

Major Sponsor



Illawarra District Rugby Union Inc.
ABN 37 575 290 034

PO Box 2269
Bomaderry
NSW 2541
Ph/Fax 0244224473
Mobile 0412881718
illawarrarugby@y7mail.com

Illawarra Academy of Sport
27 Princes Hwy
Fairy Meadow NSW 2519
T 02) 42856866
F 02) 42856822
www.illawarrarugby.com.au
www.illawarrarugby.rugbynet.com.au

IDRU STRATEGIC PLAN 2009-2013

IDRU MISSION STATEMENT

Through becoming a true union of all stakeholders making rugby a major competitive force in Illawarra sport at junior, senior and representative level.

Fundamental to achieving the objectives of this strategic plan is the Board being able to achieve unity of purpose and cooperation between the clubs, referees, Board of Directors, sponsors and all other stakeholders. Without this success will be difficult and, on the basis of past experience, perhaps impossible to achieve. This unity of purpose cannot be imposed from "above". If we see the union in terms of a voluntary concord between parties than it follows that unity of purpose can only be achieved by means of consensus.

The plan is one for Illawarra union as a whole as are the objectives it is designed to achieve. It is appreciated that some of the suggested strategies are not universal. The strategies adopted to achieve the objectives at a junior level can be expected to vary significantly from those used to achieve the same objectives at a senior level. Other strategies are universal in that they apply to seniors and juniors. For example, it is envisaged that the duties and responsibilities of the

coaching director apply to both juniors and seniors. Similarly, implementation of policies for development of the game at all levels is the responsibility of the development officer.

The objectives of the plan also apply to the referees and the clubs. To achieve the objectives of the plan, all stakeholders must implement strategies that are consistent and uniform in intent. Consequently, all affiliates must prepare and implement strategic plans in consultation with the Board. All affiliates will also be required to submit annual reports to the Board. While not wishing to restrict the independence of affiliates, their plans must synchronise with that of the Union. Again, while strategies may vary from club to club, objectives must be consistent.

The successful implementation of the financial strategies of the plan also depends largely on the adoption of a coordinated approach by the Board and all affiliates. In a union such as ours, to set a realistic financial goal we need to look at the input how much each of the affiliates is prepared to provide. This means a dollar and cents commitment from each which must be agreed to by all..

The plan is designed to achieve the following objectives:

- Increased participation rates by all stakeholders; players, referees, coaches, team managers, sponsors, officials of affiliates and directors
- Improved administration at all levels
- Improved coaching standards
- Improved playing standards

The strategies proposed should achieve the above objectives. They are listed in the following categories:

- Participation and development
- Club structure
- Administration
- Finance
- Representative football
- Community involvement

PARTICIPATION AND DEVELOPMENT

OBJECTIVES

- Increase total number of players, senior and junior by 5% per year
- Increase the number of referees to a level to have accredited referees officiate at all games controlled by the IDRU
- To have accredited coaches for teams at all levels. Minimum of level 2 for 1st grade and level 1 for all other teams, senior and junior
- Improved qualifications for team managers and trainers
- Develop our catchment area

STRATEGIES	RESPONSIBILITY	IMPLEMENTATION (Commencing from)
1 Promote the code by playing games in neglected parts of our catchment area such as Shellharbour, Appin, Helensburgh	Rugby committee	2009
2 Assess location of clubs and their future viability; in particular their ability to attract juniors	Board of Directors	2008
3 Where necessary, encourage clubs to improve infrastructure such as providing seating, adequate catering and facilities for juniors	Board of Directors	2009
4 In conjunction with the clubs conduct research to determine and assess demographic changes within our catchment area	Board of Directors	2008
5 On the basis of demographic and social trends formulate and implement a marketing plan	Board of Directors	2009

6 Formulate and implement policies for player recruitment and retention and for the transition from juniors to seniors	Rugby Committee / panel of u18 coaches	2008
7 Assess the contribution to local rugby by the Illawarra Academy of Sport	Board of Directors/ Development Officer	2008
8 In conjunction with the Referees Association and the clubs formulate and implement policies to boost refereeing numbers	Board of Directors/ Referees Association	2008
9 Appoint a Director of Coaching to improve coaching standards at junior, senior and representative levels	Board of Directors	2008
10 Foster increased participation by affiliates in the formulation and implementation of District policies	Board of Directors	2008
11 Consistent application of and adherence to the strategic plan	Board of Directors	2008
12 Publication of regular electronic newsletter for distribution to members, supporters and the media	Board of Directors/ Administrative Officer	2008
13 Design and conduct training programmes for trainers and team managers	Director of Coaching	2009
14 In conjunction with schools and clubs introduce a school rugby competition	Rugby Committee/ Development Officer	2008
15 Improve current website and encourage clubs to establish linked websites	Board of Directors/ Administrative Officer	2008

