

STRATEGIC PLAN

2024-2027 & Beyond



OUR AMBITION **TOP 12**
Rugby Canada is recognized and respected worldwide as a top 12 rugby nation on and off the field

OUR PURPOSE
To inspire the nation on the global stage and to lead, govern and support the game of rugby across Canada

SUPPORT OUR TEAMS TO WIN

ONE SQUAD Engage in purposeful collaboration, integration, and high-quality learning across our teams

REGIONAL HIGH PERFORMANCE CENTRES OF EXCELLENCE
Establish regional training and playing environments to prepare players for international rugby.

NATIONAL TECHNICAL BLUEPRINT Devise a clear technical direction to support alignment with our provincial and national pathways

PARTNERSHIP WITH THE PROFESSIONAL GAME Foster clearly defined partnerships with professional rugby that support our Canadian National Teams.

INTERNATIONAL CALENDAR Determine International matches, scheduled years in advance

BE A LEADING SPORT ORGANIZATION

OPERATIONAL EXCELLENCE
Run an accountable and credible organization with governance best practice, financial stability and robust processes and systems

OUR COMMITMENTS

- Focus on high performance rugby success
- Prioritize the financial stability of the organization
- Embody unity and be one squad
- Foster a safe, supportive and inclusive working, training and playing environment
- Be a great organization to partner with
- Pursue excellence

- Make incremental improvements every day
- Communicate proactively, consistently, thoughtfully
- Build on what came before us and honour rugby's 150-year history in Canada
- Make the tough decision
- Connect our communities to each other and to our national teams

THE PLAN TO WIN

ONE SQUAD IS AT THE CENTRE OF EVERYTHING WE DO.



OUR ROLES

1. Build high-performing national teams

2. Be an exceptional governing body with an aim to nurture the connectivity of our communities to each other and to our national teams

EXPAND FINANCIAL CAPACITY

PORTFOLIO OF MAJOR EVENTS
Generate independent revenue and make a positive impact on our communities

EXPANSION OF SPONSORSHIP FAMILY Increase sponsorship support for Rugby Canada's teams and programs

DEEPENED BROADCAST PARTNERSHIPS
Establish rugby as a sport to watch on TV and follow on social media

TARGETED PHILANTHROPIC STRATEGY Provide purposeful opportunities for our community to support us in improving our teams and programs

UNIFIED NATIONAL AND PROVINCIAL RUGBY SYSTEM
Establish clear roles and responsibilities between Rugby Canada and our member Provincial Sports Organizations

SAFE, TRUSTWORTHY AND HIGH PERFORMING CULTURE Focus on the continuous improvement of our people and organization

