



RUGBY AU CLUB IMPACT PROGRAM

Rugby AU's Club Impact Program forms part of Rugby Australia's Rugby World Cup legacy program, delivered under World Rugby's Impact Beyond initiative, with support from the Australian Government through the Australian Sports Commission.

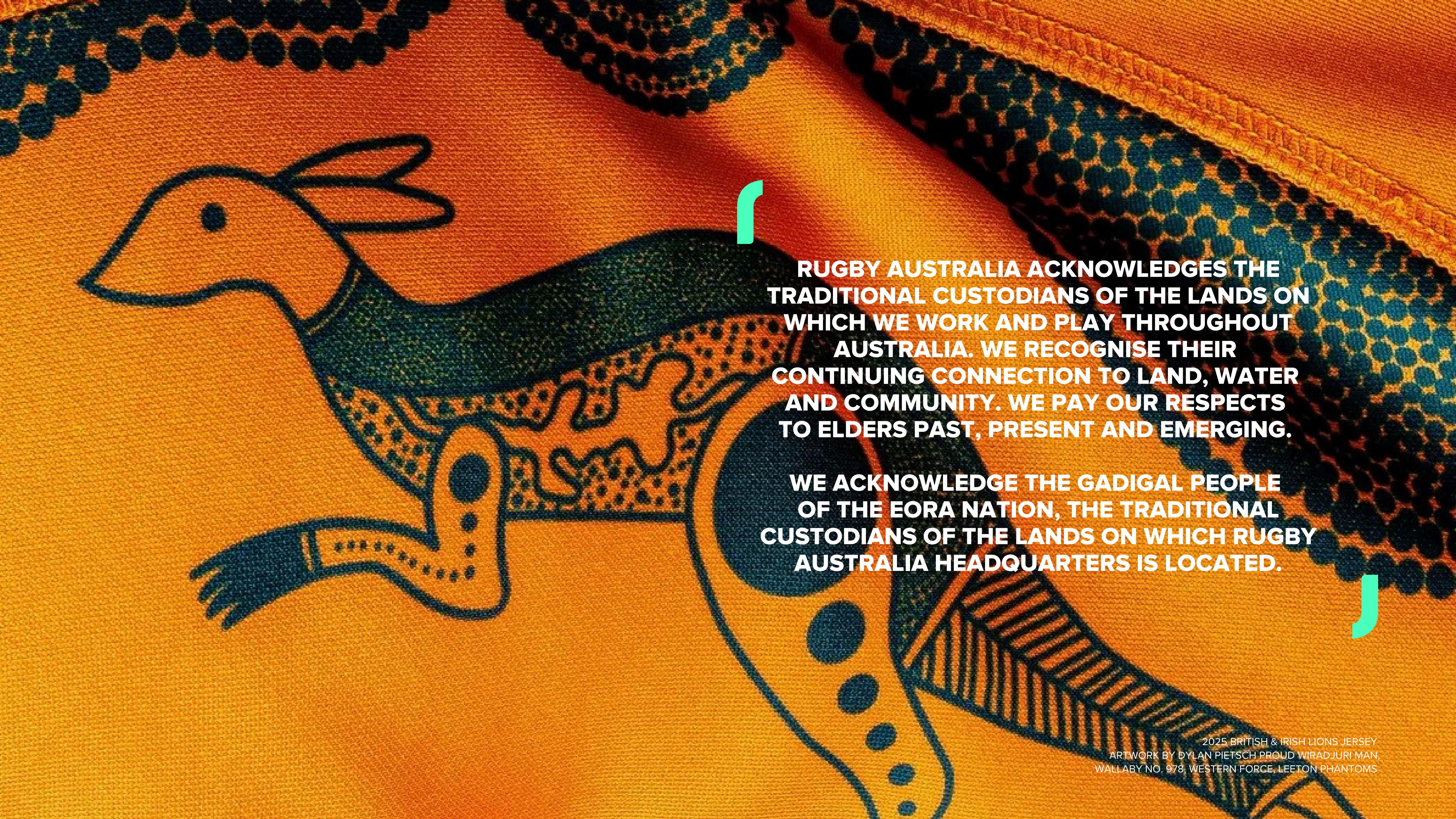


The Rugby AU Club Impact Program has been developed by Rugby Australia in consultation with Member Unions and community Rugby clubs.



