



GLENFIELD RUGBY FOOTBALL CLUB

GLENFIELD RUGBY FOOTBALL CLUB

Strategic Framework





GLENFIELD RUGBY FOOTBALL CLUB

Our Desire

Community focused – family friendly

Our Vision

To be the leading rugby club, on and off the field, in the North Harbour province, by successfully developing and promoting the game throughout our community

We want to realise our vision by making/providing:

- The game the sport of choice for the maximum possible number of people in our community
- The game is healthy and strong
- An environment that is entertaining, aspirational, attractive, fun, enjoyable and sustainable
- Having plans in place to generate quality individuals

Our Ethos and Values

- Integrity
- Unity
- Courage
- Excellence
- Respect
- Trust

Our Strategic Goals

- Winning Culture
- Peak performing community organisation
- An environment that maximises the involvement and enjoyment
- Best practice to monitor what we do and judge our performance

Our Outcomes

- To win competitions and be the leading club in North Harbour
- To be an organisation that rewards everyone involved in the game and help them realise their aspirations and reach their potential
- To have the financial resources to underwrite the growth and future success of rugby in Glenfield





GLENFIELD RUGBY FOOTBALL CLUB

Key Strategic Themes

- Community
- Commercial
- Governance/Administration
- Development

Glenfield Rugby Club has adopted 4 strategic themes

The rationales behind each Strategic Theme is outlined as follows:

COMMUNITY

What the theme means: All members of the rugby family who are involved in the game

Why it is important: It is where the passion and competitive spirit of the game is developed

Objective: In partnership with the members of the rugby family create the environment to maximize enjoyment and participation

STRATEGIES

- To provide an environment that leads to all those involved to realise their aspirations and reach their full potential
- To encourage participation and connection with the game
- Ensure ongoing recognition of volunteers
- To develop a strong relationship with schools



COMMERCIAL

What the theme means: To manage the business to maximize profit

Why it is important: To increase the financial resources to underwrite the growth and future success of rugby in the Glenfield area.

Objective: To build and develop revenue base and relationships. To operate the business at the lowest sustainable cost level

STRATEGIES

- Establish clear guidelines for revenue and expenditure
- Seek new business partners
- Establish new projects with commercial returns
- Provide facilities that will meet commercial objectives



GLENFIELD RUGBY FOOTBALL CLUB

GOVERNANCE AND ADMINISTRATION

What the theme means: The process used to set direction, priorities, policies, performance expectations and monitor achievements

Why it is important: To ensure that the organization is well managed and delivers against its planned objectives

Objective: To develop processes that are used to monitor the management of the business

STRATEGIES

- Articulate rights and responsibilities of all members/stakeholders
- Establish opportunities for contact with members/stakeholders to promote Glenfield Rugby
- Review all policies and strategies



DEVELOPMENT

What the theme means: To grow the skills and knowledge of players, coaches, referees and administrators.

Why it is important: To provide participants with the opportunity to learn skills and strive to achieve at their optimum level

Objective: More skilled players, coaches, referees and administrators.

STRATEGIES

- Implement a development programme to cater for all people involved in rugby
- Implement an effective communication strategy to communicate the programme to reach all those involved in rugby



GLENFIELD RUGBY FOOTBALL CLUB

PRIORITIES IN 2008

- 1. Create/implement a plan to develop and grow our connection with the community**
- 2. Create/implement a plan to maintain and develop our facility**
- 3. Become financially stronger with less reliance on gaming income**
- 4. Review/improve administration systems**
- 5. Implement communication strategy to foster/enhance relationships with our members, volunteers, stakeholders**
- 6. Create/implement a plan to develop the game across our club**
- 7. Improve on-field results**
- 8. Retain our players, coaches, volunteers, administrators**

