



**STRATEGIC
PLAN
2017-2020**

INTRODUCTION

As the Regional Association of World Rugby, the governing body for the global Game, Asia Rugby members comprise National Governing Bodies (Unions) for Rugby across the continent of Asia

Asia Rugby's main roles are to:

- Ensure strong governance and domestic Rugby structures across the region, with player welfare at the forefront;
- Provide appropriate international competitions for member unions enabling national teams to develop their pathways to elite world competitions; and
- Inspire and assist our unions to grow the game, with a particular focus on youth; health; welfare; and life success;

The originally named Asian Rugby Football Union (ARFU) was founded in 1968 and now has 31 member unions across the length and breadth of the continent. Participation, together with the number of competitions over the past decade, has increased significantly, with now over 30 rugby events taking place each year.

The men's 15's Asia Rugby Championship (ARC) began in 1969 as the Asian Rugby Football Tournament (ARFT) and was, at that time, one of the oldest international Rugby tournaments in the World. The highly respected, ground-breaking, Asia Rugby Sevens Series (ARSS) is held over 3 legs and features the best 8 men's and women's teams in the Region. The ARSS is supported by the Asia Rugby Sevens Trophy series which incorporates promotion and relegation. In addition, Asia Rugby also stages Age Grade competitions for male and female players,

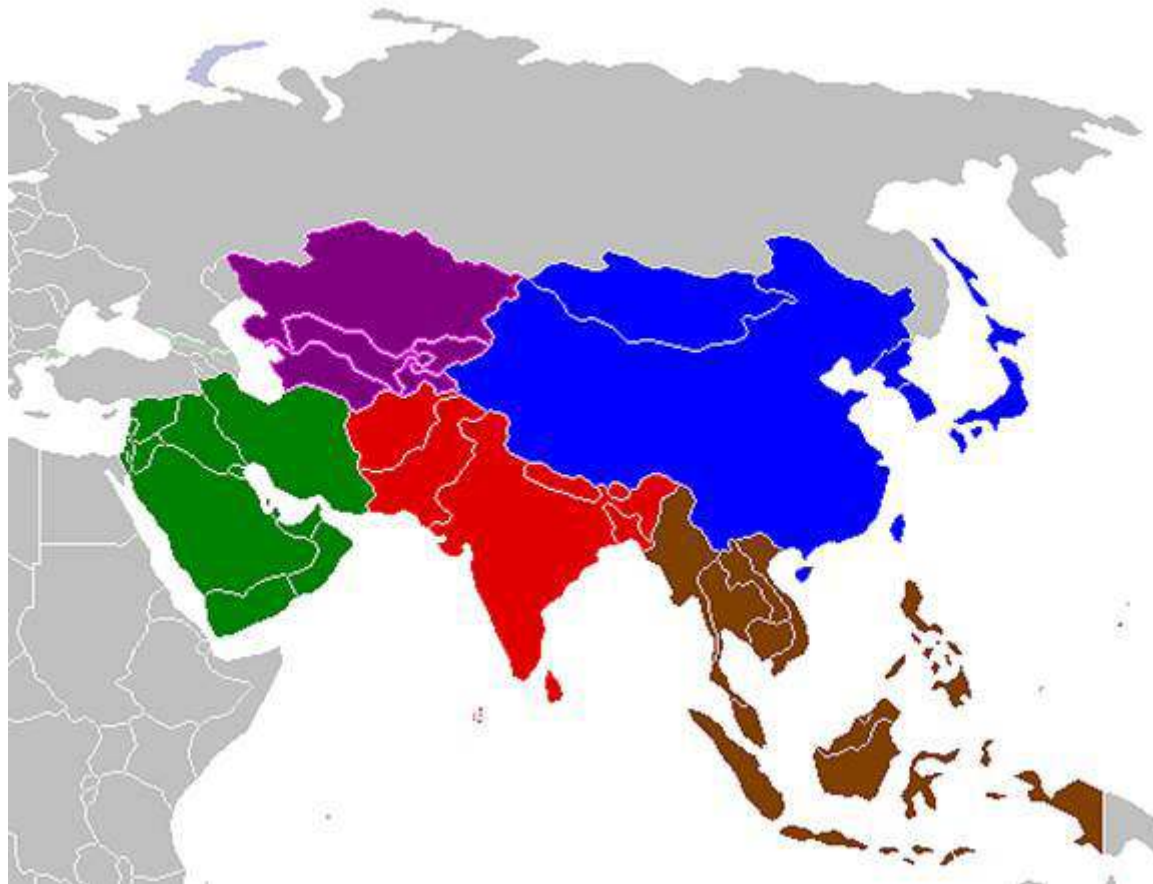
Asia comprises 60% of the world's population and 80% of the world's youth. In 2015, our Member Unions contributed 7.5% of the World Rugby playing population (539,669 of 7.23 million). Two of the world's major sporting events will be taking place in Asia over the next 4 years: the Rugby World Cup (RWC), which shall be held in Japan in 2019, and the Summer Olympics, which will feature Rugby 7s, returning to Tokyo in 2020.

