

CANBERRA REGION RUGBY LEAGUE



STRATEGIC PLAN 2022-2026





WELCOME

BUILDING FOR OUR SECOND CENTURY

The predecessor of Canberra Region Rugby League (CRRL) was established in 1923, to administer the senior and junior rugby league competitions in the Canberra district. This Strategic Plan 2022-2025 supports the development, growth and quality of rugby league in the Canberra and surrounding regions by detailing the activities aligned with our strategic pillars: **PARTICIPATION, PATHWAYS, CLUBS, COMMUNITY & CAPACITY BUILDING**

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OUR VISION

- Improve the reach and profile of our game
- Contribute greater social value to our community
- Be financially sustainable to continually invest in rugby league activities
- Develop the best sporting infrastructure and resources for participation and community engagement
- Establish the CRRL as an innovative leader in sport in the region through new events, formats and technology
- Improve the region through rugby league programs, participation and education

OUR GOAL

To strategically and comprehensively align all junior and senior clubs with recruitment, retention, facilities, sponsorship in the development of rugby league whilst promoting the game as culturally aware, inclusive and progressive

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OUR VALUES

OUR CULTURE AND
VALUES DRIVE US

EXCELLENCE

ADAPTABILITY

INTEGRITY

RESPECT

INCLUSION

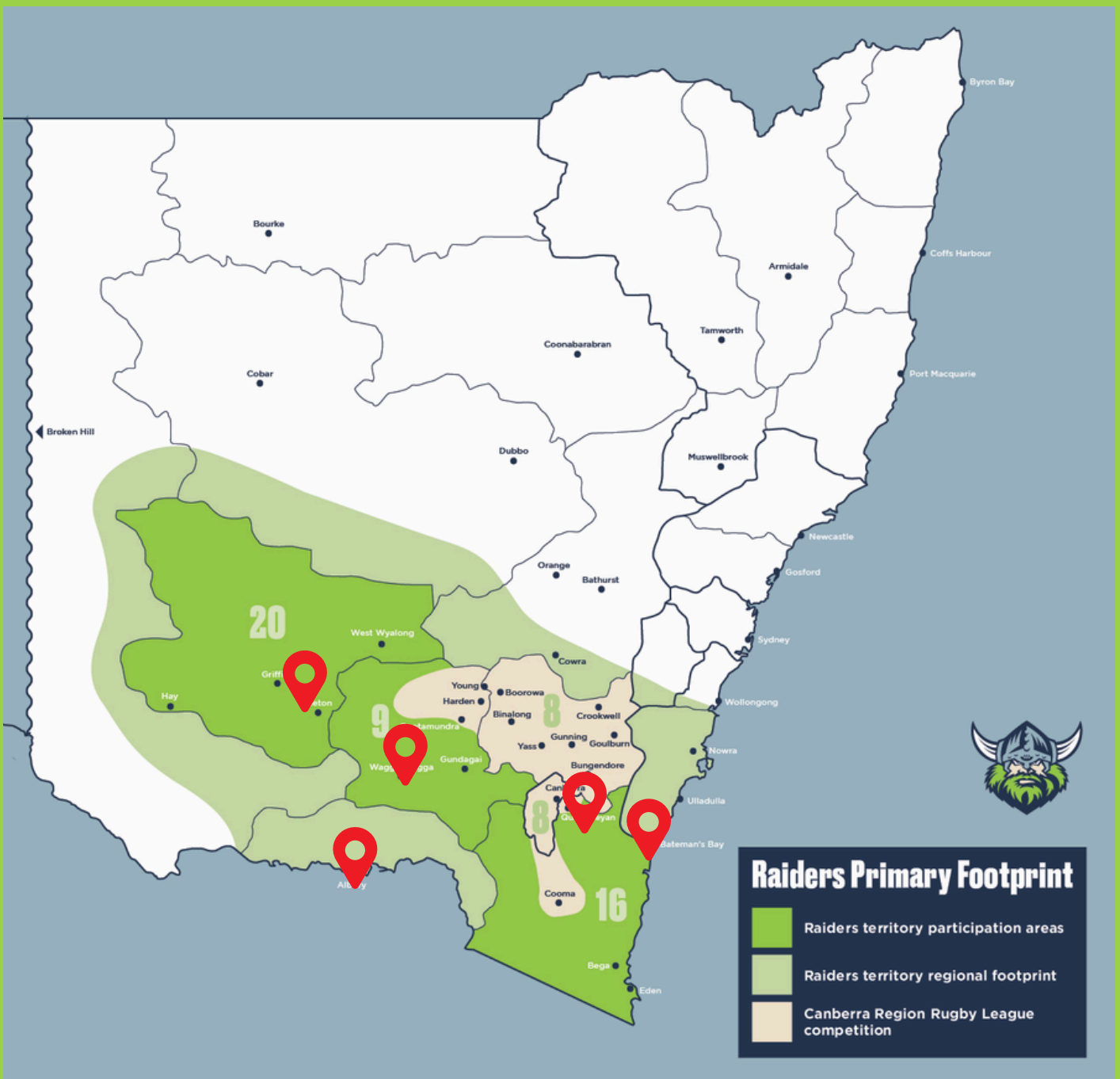
COURAGE



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PROFESSIONALISM



OUR REACH

Our CRRL competitions include clubs and townships in NSW and ACT, starting from Cootamundra, Harden, Yass, Goulburn, Crookwell, Belconnen, Canberra, Tuggeranong, Queanbeyan, and Cooma.

Expanding our game throughout southern NSW and the Canberra region will lead to social and competitive involvement throughout several jurisdictions. The Raiders Footprint spans through majority of southern NSW, being the only NRL club servicing this area.

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OUR STRATEGIC PILLARS

OUR OBJECTIVES

PARTICIPATION

DEVELOP a love for our game, by providing playing and volunteering opportunities, competition formats and education, and sharing the lifestyle benefits of active participation

PATHWAYS

