

RUGBY LEAGUE IRELAND STRATEGIC PLAN 2021 - 2025



RUGBY LEAGUE IRELAND | INFO@RLI.IE

CONTENTS

1. Our Vales
2. Introduction
3. Our Vision and Mission
4. Overarching Goals
5. Strategic Objectives
 - Competitions
 - Developing Members
 - Organisational Excellence
 - High Performance
6. How we will deliver

OUR VALUES

Our values are at the heart of Rugby League globally and form the bedrock of our culture, informing and guiding everything we do:



Excellence

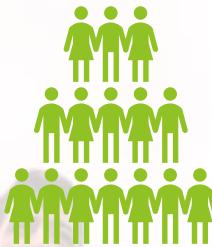
We deliver high-quality services and events, so all users have the best possible experience.

We continually seek to improve, listen and have outstanding governance practices and behaviors.



Integrity

We create an environment of trust, respect and honesty between members of Rugby League Ireland. We protect the positive image of our Sport



Inclusivity

We make it as easy as possible for people to engage with the RLI and be proud of their involvement. We respect language, culture and participant needs.



Innovation

We look for new and better ways to achieve our goals and find positive solutions to barriers.



Unity

We generate a spirit of togetherness with members and partners by showing respect and celebrating our individual and collective successes.

INTRODUCTION

Our **2021 – 2025** strategy is launched at a time of great **excitement** for Rugby League Ireland as we look forward to a new Chapter. We have already set out and achieved great things with a **historic** women's competition in 2021. Fielding U20 men's team and preparation is well underway for the Men's 2021 RLWC to take place in 2022

This strategy covers 2021 and as we grow over the next four years into 2025. It aims to continue to build on the game's **growth** that has taken place in 2021 and has the needs of our members at the **heart** of everything we do.

The success of **Rugby League in Ireland** depends on the **membership** to deliver the strategy. Our **members**, the **clubs**, are all **volunteer-led**. RLI's primary focus is to enable **growth** and improvement within its membership and **positively** influence all involved.

With this clear **strategy** in place, Rugby League Ireland will **focus** on bringing new **partners** and people to the game to share in this **journey** and help one another **achieve** each other's **goals**. Should you wish to be involved and support the growth of Rugby League, we would love to hear from you!

Rugby League **engages** people worldwide, and international competition remains the most powerful tool for the growth of this great game. This strategic plan provides the **direction**, **focus** areas and **initiatives** that will help grow the Sport and bring enjoyment to millions. We look forward to annually reporting success against this plan over the next four years.



OUR VISION AND MISSION

OUR VISION



Deliver successful Domestic Competitions, Enable Sustainable Clubs to Grow, and Compete with distinction on the International Stage

OUR MISSION

To Grow Participation and Inspire High-Quality Rugby League for all participants





OUR GOALS

These four goals represent what we at **Rugby League Ireland** aim to achieve over the lifetime of this plan.



Competitions

Deliver an exciting and inclusive competition framework that will cater for the needs of all Clubs.

Developing Clubs and Players

Prioritise the evolution, expansion and sustainability of Clubs

Organisational Excellence

Appropriate policies and procedures are in place to ensure the organisation leads with integrity, good governance and is well run. Demonstrate transparency, responsibility, accountability, and participation with all stakeholders

High Performance

Collaborative, professional and a high performing culture surrounding National Representative Teams

1

Competitions

2

Developing
Clubs and
Players

3

Organisational
Excellence

4

High
Performance

1

Competitions

Our Goal

Deliver an exciting and inclusive competition framework that will cater for the needs of all Clubs.



WHAT WE WILL DELIVER	HOW WE WILL DO IT
EXCITING NATIONAL LEAGUES (MEN, WOMEN)	<ul style="list-style-type: none">• Return of Interpro's Competitions.• Review the playing season annually with all stakeholders• Increase the number of Senior Men's Divisions to 3 and Senior Women to 2• Continue to raise the standards in the domestic game on and off the pitch• Incentivise clubs to ensure that Division one is top class and attractive
INSPIRING NATIONWIDE YOUTH PROGRAMMES	<ul style="list-style-type: none">• Introduction to Rugby League Blitzes (festivals) nationwide• Senior, U16 & U19 players to be present at junior festivals• Working Group to be developed and guided by the Belfast Eagles
ENERGISING CHAMPIONSHIPS IN NEW FORMS & CATEGORIES	<ul style="list-style-type: none">• Introduce High-quality variations and encourage young people to play Rugby League Tag, Schools, Youth Festivals and Wheelchair Rugby

