



# CIRU RUGBY 2023 WORKPLAN



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



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Simiona Teiotu  
President



Anthony Turua  
VP - Treasurer



William Taripo  
VP - Secretary



Francis Toa  
VP - Player  
Welfare



Ben Koteka  
Rugby Development  
Manager



Maureen Hilyard  
CIRU EXEC  
Support



Front Page Photo from  
You Tube.

# Looking forward to the 2023 season

## President's Message:

Our projected CIRU programme for 2023 highlights that the world is slowly recovering from the impacts of Covid-19 which affected us over the last 3 years. Regional and International tournaments are being organised, and we would like to see our Cook Islands-based players participating in these games.

On a national front, school and club player training programmes and tournaments will ensure that we provide the best opportunities for our young players to develop their skills for higher level participation, especially through our Rising Stars programme for Quick Rip and Rugby 7s. Our club 15s season will be topped off by the Tri-Nations tournament which has become a popular inclusion into our local Rugby programme. Regionally we have several events that will give our players an opportunity to display their skills and talents.

CIRU will continue to work on its strategic goals to ensure that:

1. We strengthen our administrative and governance responsibilities including establishing a Players Association to organise and prepare our players for local, regional and international tournaments.
2. We strengthen our relationship with key stakeholders - our overseas CI Rugby Unions as well as our local and regional sponsors and donors. These organisations are important to the sustainability of Rugby in the Cook Islands.
3. We ensure that "Rugby is for all" and that players enjoy a variety of formations of the game that is inclusive of all ages and abilities, and that match officials are regularly updated on their respective qualification requirements.
4. We support our volunteer coaches, managers, match officials and Clubs. We could not exist without our community volunteers so we must ensure that their experience within the game of Rugby is both enjoyable and rewarding.





## IMPROVE FINANCIAL AND ORGANISATIONAL MANAGEMENT PROCESSES

| Strategic Area                                      | Performance indicator   | Person in Charge                 | Activities for 2023 (WR& Local £15,500)  |
|---|---|----------------------------------|--|
| Develop best practice admin controls and strategies | Exec Officers assigned portfolios and responsibilities                  | Simiona (President)              | Simiona (Pres), Anthony (VP-Treasurer), William (VP-Minutes & Secretary), Frankie (VP Administration and Player Welfare), Ben (Rugby Development Manager)<br>Maintain regular liaison with, support and encourage the work of the Junior Payers and Women's Rugby Committees |
|   | Ensure all game and player policies and strategies are updated          | Frankie (Admin & Player Welfare) | Complete the Player Database, establish the Players Association and ensure Player-related Policies are maintained  |
| Ensure regular financial reporting                  | Treasurer to provide a regular financial report to the monthly meetings | Anthony (Treasurer)              | The Treasurer will ensure that a statement on monthly income and expenditure is provided and monitored at each monthly meeting of the Executive Committee.   |



| STRENGTHEN RELATIONSHIPS WITH KEY STAKEHOLDERS    |   |                           |  |
|---|---|---------------------------|--|
| Strategic Area                                    | Performance Indicators  | PIC                       | Activities for 2023 (WR & Local £1800)   |
| Strengthen relationships with other CIRU Assns    | Regular contact and involvement of and with other CI Rugby Associations.              | Simiona Anthony & Frankie | Regular community contact with Cook Islands Rugby Union NZ Base and Cook Islands Rugby Union Australia Base for financial and other support for our local and overseas players |
| Maximise our revenues                             | Regular communications and contact with local and international donors                | Simiona Anthony & Frankie | Encourage regular communications contact with local and international donors to support our players when they are engaged in overseas tournaments                              |
| Develop a more strategic media and marketing plan | Regular communication about the progress of rugby in the CI 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  | Simiona & Anthony         | Develop a marketing and merchandising strategy and implementation plan   |