CREATE a supportive environment for our high performance athletes and staff to achieve local, regional, national and international success

CLUBS

REMAIN the foundation of our participation and competition structures with growth in development and ensuring continued sustainability and viability

COMMUNITY

COMMIT to being a fully inclusive sport, immersed in the community, and working to provide the best facilities for all

CAPACITY BUILDING

INNOVATE new programs, events and promotional tools to increase interest in the sport and grow its commercial and engagement potential

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PARTICIPATION

INITIATIVES

- Increase overall participation by 12%
- Focus on Male retention in the Under 12-13 and Under 16-19 age groups
- Complete the Female Only Tackle Pathway
- The 'Katrina Fanning Shield' to be the women's rugby league premier competition across southern NSW
- Add Junior League Tag competitions in males and females
- Increase the League Stars program in schools by 10%
- Develop the Munchkin League concept for and with clubs with 15% increase
- Elevate the role of coaches and their training
- Increase referee participation numbers by 5%
- Seek 100% compliance for trainer and coaching accreditations
- Develop a summer competition offering for introduction to rugby league and targeted age levels
- Implement the Tackle Safe program
- Work with NRL & NSWRL on Player Development Framework recommendations
- Elevate the role, recruitment and education of our sports trainer cohort
- Develop a second tier mixed League Tag competition to engage old rugby league areas or greenfield areas

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PATHWAYS

INITIATIVES

- Successfully gain an NRLW license and build a new female Raiders team
- Complete and integrate the Valkyrie program for pathways and academy building
- Elevation of coaches to assist development of male pathway players in Canberra and surrounding regions
- Better integrate male and female schools program into CRRL/Raiders high performance
- Continue to engage with Monaro and Riverina areas in providing representative program opportunities
- Develop formal coaching appointment structures for Monaro representative teams
- Align Schools representative teams with pathway goals
- Expand the representative opportunities for the Canberra Raiders Cup and George Tooke competitions teams



