



# CANBERRA REGION WHEELCHAIR RUGBY LEAGUE

STRATEGIC PLAN 2022-2025





Pictured: Matt Collins, Game Development Officer

## MESSAGE FROM THE SUB-COMMITTEE

The Canberra Region Rugby League (CRRL) has formed a steering sub-committee for their initiative, **CANBERRA REGION WHEELCHAIR RUGBY LEAGUE**. Through this initiative, CRRL recognised a social gap in rugby league and wish to expand their identity and reach of community senior and junior rugby league in the Canberra region and Southern NSW.

This 2022-2025 Strategic Plan has been created to lead the sport of Wheelchair Rugby League in our region and to educate the community of inclusion in rugby league and the health and wellbeing benefits of participating in our game for all people. Our sport gives an opportunity for people living with a disability and able-bodied people to compete and socialise with and against each other, regardless of age, gender and ability.

With the hope to expand our competition to the Eurobodalla Shire, Wagga Wagga, Albury/Wodonga and the Riverina region, it will give the people in these regions an opportunity to participate in an adaptive physical activity without travelling a long distance.

As the steering committee of the Canberra Region Wheelchair Rugby League program, we are excited about delivering this initiative because we know the impact our work will have on all people in our community. We are committed to delivering our all-inclusive sport to see real improvements in physical wellbeing, mental wellbeing and personal development in our participants. We will continue to build on our existing partnerships and develop new ones.

We thank everyone for their involvement and continual support throughout our first year of operating, and look forward to the seeing the success and excellence of this plan over the next four years.

### CRWRL SUB-COMMITTEE

Gary Green, Matt Collins, Kim Collins, Tiffany White, Jake Naylor, Jennifer Pilosio

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# INTRODUCTION

Wheelchair Rugby League is an adaptive, all-inclusive sport - not just a sport for people with disabilities.

Wheelchair Rugby League is a variation of the running game that allows athletes with disabilities to compete with and against able-bodied people. This inclusiveness offers a level playing-field for both types of athletes that few other sports can provide.

Wheelchair Rugby League provides an inclusive recreational activity which promotes fun, fitness and self development while fostering good sportsmanship in a safe and positive environment. The emphasis is on boosting mass-participation, health and well-being of individuals, and their personal performance, social interaction and self-esteem.

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# OUR MISSION

## WE ARE COMMITTED

To educate our community and promote the physical and mental benefits of participating in our adaptive all-inclusive sport. Our sport provides pathways for participants to represent their respective region and contribute to making Wheelchair Rugby League a global sport.

# OUR VISION

## WE ARE ALL-INCLUSIVE

To be recognised as an all-inclusive sport for all to participate, compete, socialise in, with people of all abilities, personal backgrounds and skill - to be involved in a fun, active and healthy environment.

