

IRFU STRATEGIC PLAN (2020-2024)

Strategic Areas	Strategic Goals	Strategies
1. Governance	1.1 Enforce Compliance	1.1(a) Review the Constitution and formulate Policies & Regulations
		1.1(b) Reactivate the Zonal Bodies
	1.2 Reorganise the IRFU Board	1.1(c) Assign Responsibilities for Board Members
		1.2(a) Review the composition & current Board Members
		1.2(b) Inclusion of Women on the IRFU Board
		1.2(c) Form Working Groups / Committees
Strategic Areas	Strategic Goals	Strategies
2. Administration	2.1 Strengthen the Executive Structure	2.1(a) Create a structure that will support the following operations of the IRFU...
		(i) Commercials / Sponsorship
		(ii) PR, Media, Digital, Marketing and Communication / Information Channels
		(iii) Coordinating and Organising National Teams (High Performance)
		(iv) Coordinating and Organising National Tournaments
		(v) Participation and Development
		(vi) Training & Education
		(vii) Women's Rugby
		(viii) Finance and Accounts
	(ix) Government Liaison Representative	
2.2 Increase revenue and create corpus	2.2(a) Professional expertise for raising funds	
	2.2(b) Govt., External Authorities & NGO Grants / Aid (Sport for Development etc.)	
	2.2(c) CSR Funding Opportunities	
	2.2(d) Formation of a Professional League	
Strategic Areas	Strategic Goals	Strategies
3. Participation & Development	3.1 Increase participation	3.1(a) Reach out to target Schools, Colleges, Universities through GIR
		3.1(b) Implementation of GIR through effective State Rugby Association structure and programmes
		3.1(c) Identify dedicated or shared facilities / infrastructure from local Govt or Administrations for Rugby
Strategic Areas	Strategic Goals	Strategies
4. Women's Rugby	4.1 Increase Participation and ensure Sustainability / Retention of Players, Coaches, Match Officials etc.	4.1(a) Women specific GIR activities
		4.1(b) Women specific Training & Education Courses
		4.1(c) Increase number of Tournaments
		4.1(d) Create progression pathways for Players, Coaches, Match Officials etc.
		4.1(e) Exchange programs for Players, Coaches, Match Officials etc.
		4.1(f) Create and Promote Women Role Models & Icons
		4.1(g) Provide opportunities and future prospects (career / compensation)
	4.2 Medalist at 2022 Asian Games	4.2(a) Formulate a High Performance Plan and Programme for National Teams
		4.2(b) High Performance camps / academies
		4.2(c) More International Exposure
Strategic Areas	Strategic Goals	Strategies
5. Domestic Competitions	5.1 Better structured and regular National, Zonal & State tournaments	5.1(a) Provide a Competitions Calendar Annually
		5.1(b) Create a clearly defined pathway for national tournaments via zonal level (Inter-State), State level (Inter-District), District level (Inter-Club/School) tournaments
		5.1(c) Ensure participation at Local (District level) --> Regional (State level) --> Provincial (Zonal level) tournaments to be eligible to participate at National level
		(i) Senior / Junior / Sub-Junior National Tournaments
		(ii) All India Rugby (Senior / Junior)
		(iii) SGFI Tournaments
Strategic Areas	Strategic Goals	Strategies
6. High Performance	6.1 Indian National Teams to be competitive in Asia	6.1(a) Formulate a High Performance Plan and Programme for National Teams
		6.1(b) Increase High Performance camps at State level
		6.1(c) More International Exposure
Strategic Areas	Strategic Goals	Strategies
		7.1(a) Ensure all State Rugby Associations comply and conduct the relevant Courses for the Technical Officials
		7.1(b) Conducting World Rugby and Rugby India certified Courses for the following Technical Officials...

