

THE WOMEN'S RUGBY PLAN



Rugby Australia's strategy 2022 – 2032 is an ambitious plan to connect the game and maximise Rugby's Golden Decade in Australia. The strategy has a deliberate focus on women, aiming to 'continue the support and accelerate the growth and value of the women's game.'

Our Women's Rugby plan has been produced off the back of Rugby Australia's strategy, aiming to capture key elements of Women's Rugby across the four major ambitions of: Participation, Performance, Promotion and Profitability.

		MAXIMISE RUGBY'S GOLDEN DECADE		
PROFITABLE	PERFORMANCE		PARTICIPATION	PROMOTION
Women's 7s #1 Globally	Wallaroos Top 4 Globally	The leading domestic competitions in the Southern Hemisphere	10k new registered female participants	1m new women's rugby fans

TRANSFORMATIONAL INITIATIVES

Sustainable professional environments	Super W 2.0 15s, 7s and Youth	World Class Pathways for players, coaches, staff	Long term sponsors and partners to grow the game	Profile step change of women's rugby and players	Increasing opportunities	Building capability and capacity
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CRITICAL ENABLERS

Long term investment for sustainability	Centrally led, locally delivered	Accountability	Dedicated workforce and leadership	Maximised pinnacle events	7s and 15s aligned and complementary
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