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INITIATIVES

- Develop club health checks for viability and sustainability monitoring
- Continue the alignment and integration of junior and senior club interests
- Develop a junior clubs volunteer and club recognition program
- Promote and educate best practice on concussion safety and protocols
- Continue to upgrade equipment for clubs via grants and sponsorship opportunities
- Develop the Under 12-13 transition program for male participation
- Plan for new clubs or expanded club model in new development areas
- Implement and evolve the NSWRL Player Points System and CRRL Salary Cap
- Leverage the relationship with the Raiders for benefits to local clubs in participation, commercial, and design alignment



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INITIATIVES

- Develop our Wheelchair Rugby League program into a minimum four team competition
- Broaden the Score Raiders brand and match activation with other NRL clubs
- Evolve the Indigenous Advisory committee across Cultural and Judiciary protocols
- Establish a Multicultural Engagement program
- Partner with ACT Government and local councils for continued facility development (A Place to Play)
- Remain an integral member of COMPS ACT in developing common beneficial policies for sports
- Conduct an audit of available defibrillators and seek all grounds in the Canberra region for accessibility and service
- Maintain independent judiciary and disciplinary panels with emphasis on 'Tough Love in League'
- Successfully deliver centenary celebrations and promote our history for 2023
- Develop a social license group of contacts for clubs to access for players and members to utilise, and maintain professional relationships especially in the Mental Health and Well-Being sector; such as the Black Dog Institute, Menslink, Men of League, Beyond Blue and Head Smart
- Engage with Masters Rugby League and promote its participation

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INITIATIVES

- Integrate CRRL event delivery and operations with Canberra Raiders Events team
- Develop events to provide a commercial return such as four-day competition carnival in April, Grand Final breakfast, Monaro pre-season launch
- Increase sponsorship by 20% with collateral development in women's rugby league, community and supporting partners
- Audit all ovals and develop an integrated facilities plan for ACT Government and local councils
- Ensure rugby league is consulted in developing grounds and amenities for new areas
- Continue to increase our media engagement across new and existing platforms
- Develop a junior rugby league media strategy
- Collaborate with BAR TV on talent search for female commentators



