



STRATEGIC PLAN

2021 - 2025

TWO BLUES...

Wanderers Rugby Union Football Club - the 'Two Blues' is the most decorated rugby club in the Newcastle & Hunter Rugby Union competition. The Club encompasses senior and junior rugby teams as well as a growing contingent of netball, cricket and basketball teams. With 650 registered players and officials and 2000 associate members and families the Two Blues are firmly cemented in the local community.

Wanderers RFC were established in 1924 for the promotion of enjoying rugby and is it still the same today. Our volunteers are dedicated and provide an environment of enjoyment, respect and opportunity for our players. The players drive the values of the club culture which is shown on the field. Additionally, Wanderers RFC is looking to develop pathways for talent players from Newcastle and surrounding areas.

As a member of NSW Country Rugby Union, we believe in creating an atmosphere in which players respect and support each other, where talent is recognised and developed, where opportunities for leadership and involvement exist and where the team is greater than the individual.

We expect our members and players to respect their opponents, coaches, managers and officials and to play fairly at all times.

Being an grassroots amateur rugby club we rely on partnering and sponsorship with local businesses. We strive to engage the local community and focus on our junior teams to develop a love of a rugby as they move into the senior grades.

Wanderers RFC has revisited the Strategic plan written in 2017. That 2017-

2020 Plan had a renewed focus to get back to basics and to engage with more volunteers and our community in general. The Plan consolidated previous strategic frameworks, rugby performance programs and performance and was complemented by facilities development, a move to 'One Club' strategic management system, identification of offseason revenue streams and the facilitation of financial year operational revenue streams.

Key to the process over the next four years will be using the new strategic plan as a living document which is used to guide the day to day running and the philosophy and thinking of the organisation. This document is now the 4-year *Wanderers Rugby Football Club Strategic Plan 2021 - 2025*, and will help guide the Club through its Centenary in 2024.

As with the previous Strategic Plan there is a considerable amount of work required to implement fully and achieve the Key Performance Indicators of this revised strategic plan. All strategic goals have varying degrees of elements of work that are required to be completed by a range of stakeholders. The adoption of the plan by the WRFC Board and its implementation is essential for robust delivery.



OUR VISION

- > To inspire the Wanderers' community



OUR PROMISE

- > Live the Wanderer's Way
- > Respecting our past
- > Building our Future



OUR STANDARDS

- > Strength through Loyalty
- > Care about our people, our game, our history
- > Win, Lose and Learn Together
- > Open to continuous improvement



OUR
**FOCUS
AREAS**





RELATIONSHIPS
WE POSITIVELY
INFLUENCE

- > Rugby is a game for everyone – we positively influence and support Rugby Australia’s Policy to make rugby a game for everyone.
- > Embrace a new age of media communication and interaction with the Wanderer’s community and supports, fans and interested community members everywhere.
- > Be a strong voice with NHRU, Council, Government and other key stakeholders to grow and prosper the game.
- > Collaborate with sports codes, industry and institutions in the region to extend our reach into the community.
- > Build our Volunteer base.



GROW THE GAME
WE PUT
PARTICIPATION
FIRST

- > We put participation first.
- > Accept responsibility for promoting rugby as safe, fun and values based.
- > Maintain a clear path for players, coaches and referees – men, women and children.
- > Use new technology to improve our service
- > Build our Volunteer base.



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BRAND EVOLUTION
WE ARE INCLUSIVE
& AUTHENTIC

- > The Board, playing group, members and supporters are committed to the RA Respect and Responsibility goals.
- > Develop a Wanderers' Brand Plan focused on values and behaviour.
- > Establish a platform for identifying and nurturing leadership across the club.
- > Build our Volunteer base.



RUGBY SUCCESS
WE WIN
CHAMPIONSHIPS

- > Our men's, women's and junior teams play in the finals every season.
- > We win the Senior and Junior Club Championship.
- > Deliver a holistic experience for our playing group and a clear representative pathway for our juniors.
- > Add value to the relationship with NHRU, NSECRU and NSWRU.
- > Create an innovative retention and recruitment program.
- > Build our Volunteer base.



COMMERCIAL
WE ARE
SUSTAINABLE

- > Maintain our portfolio of sponsors and explore non-traditional partners and new rights opportunities.
- > Implement diverse revenue streams.
- > Apply diligent cost control measures to manage and maintain cashflow.
- > Maintain our One Club philosophy and develop clear roles, succession plans and supporting policies
- > Build our Volunteer base.





PROUDLY PARTNERED WITH

