



Strategic Business Plan – The Way Forward

The Strategic Business Plan will play an integral role in managing the Southern Lions SLRUFC and achieving its goals over the next **FIVE** years.

This brief provides the framework for the development of the new Southern Lions Rugby Union Football Club (SLRUFC) Strategic Plan.

The Strategic Business Plan will contain detailed planning to achieve:

- Financial Stability and Growth.
- Improved and Effective Governance and Management Practices in place.
- Achieve excellence in content and delivery of Rugby Performance / Coaching Programs.
- Greater level of support from RugbyWA.
- Stronger relationships with elected representatives of Local, State and Federal Government.
- Stronger relationships with City of Cockburn Administration.
- Increase levels of Sponsorship.
- Increase levels of Fundraising.
- Increased Player numbers.
- Effective Volunteer Management Plan leading to increased member volunteering and support.

The Strategic Business Plan will be used extensively by the Committee. It will be reviewed annually to reflect the ongoing development and needs of SLRUFC.

Mission Statement

“To be the PREMIER Rugby Union Club in Perth (Western Australia).”

Vision Statement

Southern Lions RUFC will be the Premier Rugby Union Club in Perth (WA). To achieve this, we will have best practice Strategic Planning to guide our club from Championship to Premier level. We will succeed because our people have the necessary knowledge & passion and we provide each other with the support & the good will to excel. Our vision is for Southern Lions RUFC to be a strong community hub, in the Southern Suburbs of Perth. We will encourage community participation, social inclusion, keeping active and healthy, team work and absolute sportsmanship. We will offer a supportive, family orientated environment, where people of all ages and backgrounds can come together to share in a sense of community, a sense of pride and a passion for the game of Rugby Union.

What are our Goals?

- Achieve Premier Status in 5 years.
- Be Competitive, Make Finals and Win Junior and Senior Competitions. Ultimately, Win the Premiership Competition of Western Australia.
- To grow Rugby Union and be the club of choice in Perth.
- Maintaining our Junior growth and Doubling our Senior numbers.
- To develop the skills of all of our committee, coaches, players and volunteers to support a competitive Premier Grade team through outstanding coaching programs and team administration.
- Provide a fun, friendly, competitive and family sporting atmosphere for all players, supporters and sponsors.
- To develop relationships with elected representatives and the City of Cockburn.
- To engage with business to develop a sustainable portfolio of sponsorship packages.
- To contribute to the community of the City of Cockburn by providing an environment for young people to develop an active and community based identity.
- Increase our volunteer, supporter and social memberships.

Strategic Plan Period

January 2016 to December 2021

(Period the plan covers, i.e. 1 January, 2016 to 31st December 2021 – five year plan)

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