



Strategic
development plan
for Women's Rugby
in Africa



WOMEN'S RUGBY

- A – Draft strategic plan (S Nel & C van den Berg)



Women's leadership to be actively encouraged

A resolute approach is needed to boost women's representativity at all levels, currently the threshold of 30% has not been reached anywhere.

A promising basis through GIR

170,000 girls registered (1st Jan – 1st Aug 2018) (2nd world best participation)

42% of the total of the participants are girls (2nd world best %)

+13% from 2017

**Current state of
Women's Rugby in Africa**

Poor Performance on the international stage

Africa is lagging behind with only South Africa in the World top 20, no teams in the WRWC and World Series.

An urgent need for more competitions

With only one yearly continental Sevens tournament, there aren't enough opportunities to compete for women

OUR VISION

- Be a sport that offers opportunities to all

OUR MISSION

- Women's Rugby in Africa is a growing and performance-driven sport, attracting investments and empowering women at all levels and in all structures of the Game



OUR AMBITIONS:

- **Leadership** : Complying with a **30% minimum representativity rate**, Rugby in Africa will become a leading sport on the continent in terms of gender equality
- **Marketing & partnerships** : **50% of our needs will be funded by external investors.** We will create attractive products in sports and engaging projects in social growth
- **Competition** : We will aim to count at least 4 African teams in top 30 ranking, **2 teams in the Women's Rugby World Cup and in the World Series.** We will lift performance through better and more diverse competitions platforms
- **Participation** : **40% of registered players will be women** by 2025. We will build a comprehensive player development pathway sustaining the growth of the Game.



Leadership :
Rugby in Africa
will be inclusive ,
forward thinking
and a leader on
the continent in
terms of gender
equality

Rugby Africa to :

- Increase women representation to a 30% minimum threshold
- Appoint a female representative at World Rugby Council
- Employ a women development officer
- Support the ongoing development of women leaders
- Set up a Women Advisory Committee
- Keep a dedicated focus on women in its Training & Education program aimed at coaching and match officiating

Rugby Africa Unions to :

- Include a minimum of 2 women in their Boards
- Set up Women Advisory committees
- Always include a minimum of 30% of women participants in any given course.

*Marketing &
Investment
Partnerships :*

Women's rugby will
deliver attractive
products and engaging
projects, sourcing 50%
of its budget from
external investors

- Promote Women's Rugby via social media and international campaigns
- Increase investment in women's rugby via direct grants
- Package products targeting CSR programs (ie Get Into Rugby) and commercial investments (ie Tournaments)
- Apply for Olympic Solidarity Funding
- Reach out to NGOs supporting women empowerment

Lifting performance & developing competitions :

We will create a
performance-driven
environment with a
comprehensive
competitions
pathway

- Start a women's senior fifteen-a-side continental competition with four teams to be used as the qualifier for the WRWC 2021, aim to grow it for 2025.
- Transform the Africa women's sevens tournament into a 4 legs circuit
- Unions to initiate and support domestic competitions targeting under 16 in all codes of the game
- Neighbouring unions to initiate and support regional competitions in both 7s and 15s targeting U18
- Increase the number of teams qualifying for international competitions (WRWC & World Series from 0 to 2, OG from 1 to 2, CWG up to 4).
- 4 African teams in top 30

*Increase
participation :*
Rugby Africa will
develop a
sustainable player
development
pathway catering
for all age brackets
and all codes of the
Game

- Improve player retention rate and bridge the gap between mass participation programs and adult rugby
 - Grow Get Into Rugby program to culminate in U18 competitions
 - Train adequate officials within unions to meet demands of the expected growth.
 - Improved access to facilities
- Reach 40% of registered players being women