



CIRU RUGBY 2022 WORKPLAN



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



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Ashleigh
Wihongi-Willis
President



Simiona Teiotu
Vice President



Anthony Turua
Treasurer



William Taripo
Secretary



Terepii
Tumutoa



Rachel
Metuangaro



Ben Koteka
Rugby Development
Manager

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Looking forward to the 2022 season

While the covid pandemic raged across the globe, CIRU was fortunate to have been able to run successful sporting events during 2021, both on Rarotonga and Aitutaki, and also nationally. These included an inaugural Tri-Nations Rugby tournament involving Cook Islands, Samoan and Fijian residents; the Cook Islands Games where teams representing most of our inhabited islands engaged in a men's and women's Sevens competition; and the popular Rarotonga Sevens which was won convincingly by the Tupapa Club, Panthers. Tupapa were also the champions of the 2021 season of the Rugby XV's club competition, while Avatiu Eels took out the Club 15s U19, U16 and U13s, as well as the Women's 7s Championship. With regards to 2021 Rising Stars, Tereora College won the U13 and U15 Rugby 7s, While Avarua School won the U13 and Under 11 primary school competitions

For 2022 the focus will be on supporting women and junior players. A new Players Association will be created to look after the interests of our players and to maintain a database that will ensure that we have up-to-date information on all our players. A performance programme will ensure that our best players receive specialist training and support for developing their skills and talents. We will install policies to ensure that the game remains inclusive and safe. The community will be encouraged to upskill themselves through workshops and training so that they too can participate as officials and other roles at our games and tournaments. Fundraising is always an issue, therefore we must continue to maintain our relationships with local donors and sponsors, and work together with other Cook Islands Unions in both NZ and Australia in order to garner support for our players and to provide the resources needed to incentivise as well as give our best players the best opportunities to creditably represent their country in the sport of rugby. This will be complemented by the promotion and sale of national rugby products to further engage community participation and engagement with the Game.





IMPROVE FINANCIAL AND ORGANISATIONAL MANAGEMENT PROCESSES

Strategic Area	Performance indicator	PIC	Activities for 2022 (WR £12,500)
Develop best practice admin controls and strategies	Exec Officers assigned portfolios and responsibilities	Ashleigh (President)	Simiona (VP), Anthony (Treasurer), Apii (Asst Treasurer), William (Minutes & Secretary), Rachel (Asst Secretary). Job descriptions and responsibilities of Exec and staff , as well as a Executive Committee Performance Plan to be created as per the 2022 WR UDQ. Maintain regular liaison with, support and encourage the work of the Junior and Women's Rugby Committees
	Ensure all game and player policies and strategies are updated	Board Members	Policies & reviews as required by the 2022 WR UDQ to be completed: Gender Equity Policy, Judiciary Policy, Player Association created and Database Policy developed,
Ensure regular financial reporting	Treasurer to provide a regular financial 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 RELATIONSHIPS WITH KEY STAKEHOLDERS			
Strategic Area	Performance Indicators	PIC	Activities for 2022 (WR £5000)
Maximise our revenues and investigate new revenue streams	Regular communications and contact with local and international donors	Board Members	Encourage regular communications contact with local and international donors to ensure that donors are aware of the value of their financial and in-kind inputs into the development and accountability of rugby in the Cook Islands
Strengthen relationships with other CIRU Assns	Regular contact and involvement of and with other CI Rugby Associations.	Ashleigh	Regular community contact with Cook Islands Rugby Union NZ Base and Cook Islands Rugby Union Australia Base for financial as well as other support
Develop a more strategic media and marketing plan	Regular communication using all types of media,	Ben	Using all media mode – Newspaper, website, social media platforms, local radio and TV Promote rugby at all levels, for both male and female players
	Marketing and Merchandising strategy and implementation plan. Report to AGM on the strategy and its results	Ashleigh	Develop a marketing and merchandising strategy and implementation plan Tsunami Merchandise has been ordered and will be sold to promote rugby and as fundraising from our rugby communities locally and overseas



