



The Way Forward – 2022 - 2025 Plan



ROADMAP TO SUCCESS



Our Vision

Be acknowledged as a premier Rugby competition in Australian Junior Rugby Union.



Our Mission

Consistently deliver an outstanding rugby experience to our members and the wider junior rugby community .



Our Values

- ❖ Responsible – enjoyment is paramount, individually and collectively but we will not tolerate discrimination, harassment, offensive or illegal behaviors in any form.
- ❖ Proficient – we are skillful and efficient.
- ❖ Professional – we are business like in everything we do.
- ❖ Progressive – we strive to continuously improve the quality of Rugby and administration performance.
- ❖ Dynamic – we are proactive in adapting to changing needs and circumstances.
- ❖ Participative – we are inclusive and responsive whilst ensuring integrity.

BJRU aspires to act in a responsible manner and show leadership throughout the game by empowering the rugby community to make informed decisions and demonstrate the above behaviours in all rugby related activities.



ROADMAP TO SUCCESS



Our Goals

- ❖ Support clubs to develop facilities to support the growth of the game in the Brisbane region.
- ❖ Support clubs to develop facilities providing an environment for safe rugby and a high standard for member/supporter enjoyment.
- ❖ Continue to develop and improve the quality of playing, coaching, and administration within the Brisbane Rugby Union community.
- ❖ Expand our reach to provide better, more competitive, more diverse competitions, satisfying the needs of ALL our members within the Brisbane Junior Rugby Union competition.
- ❖ To operate as an efficiently managed, not for profit organisation that delivers value to its members and the wider community.
- ❖ To provide a broadly attractive forum for social interaction among and between all playing and nonplaying members and supporters.
- ❖ To increase financial resources to underwrite the growth and sustainability into the future



THE WAY FORWARD

WHAT DO WE WANT TO ACHIEVE ?

Build a better and resilient junior rugby organisation for 2021 and beyond.

WHAT DO WE FOCUS ON TO GET HERE?



- ✓ President, board and sub-committee meeting Attendances >80%.
- ✓ Completion of all activities and programs according to plan and budget >90%
- ✓ We realize our expectations via self generated revenue to ensure an annual net profit of between 15% and 20% of turn over.
- ✓ Players, coaches, trainers, and administrators actively seek to join and participate in the affairs of The BJRU - Applications increase YoY
- ✓ The number of playing members increases each season.
- ✓ Achieve a greater than 90% compliance rate each season - Compliance Vs non-compliant assessed at application
- ✓ To provide meaningful competitions from U6 to U18 organised within the Brisbane Junior Rugby.
- ✓ Continue to provide pathways for players, coaches, Team Management, and referees at all age levels.

WHAT ARE OUR STRENGTHS AND OPPORTUNITIES

SWOT



Strengths	Weaknesses
<p>Quality and quantity of junior players</p> <p>Quality of coaches and support staff</p> <p>Established practice of welcoming and acceptance of new members</p> <p>Sponsorship funding from Members and local community</p> <p>Several growth corridors/developments in our catchment</p> <p>An Olympic and Commonwealth Games sport</p> <p>Worldwide sport with pathways to other countries</p> <p>A core group of committed volunteers that drives activities with enthusiasm.</p> <p>Ongoing support from our local elected representatives.</p> <p>Ongoing support from 26 member clubs</p>	<p>Recruitment and retention of administrators and volunteers</p> <p>Consistent programs /pathways for development of players, coaches, trainers</p> <p>Internal communication practices</p> <p>No facilities – ovals and buildings as “home” fields</p> <p>Restricted means for self- funding</p> <p>Inability to seek grants funding due level of governing body – we are in between clubs and QRU.</p>

WHAT ARE OUR STRENGTHS AND OPPORTUNITIES

SWOT



Opportunities	Threats
<p>Alignment with QRU strategic plan</p> <p>Government and business funding of sporting associations</p> <p>Leverage off QRU and other regional Community Rugby initiatives</p> <p>Leverage off ARU promotion of rugby</p> <p>Olympic and Commonwealth Games sport</p> <p>Use of available technologies to manage records and administration</p> <p>Co-ordination with other sporting and community groups that are not in direct opposition to Rugby. Ie touch/netball</p> <p>Access to grants from Federal/State/Local Governments help build the infrastructure and membership, where we could not hope to achieve on our own.</p>	<p>Emergence and success of other Codes within the Brisbane suburban area</p> <p>Expansion and success of school programs within the Brisbane suburban area</p> <p>Increasing work burden and potential loss of current group of administrators/volunteers</p> <p>Inability to sustain current level of performance and recruitment</p> <p>Erosion of standards/expectations of acceptable behaviour and presentation</p> <p>Loss of sponsorship</p> <p>Unlike other sporting entities/governing bodies in the Brisbane area, we have no grounds.</p>

BJRU STRATEGIC DRIVERS

These strategic drivers will deliver our core objectives and will underpin our actions during the planning period.