CLUB STRUCTURE

OBJECTIVES

- To have 10 senior clubs comprising four grades by 2013
- All senior clubs to have a minimum of three junior teams by 2013
- To have a permanent and viable under 20s competition by 2013
- Prepare criteria for entry to senior competition for 2009-2013
- Prepare plans for establishment of new clubs
- Prepare plans for relocation of existing clubs

STRATEGIES	RESPONSIBILITY	IMPLEMENTATION (Commencing from)
1 Assess location of clubs and their future viability; in particular their ability to attract juniors	Board of Directors	2008
2 Formulate and implement policies for player recruitment and retention; in particular the transition from juniors to seniors	Rugby Committee	2008
3 Where necessary, encourage clubs to improve infrastructure such as seating, adequate catering and facilities for juniors	Board of Directors	2009
4 On the basis of demographic and social trends formulate and implement a marketing plan	Board of Directors	2008
5 Consistent application of and adherence to the strategic plan	Board of Directors	2008
6 All clubs to formulate and implement strategic plans	Board of Directors	2008
7 In conjunction with schools, all clubs to promote and support school rugby competitions	Board Of Directors, Development Officer	2008

ADMINISTRATION

OBJECTIVES

- Improve administration of all affiliates
- Improve administration at board level

STRATEGIES	RESPONSIBILITY	IMPLEMENTATION (Commencing from)
1 Improved communication with all affiliates by means of circulation of meetings documentation, newsletter, website, increased number of general meetings and social functions	Board of Directors	2008
2 Consistent application of and adherence to strategic plan	Board of Directors	2008
3 Training of affiliates' office bearers	Board of Directors	2008
4 Prepare and distribute a guide to administrative procedures	Board of Directors	2008

FINANCE

OBJECTIVES

- Sound and professional financial management at board level
- Sound and professional financial management at club level
- Improved management by affiliates and uniform reporting to board
- Have an annual operating surplus.
- Increase sponsorship.
- Conduct an annual fundraising function

STRATEGIES	RESPONSIBILITY	IMPLEMENTATION (Commencing from)
1 Preparation of budgets immediately following annual general meetings. Any budget to be for as long a term as possible	Board of Directors	2008
2 Early monthly reports to monitor budget provisions	Board of Directors	2008
3 Preparation and auditing of annual reports immediately after the end of the IDRU financial year	Board of Directors	2008
4 Provide training for District and affiliates officers with an appropriate budget allocation	Board of Directors/ Administrative Officer	2009
5 Preparation of a guide to procedures for District and affiliates officers to ensure that a common approach to administration becomes the norm	Board of Directors/ Administrative Officer	2008
6 Assistance in the preparation of strategic plans by all affiliates	Board of Directors/ Administrative Officer	2008
7 Include within the budget framework the cost of administrative assistance, financial control and sponsorship acquisition	Board of Directors	2008

REPRESENTATIVE FOOTBALL

OBJECTIVES

- The u 18, u 20 and senior representative side to make the final of the Country Championship each year of this plan
- Prior to the commencement of each season conduct a representative knockout

STRATEGIES

STRATEGIES	RESPONSIBILITY	IMPLEMENTATION (Commencing from)
1 Introduction of programmes to improve coaching standards	Director of Coaching	2008
2 Early recruitment and appointment of representative coaches, trainers and managers	Director of Coaching	2008
3 Identification of potential coaches, trainers and managers	Director of Coaching	2008
4 Introduction of training programmes for trainers and team managers	Director of Coaching	2008
5 Develop coaching pathways	Director of Coaching	2009
6 Assess the contribution to representative rugby by the Illawarra Academy of Sport	Development Officer	2008
7 Develop pathways for representative players, particularly the transition from juniors to seniors	Director of Coaching/ panel of under 18 coaches	2008

COMMUNITY INVOLVEMENT

Goals

- To become an integral part of our community and gain its support
- Improve public perception of the game
- Develop a positive media image
- Expand support base

STRATEGIES	RESPONSIBILITY	IMPLEMENTATION (Commencing from)
1 Publication of regular electronic newsletter for distribution to members, supporters, media and community organizations	Board of Directors/ administrative officer	2008
2 Regular briefings of media representatives	Administrative officer	2008
3 Invite media representatives to games and IDRU functions	Administrative officer	2008
4 Improve current website and encourage clubs to establish linked websites	Board of Directors/ Administrative Officer	2008
5 Formulate and implement policies of support for and involvement in community activities	Board of Directors	2008
6 Encourage affiliates to engage in community activities	Board of Directors	2008
7 Encourage community participation in rugby administration	Board of Directors	2008