



## University of Canterbury Rugby Football Club Inc. Strategic Plan 2025 - 2028

**Our Vision: *One Club. One Culture. One Purpose. Success Together.***

**Our Purpose: *To inspire students, community members, and alumni by providing a safe, supportive, and inclusive home where they can grow, connect, and excel in life through the power of rugby.***

### Strategic Outcome One:

#### GROWING MEMBERSHIP & CULTURE

##### Goals:

1. We maintain a 'One Club' philosophy.
2. We are a first choice club for school leavers.
3. We continue to grow and maintain membership in a sustainable manner.
4. We recruit and retain coaches/management by providing a supportive environment and enabling development pathways.

### Strategic Outcome Two:

#### PURSUING RUGBY PERFORMANCE

##### Goals

1. We strive for all teams to be strong and respected contenders within their given competition.
2. We provide an Academy that is widely recognised, respected and sought after by school leavers for development.
3. We take pride in nurturing player talent across our programme.
4. We implement a systematic player recruitment and retention process in place.

### Strategic Outcome Three:

#### ESTABLISHING FINANCIAL SUSTAINABILITY

##### Goals:

1. We seek to maintain financial sustainability, through knowledge of potential income streams and cultivating positive relationships.
2. We aim to optimise our revenue through the understanding of our value proposition.
3. We continue to develop our strategic relations with the University and the Maroon Foundation to contribute to the financial sustainability of our Club.
4. We maximise our income streams through the delivery of diversified and flexible rugby formats and memberships.

### Strategic Outcome Four:

#### BUILDING PARTNERSHIPS & COLLABORATION

##### Goals:

1. We foster cross-code collaboration within UC Sports to unlock new opportunities and enhance operational efficiency.
2. We connect with our Alumni to strengthen our shared legacy and foster a thriving, supportive community for future generations.
3. We establish and nurture mutually beneficial sponsorship and collaboration agreements that support the financial stability, community engagement, and long-term development of the club.
4. We have a strong partnership with CRFU which enhances our profile and plays a key role in driving membership growth.

### Strategic Outcome Five:

#### ENSURING SUSTAINABLE GOVERNANCE

##### Goals:

1. We have the required skill set within our committee membership with all portfolios being represented.
2. We aim for stability of Committee membership and succession pathways for key roles.
3. We retain and advance our sport governance knowledge through the utilisation of available support and training.
4. We proactively identify burgeoning members with qualities for Committee and non-Committee roles.