



UNITE / EXCITE / INSPIRE

STRATEGIC PLAN 2018-2022



## STADIA

THE BIGGEST SPORTING INFRASTRUCTURE BOOST IN THE GAME'S HISTORY



New stadia already being built at **Parramatta** and **Townsville**



New stadia proposed for **Moore Park** and **Sydney Olympic Park**



## GRASSROOTS

MORE FUNDING FOR JUNIOR LEAGUE THAN EVER BEFORE



New participation strategy – encouraging **young people** to play our game

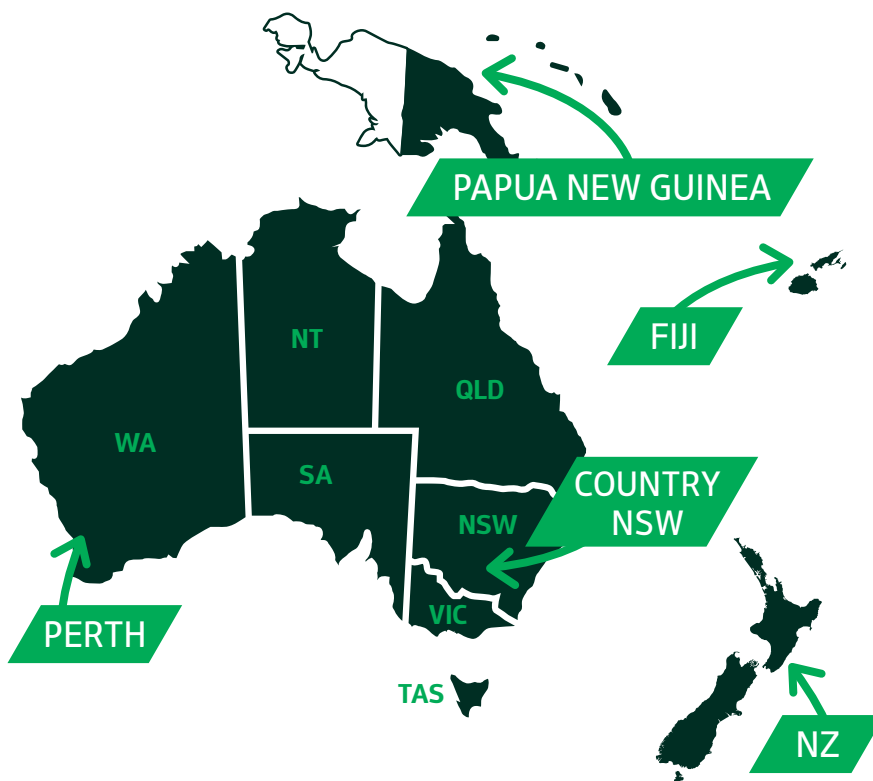


New formats to **keep juniors** in our game **longer**



## EXPANSION

EXPANSION OF THE NRL IS BACK ON THE TABLE



New **State Cups** to provide opportunities for teams **around Australia**



Scope for **overseas** team – including **Fiji** and **Papua New Guinea** – to stake their claims

## WOMEN'S GAME

THE FASTEST GROWING PART OF OUR GAME



A new NRL **Women's Premiership** for the first time in 2018



**Jillaroos** and **State of Origin** to headline our elite Women's calendar





# UNITE

We will be the most accessible and inclusive Australian sport by offering the highest quality participation experiences.

