



GROWTH PLAN 2025-2030



EXECUTIVE SUMMARY

ONE SQUAD – STRONGER TOGETHER

Rugby Canada and the Provincial Rugby Unions are united in their commitment to grow rugby across Canada. The **National Growth Plan 2025–2030** provides a shared roadmap to build vibrant, inclusive rugby communities from coast to coast, focusing on sustainable participation, strong development pathways, and national alignment.

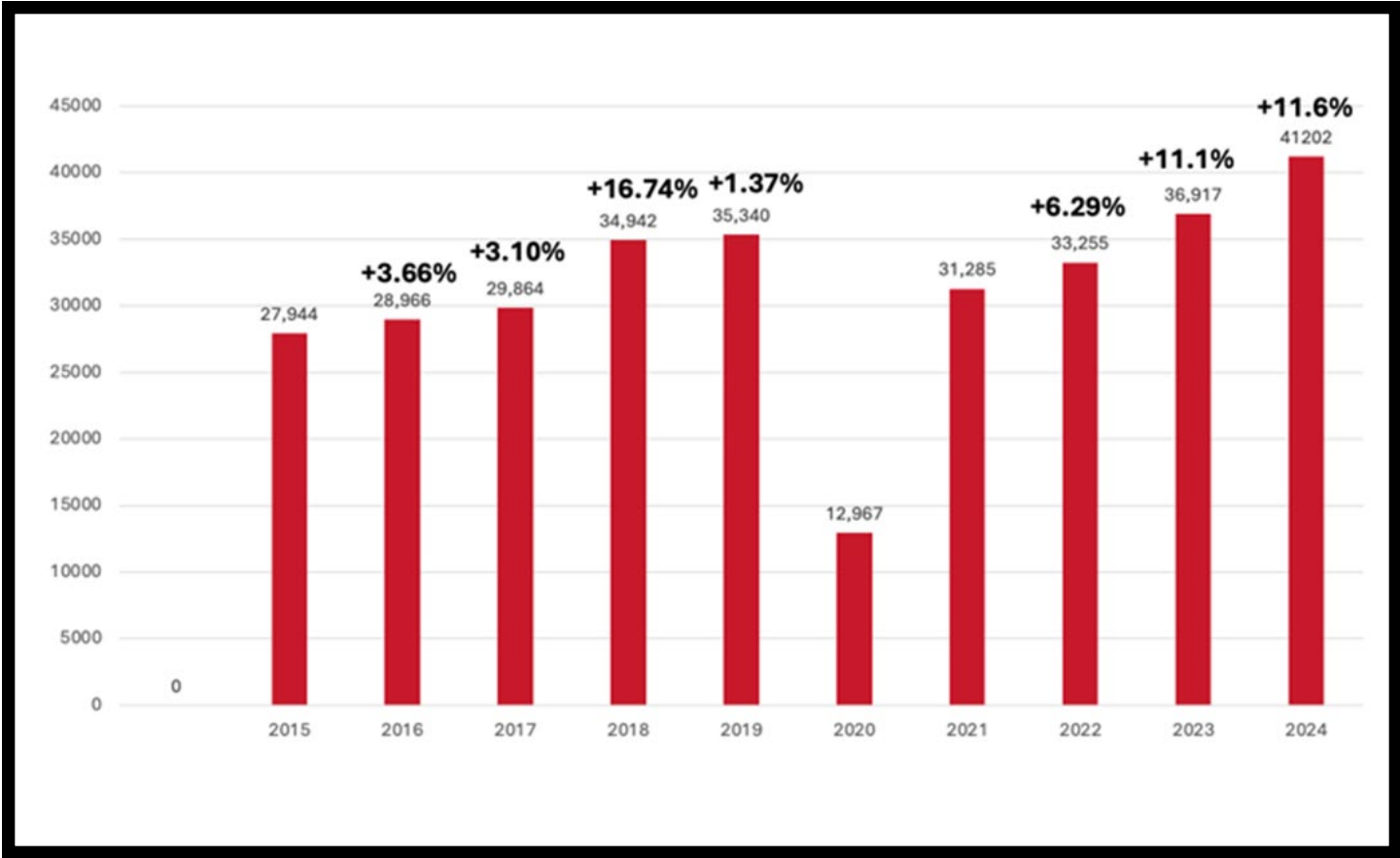
NATIONAL GROWTH PLAN VISION

To create strong, sustainable communities through rugby that enable inclusive, safe, and fun participation in the sport.

