

MANAWATU RUGBY LEAGUE

Game Plan 2016 - 2020





5 Main Objectives - 2016 Season

- + Develop our "Game Makers" (Coaches, Trainers, Administrators, Managers)
- + Gain 50k of Sponsorship
- + Hold a memorable event for our stakeholders & community
- + Grow our relationship with the Melbourne Storm/NRL Team
- + Build public awareness of the Manawatu Mustangs brand

Manawatu Rugby League

Sport Manawatu, 50 Queen Street, Palmerston North

Ph: 06 350 2968, Email: admin@manwaturugbyleague.co.nz



Vision

To make Rugby League a mainstream sport in the Manawatu, Horowhenua, Tararua, Rangitikei and Wanganui regions

Mission

To lead, grow, and promote rugby league in the Manawatu, Horowhenua, Tararua, Rangitikei and Wanganui regions and facilitate an environment that is inviting and accessible for all

Purpose

We exist so that our district communities can participate in and enjoy the sport of rugby league at any level.

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Values

LEADERSHIP - *GUIDANCE THROUGH A QUALITY PLAN*

STANDARDS - *WE SET THE BENCHMARK FOR THE NATION, ON AN OFF THE FIELD*

INNOVATION - *WE DO THINGS DIFFERENTLY TO BETTER OUR GAME*

INTEGRITY - *WE ARE TRANSPARENT IN THE THINGS WE DO, AND DO WHAT WE SAY*

PRIDE - *HAVE PRIDE IN EVERYTHING WE DO*



Strategic Priorities



Manawatu Rugby League

Sport Manawatu, 50 Queen Street, Palmerston North

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Strategic Priorities

GOVERNANCE AND LEADERSHIP

An effective board including employees who operate in the best interests of Rugby League

Action Plan

- Documents including plans, policies and procedures are established and reviewed annually
- Board portfolios are established and members are held to account
- Consistent outputs are delivered regionally
- Build a leading sports profile in the Region



Strategic Priorities

FINANCE AND FUNDING

To be proactive with our funding and operate our finance in best practise

Action Plan

- Financial security for the District Manager for a minimum three years
- Continued engagement with existing funders and sponsors while also building new funding opportunities
- Financial reports are accurate, and reported on time
- Establish robust transparent financial plans and procedures approved



Strategic Priorities

PEOPLE AND PARTNERS

A network of skilled people and capable partners, providing positive Rugby League experiences in support of participants

Action Plan

- MRL has a strong network of stakeholders regionally
- MRL is a key strategic partner with access to increased investment opportunities
- MRL is a valued, respected partner and brand both locally and regionally
- MRL has first class facilities, equipment, and up-to-date technology



Strategic Priorities

PATHWAYS

Building a Rugby League system that provides opportunities and experiences to participants that encourages ongoing engagement

Action Plan

- Our Rugby League environments are welcoming, diverse, friendly, drug free, and alcohol free
- Development of regional capability system including increasing the number of quality referees, coaches, managers, and participants
- Rugby League growth in schools, leveraging from local and regional competitions
- Create a clear performance pathway for players of all ages and genders



Strategic Priorities

MARKETING AND COMPETITIONS

Develop a comprehensive Rugby League calendar of events for our community

Action Plan

- Build and implement a promotion and marketing plan
- Recognise and celebrate our successes through events, awards, life members, and international success
- Deliver quality competitions and programmes
- Hold an annual event that showcases Rugby League regionally