



*International Wheelchair Rugby Federation*

# STRATEGIC PLAN EXECUTIVE SUMMARY 2019 - 2024





## **VISION**

**WORLD LEADER IN PARA SPORT**



## **MISSION**

**GROWING AND SUPPORTING  
THE WHEELCHAIR RUGBY FAMILY**



## **VALUE PROPOSITION**

**WHEELCHAIR RUGBY IS AN EXCITING SPORT THAT PROVIDES  
INSPIRING ROLE MODELS AND CHANGES LIVES**





# VALUES

PASSION

INCLUSION

RESPECT

ATHLETE FOCUS

INTEGRITY

SUPPORT



# GOALS

The first three goals represent the strong FOUNDATION in our core business of Paralympic wheelchair rugby.

## 1. STRONG LEADERSHIP AND EFFECTIVE GOVERNANCE

*As the global leader for the sport of wheelchair rugby, the IWRF must be a well-run organization that responds to the needs of its members and communicates effectively with internal and external stakeholders.*

- *Review and revise the organisation's structure*
- *Review and update governance documents as required*
- *Implement a revised Board structure*
- *Improve internal and external communications by implementing efficient systems*
- *Engage and influence important stakeholders*

## 2. GROWTH AND DEVELOPMENT OF WHEELCHAIR RUGBY

*The increasing profile of the sport has generated interest in countries and regions where the sport is not widely played.*

- *Strengthen the middle tier nations*
- *Improve communications with IWRF members*
- *New member development in Africa*
- *Develop training resources for all members*
- *Increase participation by underrepresented groups*
- *Implement observer programmes at events*



## 3. TECHNICAL EXCELLENCE IN PARALYMPIC WHEELCHAIR RUGBY

*The IWRF will continue to devote significant resources to providing world-class competitive opportunities in our core sport, supported by trained, skilled officials and classifiers.*

- *Collaborate across functional areas*
- *Professional development of IWRF officials and leaders*
- *Maintain anti-doping programme*
- *Expand research across technical areas*



*IWRF Board and Committee Chairs*



***“The IWRF’s efforts to develop a new strategic plan are supported by World Rugby and we were delighted to welcome the IWRF Board to World Rugby House in May 2019 and engage with the team tasked with drafting the framework for the IWRF’s exciting new strategy.”***

***- IWRF Board and World Rugby CEO, Brett Gosper (seated middle)***



# GOALS

The next four goals are the pillars that will support the future GROWTH of the IWRF and wheelchair rugby.

## 4. STRONG PARTNERSHIP WITH WORLD RUGBY

*As an independent international federation, the IWRF has wide-ranging responsibilities and requires the right skill sets, resources, and capacity to fulfil them.*

- *Link the Wheelchair Rugby World Championship with the Rugby World Cup*
- *Endorse links between IWRF and World Rugby member organizations*
- *Provision of partnership models for IWRF and World Rugby national members*
- *Identify departmental synergies with World Rugby*

## 5. SUSTAIN INCREASE IN REVENUES

*Creating new and more diverse revenue streams is necessary to ensure the sustainability and growth of our organisation.*

- *Explore potential for WRWC / RWC sponsorship revenue*
- *Leverage broadcast and communication technologies*
- *Ensure sponsor activation and protection*
- *Increase revenues from grants and foundations*
- *Maintain member revenues*



# GOALS

## 6. INCREASE INVOLVEMENT WITH WHEELCHAIR RUGBY VARIATIONS

*As the original, now Paralympic, version grows, more people want to play this exciting, full-contact team sport.*

- *Focus on three distinct formats: Paralympic wheelchair rugby; open wheelchair rugby; and wheelchair rugby sevens*
- *Engage with the organizations managing the major streams of open wheelchair rugby*
- *Standardize international rules for open wheelchair rugby including classification*
- *Develop governance model for open wheelchair rugby within the IWRF*
- *Support wheelchair rugby sevens in developing a pathway towards recognition by the IWRF*

## 7. STEP CHANGE IN BROADCAST AND COMMUNICATION

*We now watch movies, news and sport in totally different ways from ten years ago. Broadcasting our sport in many different and innovative ways is our next challenge.*

- *Engage current, innovative people that are knowledgeable and experienced in current and future trends and technology*
- *Produce an integrated communication strategy and process*
- *Engage and educate IWRF members*
- *Develop a multi-channel broadcast strategy*