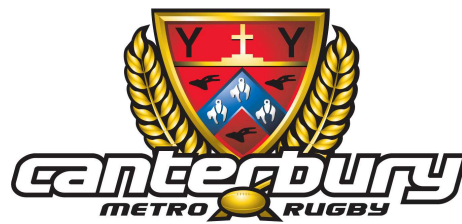

Strategic Plan



Canterbury Metropolitan Rugby Clubs' Association

The Values of Red & Black, which encompass

Pride

Passion

Respect

Honesty

Loyalty

Empathy

Integrity

Mission

To help develop, support and foster amateur rugby in the communities of Christchurch Metropolitan Area

Vision

For amateur rugby in Christchurch to be the leading sport in the region and the benchmark for other Provincial Rugby Unions to aspire to.

Goals

1. To have meaningful, well-organised and administered competitions that caters to people of all playing abilities.
2. Represent the views and aspirations of the Christchurch Metropolitan Clubs and advocate on their behalf.
3. To exceed the expectations of our associated sponsors.
4. Promote Metropolitan rugby through initiatives that profile the sport.
5. Provide meaningful representative opportunities for open grade players.
6. Facilitate and encourage cooperation between clubs so they are working toward a common purpose of supporting and growing the amateur game.

Goal 1: To have meaningful, well-organised and administered competitions that cater to people of all playing abilities and meet the needs of our clubs.

Strategies:

1. Consult with Clubs through Club Captains, Coaches and players about competition formats and administration (pre and post season).
2. Fully utilise the NZRU 'Competitions Management' system.
3. Continue to work towards the introduction of a weight based open grade.
4. Regularly review competition formats to suit the demands of our stakeholders – Friday night rugby (for teams other than Division 1, 2 & Colts Premier)

Goal 2: Represent the views and aspirations of the Christchurch Metropolitan Clubs and advocate on their behalf.

Strategies:

1. Hold regular forums with clubs
2. Represent the views of clubs to the CRFU Board
3. Represent the views of clubs with the CCC
4. Represent the views of clubs with other sporting organisations

Goal 3: To exceed the expectations of our associated sponsors.

Strategies:

1. Regular communication with sponsors and potential sponsors.
2. To keep the Metropolitan sponsors at the forefront of our clubs.
3. Host sponsors at appropriate forums
4. Investigate ways in which we can add value to sponsors involvement.
5. Raise the profile of Metropolitan rugby

Goal 4: Promote Metropolitan rugby through initiatives that profile the sport.

Strategies:

1. To profile the Metropolitan competition in the media each issue.
2. Develop marketing ideas to drive interest and involvement in amateur rugby.
3. To have an exciting and attractive product.
4. To have All Blacks and Crusaders involved with clubs – playing & active.
5. Encourage clubs to invite junior players into the clubrooms.
6. Hold a high profile ‘Finals Day’ each year

Goal 5: Provide meaningful representative opportunities for open grade players.

Strategies:

1. To have well resourced Metropolitan Senior & U20 representative rugby teams.
2. Provide a meaningful representative programme.
3. To lift the profile of the Metropolitan Senior Rugby Team such that our Open Grade club players aspire to play for it.
4. Continue to advocate for a meaningful Town vs. Country fixture.
5. Give our players every opportunity to progress to higher honours

Goal 6: Facilitate and encourage cooperation between clubs so they are working toward a common purpose of supporting and growing the amateur game

Strategies:

1. Hold regular club forums
2. Promote best practice ideas
3. Share the vision for Canterbury Metropolitan Rugby
4. Grow player numbers through enhancing the club/school relationship
5. Give all players an enjoyable playing experience