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# OUR VALUES

OUR CULTURE AND  
VALUES DRIVE US



INCLUSION

INTEGRITY

RESPECT

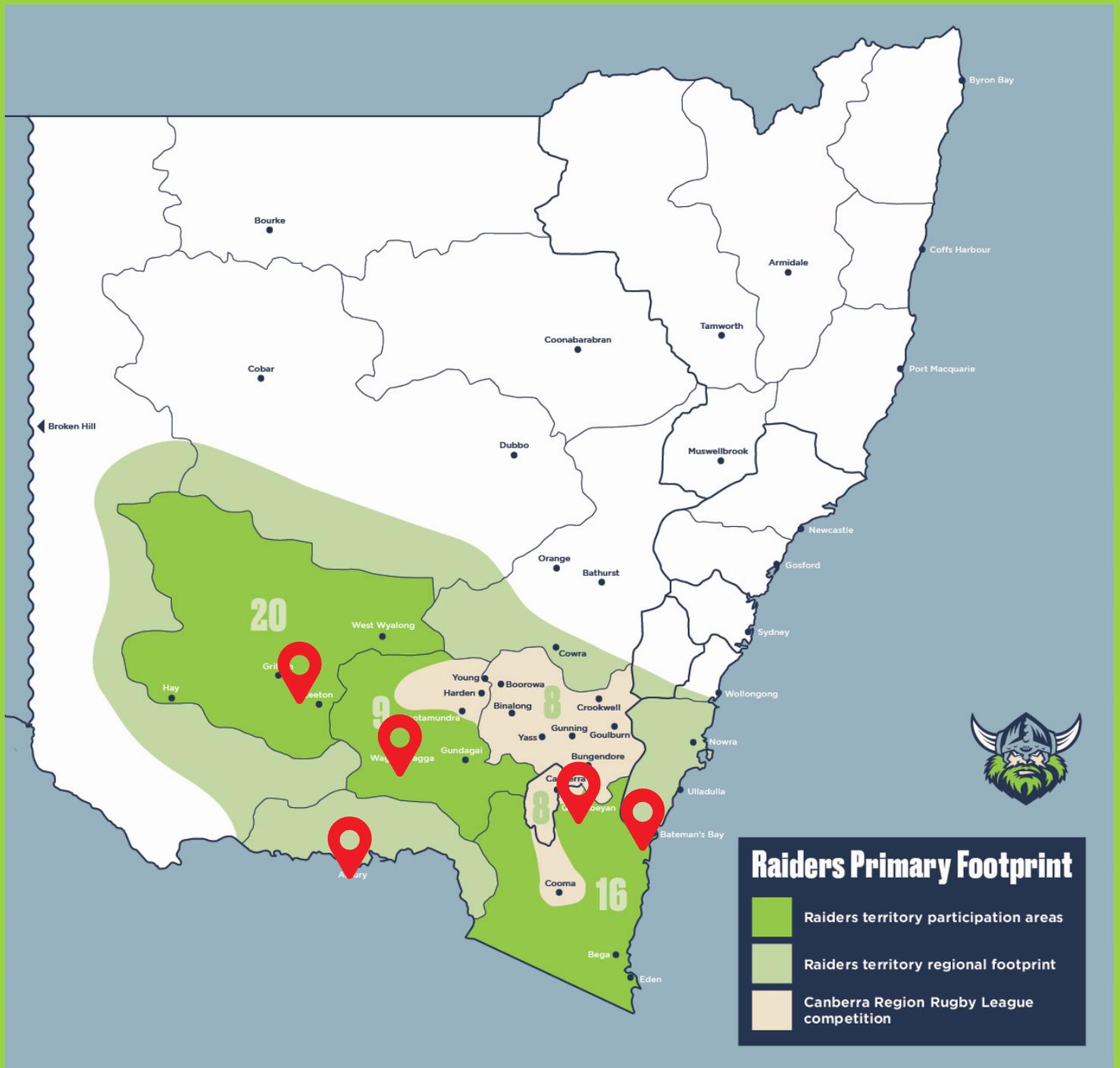


EXCELLENCE

ADAPTABILITY

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# OUR REACH

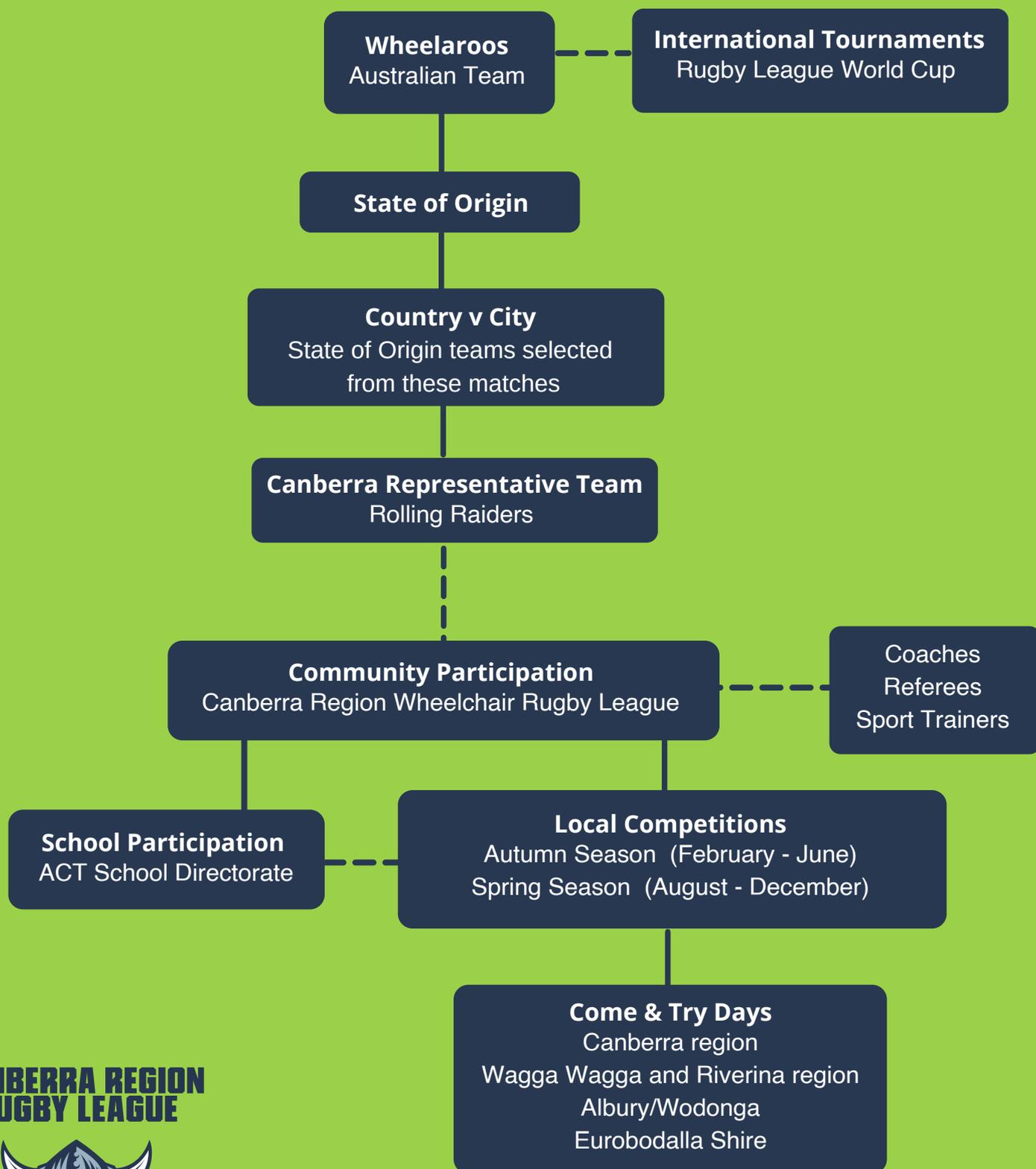
Expanding our game throughout southern NSW and the Canberra region will lead to social and competitive involvement throughout several jurisdictions. We will expand our reach by development relationships and connecting networks with local councils, community groups and organisations, and volunteers in these regions through facilitating 'Come and Try' events to generate and spark interest in our all-inclusive sport.

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# MIND MAP

# WHEELCHAIR RUGBY LEAGUE PARTICIPATION MODEL



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# OUR STRATEGIC PILLARS

## OUR OBJECTIVES

### PARTICIPATION

**DEVELOP** a love for our game, by providing playing and volunteering opportunities, and sharing the lifestyle benefits

### COMPETITION

**DELIVER** and facilitate high quality, exciting and relevant competitions and events

### PROMOTION

**ENGAGE** stakeholders to create opportunities and harness latent interest by promoting our growing game in the Canberra region and southern NSW

### TALENT

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

