

CIRU RUGBY 2021 WORKPLAN



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



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President



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Vice-President



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Secretary



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Manager



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Looking forward to the 2021 season

Despite the COVID-19 cloud over communities globally, the Cook Islands was one of the very few countries that was unaffected by the pandemic, medically. Our borders and those with whom we would have maintained sporting contacts with, in the “old normal”, remained closed to anyone who might risk the health and livelihoods of those on our island. Therefore, driven by necessity to ensure that rugby maintained its profile within our small island community already smothered by a plethora of sporting codes, Cook Islands rugby teams took advantage of some unexpected sports programmes. Of significance was the Cook Islands Games which not only promoted sports of all codes, but engendered strong traditional connections with the outer islands and whole new competition teams. A second competition was the Tri-Nations Tournament involving Fijian and Samoa communities who make up quite a chunk of our Rarotongan workforce. On top of the series of Quick Rip tournaments and the introduction of 10s to our secondary players which started the season, and the “Community” Raro 7s at the end of the season, CIRU demonstrated that we have the potential to gather together greater interest in rugby if we are prepared to be innovative and to work together as a rugby community. We will continue to do this as we assist our Women’s U18 team get to the Women’s Rugby World Cup in Auckland in 2021.





| IMPROVE FINANCIAL AND ORGANISATIONAL MANAGEMENT PROCESSES | | | |
|---|---|---------|--|
| Strategic Area | Performance indicator | PIC | Activities for 2021 |
| (WR 17,500) | Exec Officers diligently maintain assigned portfolios (including a contract for the RDM) | Simiona | Executive portfolios assigned: Ben to liaise with CISNOC re primary and secondary school development support Ben to be given a formal contract |
| | A player database will be developed maintained | Ben | Player database will be maintained based on the initial inputs of tournaments competed in during 2020, and including national and international participation |
| | Ensure all game and player policies and strategies are updated | William | Policies and strategies related to player safety, strength and conditioning, medical, match officials, transition and retention, human rights, sponsorships, etc are regular updated |
| Ensure that finances are properly managed and reported | Regular monitoring and reporting according to the annual budget will be maintained Treasurer to provide a regular report to the monthly meetings | Anthony | The Treasurer will ensure that a statement on monthly income and expenditure is provided at each monthly meeting of the Executive Committee. |



| STRENGTHEN RELATIONSHIP BUILDING WITH KEY STAKEHOLDERS | | | |
|--|---|-----------------|---|
| Strategic Area | Performance Indicators | PIC | Activities for 2021 |
| Maximise our revenues and investigate new revenue streams | Regular communications and contact with local and international donors | Charlie Anthony | Ensure that regular communications contact is maintained with local and international donors to ensure that they are aware of the value of their input into the development of rugby in the Cook Islands |
| Strengthen relationships with other CIRU organisations | Regular contact and involvement of and with other CI Rugby Associations. | Simiona Ben | Maintain collaborative relationships with overseas Cook Islands Rugby Associations to support local player involvement in Cook Islands Representative Teams |
| Develop a more strategic media and marketing plan (WR2,500) | Regular communication using all types of media, promotes rugby at all levels, and for both boys and girls | Ben | <ul style="list-style-type: none"> Weekly club delegates meetings Radio, CI News, TV news used to promote weekly games Vaka TV: 2x Senior A matches are live-streamed. Delayed telecast on Sunday afternoon. |
| | Sales of merchandise to promote and support local rugby activity | Ashleigh | Tsunami Merchandise has been ordered and will be sold to promote rugby and as fundraising from our rugby communities locally and overseas |

Strategic Goal

#3

2021 COMPETITION Overview: alignment to Strategic Goals #3, #4 & #5

Phase 1 (February): Training & Education Workshop (Oceania Educators) to upskill & build local capacity; coaches, managers, referees, admin, strength & conditioning trainers, medics....etc.

Phase 2 (March – September): Build the foundation – encourage participation and development through the schools, colleges & club competition.

Phase 3 (October – December): Annual Regional 7s & 15s competition to enhance performance and id talent. Invite overseas 7s teams U15, U17 & Seniors (Men’s & Women’s) and maybe NZ Heartland 15s.