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KEY PARTNERSHIPS



NRL

NSWRL

QRL

NRL WHEELCHAIR

ACT GOVERNMENT

NSW GOVERNMENT

CANBERRA RAIDERS

RAIDERS GROUP

LOCAL COUNCILS

FACILITY PARTNERS

ACT EDUCATION DIRECTORATE

COMMUNITY SUPPORT ORGANISATIONS

CANBERRA DISTRICT RUGBY LEAGUE
REFEREES ASSOCIATION

CRRL JUNIOR & SENIOR CLUBS

CORPORATE & CHARITY PARTNERS

LORDS TAVERNERS

SPECSAVERS

BLUMERS LAWYERS

RAIDERS FOUNDATION

MPS TRAVEL + TOURS

RAIDERS BELCONNEN

QLC

RAIDERS GUNGAHLIN

RAIDERS WESTON

THE MAWSON CLUB

CBR CANBERRA

HEALTHIER CHOICES CANBERRA

THE DISABILITY TRUST

COMPS ACT

MONARO RUGBY LEAGUE

BAR TV

RIVERINA RUGBY LEAGUE

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FOUNDATIONS

VOLUNTEERS

CLUB CULTURE

GOVERNANCE

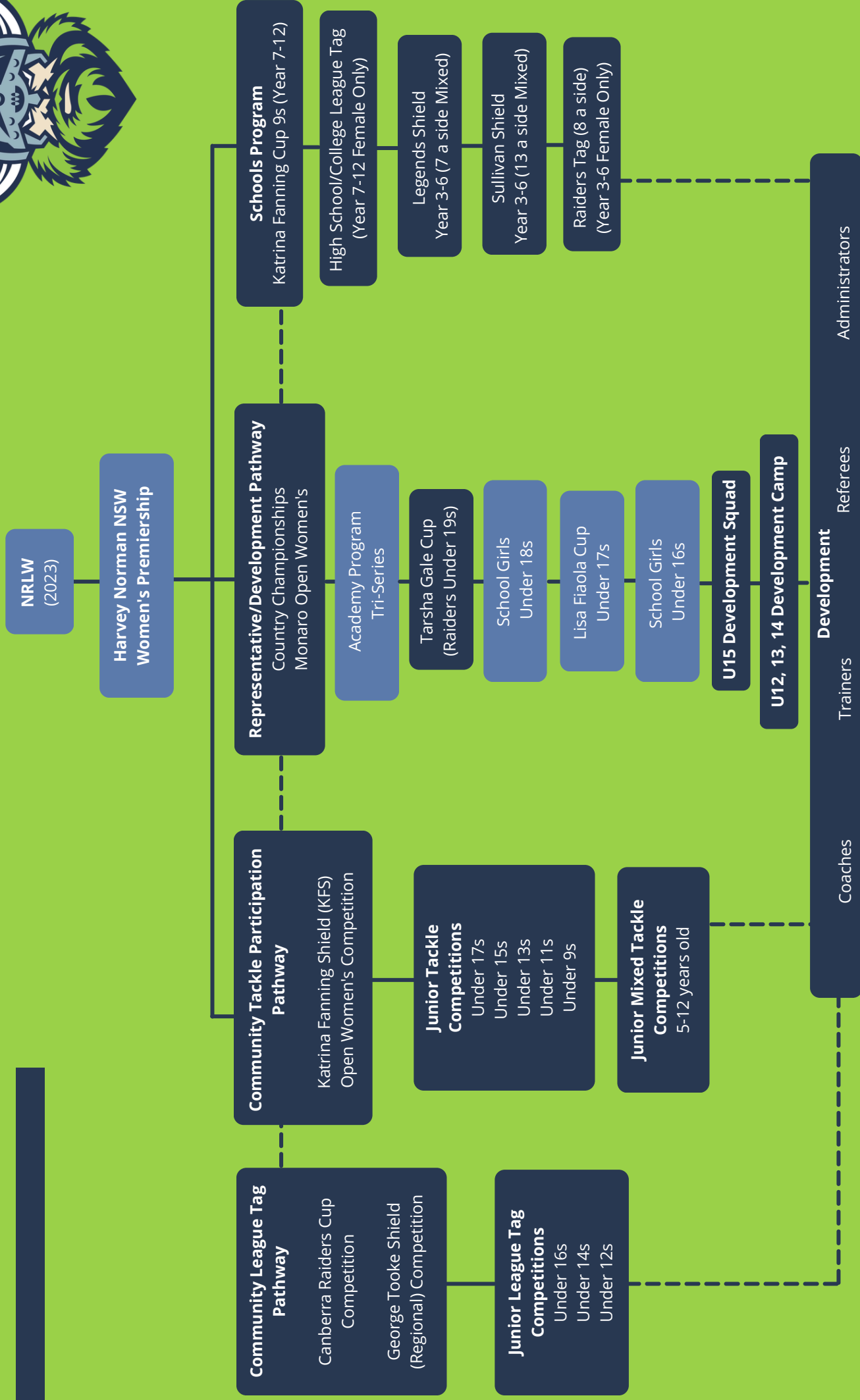
PARTICIPANTS

REFEREES

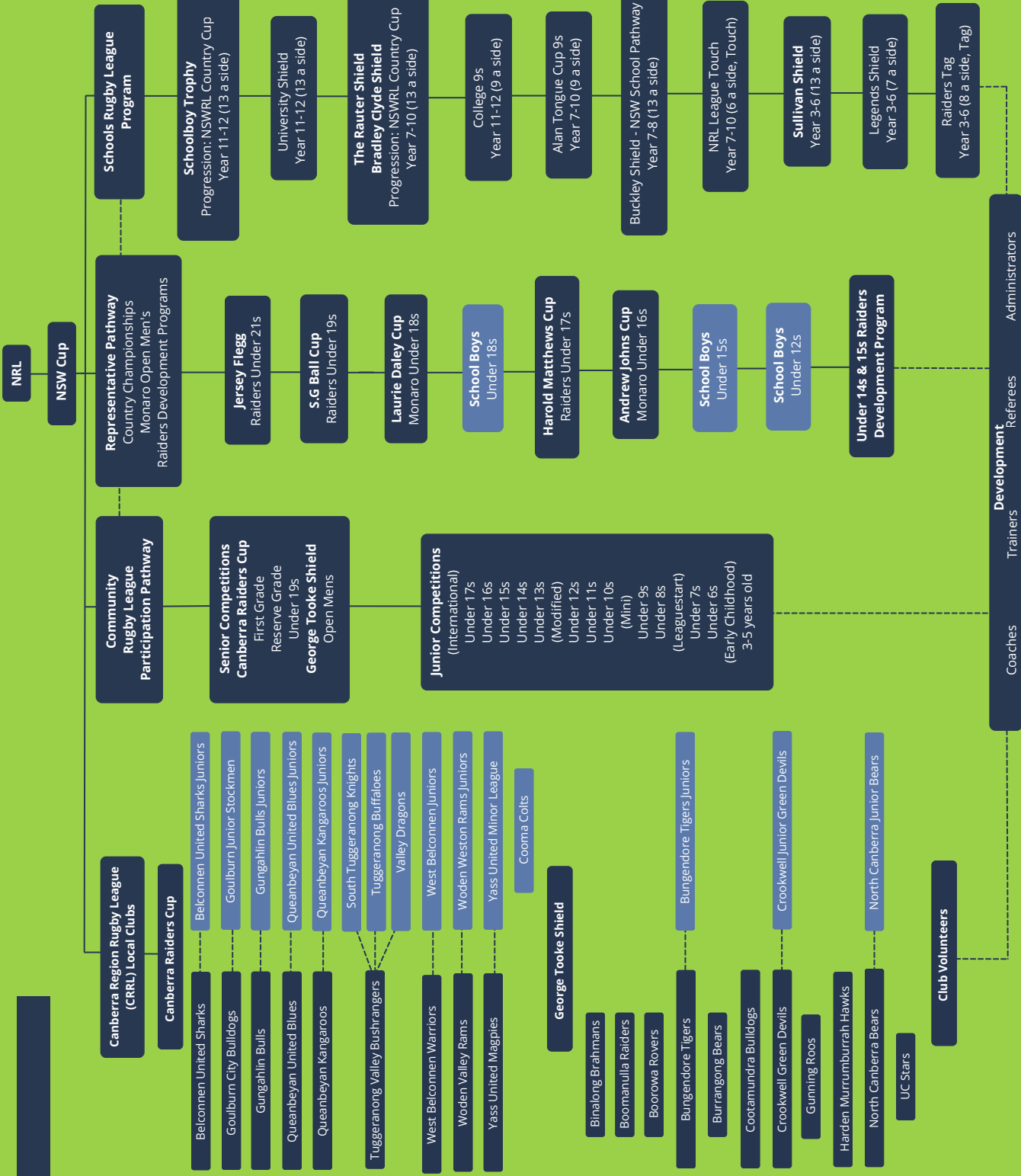
COACHES & SPORT TRAINERS



VALKYRIE PATHWAY MODEL



CRRL/RAIDERS PATHWAY MODEL



MIND MAP

WHEELCHAIR RUGBY LEAGUE PARTICIPATION MODEL



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