### COMMUNITY

**SUPPORT** the broader local community by providing healthy, social and active opportunities for people to engage, participate and be involved in

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## INITIATIVES

- Build a more meaningful connection and relationships with local community disability groups to engage their members
- Evolve our coach education, sports trainer accreditation, and development framework
- Engage students and teachers participation through conducting PE lessons in both primary and high schools
- Grow participation in the Veteran community in Canberra, Wagga Wagga and Albury
- Develop the competition's workforce and volunteer opportunities
- Support people of all ability and skill, by removing barriers and improving the conversation able-bodied participants and disabled participants.

Develop a love for our game, by providing playing and volunteering opportunities, and sharing the lifestyle benefits



## WHAT DOES SUCCESS LOOK LIKE?

- Increasing our Canberra competition to a minimum of six (6) teams competing
- Gaining a minimum of three (3) volunteers for each team: coach, team manager and sports trainer
- Conduct a minimum of two (2) PE sessions of wheelchair rugby league in different schools per term
- Facilitate at least three (3) 'Come and Try' sessions hosted at the Defence based in Canberra (per year)
- Deliver at least five (5) community 'Come and Try' events in several venues in Canberra
- Meet with support organisations in the Eurobodalla Shire, Riverina, Albury/Wodonga and Wagga Wagga regions

