



# BC GRF STRATEGIC PLAN 2022 - 2027





Mission Statement

**WE GROW RUGBY**





# 3 PILLARS FOR SUCCESS

1

**Social Good**

2

**Community**

3

**Sustainability**

Johnny  
Rockets

Our Sponsors  
Canada Summer  
Canadian Rugby Foundation  
Pemberton Holmes  
Pemberton Milling Co  
APTOELLA  
2002  
are

Our Sponsors  
Canada Summer  
Canadian Rugby Fo



# SOCIAL GOOD

The ability to impact young people's lives positively and provide opportunities that can improve the general well-being of our youth participants. By using rugby as a vehicle, we can install and promote some of the gifts of rugby such as passion, pride and purpose.

## HeadStrong Huddle

We prioritize the physical and mental health of players in all Grassroots Communities. We show this by the implementation of HeadStrong Huddle and our connection with LooseHeads. To further increase awareness for mental health we plan on initiating a Wellness Wednesday program amongst our staff and across constituencies.

## Orientation Week

Our 2021 staff have identified and spoken up about the importance of Mental Health. Our orientation week provides a safe space for employees to share their struggles and learn techniques to help mentally challenging scenarios.

## Mixed Abilities

BC GRF provides programming to athletes of mixed abilities. Perspective, Purpose and Participation.



# COMMUNITY

**BC GRF is a support mechanism centred upon connection. We are here to uplift and aid the existing rugby structure. We are A political and provide positivity in every instance possible.**

**Community and Connection are at the heart of every BC GRF decision and program. BC GRF is a support mechanism centred upon connection. We are here to uplift and aid the existing rugby structure. We are A political and provide positivity in every instance possible.**

## **Growing the Game**

**Our goal is to get as many people playing the non contact version of rugby as possible. How? We create satellite programs, by investing our time and resources into communities that do not have solidified programming. I doing so we will make the sport more accessible.**



# SUSTAINABILITY

**Financially, we are 85% federally and provincially funded therefore grant application and reporting methods are a cornerstone to BC GRF business. BC GRF must create engagement and provide meaningful opportunities to donors and philanthropists.**

**Programming - Fun, fulfilling and futuristic.**

**BC GRF will create engagement and provide meaningful opportunities to donors and philanthropists. Tent recognition, Rugby Roadshow Trailer, Mixed abilities and Outreach camps - C&R 2022 MOU for each partnership, clearly defining details and expectations of both parties - Clay 2022**

**In order for BC GRF to GROW financially, CSJ and BC GAMING funds are the top priority. Exact deadlines on all funding applications. Precise and effective reporting methods - C&R 2022**

**Implement an adequate registration system and fees - Clay 2025**

**Keep partnerships in each constituency, with the goal of attaining \$10k locally (Annually) - Clay 2022**

**Programming futuristic programming means staying current and up to date with the audience's likes/dislikes and having the creativity to design sessions on a case-by-case scenario. Programming is outlined on pages 7,8,9**



# 27 COMMUNITIES BY 2027

## EXISTING

Victoria  
Esquimalt  
Sooke  
Saanich  
Westshore  
Malahat/Mill Bay  
Cowichan  
Ladysmith  
Nanaimo  
Port Alberni  
Courtenay/Comox  
Gulf Islands  
Kelowna  
Chemainus  
UVIC



**2023**

Whiterock  
Langley  
Surrey  
UBC



**2024**

Tsawwassen  
Haida Gwaii  
Abbotsford  
TWU



**2025**

Prince Rupert  
Williams Lake



**2026**

Kamloops  
Vancouver





# OUR PROGRAM DEFINED



**"SEEDS" BEGINNING RUGBY: 5 & 6 YRS**  
**"SPROUTS" LEARNING RUGBY: 7 & 8 YRS**  
**"SMALL TREE" PLAYING RUGBY: 9-12 YRS**

The physical and emotional differences in the development of five-year-old, to eight-year-old or 12-year-old kids can be enormous therefore coaching them, in the same way, can create huge problems. This is one of the main reasons we now have 3 separate courses for our Grassroots grades.



**SEEDS**



**SPROUTS**



**SMALL TREE**



**FUN**

**FULFILLING**

**FUTURISTIC**

# **POP UP & PLAY**

**Free**  
**Random Locations**  
**Ages 5-12**  
**2 Hours**







**FUN**

**FULFILLING**

**FUTURISTIC**

# **POP UP & PLAY**

**Satellite FREE Programming for kids aged 5 - 12.  
Locations are determined by popular foot traffic areas  
and areas of need.**

**Kids and parents who sign up or follow us on Social  
Media will gain access to over 60 free 2 hour sessions in  
their community.**

**The key to the success of this programming is by giving  
as much notice as possible and by having weekly  
destinations.**

**An opportunity for Parents to BREATHE, RELAX and  
have peace of mind that their child is participating in a  
fun, safe setting under the guidance of expertly trained  
supervisors.**





## **FUN**

**Fundamental Movement  
Introduction to Catch & Pass  
Energizing Fun Games**



## **FULFILLING**

**Fundamental Skills  
Gameplay & Spatial Awareness  
Introduction to Non-Contact Rugby**




## **FUTURISTIC**

**Fundamental Skills  
Technical & Tactical Skill Blocks  
House League**

# **PROGRAMMING IN PARTNERSHIP: AGES 12-16**

**BC GRF takes into account that participants will be involved in the regional and provincial play. Select windows and partnership programming is best suited to this age category.**



**BC GRF to Partner with Regional Bodies. Our staff will work with TIDE, TSUNAMI, WAVE & TORA to deliver free identification camps on behalf of the regional body.**

**Virtual Programming is an asset to this age grade. Flora Academy is an online tool that helps participants navigate sport and community space.**

**Branching out of this partnership will be a regional touch leagues. This has been trialled and proven. This touch competition will be an opportunity to promote rugby and grow other programs.**

**Outreach Camp - Hornby Island  
Sea to Scrum Series  
LeadHERship - Seminar Series  
Academy Programs - UVIC  
Academy Programs - UBC  
Academy Program - TWU**





# **TOUCH LEAGUE & EMPLOYEES: AGES 17-18**

**This age grade is the maturation of our grassroots cycle. We offer an adult touch league.**

**Our largest impact on this age group is through employment. We have the ability to support developing players in attaining their dream.**

**We will have an invitational 7s and 15's team that will attend a single tournament.**





**WE GROW RUGBY**

**GRASSROOTSRUGBY.CA**

**Clay Panga, Randall Barton, Doug  
Manning, Gary Dukelow, Mike Holmes,  
Craig Lauridsen**