

# Strategic Results: Large player base, Sustainability, Large fan-base

Grow the Game, Attract and manage resources, Fan-focused

Customer

Increase fan base

Increase player base and participation

Financial

Increase revenue streams

Reduce costs

Improve resource allocation and management

Processes

Improve event quality and awareness

Increase strategic Partnerships

Improve progress pathways

Increase use of modern technology

Improve service delivery processes

Improve leadership and governance

People and Systems

Enhance technical capacity

Enhance stakeholder relationships

Enhance Rugby culture

Increase Rugby volunteers