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

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| Strategic Area   | Performance Indicators   | PIC                    | Activities for 2023 (WR & Local £15,200)   |
|--|--|------------------------|--|
| Coordinate player engagement                                   | A Player Association and database will be developed and maintained   | Frankie & 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  | Simiona, Frankie & 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   |
| “Rugby is for all” approach to opportunities to play the game. | A variety of formats of rugby to incorporate inclusion of children with disabilities and more women in rugby | Ben                    | <b>PARTICIPATION:</b> Get Into Rugby, Quick Rip, Touch<br><b>DOMESTIC:</b> Primary/College Competition, Club – Junior & Senior, Regional Games (U15 & U17 Youth 7s, Raro 7s, Tri Nations, CI Games)<br><b>RECREATION:</b> Golden Oldies, Touch, Quick Rip<br><b>DISABILITIES:</b> Participation by children with disabilities is encouraged<br><b>WOMEN:</b> Encourage opportunities for more women in rugby |
| Performance plan for Rising Stars pathway                      | Increased participation and development and promote star players   | Frankie & Ben          | <b>PERFORMANCE:</b> National 7s, National 15s, High Performance Academy<br>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 2023 (WR & Local £6,500)   |
|--|--|-----------------------|---|
| Enhance the quality of match officials, coaches and managers | Match officials improve their qualifications and skills                    | Simiona & 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    | Simiona Frankie & Ben | * <b>Workshops for volunteers</b> will be provided to encourage more support for clubs and tournament matches (an ongoing goal).<br>* <b>Major tournaments</b> 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 | William & 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. Weekly media reports during the season.  |
| Develop a reward and recognition event.                      | A prizegiving award ceremony takes place at the end of the season.         | Simiona & Clubs       | A Prize-Giving event will be held at the end of the rugby season to acknowledge / recognise players, match officials and community supporters.  |



# ANNUAL BUDGET



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## ANNUAL BUDGET 2023 - General (in GBP)

| STRATEGIC GOAL   | STRATEGIC AREAS  | Budget assignment                      |
|--|--|--|
| 1. Improve financial and organisational management                   | <ul style="list-style-type: none"> <li>*Executive officer portfolios</li> <li>*CIRU Player Association and an updated player database</li> <li>*Regular monitoring and reporting of finances</li> </ul>  | WR: £13,500<br>Local: £2,000<br>Other: |
| 2. Strengthen relationships with key stakeholders (including donors) | <ul style="list-style-type: none"> <li>*Regular communications with donors/ sponsors, other CIRU associations, member clubs, local media organisations</li> <li>*Marketing and merchandising strategy and implementation plan</li> </ul>   | WR: £1,500<br>Local: £300<br>Other:    |
| 3. Enhance the player experience of the game of rugby                | <ul style="list-style-type: none"> <li>*A range of formats to enhance interest in the game of rugby and include persons with disabilities</li> <li>*Performance Plan for Rising Stars – Women’s U18 focus</li> <li>*Regular training regimen for players and coaches – Oceania Trainers</li> <li>*Application to AU and NZ High Comms to support continuation of the Quick Rip programme &amp; Tournament</li> </ul> | WR: £10,000<br>Local: £5,200<br>Other: |
| 4. Enhance the community experience of the game of rugby             | <ul style="list-style-type: none"> <li>*Qualifications and skills of coaches, managers, match officials</li> <li>*Local media, CIRU website and social media used to improve communication with community</li> <li>*Player and Community recognition</li> </ul>  | WR: £5,000<br>Local: £1,500<br>Other:  |

