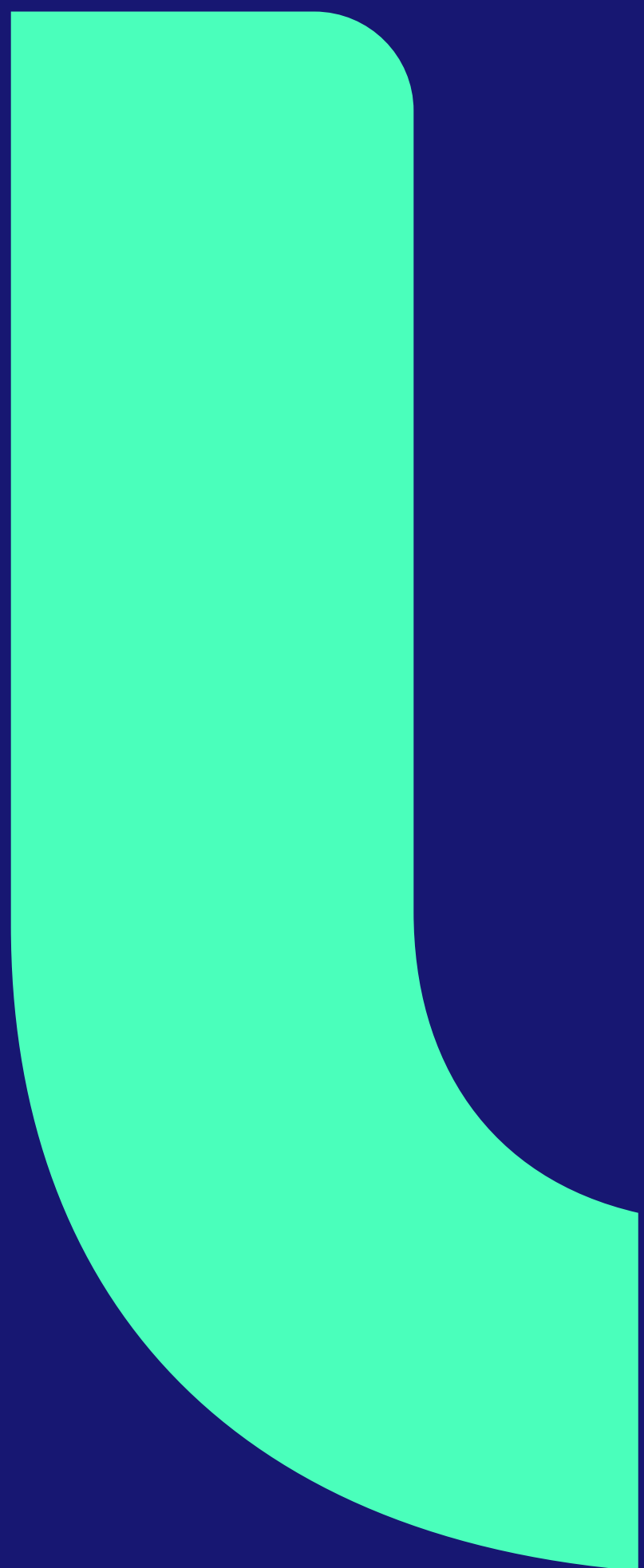