PRIORITIES	MEASUREMENTS
Prioritise growth in the number of participants who are registering to play the game across all formats	<ul style="list-style-type: none"> <li>Improve and increase the number of male and female junior registered participants</li> <li>Implement digital coaching and training resources to support local leagues and retention rates</li> <li>Deliver increased regional and rural visits by NRL clubs and players to support and encourage participation efforts</li> </ul>
Deliver contact and non-contact participation options for males and females year-round	<ul style="list-style-type: none"> <li>Implement a national, introductory participation program aimed at inviting and increasing junior participants to come and try Rugby League</li> <li>Integrate an optimal non-contact league offering and increase the number of non-contact participants who register to play league</li> <li>Establish a national women's competition aligned to NRL clubs</li> </ul>
Build the foundations for a national footprint via participation growth and clear pathways	<ul style="list-style-type: none"> <li>Expand the New South Wales and Queensland Cup second-tier competitions beyond state borders</li> <li>Increase the number of participants registered to play the game across non-traditional Rugby League states (outside of New South Wales and Queensland)</li> </ul>

# EXCITE

We will be a first choice entertainment option by investing in key areas that improve our fans' experience.

PRIORITIES	MEASUREMENTS
Establish world-class rectangular stadia in key markets and deliver an enhanced game-day experience across stadia	<ul style="list-style-type: none"> <li>Support a new, multi-stadia package, in partnership with Governments across Australia</li> <li>Support NRL clubs in developing increased and exciting game-day experiences for fans</li> <li>Support efforts to implement best-practice sharing between clubs to maximise commercial and stakeholder benefits</li> </ul>
Provide continuous and free-flowing football and equally reward skill and power in the elite game	<ul style="list-style-type: none"> <li>Improve ball in play as a percentage of elapsed game time</li> <li>Improve stakeholder satisfaction results across the elite game on-field</li> <li>Ensure that the laws of the game achieve an appropriate balance between an entertaining product and player health and welfare</li> </ul>
Create new and exciting content available on existing and new platforms year-round	<ul style="list-style-type: none"> <li>Become a leading digital network source for Rugby League news and entertainment</li> <li>Increase the number of unique users per week that access the NRL digital network</li> </ul>

# INSPIRE

We will be a larger, more diverse Rugby League family by championing our game and celebrating the unique community difference it makes.

PRIORITIES	MEASUREMENTS
Convert a greater proportion of fans into advocates of our game	<ul style="list-style-type: none"> <li>Promote an increased level of positive stories within Rugby League, in line with NRL Community, Wellbeing and Education programs</li> <li>Implement a game-wide Inclusion Framework that promotes participation and engagement across communities and leads to a safer, more welcoming and inclusive sport</li> </ul>
Leverage the game's unique ability to make a difference in our community	<ul style="list-style-type: none"> <li>Ensure that every dollar invested in an NRL Community program generates a positive social and business return on investment</li> <li>Implement an 'Elevate' Reconciliation Action Plan</li> </ul>
Communicate and celebrate the positive profiles and stories of our players	<ul style="list-style-type: none"> <li>Deliver improved media sentiment via the support and stories of players, clubs and communities</li> <li>Increase partner and stakeholder recognition linked to NRL Community, Wellbeing and Education programs</li> </ul>





## OUR PURPOSE /

To bring people together for the best sports and entertainment experience – **UNITE**, **EXCITE** and **INSPIRE**

## OUR BELIEFS /

WE ARE INCLUSIVE  
WE ARE POSITIVE  
WE ARE UNITED  
WE ARE DISCIPLINED

“RUGBY LEAGUE  
CHANGED MY LIFE.”

Obed Karwhin, a refugee from Sierra Leone who, together with his mother, fled war-torn West Africa when he was four years old.

## 2018-2022 VISION

THIS IS OUR FUTURE TO BUILD TOGETHER

-  **New** stadiums and facilities
-  **Upgraded** transportation
-  **Increased** junior competitions
-  **Expanded** State Cups
-  **Cutting-edge technology** across networks and matches
-  **Leading** Community and Wellbeing programs
-  **New** women's competitions
-  **Reinvigorated** Hall of Fame and Immortals – a legacy for the ages
  - » Revival of the Immortals and Hall of Fame
  - » Up to two new Immortals every four years
-  **State of Origin** - showcased across Australia and the world
-  World-class **Premiership**



