



Strategic Plan

2026 - 2029

Values

ATHLETE FOCUS

WWR recognises and respects athletes, who created and developed the game, are at the centre of the sport.

INCLUSION

WWR is open and welcoming to all who share the values of the sport; there are opportunities for everyone who wants to be involved.

INNOVATION

WWR drives a culture of innovation and adaptability, where flexible problem-solving supports continuous improvement and positions WWR for long-term sustainability and success.

INTEGRITY

WWR acts with integrity, recognising that honesty and fair play.

PASSION

WWR is passionate about our sport, which creates excitement, emotion, and a sense of belonging within the global wheelchair rugby family.

RESPECT

WWR has respect for athletes, teammates, opponents, and the wheelchair rugby family.

Our strategic aspirations & measures of success for this plan are:

Measures of success by 2029 ~ 4 years

1 - Robust development and education systems and resources in place to support global growth

- a. Increase membership by 25%
- b. Host two Female World Championships
- c. Host 5 webinars / workshops
- d. Create 4 online / in-person educational resources in line with WWR Educational Plan

2 - Competition structure that benefits and is valued by all members.

- e. Increase the 24 member nations actively competing by 50%
- f. Women's qualification pathway fully established
- g. Meaningful women's competition taking place at the national level in 10 Member Nations
- h. Create pathway and increase technical officials by 25% (baseline to be determined)
- i. Develop at least one collaborative project that supports the principle of evidence-based research in relation to classification.

3 - Good organisational health throughout

- j. Yearly increase of 50k revenue
- k. Appropriate Governance systems are in place to support effective leadership and systems
 - l. Use existing partnership and target new partners to increase capacity
- m. Effective communications with members

Aspirations by 2035 ~ 10 years

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

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

Strategic Goals	Objectives
Membership Growth	• Increase membership by 25% • Expand growth in the Western Asia Region • Create an African Zone that includes a minimum number of active members and an active zone competitions program. • Stay focused with resources, services and systems in a region to ensure successful impact, growth and sustainability • Recognise the unique challenges each region has and adapt our strategies to support growth by using the best practices we have learnt • Engage with all Zones to ensure their needs are being met annually
Increasing women's and youth participation	• Track Data on women's+ participation • Create Implement a communications strategy • Create a competitions system including hosting 2 worlds championships over the next 4 years • Encourage domestic women's competition system by sharing best practices and innovative approaches • Share best practices and innovative approaches to increase youth participation • Have a clear plan to apply to the IPC for a women's division in the Paralympics
Support reducing membership barriers	• Share best practices to support athlete recruitment • Invest in local leadership education • Review competition hosting requirements with an aim to reduce costs. • Identify affordable provision of wheelchairs
Empower development through accessible education	• Maintain relationship with WWR educational partners • Create online resources (modules) • Develop affordable in-person clinic model • Deliver clinics to suit Member Nations needs • Increase capacity to deliver clinics i.e. Train the Trainers, Educators

Enhance and improve Competitions & Technical systems

Strategic Goals	Objectives
Deliver a competitions system that meets membership needs	• Increase member participation in official WWR competitions pathway • Implement a flexible approach to supporting all members participation in the system • Increase the number of licensed events • Leverage the existing multi-games sport system globally to support the competitions pathway • Create women's competitions pathway • Ensure full compliance with standards for inclusion in the Paralympics for both men's and women's discipline • Create an Africa zone competitions pathway
Technical – Officials, Classifiers, TD's	• Create pathway for technical development personnel from grassroots to international level • Update Technical Delegate resource and implement an evaluation system to support growth and retention • Develop the role of Classification Evaluators to support consistency in decision-making.



Focused approach to Organisational Health

Strategic Goals	Objectives
Increase Revenue & Resources to support WWR activities	• Access grants available through IPC and other grants to support membership development. Annual target 25K • Revise and update current WWR fee structure • Create and implement a targeted approach to sponsorship acquisition with annual target 25K additional funds • Ensure Human Resource support in place to drive capacity
Appropriate Governance systems are in place to support effective leadership and systems	• Succession planning for leadership ensuring diversity of skills and voices in the various roles • Regulations & Policies in place to support strategic goals • Create a gender equity policy including board and committee structures with a 60/40 gender split. • Competitions Regulations updated • Enhance working group structure to support strategic goals • Safeguarding – policies in place to support safe environment • Appropriate organisational structure to support operational delivery to achieve strategic goals (Staff & Volunteers) • Finalisation of the IPC Classification Code update ensuring compliancy.
Leverage the power of partnerships as a catalyst to support capacity, reduce costs, and increase funding	• Collaborate with members to strengthen organisational capacity. • Establish a group of leading member nations to share ideas, best practices, and access their support for developing members • Collaborate with current partners to build capacity • World Rugby • Legal partners • International Working Group (IWG) on Women and Sport, • Wheelchair manufacturers • Access additional partners to support WWR capacity i.e International Shipping Company
Effective communications with members	• Enhance communications and maintain dialogue with membership by delivering two meetings each year • Introduce an annual Zonal Member meeting • Revised website to support information distribution • Innovative use of social media