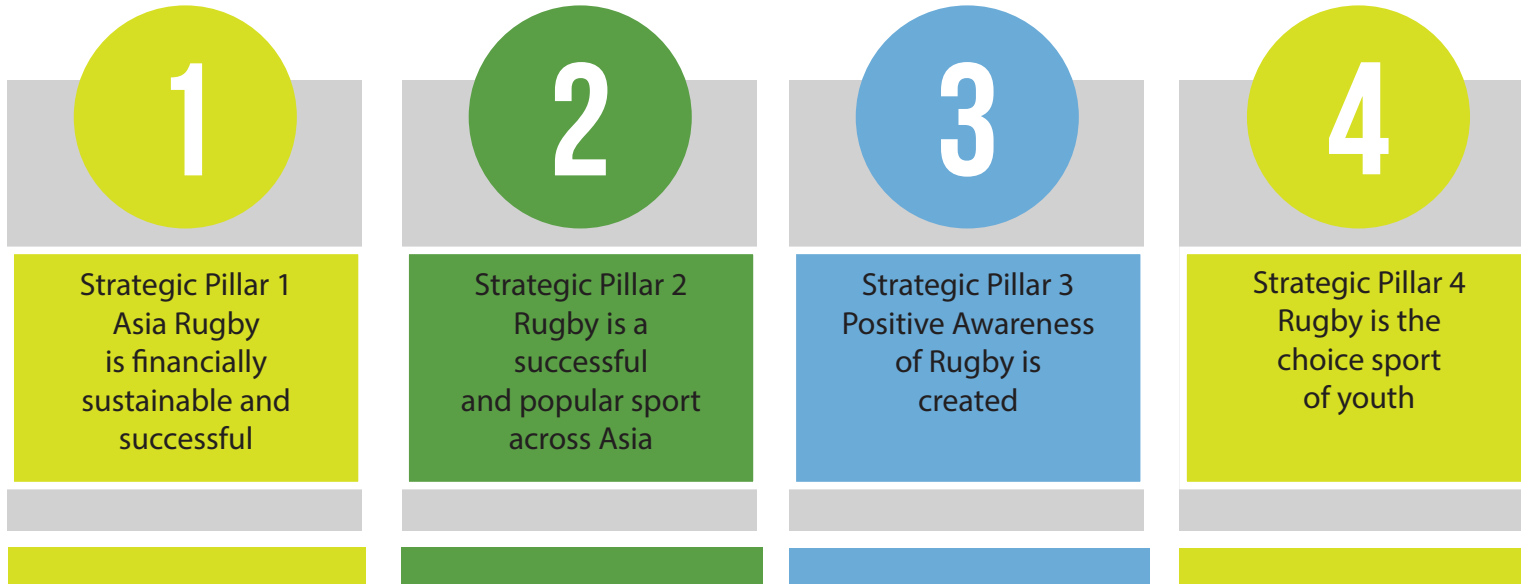
In support of the RWC coming to Asia for the first time, Asia Rugby has embarked on an ambitious plan to increase its Rugby population by an additional 1 million new participants (Asia 1 Million project), working together with World Rugby and the RWC 2019 Impact Beyond legacy programme.

There is now a tremendous window of opportunity for Asia Rugby together with our commercial partners to promote

the Game alongside sponsors' brands throughout the region.

This Strategic Plan is Asia Rugby's guiding document for the period 2017-20 to take advantage of and embrace the exciting challenges ahead. Asia Rugby seeks your support to help us achieve our Vision; Mission and Strategic Goals. Rugby is an ever-growing, global sport. Be part of it with Asia Rugby.