PRIMARY OUTCOME

Growth at every stage of the rugby journey from **TRY** to **PLAY** to **STAY**.

THE 10 YEAR PICTURE

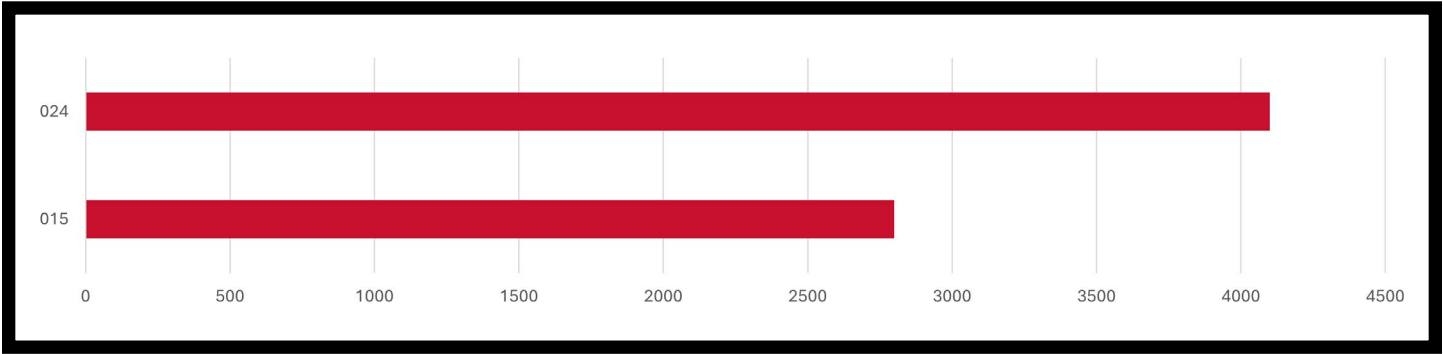


WE’VE MADE PROGRESS – AND NOW, WE’RE BUILDING ON IT

The National Growth Plan sets our course forward to welcome more youth, engage more communities, and create more lifelong opportunities to play, coach, and lead in rugby across Canada.

Over the past decade, rugby in Canada has shown steady growth — climbing from just under 28,000 registered members in 2015 to over **41,000 in 2024**. That’s a **47% increase** fueled by grassroots momentum, national team success, and growing inclusivity in the sport.

RUGBY ON THE RISE: 47% GROWTH IN CANADIAN REGISTRATION OVER 10 YEARS



BUILDING ON MOMENTUM

This strategy is designed to support and enhance the great work already underway. Our focus is on strengthening the systems, programs, and partnerships that have driven this progress — so that every club and community can continue to thrive. It aligns with Rugby Canada’s 2024 and Beyond Strategic Plan by providing tools and programs for community growth, inclusivity, and system-wide collaboration as key enablers of national success.



SUMMARY OF PRIORITY ACTIONS				
Evolve the Athlete Development Pathway	Introduce and Development Non-Contact Rugby	Focus on Youth Development	Invest in women and girls to accelerate the game	Build capacity among provinces and clubs
1.1 Establish clear, integrated pathways for all ages and stages, incorporating World Rugby’s “Get into Rugby” program.	2.1 Develop T1 program and resources for consistent non-contact programming options (introduction through advanced T1 programs).	3.1 Refresh the Rookie Rugby program.	4.1 Maintain grassroots programming specifically for women and girls.	5.1 Develop a match officials’ education and development strategy.
1.2 Strengthen transitions to ensure continuity in the sport (e.g., elementary to high school to university, club to adult non-contact).	2.2 Utilize T1 program to support development of “introduction to rugby” and “non-contact rugby” options in schools.	3.2 Deliver rugby programming in schools, if resourcing and capacity permit.	4.2 Assess the rugby experience for women and girls.	5.2 Develop a coach education and development strategy.
1.3 Develop a nation-wide college / university rugby development strategy.	2.3 Roll out curriculum for T1 coaches and officials.	3.3 Review the Sessional Coach Program to optimize link to clubs + schools.	4.3 Invest to recruit and develop women and girls for technical roles (e.g., coaches, officials, etc.).	5.3 Conduct a participant structure / category review.
			4.4 Augment coach + referee education to better address needs of women and girls.	5.4 Establish and enhance strategies that strengthen leadership capacity - at the club, PSO, and national levels to support sustainable growth and system alignment.
Key Tools to Support Delivery of the Plan: • Data Strategy • Registration / Sportlomo • World Rugby Development Funding • LMS • Educator Workforce				