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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.



CLUB IMPACT PROGRAM

The Rugby AU Club Impact program supports community Rugby clubs to protect what matters, strengthen how they operate and build for the future. It helps volunteers and committees create safe, welcoming, inclusive club environments, while providing 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

A MESSAGE FROM RUGBY AU

A ONCE-IN-A-GENERATION OPPORTUNITY FOR RUGBY PARTICIPATION ACROSS THE COUNTRY IS NOW ON OUR DOORSTEP AS WE ENTER THE NEXT PHASE OF THE GOLDEN DECADE OF MAJOR EVENTS IN AUSTRALIA, HIGHLIGHTED BY THE MEN'S AND WOMEN'S RUGBY WORLD CUPS IN 2027 AND 2029.

We are focused on enhancing the connection from grassroots to the elite, increasing support for clubs, schools, volunteers, coaches and match officials to enable growth in participation and strengthen the rugby community.

Rugby clubs are the beating heart of the game and deliver great experiences to support the game across the country. This is where the Rugby AU Club Impact Program comes in - it gives clubs simple tools, clear direction, tailored support, and reward for progress, so community Rugby can thrive long into the future.

We are delighted to have you on board for the journey and look forward to working with you in what is an extremely exciting time for the game in Australia.

Michael Procajlo

Director - Community Rugby
Rugby Australia





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 for improvement.

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



BUILD AND IMPROVE

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

This includes toolkits, templates, case studies, elearning 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

GOLD LEVEL

Leading Clubs: *Built for Success*

Gold clubs have completed a variety of best practice club development activities and have set their club up for long-term success.

SILVER LEVEL

Sustainable Clubs: *Strong Systems*

Silver clubs have completed high level club development activities and have the systems in place for sustainability and growth.

BRONZE LEVEL

Strong Foundations: *Safe & Governed*

Bronze clubs have established a strong club development foundation by completing formative compliance and governance activities.

NOT IN PLACE

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



The Rugby AU Club Impact Program provides each club a Club Impact Level that reflects their progress. As clubs advance, they strengthen governance, inclusivity and sustainability while preparing to leverage the opportunities of the Men’s Rugby World Cup 2027 and Women’s Rugby World Cup 2029. Clubs are recognised and rewarded for their commitment to development by Rugby AU and their local Member Union.

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
- Deliver a player recruitment & retention plan
- Offers Women’s &/or Girls 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 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 “Teams in Gold” signed merchandise (Wallabies, Wallaroos or AU 7’s teams)
- Feature on RA social media and/or newsletter
- Case study on Rugby AU Club Hub website
- All previous level benefits



NEXT STEPS

Complete Rugby AU
Community Club Health
Check (<5 mins)

Access supporting tools and
resources via the
clubhub.rugby website

Progress at your
own pace

Receive your club insight &
recommendation report and
Club Impact Level

Book 1:1 Club Development
Manager support if desired

Receive eligible
RA and MU
rewards



RUGBY AU CLUB IMPACT PROGRAM

FOR MORE INFORMATION ON THE CLUB IMPACT PROGRAM CONTACT YOUR LOCAL CLUB DEVELOPMENT MANAGER:

- NSW Seniors** Michael.Flude@rugby.com.au
- NSW Juniors** Dylan.DeepJones@rugby.com.au
- ACT & Southern NSW** Jack.Heffernan@rugby.com.au
- South-East QLD** John.Butterworth@rugby.com.au
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