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

Strategic Area	Performance Indicators	PIC	Activities for 2022 (WR £10,000)
Coordinate player engagement	A Player Association and database will be developed and maintained	Ben	A CIRU Players Assn is to be created, with a database that is regularly updated. The Association will promote, advance and protect the interest of players. The database will monitor national and international CI players
Enhance player experience	PLAYERS surrounded by quality support personnel Workshops provided by Oceania trainers	Ben	Oceania Trainers will provide expert training styles and methods for volunteer support - Coaches, Managers, Referees, Managers, S&C Trainers, Medical, Judicial Committee, Admin, Volunteers, Match Commissioner, RDOs, Teachers
“Rugby is for all” approach to opportunities to play the game.	A variety of formats of rugby to incorporate inclusion of children with disabilities. More women in rugby	Ben	PARTICIPATION: Get Into Rugby, Quick Rip, Touch DOMESTIC: Primary/College Competition, Club – Junior & Senior, Regional Games (U15 & U17 Youth 7s, Raro 7s, Tri Nations, CI Games) RECREATION: Golden Oldies, Touch, Quick Rip DISABILITIES: Participation by children with disabilities is encouraged WOMEN: Encourage opportunities for more women in rugby
Performance plan for the Rising Stars pathway	Increased participation and development and promote star players	Ben	PERFORMANCE: National 7s, National 15s, High Performance Academy A structured performance plan to be developed and implemented with measures to track performance improvements.



ENHANCE COMMUNITY EXPERIENCE OF THE GAME OF RUGBY IN THE COOK ISLANDS

Strategic Area	Performance Indicators	PIC	Activities for 2022 (WR £2,500)
Enhance the quality of match officials, coaches and managers	Match officials improve their qualifications and skills	Simiona and 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 safe and enjoyable games for all.
Improved cooperation with community groups	Volunteers are encouraged to upskill themselves as coaches and managers	Ben	*Workshops for volunteers will be provided to encourage more support for clubs and tournament matches (an ongoing goal). *Major tournaments will be rotated around the clubs (outsource the running of the events so that the community can become more involved on event planning, and CIRU can focus on the players)
Maintain the CIRU website and social media	Community has access to regularly updated CIRU web site and Facebook posts	Ashleigh Maire Ben	Ben's weekly reports should be uploaded to the website each week; Any news can be provided as posts. Social media use will also be maintained.
Develop a reward and recognition event.	A prizegiving award ceremony takes place at the end of the season.	Clubs and CISNOC	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 2022 (in GBP)

STRATEGIC GOAL	STRATEGIC AREAS	Budget assignment
1. Improve financial and organisational management	<ul style="list-style-type: none"> *Executive officer portfolios (with job descriptions) maintained – for Board members, office staff and RDMs *Create a CIRU Player Association and an 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"> *Regular communications with donors/ sponsors, other CIRU associations, member clubs, local media organisations *Marketing and merchandising strategy and implementation plan 	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 Performance Plan for 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 *Use CIRU website and social media to improve communication with community *Player and Community recognition 	WR: £2,500 Local: Other:

2022 Calendar

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2022 COMPETITION Overview: alignment to Strategic Goals #2, #3 & #4

Phase 1 (February): Training & Education Workshop (Oceania Educators) to upskill & build local capacity

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 identify talent. Invite overseas 7s teams U15, U17 & Seniors (Men's & Women's) and maybe NZ Heartland 15s.



JAN	13 th - 15 th : U17 Youth 7s Tournament (INTERNATIONAL)	JUL	Raro Club Rugby 15s continues... U19 Raro vs Aitutaki Rugby 15s series (Tues & Fri matches),
FEB	Training & Education Workshop (Oceania Educators) Tereora College Tabloid Sports (Quick Rip).	AUG	Raro Club Rugby 15s continues.
MAR	MAR/APR: Tereora College Yr 9 & 10 (5x wks) QR&R7s	SEPT	Raro Club Rugby 15s FINALS
APR	April Holiday Program	OCT	U15 Youth 7s Tournament (INTERNATIONAL) CI Games (Multi-sports)
MAY	Rising Stars Competition U11, 13, 14 & 17 Primary & College QR 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 Rarotonga Schools Quick Rip 7s Championships U17 Youth 7s / RARO 7s Tournament