

# GYMUR



**Transforming lives through rugby League**  
**Wales Rugby League Strategy | 2025-2030**





## Introduction

We are the National Governing Body for rugby league in Wales, and we are proud that we developed this strategy through extended consultation with and for our **community**.

We are on a mission to **unite** communities through the power of rugby league. This strategy is different from different ones as it acknowledges the challenging times we face as a sport and as a **society**. It recognises that a change of mindset and thinking can have far reaching impacts on tackling inequalities and providing positive social outcomes now and in the future.

Those of us involved in rugby league know the strength it has in unifying us as one **family**, to strive to represent **Cymru** in the best light at every opportunity, and the **value** it can bring to the communities around us.

The **red** thread that courses through our veins and shirts embodies our Welsh dragon's fire and dedication in everything we do.

Our four overarching goals for this strategic cycle are to:

- Embed a safe, inclusive and sustainable culture
- Grow community participation and fan base
- National teams represented at the highest level
- Provide financial stability at all levels of the game.

**James Davies** | Chair

**Richard Hibbard** | Chief Executive Officer



## Our History

Rugby league in Wales took off in the early 1900s, with Welsh players joining English clubs due to the professional opportunities afforded to them at that time.

With legendary players like Billy Boston MBE, Clive Sullivan and Gus Risman hailing from Cardiff, it was evident that the rugby talent was present, yet the resources, inclusive selections and infrastructures were not. It was a story later told in the BBC documentary, 'Codebreakers'.

There has been some impressive performances from clubs within Wales over the years, though financial challenges, and profile of our game continues to impact our ability to operate sustainably.

At international level, the performance at the 1995 World Cup lives long in the memory. Household names including Jonathan Davies and Scott Quinnell. Quinnell made rugby league the talk of the country.

We are proud of those players who have come before us and want to celebrate and support everyone in our sport, recognising their journeys, successes and their individualism, which is what makes rugby league so unique.







## Our Purpose, Mission and Values

### Purpose

To foster success on and off the rugby league field

### Mission

Rugby league is a thriving sport in Wales that enriches lives and creates a positive impact on our communities.

### Values

**C**ommunity

**A**mbition

**R**esponsibility

**E**xcellence



# What's going well?



## Progressive Governance

- ✓ Improved Safeguarding protocols and achieved Child Protection in Sport Unit Level 2
- ✓ Began a data collection process of players and workforce
- ✓ A dedicated network of Board Directors with appropriate and diverse skills



## Connecting with our communities

- ✓ More than 1 in 5 of our registered players live in the 20% most deprived areas of Wales
- ✓ One in 10 of our registered players live in the 10% most deprived areas of Wales
- ✓ More than 4,300 registered players in 2024 - a 201% increase on 2021
- ✓ Participation at a record high since records began



## Reaching new heights

- ✓ Women's and Wheelchair qualified for 2026 World Cup
- ✓ Cardiff Demons striving for the Women's Super League
- ✓ The national teams within the Performance Pathways going from strength to strength



## Financially fit

- ✓ Appointed CEO with strong rugby profile coupled with relevant commercial experience
- ✓ Rapport and connections have enabled the ability to leverage partnerships





## SUMMER

Rugby league is primarily played in the summer, offering a great outdoor activity for players and fans

## SOCIAL

The sport has a vibrant social scene, with events and gatherings that bring people together

## SPECTATORS

Rugby league matches are exciting to watch, attracting a dedicated fan base

## Opportunities

### What makes rugby league special?

The unique elements that make rugby league an intense, fast-paced, and strategic game, with an emphasis on continuous play and open-field running distinguishes it from other contact sports and making it an **exciting** game to watch, with an average of 59 minutes of ball in play time.

### What are the benefits to partners?

Rugby league fosters a strong sense of **community** and camaraderie among players and fans. With it being played in the **summer** months, it is a prime opportunity for families and friends to enjoy sport in the sunnier weather.

The atmosphere and captive audience at rugby league games provides a great opportunity for

**potential partners** or sponsors to tap into potential customers.

We know that our sport changes the lives of many players, but as we stand, we lack the resource to capture and fully understand the data of our players. We know with increased resource, talent and dedicated people working to demonstrate our **impact**, we will reach even more people and will become even more attractive to potential partners.

### Why us?

Because we **care**. We care about our **community**. We have **ambition** to succeed. We are **responsible** for ourselves and others. And we want to nurture **excellence** on and off the field.





## Our strategic approach

### OUR GOALS

#### What do we want to achieve?

Here you will find the goals we are wanting to achieve during this strategic cycle. They are benchmarks for us to work towards becoming stronger, safer and more successful in everything we do.

### OUR OBJECTIVES

#### How will we get there?

In this section, you can expect to see some of the broad actions we will take in a bid to achieve the goals. There will be more detailed actions within our operational plan.

