



A UNITED APPROACH TO THE STRATEGIC GOALS FOR PHILIPPINE RUGBY: 2019 to 2023



PERFORM

INVEST

CONNECT

Our Vision:

To make Rugby a recognized and popular sport in the Philippines, played by Filipinos.

Our Mission:

To create communities that are inspired to play Rugby, grow Rugby, and watch Rugby.



Our Values:

Inspiration, Unity, Legacy, Respect, Passion



Our Ambition:

For Philippine Rugby and the Philippine Volcanoes to achieve the following by 2023: be a leading performer in Asian Rugby; have an increased support system from the National Governing Body for local Rugby clubs; develop grassroots numbers as a reflection of the game's growth across the country; and for our investors to feel the impact of their valued contributions to Rugby in the Philippines. By achieving these strategic goals, the PRFU can ensure Rugby in the Philippines continues to develop and grow for the next 4 years.



Our Reputation:

Rugby in the Philippines aims to be known as a national leader in sport. Our governance, management processes & performance will set the standard for best practices and act as an example for all national sports associations.

The PRFU aims to build, protect and maintain a reputable partnership with the Philippine Sports Commission, the Philippine Olympic Committee, Asia Rugby, and World Rugby.

What will success look like?

- Philippine Rugby will be known as a leading National Sports Association (NSA) in the Philippines where performance, governance and management processes will set the standard for best practices in the country
- High performance programs will produce winning results for the Philippine National Teams in global competitions
- Growth in local schools and Department of Education programs
- Club Rugby to feel a range of support from the PRFU
- Club management to possess a higher standard
- Clubs will have integrated development pathways from U12s through to U18s
- The domestic competitions of Philippine Rugby will produce high standards of management and preparation, allowing match weekends to exceed expectations for players, fans and supporters
- The promotion and positioning of women in rugby will reflect equal opportunities and access to the game
- Increased support for match officials will see a higher standard of Rugby being played and officiated
- Growth in fan engagement
- Growth in grassroots activities and local players' participation
- A higher level of retention for sponsorship
- An increased involvement and awareness of Rugby amongst the clubs and their partnership and cooperation with PRFU
- A deep connection with fans, players, supporters and investors to raise the profile of Philippine Rugby
- New sponsors and investments into Philippine Rugby
- Increased social media and news for our Rugby community
- Increased interest, knowledge and respect for Rugby by Filipinos

Our strategy: how will we achieve our ambition?

1. PERFORM - Volcanoes to achieve international success

1.1 Create sustainable national team programs each year in the U18s (7s), U19s (15s), U20s (7s) and Opens (7s & 15s) competitions for Asia Rugby.

1.2 Develop strong relationships with the Philippine Olympic Committee and Philippine Sports Commission for Olympic Charter events. These events include the Southeast Asian Games (2019 & 2021), Asian Games (2022) & Olympic Qualifiers (2019).

1.3 Create a high performance environment across all our national team programs by investing in technology (equipment), coaching development and talent identification (recruitment).

1.4 Invest, recruit and retain experienced coaches for the national team programs.

1.5 Look to expand each national team to have an ideal number of touring staff members to aid performance.

1.6 Establish regional HP programs across international stations in Australia, New Zealand, Hong Kong, United Kingdom and the USA.

1.7 Create a specialised HP program for each national team/player 16 weeks prior to competition.

1.8 Develop locally based national development teams across 7s & 15s programs to aid the national program.

1.9 Ensure each national team has appropriate training preparation by providing our national teams the ability to train at the Southern Plains High Performance Facility for a minimum one week intensive training camp prior to international competitions.

1.10 Implement the PRFU domestic competitions to align with the Asia Rugby calendar to ensure locally based national players are ready for international standard of play.

1.11 Maximise networks and funding for both the Men's and Women's 7s/15s program to participate in at least two additional tours each year to aid program development.

2. INVEST - Support grassroots, schools and local Rugby

2.1 Education at the forefront for PRFU Clubs (PCs):

- Develop a Philippine Rugby 'Club Management' course targeted to better support PCs, with special focus on administration, finance, marketing, development, sponsorship, recruitment, retention, vision, mission, KPI's and a long term player development pathways.
- Develop structured pathways and continued specific training & education courses to inspire more PC representatives to be involved in Rugby. Priorities include: Coaching, Match Officiating, Strength & Conditioning and First Aid courses, to help grow Rugby participation for their PC.
- Develop a strong and engaged local coaching program and heighten skills of local PC coaches by having our national coaches run mentorship sessions as part of a coach development program
- Work & train Philippine Rugby's development officers in their roles and responsibilities to help each club/school/program effectively.