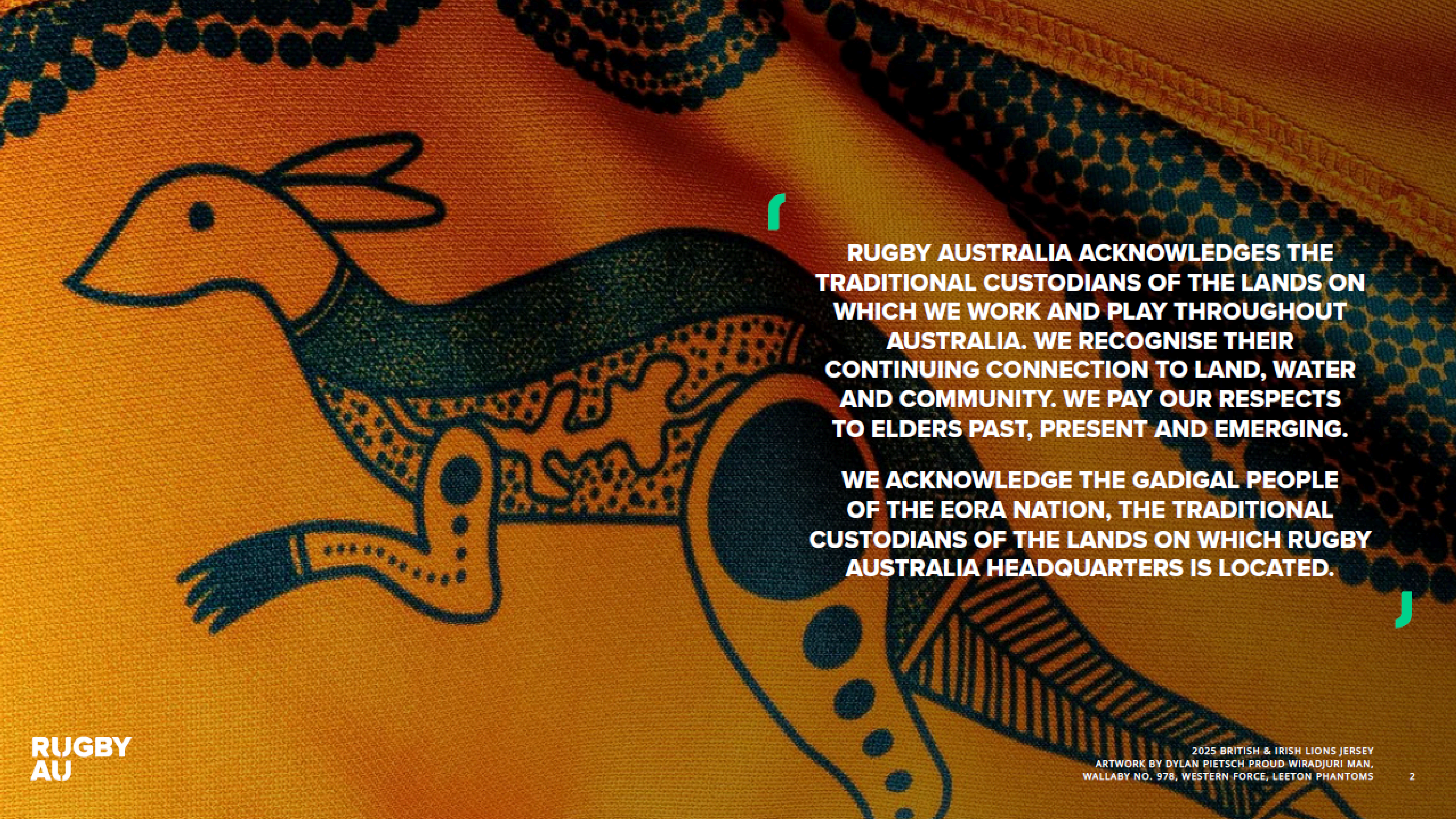




