



# Strategic Plan

2026 - 2029

# President Introduction

It is my pleasure to introduce the organisation's Strategic Plan. To give this context, I am looking back at our last two strategic phases, which covered 2015 to 2018 and our previous plan, 2019 to 2024.

Both of these reflect the ambition that resonates throughout our sport at all levels. Our athletes all have their stories of overcoming adversity or indeed continuing with the challenges of daily living with a disability. This is often done with an element of understatement but always resilience. It's where our values come from and is played out in the sport and life.

Our ambition reflects our athletes. It was not always easy to achieve, and there are several factors involved in strategic goals not being fully realised. I will focus on one of the key reasons; organisational capacity.

I am quick to qualify this with the recognition of the contribution that our volunteers make in everything we do. As a Paralympic sport, we are run by volunteers with the skills, integrity, and passion within every one of them. I will thank them now and thank them later.

The challenge for each and every one of them is the amount of time they can contribute to the running of our daily business. Their daily lives, families, friends, and work will be their priorities.

I also recognise that this is not just the challenge of the International Federation but also our National Member Organisations.

It is this limited amount of time that sits at the heart of our organisational capacity challenge.



# Realistic and aspirational

Our next strategic phase will take us through to the end of 2029. Given the ever-changing dynamics within a sporting landscape of a Paralympic cycle and also the political, geographical, and economic climate, this inclusive four-year period is felt to be realistic.

However, we do now include two long-term, 10-year aspirational goals around the Paralympic Games and continued inclusion within the Rugby World Cup.

It is important to me that I recognise our international sport partner and friends at World Rugby. They have committed and increased their support over the previous years.

You will see our three areas of emphasis that will continue to be underpinned by the volunteer organisational structure, but now importantly with an aim to drive these through a fully financially resourced position/s. The strategic goals focus on membership growth, increasing women's participation, delivering our Education Plan, our international calendar of competitions, and organisational health with appropriate and sound governance.

Success will see a stronger organisation that is attractive to partners, stakeholders, and commercial organisations. With increased financial support, wheelchair rugby can offer an exciting and attractive proposition.

It is why our brand message is still "Here To Win".

My thanks to the WWR Board for their support to me personally and contribution to the development of the strategic goals. To the Heads and their Working Groups, who make the sport happen internationally, and have shaped the detail of the strategic plan; my gratitude through the difficult moments. To all at the WWR Office, which acts as the foundation of the International Federation. To our National Member Organisations who are the custodians of our athletes and develop grassroots sport. To all the technical officials who underpin the core business of our sport – "competition". Also, our many partners who contribute in so many different and significant ways.

Finally, to everyone else who is involved, too many to mention individually.

Thank you!

# WWR Strategic Plan 2026 – 2029: “Plan on a Page”



**Vision**

**Transforming lives through wheelchair rugby**

**Mission**

**Growing wheelchair rugby globally through innovation and fostering a safe and inclusive environment for all.**

**Values**

**ATHLETE FOCUS**

**INCLUSION**

**INNOVATION**

**INTEGRITY**

**PASSION**

**RESPECT**

**Success**

**A 4 year measure of success:**

- Robust development systems and education resources in place to support global growth
- Competition Structure that benefits and is valued by all members
- Strong/good organisational health throughout

**10 year strategic aspirations:**

- Separate Paralympic Men’s and Women’s discipline
- World Championships integrated into Rugby World Cup

**Our areas of emphasis**

**1**

**Drive and invest in Development & Education to grow the game globally**

**2**

**Enhance and improve Competitions & Technical systems**

**3**

**Focused approach to Organisational Health**

# Areas of Emphasis

01

Drive and invest in  
Development &  
Education to grow  
the game globally

02

Enhance and  
improve  
Competitions &  
Technical  
systems

03

Focused approach  
to Organisational  
Health