



ACCELERATING THE GLOBAL DEVELOPMENT OF WOMEN IN RUGBY 2021-25

Vision

A global sport for all, true to its values.

Values

Integrity, respect, solidarity, passion, and discipline.

Purpose

Growing rugby by making it more relevant and accessible

Ambition

By 2025, rugby will be a global leader in sport, where women involved in rugby have equity on and off the field, are reflected in all strategy, plans and structures, making highly valued contributions to participation, performance, leadership and investment in the global game of rugby.

What will success look like?

- Regions and Unions will have an **increased capability and capacity** to grow the game, the number of active registered women players will dramatically increase driven **by improved game experiences**.
- A dedicated focus will be evident on **women in rugby welfare**, supporting the playing community and reducing injury rates.
- World-class **high performance programmes will produce inspirational results**, with tight winning margins at pinnacle events exceeding expectations of players, fans and investors.
- Rugby will be a global leader in sport; **its governance and management processes will set the standard for best practice**. Inspirational role models will entice future leaders.
- The promotion and positioning of women in rugby at all levels will result in **significantly increased involvement and interest** from fans, audiences, players and investors.
- **A Game Changing uplift in investment** in the women's game will underpin accelerated development, with the value proposition attracting significant new investment partner interest.





Grow sustainable participation

Focused Development Plans and investment. Work with Unions and Regional Associations to ensure women's and girls' rugby is recognised and highlighted as a strategic priority. And that appropriate levels of targeted investment are in place to retain and grow sustainable participation.

Quality Game Experience. Provide support to Regions and Unions to ensure enough qualified coaches, match officials and medical staff and administrators are in place to support the anticipated growth of players and improve game experiences. Increase the number of women in both technical and coaching roles along development pathway.

Sustainable Player Pathways. Ensure Unions have development pathways which clearly outline the progression required from community to high-performance participation.

Rugby for Girls Programme. Develop a girl's only grass roots rugby participation programme as an option for union consideration.

Enhance Knowledge Transfer. Ensure good practice programmes and projects are regularly shared and accessible for all unions to rapidly drive growth. Establish regular regional women in rugby leadership forums to facilitate and fast track knowledge of successful development initiatives across unions.



Dedicated focus on women's player welfare

Build the knowledge base. World Rugby will support a dedicated women's research stream especially in the areas of concussion, women's health, mental wellbeing, wearable technology.

Improve Injury Surveillance studies in the women's game. World Rugby will expand its Injury Surveillance studies to capture more elite women's competitions.

Provide bespoke performance analysis resource. World Rugby to provide a women's specific analyst to track the game, support referees and provide analysis feedback to inform law & technical considerations.

Engage the women's game better in the law review process. Try to always include women's closed trials and have female representatives on all working groups. Consider the feasibility of gender specific laws to improve the safety and spectacle of the women's game.

Determine medical & technical interventions for the women's game. Once the research, injury surveillance and performance analysis are underway, try to determine how women's medical & coaching practice needs to be adjusted. Ensure appropriate programmes aimed at safeguarding are in place.



High performance quality competitions

Building High Performance Capability. World Rugby to provide High Performance investment, technical advice, and targeted professional development opportunities to enable unions to raise standards of competitiveness at Rugby World Cups, WXV, Olympic Games and Sevens Series events.

Enhancing Competitions. Expand the number of teams competing in RWCs, roll out first cycle of WXV and Pac4, work with regions to optimise regional competitions at all levels, support the introduction of age group competitions and where feasible align the 15s and seven's international calendar.

Professionalise Women's Rugby. Work with Unions and International Rugby Players to look at the practical requirements that need to be in place to enhance the professionalism of women's rugby where and when this is appropriate to do so. This work to recognise the various development stages of the game across regions and unions.

Competition review. Undertake global review of women's domestic competition structures and formats to identify good practice competition pathways for women and girls catering to all levels and ages of participation – youth through to high-performance.



Inspirational leadership on and off the field

Role Modelling Good Practice. All World Rugby boards, working groups, advisory committees, and senior management to reflect good practice in terms of female representation – a foundation principle in the global game of rugby at all levels.

Driving Global Diversity. World Rugby will proactively work with unions and regions to drive diversity and inclusion in their governance, paid leadership, coaching, and medical staff. Quotas for changes in governance will be set linked to financial incentives.

Leadership Pipelines. Continue to implement targeted leadership development programmes to identify and support the current and the next generation of female leaders in World Rugby, regional associations, and member unions.

Building Influential Networks. Create and provide ongoing support for an international network of key influencers (men and women) committed to sharing good practice and driving strategic change for women in rugby.

Player Support. In conjunction with IRP develop and roll out new Player Assistance Programme in order to support players, maximise current career and transition opportunities.



Profile with impact inspiring engagement

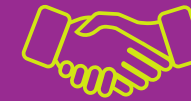
Global Marketing. Continue integrated global marketing campaign with a view to lifting the profile of women in rugby and attracting new players, fans and investment partners.

Broaden Exposure of Women's Elite Game. Increase reach through developing new broadcast markets, increasing the number of matches that are broadcasted and forging enhanced exposure of women in rugby on all digital communication platforms. Explore new digital content partners to extend reach beyond traditional audiences.

Gender Portrayal. Ensure all publications, presentations and online media communication are gender neutral. Develop a support programme to create a talent pool of women commentators.

Profile inspirational role models and ambassadors. Capitalise on and leverage the profile of the Olympic Games and Rugby World Cup to develop profile of “hero” rugby players and role models on and off the field. Develop new global youth ambassador programme aimed at engaging rugby newbies.

Marketing Resources. Develop a suite of resources, toolkits and videos for members to enhance local and regional marketing of the women's game.



Strategic sustainable investment

Equitable Investment. Recognising the need to optimise women as a strategic priority with a compelling value proposition, World Rugby will look to significantly increase the direct investment in the women's game.

Grow Commercial Partners. Enhance commercial value of all women in rugby properties, develop a strong and engaged portfolio of global sponsors committed to the long- term investment in the women's game.

Third Party Relationships. Build effective third-party relationships with International Non Profit Organisations and Government Agencies where there is mutual interest to invest in desired outcomes working with women in rugby and women's rugby for social change.

New Income Streams. Strategically consider other investment opportunities such as Private Equity, Philanthropy, community-based monetization and merchandising etc.

Generating Income Guide. Develop a how to guide for Unions to assist with generating new and diversified income streams to accelerate their commitment to the development of women's game.

Thank you

For more information, please contact:

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