NATIONAL CLUB DEVELOPMENT WEBINAR SERIES

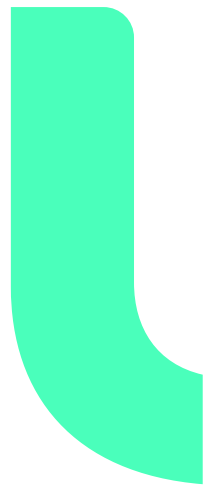
Supporting Clubs to retain participants



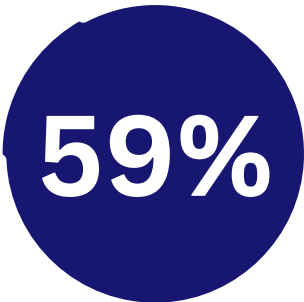


**RUGBY AUSTRALIA ACKNOWLEDGES THE
TRADITIONAL CUSTODIANS OF THE LANDS ON
WHICH WE WORK AND PLAY THROUGHOUT
AUSTRALIA. WE RECOGNISE THEIR
CONTINUING CONNECTION TO LAND, WATER
AND COMMUNITY. WE PAY OUR RESPECTS
TO ELDERS PAST, PRESENT AND EMERGING.**

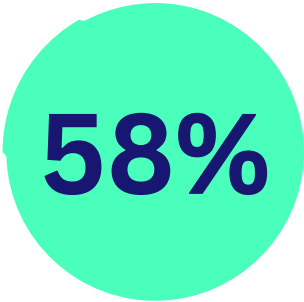
**WE ACKNOWLEDGE THE GADIGAL PEOPLE
OF THE EORA NATION, THE TRADITIONAL
CUSTODIANS OF THE LANDS ON WHICH RUGBY
AUSTRALIA HEADQUARTERS IS LOCATED.**



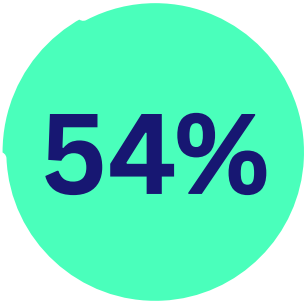
RETENTION



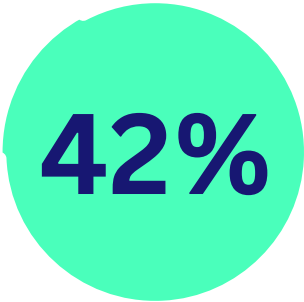
Overall 2026 National Participant Retention



Player



Coach



Volunteer





KEY RETENTION STRATEGIES

- **Communication:** Keep regular contact via email updates, social media, and direct check-ins to make members feel included.
- **Club Culture:** Build a friendly, safe, and family-oriented environment that celebrates personal and team milestones.
- **Quality Coaching:** Hire and accredit supportive coaches who focus on skill growth rather than just winning.
- **Volunteer Support:** Prevent burnout by sharing tasks, offering flexible roles, and thanking volunteers openly.

Starting in 2027 is too late

PLAYER RETENTION

1

Finish the season with a positive experience for players & families

2

Reward and recognise players achievements

- a. Quality Presentation day or evening
- b. Promote players to pathway opportunities

3

Hold exit conversations with anyone on the fence

4

Off season engagement, e.g. Sevens and Club Get Togethers

5

Plan the 2027 season NOW

- a. Retention of Coaches & Managers - appoint early so players know
- b. Sponsorship, season plan, coaches, training, grants

6

Open registrations early - committed before another sport

- a. Early bird discount for returning players?

PLAYER RETENTION TIMELINE

End-Season

Off-Season

Pre-Season

September 2026	October 2026	November 2026	December 2026	January 2027	February 2027	March 2027
Finish the season on a positive note finals, last training sessions all well-run	Begin off-season engagement	Off-season engagement continues	Confirm 2027 competition structure and season calendar	Open club registrations	Pre-season training begins	Season launch / round one
Quality presentation day/evening	Club Annual General Meeting	Start locking in the 2027 competition structure	coach appointments for 2027	Finalise coach appointments if not already locked in	Confirm volunteer roles	Welcome event for new and returning families
Thank you to parents and volunteers		Begin coach appointments for 2027	Set Registration Fees	Release draft season plan (training nights, pre-season trial dates, fixture calendar) to families	Registration drive	
					Player Induction & welcome pack	

CASE STUDY



78%

2026 Player Retention

- Community based organisation
- Strong Social Media presence in the community
- Regular off-season engagement
- End of year Survey
- End of Season Presentation
- Retain majority of Coaches YOY

VOLUNTEER RETENTION

1

Reward & Recognition

- Monthly Volunteer Awards
- Annual Awards Presentation
- Personalised Thankyou's
- Social Media Promotion

2

Early Engagement

- An end-of-season conversation/survey with every volunteer before they leave for the off-season: what worked, what didn't, will they return, what would make them stay
- Lock in volunteer commitments early

3

Make Volunteering Social

- Volunteer-only social events (BBQ, trivia night)
- Family-friendly volunteering

4

Planning

- Involve volunteers in off-season planning sessions
- Build a volunteer roster app or sign-up sheet
- Provide basic training during offseason to support volunteer growth

WHY SUCCESSION PLANNING MATTERS

Succession planning is the process of identifying, developing and supporting future volunteers and leaders before positions become vacant."

Succession planning isn't just for big organisations. It's essential for the future of every grass roots rugby club.



Ensures Continuity

Keeps the club running smoothly when volunteers step down. No disruption to players, teams or operations.



