



CLUB IMPACT PROGRAM

The Rugby AU Club Impact Program is a national club development initiative that helps community Rugby clubs strengthen governance, support volunteers, and build safe, inclusive and sustainable clubs for the future. The program provides practical support to improve leadership, sustainability and build for long-term success.

Rugby Australia has a vision for every club to be a safe, welcoming, inclusive club that is built for long-term success and sustainability.

By 2027, successful clubs will be:

- Confident and well governed
- Inclusive and welcoming
- Financially stable and sustainable
- Supported by a growing base of capable volunteers
- Ready to harness the momentum of the Men's Rugby World Cup 2027 and Women's Rugby World Cup 2029

ELEMENTS OF THE CLUB IMPACT PROGRAM

UNDERSTAND YOUR CLUB

A simple self-assessment via the Rugby AU Community Club Health Check to identify your club's strengths and areas of improvement.

Based on the results of your Club Health Check, you will receive a personalised insights and recommendations report, which includes your Club Impact Level.

BUILD & IMPROVE

Clubs are connected to a range of practical resources that support operations.

This includes toolkits, templates, case studies, e-learning modules, webinars and videos. This is self-guided, allowing clubs to work at their own pace.

SUPPORT

Optional one-on-one support with your local Club Development Manager for tailored planning support.

REWARD

Clubs are recognised and rewarded for their progression through the Club Impact Program.

CLUB IMPACT LEVELS & REWARDS

BRONZE

- Active ABN & Incorporated Association
- Current Constitution
- Meet financial reporting requirements
- Committee registered on Rugby Xplorer
- Meet state/territory safeguarding requirements

SILVER

- Produce yearly budget
- Deliver Volunteer Management Plan
- Delivers a player recruitment & retention plan
- Offers Women's and/or Girl's Rugby program
- Current website

GOLD

- Current strategic plan
- 40:40:20 gender split on Committee
- Coach : Player ratio < 1:10
- Offers Tri Tag Rugby
- Complete a Club Action Plan via Game Plan

RUGBY AU REWARDS & INCENTIVES

- Eligibility for Rugby AU National Equipment Program
- Eligibility to apply for Australian Rugby Foundation grants
- Eligible for Rugby AU club and volunteer awards
- Eligible to host the Gold Blooded Tour and other community events
- Eligible for Rugby Australia On-Field Experiences and Test Match Activations
- Eligible to access Rugby Australia Community Partner benefits

- Recognition on Rugby AU Club Hub website
- Certificate of Acknowledgement signed by Member Union CEO / General Manager
- Recognition of commitment to Club Development at Member Union Awards event
- All previous level benefits

- Certificate of Acknowledgement signed by Rugby AU CEO / Director of Community Rugby
- Receive 1 x "Teams in Gold" signed merchandise (Wallabies, Wallaroos or AU 7's teams)
- Feature on RA social media and/or in the newsletter
- Case study on Rugby AU Club Hub website
- All previous level benefits

NOT IN PLACE

These are clubs that have not yet completed the requirements to be recognised as a Bronze club.