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# COMPETITION

## INITIATIVES

- Construct a compelling, annual event structure: including, school events, 'Come and Try' days, competition and representative matches
- Engage the broader community to be an audience and attend matches through innovative and engaging competition formats
- Invest in our team officials, interns and volunteers to support their contribution to our sport
- Deliver competitions that provide a superior athlete experience
- Provide competitive pathways for players to develop and progress to representative teams
- Support host facilities of our events, and create the ability to provide enhanced support to venues that are delivering our specialised disability-specific activity, through supplying training, equipment and advice



Deliver and facilitate high quality, exciting and relevant competitions and events

## WHAT DOES SUCCESS LOOK LIKE?

- 30% growth of the audience engaging with competitions and events (including participants and crowds at events, live streaming and social channels)
- Through training and mentoring, develop fully-capable volunteers to conduct full competition days and special events
- Facility training and education is being executed and put into action through venues becoming inclusive and most accessible for all

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## INITIATIVES

- Develop a brand strategy that increases the profile of athletes and our sport, to be shared with stakeholders
- Deliver a digital experience that engages and grows wheelchair rugby league's audience across social media platforms
- Invest in events that provide a commercial return and grow participation
- Leverage donations to our Raiders Foundation to allow greater investment in our game's development
- Create personal relevance, through utilising personal stories for audience engagement - this will create relatable messages for the community
- Coordinate national and local promotion, through driving demand in a cost-effective way, and utilising the National body's shared activity and resources

Engage stakeholders to create opportunities to harness latent interest by promoting our growing game in the Canberra region and southern NSW



## WHAT DOES SUCCESS LOOK LIKE?

- 10% growth in commercial revenue
- 50% growth in the audience connecting through our digital platforms
- Ability to purchase more wheelchairs and other resources for growing the game
- Obtaining long-term partnerships with charity groups, community disability support groups, the Veteran community, and sponsoring organisations

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## INITIATIVES

- Deliver optimal support to our talent ID and high performance athletes and coaches who are most likely to excel in game development in our region
- Identify and support our emerging talent ID athletes in an environment to enable these players to perform at their best
- Build a best practice athlete and coach welfare program
- Provide opportunities for enhanced athlete performance through access to appropriate competitions
- Facilitate and host national and representative tournaments, such as Country v City and State of Origin matches, to raise profile

Create supportive environment for our high performance athletes and staff to achieve national and international success



## WHAT DOES SUCCESS LOOK LIKE?

- Deliver optimal support to our talent ID and high performance athletes and coaches who are most likely to excel in game development in our region
- Identify and support our emerging talent ID athletes in an environment to enable these players to perform at their best
- Build a best practice athlete and coach welfare program

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# COMMUNITY

## INITIATIVES

- Identify and implement opportunities for shared resourcing of partnerships for efficient delivery
- Identify and activate opportunities for aligned events and competitions with our partners
- Maximise availability of host facilities in several areas of the Canberra region and specific areas of southern NSW to enable easy accessibility for members of the community
- Embrace new and emerging activities relevant to wheelchair rugby league to involve all people, based on demands of changing population demographics
- Engage with the NSW and ACT Education Directorate to conduct wheelchair rugby league sessions in schools, with the ability to promote links and pathways to local community clubs

Support the broader local community by providing healthy, social and active opportunities for people to engage, participate and be involved in



## WHAT DOES SUCCESS LOOK LIKE?

- Students participating in schools, also regularly participating with their local wheelchair rugby league team
- Promotion of our game displayed throughout the community on notice boards, in shop windows, news stories etc.

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# KEY PARTNERSHIPS



**NRL**

**NSWRL**

**NRL WHEELCHAIR**

**ACT GOVERNMENT**

**LOCAL COUNCILS**

**WAGGA WAGGA  
CITY COUNCIL**

**GRIFFITH CITY  
COUNCIL**

**COMMUNITY SUPPORT ORGANISATIONS**

**INTEREACH  
WAGGA & GRIFFITH**

**DISABILITY GROUPS**

**DEFENCE SUPPORT ORGANISATIONS**

**VETERAN SPORT  
AUSTRALIA**

**ACT SCHOOLS DIRECTORATE**

**CORPORATE PARTNERS**

**MPS TRAVEL +  
TOURS**

**CHARITY PARTNERS**

**LORDS TAVERNERS**

**WHEELCHAIR SPORTS NSW/ACT**

**RAIDERS FOUNDATION**

**FACILITY PARTNERS**

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# FOUNDATIONS

**VOLUNTEERS**

**CLUB CULTURE**

**GOVERNANCE**

**PARTICIPANTS**

**COACHES & SPORT TRAINERS**



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