisfaction survey to measure the strengths and weaknesses of the club player program	Executive Committee & Marketing Coordinator	Club Hub - Annual Member Survey		Post-Season	
Pathway/representative options	Promotion and provision of state pathway/academy programs. Encouragement of state/regional representation	Director of Rugby	Member Union Pathways Coordinator		Ongoing	
Tour/tournament participation	Addition of team entries to state and national tournaments as well as international and state touring options for players	Director of Rugby			Pre and Post Season	
Inclusive facility provisions	Provision of female friendly and accessible changerooms for players	Executive Committee	E.g. QLD Rugby Union Strategic Facilities Plan		Ongoing	
Inclusive food and beverage options	Addition of a wider range of non-alcoholic beverages, vegan, vegetarian, halal and kosher food options	Food and Beverage Coordinator			Ongoing	
Accessible communication channels	Easily identifiable communication channels for players to reach every level of the club i.e. committee emails, team WhatsApp, club social pages	Marketing Coordinator			Ongoing	

Recruitment and Retention Strategies Suggestion List

Governance	Education & Support	Finance & Fundraising	Social & Events	Communication & Marketing	Pathway Programs
Season Calendar	Coach Accreditation Policy	Sponsorship Coordinator	Events Coordinator	Marketing Coordinator	Director of Rugby Committee Position (combined Jnr and Snr or separate)
Easy communication channels from players to Executive Committee	Club Mental Health Strategy	Grants Coordinator	Creation and publication of yearly calendar of events	Development of Membership Database	Player mentor programs
Alignment with RA Policies	Subsidised education and personal development courses	Subsidised or discounted fees i.e new player or family discounts	Themed rounds i.e. Ladies day, volunteer recognition, NAIDOC	Club Website	Entry into post season tournaments
Member Register (inc. players, volunteers and coaches)	First aid courses	Registration options to suit player lifestyle i.e. weekly and monthly registrations	Club Functions	Scheduled Social Media Posts	Overseas touring opportunities
Recruitment Officer	Diversity, Equity and Inclusion Policy	Alternative fundraising solutions i.e. donations	Presentation Nights	Photographer at matches	Alternative playing formats i.e. 7's, Walking Rugby, Tri Tag
Retention Officer			After Match Functions	Advertisements in Local Community Pages	
Club Handbook				Sale of Club Merchandise to Members and Public	
Volunteer Position Descriptions				Upkeep of Facebook and Instagram pages	
Safeguarding and Risk Management Policy/Strategy					