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

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| Strategic Area | Performance Indicators | PIC | Activities for 2020-2021 |
|--|---|-----|---|
| Increase opportunities to play rugby (WR 9,000) | A range of formats of rugby used to encourage participation. 6 clubs in the 15s competition. | Ben | Primary and Secondary school level *Kids School Holiday Training programs (April, August, October) *U10,12 & 14 play Quick Rip Rugby (half & full field); U16s Rugby 10s. *U18 and Senior women Rugby 7s. * U19s, Senior A' play Rugby 15s.. *Tri-Nations Tournament – Rugby 15s – Senior Men *Raro/International 7s U17 and Senior (Men and Women) |
| Promote the Rising Stars pathway to increase visibility of game; | Pathway is maintained to encourage participations; and given prominence in media | Ben | Focus this year will be on the Women's U18 players who will represent the Cook Islands in September 2021 for participation in the 2021 Women's Rugby World Cup (18 Sept – 16 Oct 2021) <ul style="list-style-type: none">Form Women's and Junior Rugby CommitteesWomen's ONLY: Mini-tournaments or Girls only training sessions. |
| Workshops for players- focus on skills, tactics & safety | Players to participate in workshops that help them to enhance their game (skills and tactical play) | Ben | *Players will get priority for workshops by Oceania Trainers for more expert training styles and methods. *Coaches will also receive training and support to enhance player skills and experience. |



ENHANCE 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 managers | 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 clubs and community groups | Volunteers are 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). Rotate tournaments around the clubs to run (outsource the running of the events) so CIRU can concentrate on the players |
| Develop the CIRU website | Community has access to a web 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. | A prizegiving award ceremony takes place at the end of the season. | Charlie Simiona | A Prize-Giving event will be held at the end of the rugby season to recognise players and community members |

ANNUAL BUDGET



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ANNUAL BUDGET 2021 (in GBP)

| STRATEGIC GOAL | STRATEGIC AREAS | Budget assignment |
|--|--|---------------------------------|
| 1. Improve financial and organisational management | <ul style="list-style-type: none">*Executive officer portfolios maintained – including office and RDM*Updated player database*Regular monitoring and reporting of finances | WR: £12,500 Local: Other: |
| 2. Strengthen relationships with key stakeholders (including donors) | <ul style="list-style-type: none">*Communications with donors, other CIRU associations, member clubs, local media organisations*Marketing and merchandising | WR: £5,000 Local: Other: |
| 3. Enhance the player experience of the game of rugby | <ul style="list-style-type: none">*Include a range of formats to enhance interest in the game of rugby*Maintain Rising Stars – Women's U18 focus*Introduce training regimen for players – Oceania Trainers | WR: £10,000 Local: Other: |
| 4. Enhance the community experience of the game of rugby | <ul style="list-style-type: none">*Upskill qualifications and skills of coaches, managers, match officials*Update CIRU website – improve communication with community*Player and Community recognition | WR: £2,500 Local: Other: |

2021 Calendar



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|-----|--|------|---|
| JAN | Touch Rugby Season (Jan-Mar) | JUL | Raro Club Rugby continues... U19 Raro vs Aitutaki Rugby 15s series (Tues & Fri matches) |
| FEB | Training and Education (Talemo and Tihrani visit) | AUG | Raro Club Rugby continues |
| MAR | 22 Mar-22 Apr Tereora College Y9, GIR Program (5 weeks) | SEPT | Raro Club 15s Finals Women's Rugby World Cup, .Auckland; Women's U18 Cook Islands Legacy Tour to Auckland 29 Sept-4 Oct . |
| APR | Women's Rugby World Cup Tour of Rarotonga (22-25 April) U18s. | OCT | Raro 7s Tournament: Senior Men's and Women's, U15s |
| MAY | Rising Stars Competition U11, 13, 14 & 17 Primary & College R 7s, Rugby 7s and 10s (6 weeks) | NOV | Tri Nations 15s (3 x weeks) Resident: Cook Islands, Samoa & Fiji |
| JUN | Raro Club Season (Jun –Sep) U10. 12. 13. 16, & 19, plus Seniors Raro Club QR, Rugby 7s, 10s or 15s to commence | DEC | U13 Raro Primary Schools' Quick Rip 7s Championship Raro 7s Tournament (International): Senior Men's and Women's, U17s |