



canterbury
RUGBY UNION

STRATEGIC PLAN 2022





NEW ZEALAND
RUGBY

TO UNIFY AND INSPIRE
NEW ZEALANDERS



TO **UNIFY** AND SERVE
OUR COMMUNITY



TO **INSPIRE** THROUGH
BEING THE BEST





OUR VISION



TO UNIFY AND SERVE
OUR COMMUNITY





OUR PROMISE



WE WILL REMEMBER OUR
HERITAGE AND THINK TO
OUR FUTURE.

WE ARE A LEGACY-DRIVEN
ORGANISATION.





OUR STANDARDS



WE CARE ABOUT OUR PEOPLE, OUR GAME, OUR LEGACY.

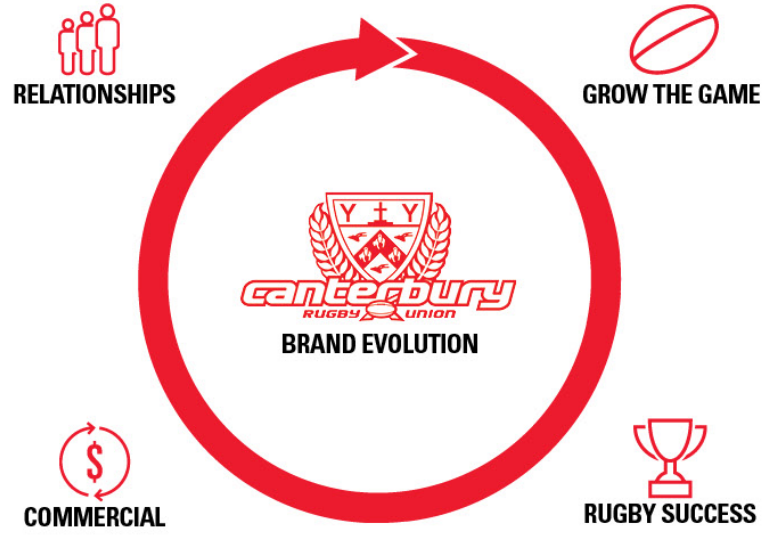
BE BRAVE WIN, LOSE AND LEARN TOGETHER.

STAY OPEN TO CONTINUOUS IMPROVEMENT





OUR FOCUS AREAS





BRAND EVOLUTION

WE ARE
INCLUSIVE &
AUTHENTIC



- 1 CRFU Board, Executive, Staff, and Senior Officials committed to the NZR Respect & Responsibility goals.
- 2 Develop a brand DNA plan focused on behaviour.
- 3 Establish a platform for identifying and nurturing leadership diversity.
- 4 Continue to raise awareness and provide education around the 'We All Bleed Red' initiative.
- 5 Achieve and promote the rainbow tick certification.





RELATIONSHIPS

WE POSITIVELY
INFLUENCE



- 1** Be an employer of choice at the forefront of health & wellness.
- 2** Support our sub-unions and volunteer committees including alignment to CRFU and NZR strategic objectives.
- 3** Embrace a new age of media communications and content interaction with fans.
- 4** Be a strong inner voice with Council, Government, and other key Christchurch stakeholders.
- 5** Collaborate with sports codes, industries, and institutions to extend our community reach.



GROW THE GAME

WE PUT PARTICIPATION FIRST



- 1 Introduce alternative game formats that appeal to the changing needs of our society.
- 2 Enable our clubs and schools to be agile and accountable.
- 3 Accept responsibility for promoting rugby as a safe, fun, and values-based sport.
- 4 Maintain a clear line of sight around the coach, referee, and player pathway – for both men and women.
- 5 Utilise new technology to improve our customer service.



RUGBY SUCCESS

WE WIN
CHAMPIONSHIPS



- 1 Canterbury men's and women's senior teams playing in the Championship Final every season.
- 2 Relentlessly search for competitive advantage from our high performance programs.
- 3 Maximise the potential of the CRFU Rugby Park headquarters.
- 4 Deliver a holistic representative experience to more junior players.
- 5 Add value to the player development program in partnership with NZR & NZRPA.





COMMERCIAL

WE ARE SUSTAINABLE

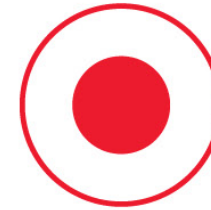


- 1 Extract maximum value from the CRFU shareholding in the Crusaders.
- 2 Defend our current portfolio of sponsors and explore non-traditional projects including new rights opportunities.
- 3 Establish an Innovation Board to support the Executive Management in addressing emerging opportunities.
- 4 Optimise the shared use structure to mutually benefit both the CRFU and Crusaders.
- 5 Apply diligent cost control measures that reduce waste and assist cashflow.



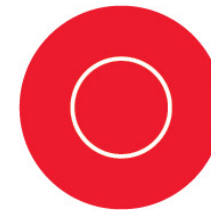
To unify and serve the community requires a commitment to evolve. The game of rugby is at risk in terms of participation, audience, funding, and culture. The CRFU is a complex organisation, however our growth framework will prioritise investment in core and emerging revenue streams throughout the life of this strategic plan to ensure our members remain resilient and relevant in the future.

CORE



- Sponsorship
- NZR Grants
- Membership & Ticketing
- Trust Funding
- High Performance

EMERGING



- Education Programs
- Health & Wellbeing
- Canterbury Sports Inc
- Technology & Innovation
- Tourism