NRLWA
STRATEGIC PLAN 2018-22

STEEDEN

WE HAVE NINE KEY PRIORITIES THAT WILL HELP DELIVER AGAINST THESE STRATEGIC PILLARS

Our purpose is: To grow rugby league in Western Australia and maximise engagement opportunities for all in the State

Strategic Pillars

A Unite
More players across ages, segments and markets

Our Priorities

- i. Prioritise growth in the number of participants who are registering to play the game
- ii. Create stable, competitive and sustainable competitions in locations throughout Western Australia
- iii. Achieve the NRL's criteria for a Western Australian based team to enter a State Cup Competition

B Excite
Attract and engage more people to rugby league

Our Priorities

- i. Leverage positive outcomes from elite matches being played in Western Australia
- ii. Utilise NRL content in Western Australia to drive engagement
- iii. Create new and exciting content both on the field and off the field utilising the NRL's digital channels

C Inspire
Be the most inspirational sport

Our Priorities

- i. Enhance the impact that rugby league has in the Western Australian community and make a difference
- ii. Strengthen the NRL WA brand to be valued and recognised as a leader by the public, government and business
- iii. Ensure the alignment of all rugby league stakeholders in Western Australia

Our Enablers

- iv. **Develop effective ways of working together** with all our stakeholders
- v. **Educate and enhance the capability** of our people, our coaches and our volunteers
- vi. **Improve our sustainability** and that of our Clubs

NRL WA STRATEGIC PLAN 2018 – 2022
KEY INITIATIVES

A More players across ages, segments and markets	Initiatives	KPIs (for end 2022 unless specified)
i. Prioritise growth in the number of participants who are registering to play the game	• Grow registered participation by supporting the implementation of the NRL's national Player Development Framework across WA clubs • Support and roll out the new suite of NRL delivered national participation programs across WA • GDOs to actively promote transition into registered contact and non-contact formats of the game • Grow female participation and strengthen the pathway for women's rugby league in WA	• Increase club registered participation in WA by 5% annually • New NRL participation programs implemented by GDOs in 2019 to prescribed requirements • Establish baseline for participant transition into registered offerings in 2018 and GDOs to be measured on this from 2019 in line with national targets • Increase total female registered participation in WA by 5% annually
ii. Create stable, competitive and sustainable competitions in locations throughout Western Australia	• Allocate sufficient resources (staff and other) to aid the running of competitions across all age groups and markets and adjust operating model (as appropriate) • Enhance club capacity and operational sustainability by undertaking club health checks and implementing minimum compliance standards • Establish new clubs in growth locations with a view to increasing the overall number of clubs in WA • Improve quality of coaching throughout WA competitions and clubs by designing and implementing a coach development plan (in conjunction with the NRL education team)	• Quarterly workshops Perth based clubs and bi-annual workshops with regional clubs • Complete club health checks by 31 October 2019 and implement club minimum compliance standards by 31 October 2019 • Identify growth locations and establish 4 new clubs in WA by 2022 • Coach accreditation compliance in NRLWA competitions to be 100% annually • Coach development plan designed and endorsed by NRLWA Board by 31 October (2019)
iii. Achieve the NRL's criteria for a Western Australian based team to enter a State Cup Competition	• In conjunction with NRL, review the WA talent development plan and develop recommendations to strengthen the local competition and improve the future pathway for WA based players • Develop a work plan to achieve the NRL's criteria and baselines (when established) for entering a Western Australian based team in a State Cup competition by 2022 • Develop a strategy with Australian Secondary Schools Rugby League to enhance the relationship with School Sport WA	• WA talent development plan review completed and recommendations endorsed by NRLWA Board by 1 August 2019 • Achievement of the NRL's criteria and baselines, culminating in a WA based team participating in a State Cup competition by 2022 • School Sport WA strategy developed and endorsed by NRLWA Board by 31 October 2019

Girls League Tag
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2018
NRL WA
SMARTER than smoking

NRL WA STRATEGIC PLAN 2018 – 2022
KEY INITIATIVES

B Attract and engage more people to rugby league	Initiatives	KPIs (for end 2022 unless specified)
i. Leverage positive outcomes from elite matches being played in Western Australia	• Develop and present a proposal to the NRL that leverages opportunities for commercial returns from playing elite matches in WA to be reinvested back into rugby league in WA • Convert local participants to attendance at NRL events in WA	• Create collaborative plan with NRL pursuant to which a % of commercial returns from elite matches are reinvested back into rugby league in WA • 5% take-up of ticketing offers/promotions by registered game participants in WA
ii. Utilise NRL content in Western Australia to drive engagement	• Utilise elite content played in WA (NRL clubs and players) to deliver local engagement and community outcomes for the benefit of the game • Align local competition matches to coincide with elite matches played in WA to maximise exposure • Engage with and strengthen relationships with the WA Government and its key stakeholders to drive engagement outcomes	• Minimum of one engagement and community activation to be conducted by each NRL club involved in an elite match in WA annually • Play local competition matches as curtain raisers to elite matches (where possible) • Meet with WA Government Stakeholder Groups bi-annually to maintain relationship and help drive NRLWA strategic outcomes
iii. Create new and exciting content both on the field and off the field utilising the NRL's digital channels	• Work with NRL to develop a digital content strategy that identifies and maximises new off-field content opportunities and digital activations • Increase social media engagement in WA • Program feature days and events for local club competition • Introduce stand-alone event day competitions to increase awareness, engagement and participation • Commercialise NRLWA assets and identify new revenue opportunities	• Strategy plan developed with NRL Digital to ensure alignment with overall content strategy • Increase the number of social media users annually • One themed round for WA first grade competition annually • Deliver a Nines or other modified format competition event for participants annually • Complete the NRLWA asset matrix and ascertain revenue from new commercial partners

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NRL WA STRATEGIC PLAN 2018 – 2022
KEY INITIATIVES

C Be the most inspirational sport	Initiatives	KPIs (for end 2022 unless specified)
i. Enhance the impact that rugby league has in the Western Australian community and make a difference	• Align with the NRL's Community Strategy to provide and deliver community programs and initiatives across WA annually • Promote and share content from key community initiatives (e.g. League In Harmony) provided and delivered in WA	• Conduct at least three NRL community programs / initiatives in WA each year • Communications plan to promote and share content developed and endorsed by NRLWA board by 31 October 2019
ii. Strengthen the NRL WA brand to be valued and recognised as a leader by the public, government and business	• Develop strategic partnerships with key business and community organisations to enhance NRL WA's reputation • Enhance partnership with the WA Government to help achieve NRLWA's strategic objectives • Support the NRL's Reconciliation Action Plan by striving to achieve the NRL's Aboriginal and Torres Strait Islander employment target annually	• Develop strategy to identify key business and community partnerships and implement by 1 May 2019 • Government funding to NRLWA increased by 10% • NRL WA Aboriginal and Torres Strait Islander employment in line with annual NRL Balanced Scorecard targets for the period 2019-2022
iii. Ensure the alignment of all rugby league stakeholders in Western Australia	• Engage clubs more frequently to understand existing issues with rugby league in WA and improve relationships • Improve key stakeholder relations, communications and transparency • Create more advocates for rugby league in WA	• Conduct at least 6 meetings with club presidents annually and gather annual feedback • Ensure NRLWA full participation in relevant activities and meetings with key stakeholders • Promote an increased level of positive stories about the sport of rugby league within the WA community

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