STRATEGIC PILLAR 1

Asia Rugby is financially sustainable and successful

Strategies and Outcomes

- 1.1 Build the Asia Rugby brand to attract partners and sponsors to invest in Rugby across the region.
- 1.2 High Performance programs in targeted Asia Rugby unions to improve the competitiveness of Asia Rugby competitions.
- 1.3 Enhance the quality of Asia Rugby products with focus upon the entertainment value of 7s Rugby to attract corporate investors and audiences alike.
- 1.4 Work closely with governmental bodies to raise awareness of the game, improve facilities and seek sustainable financial support.
- 1.5 Guide & assist member unions to raise monies/sponsorship from local corporates (CSR), Olympic Solidarity, NGOs and other organizations and to maximize the value opportunity of the RWC 2019 and Rugby's Olympic participation in order to minimize reliance on Asia Rugby for direct financial support.
- 1.6 Utilise Asia Rugby's player welfare strategy to target Governments and NGO's to attract new finance, resources and expertise into the Game to enhance player welfare.

STRATEGIC PILLAR 2

Rugby is a successful and popular sport across Asia

Strategies and Outcomes

- 2.1 Provide advice on best practice to would-be Associate Member union applicants and assist all Asia Rugby member unions to attain World Rugby Full membership.
- 2.2 Implement Project A1M.
- 2.3 Invest significantly in social media and broadcasting capabilities to increase awareness and following of the Sport and to promote the image, activities and player welfare focus of Asia Rugby.
- 2.4 Lobby governments and NOC's to ensure that Rugby is included and established firmly in all multi-event sports games in Asia.
- 2.5 Promote interesting stories and success of role model heroes (players, coaches, referees and other associated persons) to attract youth.
- 2.6 Implement the RWC 2019 Impact Beyond Programme.
- 2.7 Unions to utilize World Rugby Training and Education (T&E) resources to provide opportunities for all and pathways for Talent Identified individuals.
- 2.8 Make resources available in local languages.
- 2.9 Unions have a recruitment strategy whereby World Rugby Level 1 T&E is part of every Physical Education teacher's training.

STRATEGIC PILLAR 3

Positive awareness of Rugby is created

Strategies and Outcomes

- 3.1 In harness with World Rugby; engage fans, broadcasters, partners, and sponsors to promote participation in the Game
- 3.2 Promote the positive aspects of health and team work.
- 3.3 On behalf of Unions where there is currently no significant commercial value for broadcasting major Rugby competitions, Asia Rugby to engage with the competition owners to endeavour to broker arrangements so that such competitions can be broadcast free of cost within those countries.
- 3.4 A production team capable of achieving video production and media awareness.
- 3.5 Establish and develop long-term media partnerships with local networks to ensure Asia Rugby's inventory is broadcast across the region.
- 3.6 Social Networking interactions (FB, Twitter, Instagram, Snapchat etc.) via live streaming & online videos (YouTube, Asia Rugby TV etc.); blogs and online forums, contests and other audience inter-active programs. Secure speaker slots at sports industry meets / summits / conferences. Content driven articles and press releases. PR and Media initiatives to publicize existing events / activities.
- 3.7 Create, amplify and distribute innovative content using digital, social and new media platforms to promote rugby's values and engage with current and prospective stakeholders.
- 3.8 Innovative additional experiences at match venues to attract spectators.
- 3.9 Create database of supporters for promotional activities.
- 3.10 Invite and involve high ranking Government officials, public figures, celebrities and other key influencers to attend matches, tournaments and events.

STRATEGIC PILLAR 4

Rugby is the choice sport of youth

Strategies and Outcomes

4.1 Highlight opportunities for youth:

- A sport for change: providing life skills and education through Rugby;
- A sport for all: played by all genders, people of different shapes, sizes, ages and across every segment of society;
- Rugby in a safe and secure environment.

4.2 Liaise with government and local education authorities for inclusion of Rugby in sports curricula.

4.3 Educate member Unions to adopt internationally recognized safeguarding and gender inclusion strategies.

UNDERPINNING FOUNDATION THEME A:

A best practice organised sport in the region

Strategies and Outcomes

- A1. Asia Rugby assists Unions in establishing ethical and organisationally strong governing bodies and reviews them on a frequent basis.
- A2. Members encouraged to participate in decision making, voice concerns and make use of independent audits, checks and balances.
- A3. Well planned long term competition model that is sustainable.

UNDERPINNING FOUNDATION THEME B:

Opportunity for health, welfare and life success

Strategies and Outcomes

- B1. Encourage best practice and the adoption of World Rugby Guidelines.
- B2. Unions to encourage all participants to utilize World Rugby T&E material and World Rugby Passport site and ensure individuals are qualified at an appropriate level.
- B3. Promote the positives of the game including its ethos and values for long-term engagement as a way of life.



www.asiarugby.com



[/asiarugby](https://www.facebook.com/asiarugby)