7. Training & Education	7.1 Increase the number of Coaches, Match Officials, Managers, S&C Coaches, Medics & Other Support Staff exponentially	(i) Coaches (ii) Match Officials (iii) Managers (iv) S&C Coaches (v) Medics (vi) Other Support Staff 7.1(c) Training resources and material to be localized 7.1(d) Provide a progression pathway for these technical officials 7.1(e) Create future prospects (career / compensation) for these technical officials
Strategic Areas	Strategic Goals	Strategies
8. Player Welfare	8.1 An Active Athlete's Commission 8.2 Create a safe playing environment at all levels	8.1(a) Facilitating the formation of an Athlete's Commission based on the IOA guidelines 8.1(b) Provision to present the feedback of the Athlete's Commission for review 8.2(a) Raising Awareness by Educating the Players, Coaches, Match Officials, Managers, S&C Coaches, Medics & Other Support Staff etc. 8.2(b) Setting criteria and minimum standards / levels of accreditation to be involved in National tournaments for the following... (i) Coaches (ii) Match Officials (iii) Managers (iv) S&C Coaches (v) Medics (vi) Other Support Staff

Strategic Areas	Strategic Goals	Strategies
9. Marketing & Communications	9.1 Increase Visibility & Awareness	9.1(a) Professional expertise for Increasing Visibility & Awareness 9.1(b) Broadcasting on Television and Radio 9.1(c) Social Media & Digital Marketing 9.1(d) PR & Marketing Campaign 9.1(e) Role Models & Icons 9.1(f) Increasing School Presence

Strategic Areas	Strategic Goals	Strategies
10. Commercial & Sponsorship	10.1 Financial Independence	10.1(a) Professional expertise for raising funds 10.1(b) Govt., External Authorities & NGO Grants / Aid (Sport for Development etc.) 10.1(c) CSR Funding Opportunities 10.1(d) Creating Customized Sponsorship 'Products' 10.1(e) Formation of a Professional League 10.1(f) Corporate Rugby 10.1(g) State & District Self Sufficiency

KEY PRIORITIES

Key Priority Areas	Key Priority Strategies
a. <u>GAME DEVELOPMENT</u>	1. To Establish and Implement a clear Long Term Player Pathway / Plan & Review it (as we go along) 2. To cater for more Age-Grade & Women's tournaments 3. To further drive Grassroots activation using GIR & partners
b. <u>TRAINING & EDUCATION</u>	1. Focus on increasing the number of Coaches and MOs 2. Provide on-going support and training to the existing Coaches & MOs to improve standards 3. To create a pathway to reward / incentivise / compensate the Coaches and MOs (CPD)
c. <u>HIGH PERFORMANCE</u>	1. HP Programme with a dedicated Coach, Trainer (S&C), Manager, Physio etc. (Rugby Services) 2. Participation in competitions to improve performance and standard 3. Monetary Incentives to players for making themselves available for coaching & training camps (Semi-PRO players)
d. <u>WOMEN'S RUGBY</u>	1. Shortlist centres having potential & provide Coaching, T&E etc. 2. More tournaments & increased participation in domestic competitions leading up to participation at the Asian level

	3. Focus on T&E for Women to increase Women Coaches and MOs
e. <u>COMMUNICATIONS</u>	1. Employ a fulltime communications manager (website, social network, emails, brand etc.) 2. Involvement of a professional Marketing & PR Company 3. Annual tie-ups with Electronic & Print media to cover Rugby news (International & National)
f. <u>UNION FINANCES & BUSINESS MODEL</u>	1. Identify & tap into alternate sources of funding – Govt, OSF, State Rugby Associations, JICA, AIESEC, CSR, Stakeholders, Monetise Services (Revenue Model) – Sustainability of programmes (decentred) 2. Dedicated person to be appointed on a remuneration to work exclusively on accessing funds from State, NOC & other Govt. departments 3. Revisit the Business Plan & Proposal for Sponsorship

NEXT STEPS FOR THE UNION

Key Priority Areas
1. Work towards getting the required recognition from relevant Government bodies (Sports Ministry, SGFI, AIU, Railways, Police etc.)
2. Identify & tap into alternate sources of funding – Government, NOC, Olympic Solidarity Fund, State Rugby Associations, JICA, AIESEC, Stakeholders, CSR
3. To Establish & Implement a clear Player Pathway based on the current situation and needs
4. Identify centres for developing Women's Rugby and organise T&E & Rugby 7s workshops