PEOPLE

Participation, Pathways, Talent Development and Coaching Resources.

MEMBERS

Inclusion and Wellbeing, Engagement with Community.



COMPETITIONS

Innovation, Structured and Competitive.

FINANCIAL

Revenues, Commercial Strategy and Growth.



GOVERNANCE

Principals, Policies, Processes.



FINANCIAL

Revenues,
Commercial Strategy
and Growth.



- ✓ Profit = minimum of 15% of turnover.
- ✓ Establish a home base
- ✓ Diversify Income Sources e.g. facility canteen sales, and rental of facilities to other sporting/health groups, sponsorship.
- ✓ Focus on event sponsorship = U10,U11 U12 Carnivals, interstate challenges, Girls gala event.
- ✓ Ensure participation in appropriate funding options e.g. State govt and local govt grants, BCC etc.
- ✓ Strategic plan 2021 to 2025 in place and reviewed annually for relevance and compliance
- ✓ Annual Management Planning and strategic review of events
- ✓ Annual operational and cash flow budgets current and monitored
- ✓ Implement better cash management controls and timely reporting.
- ✓ Operational document completed annually





PEOPLE

Participation, Pathways,
Talent Development
and Coaching Resources.

- ✓ 7800 Juniors registered 2022 - retain and grow year on year
- ✓ 400 Female registered in 2022 – retain and grow year on year
- ✓ Board structure and permanent workforce is reviewed annually to ensure roles meet the needs of developing entity
- ✓ Ensure a co-ordinated approach is maintained in all sub- committee related activities.
- ✓ Create meeting calendar to ensure a planned approach to development for staff and volunteers
- ✓ Create community related meeting plan / community portal to ensure two way communication is established
- ✓ 20 level 2 or greater coaches – continue with coaching development programs
- ✓ All coaching and game management volunteers have relevant qualifications
- ✓ All teams in the competition have at least one accredited touch judge
- ✓ 20 level 1 referees, continue/reinvigorate the junior player referee program
- ✓ Manage player pathways to ensure relevance for our stakeholders
- ✓ Ensure succession planning is in place across permanent team, board and sub committees.





COMPETITIONS

Innovation, Structured and Competitive.

- ✓ Continue to explore relevant programs and game formats to drive participation at a higher-level
- ✓ Develop alternative pathways in boys and girls programs to remain relevant, retain players and support growth. Challenge our representative level participants.
- ✓ Review physical barriers and devise appropriate plans to facilitate a positive experience for all stakeholders
- ✓ Actively engage with stakeholders to provide competitions in line with needs e.g. Saturday format, divisional formats, new Vs experienced.
- ✓ Review completion rules to ensure we keep pace with expectations of all stakeholders



MEMBERS



Inclusion and Wellbeing,
Engagement with Community.

- ✓ Organisation and hosting of quality social functions and events.
- ✓ Organization and hosting of player specific social events, tours etc
- ✓ Facility audits to review current capacity and future needs for growth of all formats of our games, including but not limited to the girls programs.
- ✓ Establish a home facility to support events and programs which are BJRU specific – less burden on local clubs
- ✓ Develop education programs to uplift the overall standard of coaching and team support people.
- ✓ Develop education programs to uplift the overall stand and skills across our player cohort
- ✓ Develop programs and opportunities to grow the participation in refereeing across the junior cohort





GOVERNANCE

Principals, Policies, Processes.

- ✓ Board structure reviewed to ensure roles meet the needs of developing entity
- ✓ Ensure a co-ordinated approach is maintained in all sub-committee related activities.
- ✓ Create meeting calendar to ensure a planned approach to development
- ✓ Create community related meeting plan / community portal to ensure two way communication is established
- ✓ Align education programs to competition performance expectations
- ✓ Establish a judiciary committee to facilitate consistency and improved data analysis, emerging issues/behaviours
- ✓ Establish a governance reporting dashboard to communicate trends and emerging issues
- ✓ Complete a risk review and ensure outcomes are implemented



BJRU PLAYER PATHWAYS

OUR AIMS ARE TO:

- Enhance skill development.
- Develop player performance.
- Provide support and provision of coach education and up-skilling.
- Provide a clearly defined pathway to progress player skills and knowledge into Representative Rugby.
- Establish an effective coaching program that is player focused.
- To assist in the improvement in standard of player development.



