

CANBERRA REGION RUGBY LEAGUE



OUR MISSION

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

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.

CANBERRA REGION WHEELCHAIR RUGBY LEAGUE

STRATEGIC PLAN 2022-2025

OUR STRATEGIC PILLARS

PARTICIPATION



DEVELOP

- Build meaningful connections with community disability groups
- Evolve education for volunteers
- Develop in-school participation
- Grow participation in the Veteran community
- Remove limitations and potential barriers to support people of all ability

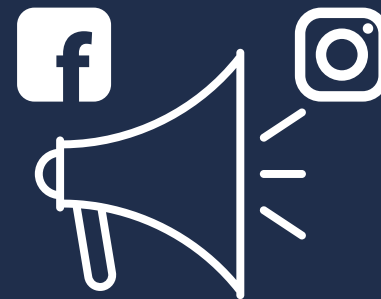
COMPETITION



DELIVER

- Create a compelling, annual event structure
- Engage the community for additional crowd attendance at matches
- Invest in volunteers to support contributions
- Provide competitive pathways
- Educate and support facilities for delivering our all-inclusive sport

PROMOTION



ENGAGE

- Develop a brand strategy
- Invest in events that provide a commercial return and grow participation
- Leverage donations to our Raiders Foundation
- Create personal relevance through utilising personal stories
- Coordinate national and local promotion

TALENT



CREATE

- Deliver optimal support to our talent ID athletes and coaches
- Provide opportunities for enhanced athlete performance through pathways
- Host national and representative tournaments

COMMUNITY



SUPPORT

- Identify opportunities for shared resourcing of partnerships
- Build relationships with facilities in the Canberra region and southern NSW
- Grow in-school participation
- Embrace new activities relevant to wheelchair rugby league to involve the demands of changing population demographics



VISIT [RAIDERS.COM.AU/CRREL](https://raiders.com.au/crrel) FOR MORE WHEELCHAIR RUGBY LEAGUE NEWS