### SUCCESS INDICATORS

#### How will we know if we're winning?

When we reach the end of this strategy cycle in 2030, we aim to have achieved the key items within this box, in amongst lots of other things along the way.



# GOAL 1

## Progressive Governance



### Key challenge:

Over-reliance on small number of volunteers

### Key opportunity:

Understand our audiences' backgrounds, social status and motivations to become a sector-leading organisation that prioritises player mental health and well-being





## GOAL 1 | PROGRESSIVE GOVERNANCE

To embed a safe, inclusive and sustainable culture

### Goals

- 1 Everyone understands their role in promoting and enabling **safe** sport
- 2 Rugby league is established as an **inclusive** and **diverse** sport across all levels of the game
- 3 All **governance** and **integrity** standards are upheld and continuously improved
- 4 We are an organisation where **continuous improvement** and learning is embedded in our culture
- 5 To lead the way in embedding **mental health** support across the rugby league family
- 6 Club and community provision is well managed by competent on and off-field **volunteers**

### Objectives

- 1 Establish a clear and confidential safeguarding reporting mechanism that supports all stakeholders within rugby league
- 2 Establish a network of safeguarding champions across Wales to lead and embed safeguarding practices
- 3 Devise and implement an EDI action plan in collaboration with relevant stakeholders
- 4 Develop support services for players, including counselling and mental health in conjunction with practitioners
- 5 Implement education and training programmes for all staff, volunteers and players
- 6 Implement a robust compliance framework and code of conduct that is understood and adhered to by all in line with the Governance and Leadership Framework for Wales
- 7 Continue to focus our efforts and resource into the most under-served communities

### Success Indicators

- ✓ Achieve and maintain CPSU Level 2 safeguarding award
- ✓ Athletes, coaches and their wider networks are confident in reporting concerns via our system
- ✓ An agreed code of conduct is in place and adopted by all members
- ✓ We have a diverse representation of society across our game from the board room to our fans
- ✓ We have a functioning governance sub-committee with an appropriate action plan



# GOAL 2

## Connect with our communities



### Key challenge:

Competition with other activities; volunteer-led provision

### Key opportunity:

Increase the opportunities for female players; broaden reach across north and west Wales; create a home for WRL





## GOAL 2 | CONNECT WITH OUR COMMUNITIES

Grow the number of participants, workforce and fan base

### Goals

- 1 Every **child** has the opportunity to play rugby league
- 2 We are positioned as an attractive, appealing exciting form of **entertainment** for families
- 3 Our games from grassroots to competitive leagues are appropriately resourced with qualified **officials**
- 4 Our network of **volunteers** is constantly evolving, growing and feel appropriately supported
- 5 We have **trusted partners**, associates and advocates championing our sport in the media
- 6 We are in tune with our fans, providing high quality **matchday experiences**

### Objectives

- 1 Work with priority clubs to increase provision for junior and youth age groups, particularly in underserved communities
- 2 Prioritise the development of clubs in north and west Wales to expose more people to the game across Wales
- 3 Develop our officials' pathway to introduce, develop and retain match officials across Levels 1-3 with appropriate resources and education tools
- 4 Develop a robust and transparent communications strategy that fosters community spirit, inclusivity and aspiration, capitalising on the success of our national teams
- 5 Establish a home ground for rugby league within Wales
- 6 Implement active feedback mechanisms to aid continuous data driven improvement with and for our stakeholders (fans, players, staff, volunteers)

### Success Indicators

- ✓ Wales home games are regularly sold out due to high demand
- ✓ Our participation levels have doubled across our male, female, junior and youth age groups
- ✓ We have a robust mechanism for capturing, tracking and understanding our reach into targeted communities
- ✓ Our games and community provision is well equipped with appropriately trained officials, coaches and off-field volunteers



# GOAL 3

**Reach new heights**



**Key challenge:**

Providing a fully professional approach with minimal resource and a reliance on grant funding

**Key opportunity:**

National team performances within international tournaments





## GOAL 3 | REACH NEW HEIGHTS

All teams to be competing at an international level

### Goals

- 1 The **WRL brand** is positively established, recognised and respected throughout our communities, locally and nationally
- 2 Our men's and women's national teams are considered the **best small nation** in the world, ranked in the top 10 and top 5 in the world, respectively
- 3 Our national teams are regularly competing in **international fixtures**
- 4 Our national team environments foster a high performance culture, promoting **player development** and wellbeing
- 5 **We have East Wales and West Wales Academies** that nurture and develops young talent and future workforce
- 6 We have Welsh domestic club representation within a **semi-pro league**

### Objectives

- 1 Develop and publish an annual calendar of events with a strategic focus on international fixtures
- 2 Align our budgets to invest in appropriate coaching, facilities and technology to enhance our performances
- 3 Establish a player and coach development framework, fostering our values and high-performance culture
- 4 Develop a performance strategy that enhances team performance, whilst focusing on mental conditioning and resilience
- 5 Develop a robust talent identification and development programme that transitions players from club to pathway provision

