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

**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

**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

**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

Priority 1: Growth in the number of participants across the state and nation
- Develop new processes for registration across all channels
- Implement and monitor growth metrics
- Deliver a national platform for recruitment and participation

MEASUREMENTS

- Increase the number of participants
- Improve engagement rates
- Increase the number of new participants

Deliver contact and non-contact participation options for males and females across all ages

- Develop a program for very young children
- Introduce a program for older adults
- Increase participation rates across all age groups

Build partnerships with external organizations for expansion

- Partner with local schools and community groups
- Develop partnerships with community organizations
- Increase participation rates across all age groups

EXCITE

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

PRIORITIES

Priority 1: Establish world-class rectangular stadiums in key markets
- Identify key markets for stadium development
- Implement a strategy for stadium development
- Increase the number of rectangular stadiums

MEASUREMENTS

- Establish a world-class rectangular stadium in key markets
- Increase attendance at events
- Improve fan experience

Provide continuous and free-flowing football and equal reward skill and power in the elite game

- Develop a program for elite players
- Increase the number of elite players
- Improve performance on the field

Create new and exciting content available on existing and new platforms

- Develop a content strategy
- Increase the number of subscribers
- Improve engagement rates

INSPIRE

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

PRIORITIES

Priority 1: Convert a greater proportion of fans into advocates of our game
- Develop a program for fan engagement
- Increase the number of advocates
- Improve fan satisfaction

MEASUREMENTS

- Convert a greater proportion of fans into advocates
- Increase the number of advocates
- Improve fan satisfaction

Leverage the game’s unique ability to make a difference in our community

- Develop a program for community engagement
- Increase the number of community programs
- Improve community impact

Communicate and celebrate the positive profiles and stories of our players

- Develop a program for profile development
- Increase the number of profiles
- Improve media coverage

PRIORITIES

Priority 1: Promote an increased level of positive stories within Rugby League
- Develop a program for positive story promotion
- Increase the number of positive stories
- Improve media coverage

MEASUREMENTS

- Promote an increased level of positive stories
- Increase the number of positive stories
- Improve media coverage

Leverage the game’s unique ability to make a difference in our community

- Develop a program for community engagement
- Increase the number of community programs
- Improve community impact

Communicate and celebrate the positive profiles and stories of our players

- Develop a program for profile development
- Increase the number of profiles
- Improve media coverage

Deliver improved media content via the support of stories of players, clubs, and communities

- Develop a program for media content
- Increase the number of media stories
- Improve media coverage

Increase partner and stakeholder recognition linked to NRL Community, Wellbeing and Education programs

- Develop a program for partner and stakeholder recognition
- Increase the number of partners
- Improve stakeholder recognition

- Develop a program for media content
- Increase the number of media stories
- Improve media coverage

Deliver improved media content via the support of stories of players, clubs, and communities

- Develop a program for media content
- Increase the number of media stories
- Improve media coverage
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.”

Obad Karshie, 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**