



# CIRU RUGBY 2020-2021 WORKPLAN

2020 End of Year  
Progress Report



*"Unifying our Cook Islands Rugby communities as we strive for continual improvements in our Game"*



AGENDA

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Enhance Community Experience of the Game of Rugby in the Cook Islands



Simiona Teiotu  
President



Charlie Hosking  
Vice-President



Anthony Turua  
Treasurer



William Taripo  
Secretary



Ashleigh Wihongi  
Junior & Women's  
Rugby



Ben Koteka  
Rugby Development  
Manager

## Meet the CIRU Team

AGENDA 01

Photos from Cook Islands  
News on Google

## Impact of Covid-19 on the 2020 Season

At the beginning of 2020 news of the coronavirus was already bringing parts of the world to a standstill. By the end of March, the world seemed to end for the Cook Islands. Flights stopped, businesses started to close, people lost jobs and life as it was, ended for many families here on Rarotonga, and continues to do so as we move past mid-year with many still out of work, but with some lucky ones receiving wage subsidies.

The impact on sports was immediate as lockdowns were imposed on anyone recently returned to the island and social distancing was imposed to prevent any accidental transfer of any sort of virus infection, even though testing across the island identified that there was no evidence of covid-19 on the island, or in fact on any of the islands of the Cook Islands.

As we move through to September and further onwards, social distancing is still encouraged, but at least our players (boys & girls), despite the introduction of other sports due to the upcoming Cook Islands Games, are able to participate in quick rip tournaments and club games, as well as 15s for the U18s and seniors (Town and Country). This is our new “normal” as we continue to maintain our bubble, with no flights in sight with any tourists to reboot our economy, and donors and sponsors shutting down on any hand-outs. We just do what we can do, in the circumstances, and pray the pandemic will end soon.





## IMPROVE FINANCIAL AND ORGANISATIONAL MANAGEMENT PROCESSES

Strategic Area	Performance indicator	PIC	Activities for 2020-2021
Develop best practice admin controls and strategies	Portfolios have been assigned to Exec Officers	Simiona William	A special meeting was held to coordinate the assignments of tasks to Executive Committee members, additional to monthly Exec meetings. William (Secretary) will report on monthly strategic workplan updates.  Ben will deal with and report on Rugby development; CISNOC will provide RDO assistants; Exec members will take on more active roles for marketing, promoting rugby activities in their clubs, and fundraising.
	A player database will be established	Ben	This is a critical resource: It has been suggested to outsource this role (Jacqui Rongo?) to record details of participants involved in mid-week and Saturday club games and tournaments and school programmes.
Ensure that finances are properly managed and controlled	A voucher system will be reinforced to keep track of expenditure	Anthony Nikki	Nikki will be in charge of the management of the voucher system for accurate auditing. Anthony has responsibility to check that all vouchers are accounted for each month and to monitor spending. Financial procedures will be detailed and listed among our policies online.
	Monthly reporting and monitoring is provided according to the annual budget	Anthony Nikki	Nikki will ensure that a statement on monthly income and expenditure is provided at the end of each month for the Treasurer's report at the next monthly Executive Committee meeting.



## STRENGTHEN RELATIONSHIP BUILDING WITH KEY STAKEHOLDERS

Strategic Area	Performance Indicators	PIC	Activities for 2020-2021
Maximise our revenues and investigate other revenue streams	Donors increase their support for rugby events and travel support for players. CIRU actively coordinates fund-raising events.	Anthony	Alternatives to donor funding during the pandemic period: <ul style="list-style-type: none"> <li>• Exec and club members will undertake security work during the CI Games in October</li> <li>• See Merchandising (see below - Ashleigh)</li> <li>• See prizegiving event (see Goal#4 -Charlie).</li> </ul>
Develop stronger relationship with other CIRU organisations	Involvement of other CI Rugby Associations.	Simiona Ben	Due to travel restrictions, our U18 team will have to be confined to NZ based players and will be coordinated by the NZ CI Rugby Assn (Tauraki Rongo).
Develop a more productive media and marketing strategy	Regular communication using all types of media, promotes rugby at all levels.	Ben	<ul style="list-style-type: none"> <li>• Weekly club delegates meeting to discuss rugby programme</li> <li>• Radio, CI News, TV news used to promote weekly games</li> <li>• Vaka TV: 2x Senior A matches are live-streamed. Delayed telecast on Sunday afternoon.</li> </ul>
	Sales of merchandise will increase by 5%	Ashleigh	Tsunami Merchandise has been ordered and will be sold to promote rugby at the CI Games and for fundraising.



## ENHANCED PLAYER EXPERIENCE OF THE GAME OF RUGBY IN THE COOK ISLANDS

Strategic Area	Performance Indicators	PIC	Activities for 2020-2021
Increase opportunities to play rugby	A range of formats of rugby used to encourage participation. 6 clubs in the 15s competition.	Ben	<p>Due to COVID-19, local competition is down to 4 club teams</p> <ul style="list-style-type: none"> <li>*U10,12 &amp; 14 play Quick Rip Rugby (half &amp; full field); U16s Rugby 10s.</li> <li>*U19s, Senior A' play Rugby 15s.; Senior Women – Rugby 7s.</li> <li>*CI Games in October: Rugby 7s U17 &amp; Senior (Men &amp; Women)</li> <li>*Tri-Nations Tournament – Rugby 15s – Senior Men</li> <li>*Raro 7s in November U17 and Senior (Men and Women)</li> </ul>
Promote the Rising Stars pathway to increase visibility of game;	Pathway is introduced to encourage participations; and given prominence in media; 6-week primary school mid-week tournament introduced; # of girls increases by 5%	Ben	<ul style="list-style-type: none"> <li>*Due to COVID-19, the 6x week RS program was reduced to a 1-day U11 &amp; U13 Quick Rip tournament with total 36x teams (17 Girls teams).</li> <li>*Girls (Only) Quick Rip Rugby Muster (July-August) at Takuvaine Field.</li> <li>*The player database will identify individuals playing rugby in these events, especially the number of girls (see Goal#1 Player Database).</li> </ul>
Workshops for players concentrating on rules & safety	Players to participate in workshops that help them to enhance their game	Ben	<ul style="list-style-type: none"> <li>*When Oceania trainers are available, players will get some priority for workshops to give them more experience with more expert training styles and methods.</li> <li>*Coaches also need more training and support to enhance player skills and experience.</li> </ul>



## ENHANCED COMMUNITY EXPERIENCE OF THE GAME OF RUGBY IN THE COOK ISLANDS

Strategic Area	Performance Indicators	PIC	Activities for 2020-2021
Enhance the quality of match officials, coaches and volunteers	Match officials improve their qualifications and skills	Ben	*When the Oceania trainers are available again, a series of training workshops will be programmed to ensure that the level and standard of competency of match officials is maintained for the management of competition games, for the safety and enjoyment of all.
Improved cooperation with community groups	Volunteers will be encouraged to upskill themselves as coaches and managers	Ben	Workshops will also be provided to encourage more engagement with volunteers at club and tournament matches (an ongoing goal).
Develop the CIRU website to improve communication and engagement	Club managers have access to a site that is more informative and interactive.	Maureen	Investigations to be made to redesign the website so that it can be more user-friendly but also more informative about the Game and what CIRU is doing during the year.
Develop a reward and recognition event for players and volunteers.	A prizegiving award ceremony will take place at the end of the season.	Charlie Simiona	A Prize-Giving event will be held at the end of the rugby season (Exec to negotiate some fundraising activity for CIRU with Edgewater).