



King Country Rugby Union Strategic Plan 2023-2030

Our Goal: To grow the King Country Rugby Union player base to 3,500 participants by 2030

Our Vision: A vibrant community, connected through rugby

Our Purpose: To grow and develop the game for the people and communities of the King Country while enabling local pathways to higher performance

Strategic Priorities



OUR PEOPLE

A focus on the provision of quality rugby opportunities that meet the needs of the people of our region

More people and communities involved in rugby



GROWING THE GAME

A focus on the continued evolution of the game and support for both its participants and enablers

A quality game delivered by quality people



REGIONAL LEADERSHIP

A focus on continuous improvement, partnerships and organisational sustainability

Leading the way and enhancing the King Country rugby legacy

STRATEGIC FOCUS AREAS



OUR PEOPLE

- Adopt a participant-centred approach to the delivery of rugby to enable participant-led opportunities for involvement, including via the incorporation of Balance is Better and Good Sports approaches to youth rugby.
- Supporting more females to engage in the game from players, to coaches, to referees.
- Reversing the decline in participation among young (teenage) males and growing their engagement as players, coaches and referees.
- Develop good athletes but most importantly good people, on and off the field to build the brand of King Country rugby and our 'one team' philosophy, from junior through to Heartland competition.



GROWING THE GAME

- The identification, development and retention of the quality people who work in and for our game as well as investment in critical areas that enable our game to grow.
- Prioritise keeping our players, at all levels, safe through a focus on injury prevention and detection, and in particular, delivery of safety education initiatives, awareness of and access to the KCRU Health Navigation Officer, and the creation of an established medical pathway for players in the King Country.
- Create inclusive, safe, empowering, enjoyable, equitable and culturally responsive environments for people and communities of any age, gender, ethnicity and sexual orientation, with a specific lens on supporting the participation of rangatahi, women and girls and Māori players through the continued enhancement of participation opportunities.
- Bring innovation, out-of-the-box thinking, bravery and courage to the development of the game, including a focus on new and different formats and ways of delivery that enable a wide range of participants to (re)discover their place in the game.



REGIONAL LEADERSHIP

- Create an efficient and sustainable operating model and future-proof all parts of the rugby delivery system to support all of rugby in the region, including by the building and effective management of the organisation's cash reserves, as well as the diversification of funding streams.
- Establish and maintain strong working relationships with key partners, including via support for the wellbeing of our clubs to form healthy and sustained partnerships for the betterment of rugby in our region.
- Invest in research, insights and education to ensure we are at the forefront of the game, that we understand participant needs and are enabled to make informed decisions and engage in operational excellence.
- Ensure King Country Rugby governance is strong and aligned to best practice, including a focus on diversity of perspectives, backgrounds and experiences around the Board table and policy documents that reflect good governance practice and the best interests of members and the organisation.
- Build internal leadership capability in diversity and inclusion to effect transformational shifts and impacts in rugby environments across the region.
- Maintain strong relationships with current and former participants in the game to strengthen our 'one team' philosophy, including the enhancement of existing digital platforms and utilising innovative approaches to connect with our players, supporters, partners and alumni.

King Country Rugby Union Values

We understand values to be more than just words: they are about what you can see, hear and feel in action. This is what is important to us as an organisation, and therefore what you can expect from us.

Knowledge

- At the heart of the game is an appreciation of who we represent and who has come before us – we will respectfully remember the past while ensuring we remain relevant for the future
- We will be evidence-based in our decision making and will seek information to support the choices we make about the game to ensure we perform to our best

Te Pou Hiranga – Be our Best

Commitment

- We will ‘show up’ for each other and for our partners and stakeholders and we will do what we say we are going to do
- We will take a ‘whole of rugby’ approach in the understanding that all parts of the game contribute to the culture of King Country rugby, and therefore, no one component of our organisation takes precedence over the others

Te Pou Ihi – Be Passionate

Respect

- Being good people, on and off the field, is and will always be at the heart of King Country rugby
- We abide by the principles of Good Sports and Balance is Better – our focus is on creating positive rugby environments that promote participation and development opportunities that meet the needs of all in the game

Te Pou Tika – Play Fair

Unity

- We will ensure that our workplace and our game is a welcoming and inclusive environment for all staff, volunteers, players and alumni
- Regardless of your involvement in the game, we will make you feel valued and an important part of our ‘one team’
- We will operate with a shared vision and goal, striving together to achieve our outcomes – a ‘win’ for one of us, is a ‘win’ for all of us!

Te Pou Maioha – Be Welcoming