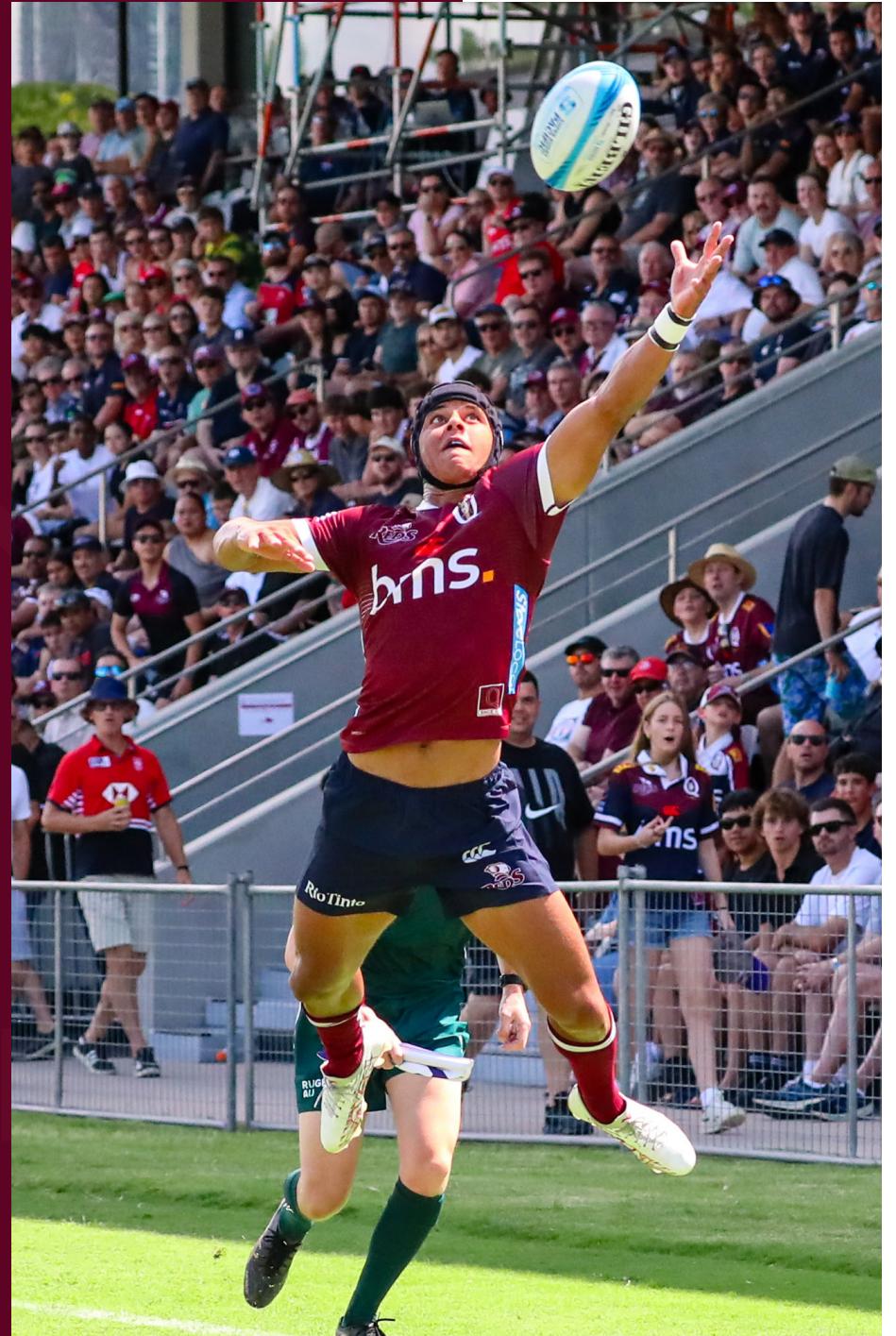




# QUEENSLAND RUGBY STRATEGIC PLAN

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**

## 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

Alliance  
AIRLINES

Alliance  
AIRLINES

## 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.**