BJRU GAME DEVELOPMENT PRIORITIES

Maximise participation and provide quality support to enhance junior rugby's sustainability within the community.

PRIORITY 1 – More kids playing rugby and enjoying the rugby experience.

PRIORITY 2 – To promote the game to girls at all levels as a viable sporting option.

PRIORITY 3 - Strengthen our relationship with all clubs and stakeholders.

PRIORITY 4 – Ensure a sustainable, balanced competition in the best interest of all clubs.

PRIORITY 5 – To improve the coaching experience for both players and coaches.

PRIORITY 6 – To positively influence and support the delivery of youth rugby.

PRIORITY 7 – Provide best possible opportunity for players to participate through aligned scheduling.



U10 PATHWAYS

Club Rugby	Skills Development Sessions	Regional Development Team Selection	Regional Team Training Sessions	U10 Development Carnival
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U11 PATHWAYS

Club Rugby	Skills Development Sessions	Regional Representative Selection	Regional Team Training Sessions	U11 Development Carnival
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U12 PATHWAYS

Club Rugby	Skills Development Sessions	Regional Representative Selection	Simon Abubakar Carnival	U12 Challenge Cup
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U13 PATHWAYS



U14 PATHWAYS



U16 PATHWAYS



U18 PATHWAYS



SKILLS DEVELOPMENT SESSIONS - U10 & U12

- Catch / Pass
- Ball Carry
- Decision Making
- Tackle Technique
- Scrum Technique

SKILLS DEVELOPMENT SESSIONS - U13 & U18

- Catch / Pass
- Support Play
- Breakdowns
- Defence & Tackle Technique
- Scrum Technique
- Position Specific

SKILLS DEVELOPMENT REPRESENTATIVE SELECTION

- Unit Skills
- Decision Making
- Breakdowns
- Defence



GIRLS RUGBY

PATHWAYS AND PROGRAMS

GIRLS BJRU PROGRAMS - ALL AGE GROUPS

The BJRU recognises the importance of providing an environment for girls to develop within the sport in a supported, welcoming and safe environment, and realises everybody experienced rugby in a diverse ways.

The BJRU endeavors to develop our future BJRU Representative players from throughout our region with an accessible, highly effective and attractive pathway of player development as well as competition programs delivered and supported by experienced coaches and staff. The BJRU programs will aim to support key stakeholders including coaches and program coordinators at club, school, regional and provincial level.

The BJRU's aim is to provide an enjoyable and rewarding rugby experience for all selected players and coaches.

6 WEEK TRAINING PROGRAM

WEEK 1	Speed and agility
WEEK 2	Catch and pass / ball carry
WEEK 3	Support play
WEEK 4	Spacial awareness and decision making
WEEK 5	Defence and breakdown
WEEK 6	Position specific training

INTRODUCTION OF A TIERED COACHING STRUCTURE:

Players will be placed into categories based on a tiered system of accomplishments:

Beginners

Learning

Advance players

Key focus areas will be discussed with all players within all three categories.





GIRLS BJRU PATHWAYS

The BJRU player pathways for girls has been put together to support the development of all players from different levels throughout their rugby journey. Our pathway plays an essential role in participation and confirmation of talent and ensuring the best players are available for BJRU representative teams.

The BJRU girls pathways displays the various programs that are in place for girls to access in helping them reach their potential.

GIRLS U12s, U14s, U15XVs, U16XVs



GIRLS U18 XVs



BJRU RUGBY YOUTH FESTIVAL 2024

The BJRU Youth Rugby Festival will be held in 2024 and has been launched to give all Junior (representative) rugby players the opportunity to participate against schools, clubs and Junior representative teams from across Australia, on a foundation of sportsmanship, enjoyment and friendship, all the while creating lifelong memories with their team mates on tour. This event gives each team an unforgettable experience both on and off the pitch, hosted in Brisbane - home to the 2032 Olympics.





EMERGING PLAN FOR GIRLS RUGBY

The girls junior skills program will include junior holiday programs and junior development days. There will also be women-only coaching and officiating opportunities available.

GIRLS 7s PATHWAYS - U12, 14, 16, 18



The following skills sessions will be provided to all girls in both 15's and 7s format:

SKILLS SESSIONS

- Junior Skills Sessions
- Junior Holiday Programs
- Individual Performance Plans
- Junior Development Days

The key focus areas of these programs will include the following program principles:

Provide players with a developmental and educational program that captured a player centered approach.

Dates and Venues TBA