# ANNUAL BUDGET



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## ANNUAL BUDGET 2023 - Specific (in GBP)

| STRATEGIC GOAL   | STRATEGIC AREAS   | Budget assignment                      |
|--|---|--|
| 1. Develop best practice admin and financial controls and reporting  | <ul style="list-style-type: none"> <li>*CEO salary - £12,500 (WR)</li> <li>*Strategic Planning Advisor - £1,000 (WR)</li> <li>*Administration Manager - £2000 (Local)</li> </ul>  | WR: £13,500<br>Local: £2,000<br>Other: |
| 2. Encourage local and overseas associations to support CI-based rugby   | <ul style="list-style-type: none"> <li>*Establish Player Welfare committee - £500 (WR)</li> <li>*Develop Player database - \$1000 (WR)</li> <li>*Admin and communications - £300 (Local)</li> </ul>   | WR: £1,500<br>Local: £300<br>Other:    |
| 3. Provide inclusive opportunities to enhance player experience of the game of rugby, in all its formats             | <ul style="list-style-type: none"> <li>*4 x inclusive/all abilities (200xprimary) rugby sports days-£2000 (WR)</li> <li>*4 x inclusive/all abilities (secondary) 7s tournaments – £2000 (WR)</li> <li>*2 x 3-day (live-in) specialist skills workshops for 7s development squad (men and women) in prep for Sth Pacific Games &amp; Oceania 7s qualifier - £6000 (WR)</li> <li>*Tri-Nations 15s tournament – £1200 (Local)</li> <li>* Rarotonga 7s and U16 Youth 7s - £4000 (Local)</li> </ul>  | WR: £10,000<br>Local: £5,200<br>Other: |
| 4. Training and education of match officials and other volunteers (men and women); recognise community participation | <ul style="list-style-type: none"> <li>*2 x 2-day training workshops with Oceania trainers for senior club &amp; representative coaches (10 participants) - £2000 (WR)</li> <li>*Monthly training sessions for club junior coaches and managers to build capacity for representative team support - £2000 (WR)</li> <li>*2 x 1-day workshops for those interested in becoming referees and match officials at club and representative games (10 participants)-£1000 (WR)</li> <li>*Prizes for club champions 1<sup>st</sup> £750; 2<sup>nd</sup> £500; 3<sup>rd</sup> £250 - £1500 (local)</li> </ul> | WR: £5,000<br>Local: £1,500<br>Other:  |

# 2023 Calendar

## 2023 INTERNATIONAL COMPETITION Overview:

Raro7s Int Tournament (Oct)

Oceania 15s Cup (Oct/ venues TBC)

Oceania 7s Qualifier Tournament (Oct / venues TBC)

Mini-South Pacific Games (Solomon Islands / Nov)

U16 Youth 7s Tournament (Boys and Girls) (Rarotonga / Dec)

U18 World School 7s Tournament (Auckland / Dec)



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|            |  |             |   |
|------------|--|-------------|---|
| <b>JAN</b> |  | <b>JUL</b>  | Rarotonga Club 15s ends (Late July))  |
| <b>FEB</b> | Tereora College Y13 PE Training workshop   | <b>AUG</b>  | U19 Rarotonga vs Aitutaki (15s)<br><b>Tri Nations 15s</b> (Resident CI, Fiji & Samoa)   |
| <b>MAR</b> | RDO Primary/College Program (Mar to July)<br>#Inclusive / Ability Sports Day<br><b>CIRU AGM</b>                            | <b>SEPT</b> | #Inclusive / Ability Sports Day<br>Rarotonga Club 7s  |
| <b>APR</b> | RDO Primary/College program continues  | <b>OCT</b>  | U13 Rarotonga schools Quick Rip 7s Championships<br><b>Raro 7s International Tournament-34<sup>th</sup> anniversary</b><br><b>Oceania 7s Qualifiers</b><br><b>Oceania 16s Cup</b> |
| <b>MAY</b> | Rising Stars Championships Quick Rip & Rugby 7s start (6x weeks)   | <b>NOV</b>  | #Inclusive / Ability Sports Day<br><b>Regional Mini South Pacific Games</b>   |
| <b>JUN</b> | #Inclusive / Ability Sports Day<br><b>Club Season 15s starts (8x weeks)</b><br>Rising Stars Championships ends (late June) | <b>DEC</b>  | <b>U16 Youth 7s Tournament (International)</b><br><b>U16 Youth 7s Tournament (International)</b>  |