



QUEENSLAND RUGBY

STRATEGIC PLAN

2026-2030





WE EXIST TO

IGNITE PASSION,
INSPIRE
GREATNESS
AND UNITE
QUEENSLAND
COMMUNITIES
THROUGH RUGBY



OUR VISION

IS TO BE THE BEST RUGBY
PROVINCE IN THE WORLD

OUR VALUES



Q

QUALITY

Excellence in performance,
preparation and standards

R

RESPECT

Integrity, humility and
trust in all our actions

U

UNITY

Standing together as a team
and embracing diversity



OUR PILLARS



GROW THE GAME



WINNING TEAMS IN RED



IGNITE PASSION FOR RUGBY



SECURE OUR COMMERCIAL FUTURE



**GROW THE
GAME**



GROW THE GAME

ENGAGE MORE PARTICIPANTS AT EVERY LEVEL BY DELIVERING QUALITY RUGBY EXPERIENCES AND PROVIDING A CLEAR CONNECTED PATHWAY

PRIORITIES

- Attract & retain players through excellent Community Rugby experiences
- Innovate & strengthen Rugby participation programs & competitions
- Ensure clubs and schools are supported & set up for sustained success
- Educate & upskill capability across the community Rugby network





**WINNING
TEAMS IN RED**

WINNING TEAMS IN RED

DELIVER SUSTAINED SUCCESS FOR REDS MEN'S AND WOMEN'S PROFESSIONAL TEAMS AND ESTABLISH A WORLD CLASS HIGH PERFORMANCE ENVIRONMENT

PRIORITIES

- Maximise player & staff capability across both the professional Men's & Women's Reds Teams
- Close the gap between our professional and Academy programs
- Build squads for sustained success





**IGNITE PASSION
FOR RUGBY**

IGNITE PASSION FOR RUGBY

CREATE BRILLIANT EXPERIENCES AND DEEP CONNECTIONS WITH THE QUEENSLAND COMMUNITY

PRIORITIES

- Create positive and memorable matchday experiences
- Create heroes to attract the next generation of fans
- Provide experiences that engage Reds fans and members, all year round
- Leverage major global rugby events to grow passion





**SECURE OUR
COMMERCIAL FUTURE**

SECURE OUR COMMERCIAL FUTURE

LEVERAGE OUR ASSETS AND IDENTIFY DIVERSIFIED REVENUE OPPORTUNITIES TO BUILD A SUSTAINABLE FUTURE

PRIORITIES

- Prioritise the development of Ballymore
- Forge innovative partnerships to grow QRU's commercial base
- Secure our financial stability through growing traditional revenue & exploring non-core revenue streams



OUR ENABLERS

PEOPLE AND CULTURE

**AN
ENVIRONMENT
WHERE PEOPLE
COME TO
PERFORM AT
THEIR BEST
TOGETHER**



DATA AND TECHNOLOGY

**A CONNECTED,
EFFICIENT, AND
TECHNOLOGY
ENABLED QRU**



FUNDING AND OPERATIONAL EFFICIENCY

**A DIVERSIFIED
AND
SUSTAINABLE
BUSINESS
MODEL**



WHAT DOES QRU'S FUTURE LOOK LIKE?



BY 2030, WE WILL...

- Grow the game to 100,000 participants
- Deliver **sustained success**, winning Super Rugby titles for both our Men's and Women's teams
- **Ignite passion** for Rugby, with **18,000 QLD Reds Members** and average crowds of 25,000
- **Secure our future**, delivering **sustained operating profits**
- **Transform Ballymore** into a world-class high performance and community precinct
- Be an organisation where people thrive, **perform at their best together**, live our values of **Quality, Respect & Unity**





IGNITE. UNITE. INSPIRE.