2

Developing Clubs and Players



Our Goal

Prioritise the evolution, expansion and sustainability of all Clubs



WHAT WE WILL DELIVER	HOW WE WILL DO IT
INCREASE THE NUMBER OF CLUBS PLAYING RUGBY LEAGUE	<ul style="list-style-type: none">• Grassroots development in the current and new geographical areas.• All clubs to develop a sustainable youth and a women's programme in place
PROFESSIONAL PLAYER DEVELOPMENT	<ul style="list-style-type: none">• Youth Development Programme in every Club• National programmes at U16 & U18 to be reviewed and enhanced year on year to ensure continuous improvement
INVIGORATED COACH RECRUITMENT, DEVELOPMENT & DEPLOYMENT	<ul style="list-style-type: none">• Training and deployment of coach educators within member Clubs to build a high-quality infrastructure to support growth and improve standards.• Identify further opportunities for coaches to upskill.
REJUVENATED MATCH OFFICIAL RECRUITMENT, DEVELOPMENT & DEPLOYMENT	<ul style="list-style-type: none">• Support Clubs and the Match Official's Committee to train and deploy match official educators to build a high-quality infrastructure to support growth and improve standards.
DELIVER A STRONG, SUCCESSFUL WOMEN'S PROGRAMME	<ul style="list-style-type: none">• Build a solid base to expand the game across the Island.• Identify and develop female leaders.• Build a sustainable fixture programme.• Further develop Elite pathways to national representative teams.



3

Organisational Excellence



Our Goal

Appropriate policies and procedures are in place to ensure the organisation leads with integrity, good governance and is well run. Demonstrate transparency, responsibility, accountability, and participation with all stakeholders



WHAT WE WILL DELIVER	HOW WE WILL DO IT
INCREASE AND ENHANCE CENTRAL REVENUES	<ul style="list-style-type: none">• Sponsorship acquired with active Sponsorship officer appointed• Increased Membership• European and Sport Ireland funding increased• Smart expenditure• Diaspora funding
INCREASE THE REACH AND ENHANCE THE IMAGE OF RLI	<ul style="list-style-type: none">• Deliver a five-year Strategy• Ensuring awareness of RLI by demonstrating the value of services and influence it provides• Effective Communication by creating new and exciting content across all platforms, celebrating the positive stories of our players.
OPERATE WITH EXCEPTIONAL GOVERNANCE PRACTICES	<ul style="list-style-type: none">• Set and adhere to the highest standards of governance in Sport.• RLI and all Member clubs to be 100% compliant.• Complete our Governance Code Journey• Review and adopt best practice policies
WORLD CLASS BOARD/COMMITTEES WITH THE PROFESSIONAL SKILLSETS REQUIRED	<ul style="list-style-type: none">• Board to be strategic and visionary• Board to be made up geographically and gender diverse and appropriately skilled and experienced to manage a professional business.• Trust to be rebuilt.• Committees to uphold the RLI ethos
EMPLOYMENT OF A FULL-TIME PROFESSIONAL ADMINISTRATOR	<ul style="list-style-type: none">• Rugby League and day to day operations managed by an employee. Who will be accountable to the Chairperson and board• Centralised Membership database developed

4

High Performance



Our Goal

Collaborative, professional and a high performing culture surrounding National Representative Teams



WHAT WE WILL DELIVER	HOW WE WILL DO IT
ESTABLISH A THRIVING HIGH-PERFORMANCE BASE	<ul style="list-style-type: none">Performance Strategy for each International team with clearly defined KPI's for players and Coaching StaffEstablish an influential working group to engage the best players from Ireland (Domestic, UK-based, Australia-based, and the rest of the world).Selection Committee appointed for National teams.
DEVELOP A THRIVING NATIONAL PATHWAY	<ul style="list-style-type: none">High Performance and National training to be part of the National Sports Campus- Irish Team base.Best in World Academy Programmes for our U16 & U19 Players (Male & Female).Links with Super League, National League clubs in the UK, Australia and the rest of the world to be fostered.
CREATE A BEST IN CLASS WOMAN'S PROGRAMME	<ul style="list-style-type: none">Become a leader on the World stage both on and off the fieldDevelop a clear pathway for progression for the women's game
DELIVER A TOP-CLASS POOL OF MATCH OFFICIALS	<ul style="list-style-type: none">Further develop and support the pathway for Match Officials to ensure consistency and top-class, well-prepared Match Officials.Clear criteria-based selection process for international duty.



Rugby League Ireland will remain focused on delivering our strategy and monitoring progress through our operational plan, which will align with the resources available to the organisation.

Where resources are limited, our strategic objectives may have to be re-prioritised in consultation with stakeholders where appropriate.

We will set performance measures in our operational plan, which will be:

- Clearly defined and simple to understand.
- Visible to all within the organisation.
- Derived from the strategic objectives.
- Related to specific achievable goals.



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