2.2 Grow sustainable participation and aid development:

- Implement and facilitate Get Into Rugby (GIR) sessions with local schools and DepEd Programs.
- Facilitate and connect PCs with local schools in the area and their Local Government Units (LGUs) and aim to utilise their resources, facilities & reach (numbers). This strategy will drive a PC's growth and future.
- Focus on a development pathway that has each PC playing U12 Tag, U14 modified contact, and U16 to U18s full contact.
- Source equipment and field facilities for PCs with the help of the PRFU.
- Invest in the both local and international school competitions to ensure students in the Philippines have access to play quality Rugby from a young age.

2.3 Domestic Competitions - a sustainable platform for growth and quality of play:

- Improve the quality of meaningful competition for the Luzon domestic 15s league.
- Invest and ensure regional PCs located in the Visayas and Mindanao are playing in a series of 15s matches.
- Continued delivery of the 'open' and 'national development' divisions for the Luzon Sevens Series.
- Look to expand the Luzon Sevens Series model and host it both in the Visayas and Mindanao.
- Play Rugby in at least five different locations for each of the 15s and 7s domestic competitions in Luzon.
- Work with regional PCs to ensure hosting tournaments are well planned in advance and dates are spread across the calendar year.
- Proactive approach to plan, set and coordinate all competition dates in December of each year prior to the following years competitions.

2.4 Women's Rugby - maximise a game for all:

- Embrace and champion Rugby for women and girls.
- Ensure development and grassroots programs have equal opportunities for women to join the game.
- Develop aspirational and inspirational domestic competitions across all regions for Women's Rugby in both formats of the game.
- Ensure Women's Rugby is aligned with the Men's competitions to reflect equal representation.
- Profile inspirational role models and ambassadors for our Lady Volcanoes and their respective clubs.
- Raise awareness and promote women's rugby among PCs.
- Ensure gender inclusiveness and female representation in governance, management, coaching and management across each PC.

2.5 Match Officials - play the game the right way for Philippine Rugby:

- Proactive development to acknowledge the importance of match officials and the impact they have on our game.
- Identify, recruit and retain competent people to referee for Philippine Rugby and our PCs.
- Develop on-going training and education for all match officials to ensure the game is played within the laws and the spirit of Rugby.
- Support local match officials through an accredited World Rugby Coach Match Official (CMO) and support the CMO in professional development abroad.
- Create and provide ongoing support for a network of match officials committed to sharing their experiences.

3. CONNECT - Inspire our community

3.1 Engage our fans, grow our reach

- Profile Rugby as a sport to 'follow' and have fans stay engaged in a digital and online capacity.
- Provide support for PCs to create content that encourages involvement in Rugby and promotes the positive image of the game.
- Capitalise on 'Saturday is Rugby Day' to entice attendance and participation.
- Work with PCs and promote Rugby in their locations to potential new players, sponsors, fans and members.

3.2. Return the investment, prove the impact

- Provide sponsors and partners proof of 'bang for their buck'.
- Develop quarterly status reports and updates for sponsors and partners.
- Execute KPI's with evidence and on-going communication.
- Maximise commercial value of the game targeting a 'Sport for All' approach.
- Create and host events with key sponsors and partners.
- Invest in project activations for each sponsor to maximise their partnership and their awareness of Philippine Rugby's activities and achievements.

3.3 Create a Club team nationwide

- Maximise visibility for PCs and their players involved in Philippine Rugby.
- Highlight the spirit of Rugby among PCs and the joys of our Rugby community.
- Spread the love for our game and showcase domestic Rugby as one of our premier products.
- Continued delivery of 'Saturday is Rugby Day' for PCs to be inspired to play each weekend.
- Inform the community and share regular updates from the Union.

3.3 Stage competitions with high entertainment value

- Promote competitions early across all forms of media to increase the likelihood of a high attendance rate.
- Create online content leading up to events and competitions.
- Look to expand the viewership of Rugby across online platforms. Connect via Facebook Live and Instagram Stories to keep an online presence and to ensure followers are engaged and informed.
- Create and provide a match day experience to connect with our community.
- Ensure matches are fair and tightly contested.
- Play Rugby in high populated areas, with ease of access to all.
- Unlock new and diverse ways to advertise and promote sponsors on match days.
- Spread Rugby outside Metro Manila to connect with PCs fan base.

For more information - contact our team at Philippine Rugby



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