### Success Indicators

- ✓ Wales are recognised as consistent high performers on the domestic and international stage
- ✓ All players coming through the pathway are aligned in the Welsh standards and culture
- ✓ Wales has reached a quarter final in a major championship event



# GOAL 4

## Financially fit



### Key challenge:

Securing consistent funding, impacting the ability to develop facilities and programmes

### Key opportunity:

Position ourselves as an attractive partnership opportunity for long-term investment





## GOAL 4 | FINANCIALLY FIT

Be commercially attractive to aid financial sustainability at all levels of the game

### Goals

- 1 We are **financially stable** due to diverse revenue streams and a reduced reliance on grant funding
- 2 We are **open and transparent** about our financial status and ambition
- 3 We are recognised for the **value** we bring to partnerships
- 4 We receive strong media and broadcasting **coverage** of our value on and off the pitch
- 5 Our funding streams allow us to provide our workforce and players with the appropriate development
- 6 Environmental, **Social** and Governance (ESG) standards play a significant role **throughout all WRL partnerships**

### Objectives

- 1 Develop and maintain a comprehensive financial plan that's incorporated within a robust financial framework
- 2 Implement robust financial reporting systems that include frequent audit and review
- 3 Identify and pursue corporate opportunities and partnerships whilst exploring community and government grants
- 4 Ensure funds are allocated for training and development of our stakeholders, prioritising those in greatest need
- 5 Collaboration with local and regional partners on capital investment for long-term sustainability
- 6 Produce valuable storytelling content for our partners to advocate on our behalf on the value of rugby league
- 7 Recognise the unique ESG goals of potential partners and align our proposition to reach their needs

### Success Indicators

- ✓ Over 50% of our revenue streams are self-generated and/or commercially driven
- ✓ We have a core set of partnerships that are aligned to our values
- ✓ We can afford to regularly send our teams to relevant international tournaments
- ✓ Our resources for the grassroots game enable growth of the game for all communities





## Guiding principles

We are committed to growing our performance, participation and revenue, working tirelessly to improve our standards and reputation. We can't do it alone and will ensure we keep at the heart of our progress what is most special to our rugby league family – their communities and connections, whilst we build the commercial opportunities to enable more people to experience what rugby league has to offer. By achieving these things, we will be competitive on and off the field.

### COMMUNITIES



### CONNECTIONS



### COMMERCIAL





# GYM RUL

## Measuring and Monitoring

To ensure we are staying on track and progressing against our objectives, we will measure and monitor our work in the following ways:

### 1. Board of Directors

Each strategic goal will have a lead board director assigned to driving the progress against the objectives. Scorecards will be completed each quarter to provide the Board Director with updates for check and challenge. Metrics such as participation growth rates, sponsorship revenue, and fan engagement levels will be included in quarterly scorecards.

### 2. Staff team

We are a small team at Wales Rugby league, but we will ensure that the relevant staff member is connected with their associated goal and form part of the sub-committee with the lead Board Director.

### 3. Sub-committees

There will be defined sub-committees, and where required, specific objectives, made up of Board Directors, staff and community members to ensure we are all aligned in our work to achieve the common goal.

### 4. Annual reports

We are committing to producing annual reports which will include updates on each strategic pillar as outlined in our strategy.

### 5. Operational plan

Our day-to-day operations will be captured in our operational plan which contains a detailed breakdown of the work involved to achieve the longer-term goals of the strategy. These items will form part of the Board scorecard each quarter.





## Strategic Milestones



Check in Date	Milestones
<b>2025</b>	<ul style="list-style-type: none"><li>✓ Rugby league: Transforming lives' strategy launched</li><li>✓ Commercial strategy built</li><li>✓ Communications strategy built</li><li>✓ Website refreshed and renewed</li></ul>
<b>2026</b>	<ul style="list-style-type: none"><li>✓ Annual reports produced</li><li>✓ Monitoring and evaluation embedded in our existing programmes</li><li>✓ Data capture of existing players including demographic profiles</li></ul>
<b>2027</b>	<ul style="list-style-type: none"><li>✓ Secure long-term home venue for all national teams</li><li>✓ Improved diversity across our Board and leadership roles</li><li>✓ Targeted interventions in community settings</li></ul>
<b>2028</b>	<ul style="list-style-type: none"><li>✓ Secured partnership agreements in line with our ethics and values</li><li>✓ Digital transformation and presence of rugby league</li><li>✓ National league structure in place for all age groups</li></ul>
<b>2029</b>	<ul style="list-style-type: none"><li>✓ Increased our reach into under-served communities</li><li>✓ All national teams represented on the international stage</li></ul>
<b>2030</b>	<ul style="list-style-type: none"><li>✓ Wales home internationals are frequently sold out</li><li>✓ An increase of 50% income generated by diverse revenue sources</li></ul>



# GYMARRU

Together, we can  
transform people's lives

Designed by | **Sterling Designs**