Develops Leaders

Identifies and grows new volunteers and leaders. Builds confidence, capability and a strong bench of talent.



Preserves Club Culture

Protects the values, traditions and culture that make your club unique. Passes on the knowledge and history.



Reduces Risk

Avoids burnout and last-minute crises. Ensures key roles are always filled and responsibilities are understood.



Supports Volunteers

Provides clear roles, support and handover processes. Makes the experience more rewarding and sustainable.



Builds a Stronger Future

A well-planned transition today creates a stronger, more resilient club tomorrow.

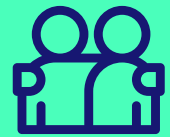
For our players. For our community. For the love of the game.



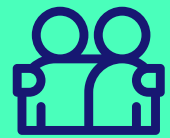
COMMITTEE TIMELINE

JULY	AUGUST	SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER	JANUARY	FEBRUARY/ JUNE
Season Review	Identify future leaders	Develop People	AGM Season	Planning	Sub-Committees	Recruitment
• Review committee performances • Identify Succession Risks (e.g Who is leaving)	• Approach prospective committee members • Discuss potential future roles • Invite potential committee members to sit in on meetings	• Provide them with access to club governance and resources • Assist them with any role-specific training required	• Elect committee members	• Formalise committee roles at first committee meeting • Update role descriptions • Provide each role with yearly tasks calander	• Set up sub-committees to assist committee roles that have season spikes in workloads e.g. social events, registrar	• Start having conversations with potential committee people to either replace volunteers who are stepping down or fill vacant positions on the committee

CLUBHUB RESOURCES



Player Recruitment and Retention
Plan template



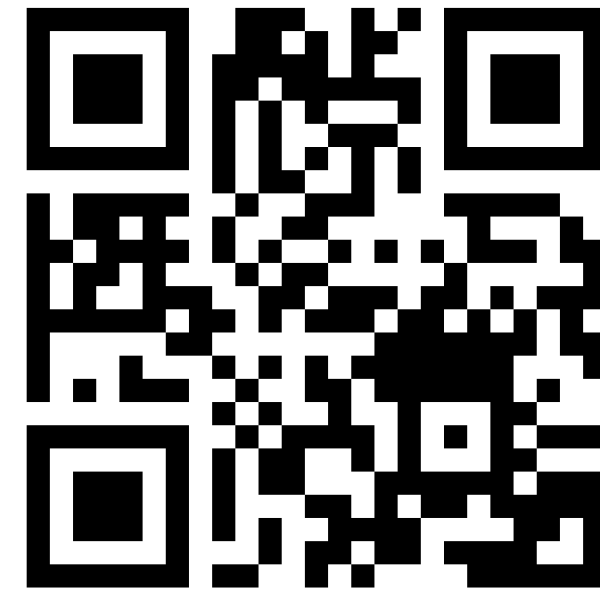
Volunteer Management Page



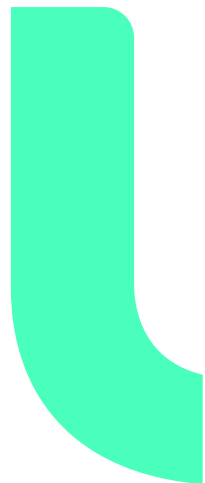
Governance - What is Good
Governance?



Importance of Succession
Planning Article



Visit <https://clubhub.rugby/> to access
all e-learning and club management
templates



YOU'RE NOT ALONE

Book a meeting with your local Club Development Manager

Member Union	Name	Email
ACT & SNSW	Jack Heffernan	Jack.Heffernan@rugby.com.au
NSW - Juniors	Dylan Deep-Jones	Dylan.Deepjones@rugby.com.au
NSW - Seniors	Michael Flude	Michael.Flude@rugby.com.au
QLD - Greater & NT	Matt Kaye	Matt.Kaye@rugby.com.au
QLD - South	John Butterworth	John.Butterworth@rugby.com.au
SA	Rose Jackson	Rose.Jackson@sa.rugby
VIC & TAS	Sean Walker	Sean.Walker@rugby.com.au
WA	Monique Day-Smith	Monique.Daysmith@rugby.com.au



THANK YOU



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all e-learning and club management
templates