



**WAIKATO  
RUGBY**

**STRONGER  
TOGETHER**

**2030**



## Ko te Whaingā (Our Goal)

To increase the Waikato Rugby registered player base to 12,500 by 2030.

## Ko te Whakakitenga (Our Vision)

A progressive, fun, accessible and inspirational sport where everyone can belong, develop and achieve.

## Ko te Kaupapa (Our Purpose)

To support the delivery and development of quality, accessible and enjoyable rugby experiences.



## INTRODUCTION

Waikato Rugby 2030 is a unified strategy for rugby in the Waikato region that gives focus towards the year 2030. It seeks to build on the positive momentum of key partnerships and initiatives and to increase the provision of opportunities for participation and quality experiences in rugby in the Waikato.

The strategy is based on evidence, insights and is responsive to the changing environment in order to meet the needs of the communities we serve.

We are now in Horizon One of Waikato Rugby 2030.



## STRATEGIC PRIORITIES



### GROW THE **GAME**

A focus on rugby at the heart of communities and communities at the heart of rugby

*More people and communities involved in the game*



### GROW THE **BRAND**

A focus on ensuring our game and brand shine locally, nationally, and internationally. A focus on playing and winning the Waikato way

*Loved game, loved brand*



### GROW OUR **POTENTIAL**

A focus on continual improvement, collaboration and partnerships, and organisational sustainability

*Enhancing the legacy of the game*



## Priority Groups and Settings

In order to achieve our vision, we understand that there are specific groups that we need to support.



Rangatahi

Secondary School aged players



Women & Girls

Females aged 13+



Cultural Minority Communities

Maaori and Pasifika participants

We also understand that we will need to work in some targeted settings and with key enablers in the delivery of the game.



Community Settings

Clubs and Community  
Rugby Providers



Education Settings

Secondary School



Coaching & Volunteering

Coach and Volunteer Support  
and Retention



Facilities, Space & Places

Quality, Clean and Accessible  
Parks and Facilities





### WHAKATUPU TE KEMU – GROW THE GAME

A focus on rugby at the heart of communities and communities at the heart of rugby.

**Our goal is to get more people and communities involved in the game.**

**We will achieve this by:**

- Adopting a participant-centred approach to rugby delivery and enabling participant-led opportunities for participation, including via the incorporation of Balance is Better and Good Sports approaches to youth rugby.
- Creating sustainable, effectively resourced, aligned and engaging participation opportunities, competitions and player development pathways, including via investing in the development of quality coaching and refereeing.
- Creating a network of quality and accessible facilities that allows the game to adapt and grow with the needs of participants, including a 'Home of Rugby' high-performance sports centre in collaboration with Chiefs Rugby and other codes.
- Creating inclusive, safe, empowering, enjoyable, equitable and culturally responsive environments for people of any gender, ethnicity and sexual orientation, with a specific lens on supporting the participation of rangatahi, women and girls, Maaori and Pasifika communities.
- Identifying, creating and deploying best practice community rugby platforms to support how communities connect with rugby and how rugby connects with communities.









### WHAKATUPU TE WAITOHU – GROW THE BRAND

A focus on ensuring our game and brand shine locally, nationally, and internationally. A focus on winning and playing the 'Waikato way'.

**Our goal is to enable a loved game, loved brand. We will achieve this by:**

- Embracing our role as kaitiaki of rugby in the region, capturing and inspiring the hearts and minds of Waikato people and communities.
- A focus on the identification, development and retention of the quality people who work in our game, investment in critical areas that enable our competitive advantage, prioritising care and connection and driving high standards of performance culture throughout our elite teams.
- Building a deep understanding of our customers and fans through rich analytics and insights to unleash and maximise the value of our brand, create and build direct relationships with identified fans in target markets and create quality customer and partner experiences.
- Enhancing existing digital platforms and utilising innovative approaches to connect with our fans and partners to create nation-leading customer and partner experiences.









### WHAKATUPU I TOO TAATOU KAHA – **GROW OUR POTENTIAL**

A focus on continual improvement, collaboration and partnerships,  
and organisational sustainability.

**Our goal is to enhance the legacy of the game. We will achieve this by:**

- Supporting our region's clubs to sustainably and effectively deliver on their purpose.
- Creating an efficient and sustainable operating model and future-proofing all parts of the rugby delivery system to support all of rugby in the region, including a closer, aligned, and efficient working relationship with Chiefs Rugby.
- Establishing and maintaining strong working relationships with key partners, including building new, innovative and nation-leading partnerships while being a sustainable and socially responsible corporate citizen and outstanding commercial partner.
- Investing in research, data and education to ensure we are at the forefront of the game, that we understand participant needs and are enabled to make informed decisions and engage in operational excellence.
- Building internal leadership capability to effect transformational shifts and impacts in rugby, while at the same time, realising our ambition through identifying, recruiting, developing, and retaining high-performing individuals throughout our organisation.









### KIA NGAATAHI TE HOE, KIA TAE TAHI AI TATOU HOW WE'LL GET THERE, TOGETHER

The team at Waikato Rugby believe in behaving in values-based ways that will enable us to achieve our strategic aims.

**We understand values to be what you can see, hear and feel in action.  
This is what you can expect from us:**

- We do what we say we are going to do.
- You'll be safe around our team, whether you are in the room or not.
- We speak honestly and bravely, with professionalism and in a manner that upholds the mana of everyone involved.
- We are a Team of Teams – We act knowing that every part of the organisation influences and supports every other part, and if it matters to one of us, it matters to all of us.
- We do our best to uphold the commitments of Te Tiriti o Waitangi, acknowledging the cultural capability journey that Waikato Rugby are on.
- We are committed to learning more about how we can uphold the mana of Te Tiriti o Waitangi and principles of Partnership, Protection and Participation.
- We are a professional sporting organisation – We are punctual, organised, disciplined, committed, accountable, present ourselves appropriately, and are good to work with.



**KA WHAWHAI  
TONU AKE AKE!**

**WE WILL FIGHT FOR  
EVER AND EVER!**