OUR VISION

“To be the leading provincial rugby organisation in the World”

“Leading the pack”
THE CULTURE, VALUES AND BEHAVIOURS OF THE CANTERBURY RUGBY FOOTBALL UNION ARE BASED ON:

- Success
- Fair Play
- Commitment
- Development
- Enjoyment
- Innovative
- Passion
- Agile
- Transparent
- Communicative
- Leadership
- Appreciative
- Quality
- Professional
- Honest
- Success
- Ruthless
- Focused
- Growth
- Development
- Loyalty
- Proactive
- Humility
- Teamwork
- Responsive

RED & BLACK
LEADING THE PACK

Culture, Values, Behaviour

Financial Sustainability

The Best People
Strong Community Game
Canterbury Team’s Success
Positive Relationships
Facilities
Crusaders’ Success

Culture, Values, Behaviour
OUR SIX KEY PILLARS ARE

_Umbrella_

_Financial Sustainability_
Having the financial means to be a leading rugby organisation forever

1.  **The Best People**
To attract develop and retain the best people

2.  **Strong Community Game**
To have healthy clubs, schools, and referees, with rising participation at all levels

3.  **Canterbury Teams’ Success**
To have Canterbury teams winning their competitions each year and/or providing great development outcomes

4.  **Positive Relationships**
To maintain and develop positive relationships in all our interactions

5.  **Facilities**
To have access to the best possible administrative and high performance facilities

6.  **Crusaders’ Success**
To drive and support the Crusaders to success on and off the field

_Foundation_

_Culture, Values, Behaviours_
How we go about doing what we do
UMBRELLA: FINANCIAL SUSTAINABILITY

Having the financial means to be a leading rugby organisation forever

STRATEGIES

1. To ensure traditional rugby revenue income is maximised
2. To examine opportunities for non-core revenue, including international partnerships
3. To maintain strict cost control to ensure expenditure always remains within affordable limits
GOAL ONE: THE BEST PEOPLE

To attract, develop, and retain the best people

STRATEGIES

1. To have a positive working environment where everyone feels part of the team, are valued, supported and provided opportunities for growth

2. To have a culture where health, safety, and well-being of our people are paramount

3. To strive for a climate where success and fun are interdependent

4. To understand and deliver on the needs of players, coaches and staff
GOAL TWO: STRONG COMMUNITY GAME

To have healthy clubs, schools and referees, with rising participation at all levels

STRATEGIES

1. To develop and disseminate resources, systems, advice and technical support material to clubs, schools, coaches, referees, and other support people

2. To contribute to the development of, and then implement the strategies and plans, of the NZRU Community Plan

3. To continue to seek new ways of addressing the critical stages of player drop-off

4. To ensure volunteers are valued with appropriate support and appreciation initiatives

5. To achieve our Key Performance Indicators relating to numbers of players, coaches and referees

6. To develop and implement a strategy to maximise community rugby’s position in the post-earthquake demographic changes in Christchurch and Canterbury

7. To have enjoyable, competitive, safe, fair and sustainable competitions, that encourage participation and create pathways and support development programmes where appropriate
GOAL THREE: CANTERBURY TEAMS’ SUCCESS

*To have Canterbury teams winning their competitions each year and/or providing great development outcomes*

**STRATEGIES**

1. To maintain leading edge systems of player talent identification, recruitment, development and retention
2. To continually challenge our high performance structures and resources
3. To utilise leading edge, effective technological support
4. To ensure we always appoint the best coaches and management support team available to every Canterbury team
5. To maintain the best rugby Academy in New Zealand
GOAL FOUR: POSITIVE RELATIONSHIPS

To maintain and develop influential relationships in all interactions

STRATEGIES

1. To ensure Canterbury rugby people are a committed and constructive part of all groups/committees/working parties etc that can influence the direction of New Zealand rugby

2. To provide high quality, constructive advice and guidance to those involved in making decisions that impact on rugby, including rugby organisations, local and regional government, educational institutions, and relevant social and government agencies

3. To seek mutually beneficial outcomes in all our dealings

4. To promote positive interaction and strong lines of communication between the CRFU (and professional rugby in particular) and Community Rugby stakeholders
GOAL FIVE: FACILITIES

To have access to the best possible administrative, high performance, and playing facilities

STRATEGIES

1. To ensure that AMI Stadium provides optimum facilities and is available for all required matches
2. To reach a decision on and implement new world class high performance facilities
3. To design and build a new world class administrative facility
4. To advocate for a new, permanent, world class rugby stadium as part of the Christchurch re-build
GOAL SIX: CRUSADERS’ SUCCESS

To drive and support the Crusaders to success on and off the field

STRATEGIES

1. To maintain strong and mutually beneficial relationships with all Crusaders Limited Partnership people

2. To understand how we can continue to support the needs of the Crusaders

3. To take an active interest in the Crusaders to show both support and to hold our investment in the Crusaders Limited Partnership to account

4. To make investment decisions that maximise wherever possible the mutual benefit of both Crusaders and Canterbury rugby