



Accelerating the global development of women in rugby 2017–25



Our story:

Rugby has no barriers. It is a progressive, modern, attractive, dynamic and inclusive sport played by girls and women, boys and men around the world. Women and girls involved in rugby develop a long-term passion for the game, and are the rugby players, administrators, coaches, officials, fans and investors of the future. Women in rugby are exceptional athletes and leaders with huge influence in their communities, the commercial sector and governments.

They play a critical role in protecting, nurturing and growing the game, while building character, unifying communities and nations and inspiring young people to excel in everything they do.



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Our Vision:

A sport for all, true to its values.

Our Mission:

Growing the global family – Protect, grow and inspire.

Our Values:

Integrity, respect, solidarity, passion, discipline.

Our Ambition:



By 2025, rugby will be a global leader in sport, where women involved in rugby have equity on and off the field, are reflected in all strategy, plans and structures, making highly valued contributions to participation, performance, leadership and investment in the global game of rugby.

What will success look like?

- Rugby will have at least **double the number of registered players** with integrated development pathways meeting the needs of players globally.
- World-class **high performance programmes will produce inspirational results**, with tight winning margins at pinnacle events exceeding expectations of players, fans and investors.
- Rugby will be a global leader in sport; its **governance and management processes will set the standard for best practice**. Inspirational role models will entice future leaders.
- The promotion and positioning of women in rugby at all levels will result in **significantly increased involvement and interest** from fans, audiences, players and investors.
- **Diversified investment** in the women's game will underpin ongoing development, with the business case for investment attracting significant interest.

Our strategy: how will we achieve our ambition?

Grow sustainable participation

- Proactive development to acknowledge the cultural differences that impact on the format of the game played.
- Robust union development plans in place that substantially grow sustainable participation.
 - Domestic competition pathways for all ages, levels and variations of the game.
 - Regard for the role of, and link between communities, clubs, schools and, universities; and
 - Issues around access to facilities addressed.
- Continued global delivery of Get Into Rugby, Impact Beyond and other entry-level programmes.
- Regions and unions ensure sufficient coaches, match officials and medical staff are qualified to meet increased demand linked to anticipated growth of players.

High performance quality competitions

- World Rugby high performance programme to provide targeted investment and technical advice impacting the competitiveness of international rugby.
- Develop the performance capability of targeted unions to deliver exceptional competitive results at Women's Rugby World Cup, Olympic Games and Sevens Series events.
- Review, and amend as appropriate, laws and regulations based on robust analysis to improve the quality of the game.
- Develop aspirational and inspirational domestic and international competitions with high entertainment value.
- Look to expand the number of teams (15s and sevens) competing in pinnacle competitions and/or develop second tier competitions and/or develop second tier competitions and/or develop second tier competitions to pinnacle events.

Inspirational leadership on and off the field

- All World Rugby Board, working groups, advisory committees, and senior management to reflect good practice in terms of female representation – a foundation principle in the global game of rugby at all levels.
- Work with regional associations and unions to review gender inclusiveness in governance and management, and implement proactive strategies to develop good practice.
- Develop and implement targeted leadership development programmes to identify and support the current and the next generation of female leaders in World Rugby, regional associations and member unions.
- Create and provide ongoing support for an international network of key influencers (men and women) committed to sharing good practice and driving strategic change for women in rugby.

Profile with impact inspiring engagement

- Facilitate global campaigns that eliminate barriers - real or perceived - to women and girls involved in rugby, enticing a strong and engaged network of fans and broadcasters.
- Develop an international integrated approach to marketing and promotions, attracting female viewers, attendees and consumers to rugby.
- Increase reach through developing new broadcast markets, and enhanced exposure of women in rugby on all digital communication platforms.
- Ensure all publications, presentations and online media communication are gender neutral.
- Profile inspirational role models and ambassadors.
- Capitalise on and leverage the profile of the Olympic Games and Women's Rugby World Cup.

Strategic sustainable investment partners

- Unlock new and diverse revenue streams.
- Develop a strong and engaged portfolio of sponsors and other financial partners committed to long-term investment in the women's game.
- Maximise commercial value and increase the financial sustainability of international women's rugby.
- Implement a high growth commercial strategy to increase the value of the women's game.
- Women's global events to become profit generating.
- Develop and expand non-commercial partners' (governments, international agencies) investment in the women's game.
- Ensure broadcast visibility of the women's game in all commercial deals.