

NEW ZEALAND RUGBY

To Inspire And Unify

September 2022





Strategy snapshot

Rautaki tāpoto

Our vision is to inspire and unify through rugby

Our strategic pillars are:



**Winning
with mana**



**Rugby at the heart of
our communities**



**Loved game,
loved brands**



**Unleashing rugby's
commercial potential**

We'll enable success through:



**Enhancing the
welfare of our players**



**Thriving people,
thriving game**



**Leading through
technology**

Thriving People, Thriving Game
Mauri tū, Mauri ora

Our goal is to enable a world-leading sports organisation and engaging, diverse and inclusive environments across rugby.

We will achieve this by:

- Identifying, recruiting and supporting high-performing individuals at NZR.
- Building internal leadership capability to effect transformational shifts and impacts in rugby.
- Developing equitable, inclusive pathways for people of any gender, ethnicity and sexual orientation
- Working with Māori & Pasifika communities to build our capability and responsiveness.
- Creating safe rugby environments through the delivery of quality education and change programmes aimed at reducing harm.



School of hard knocks



Respect
Responsibility
Inclusion
Culture
Wellbeing
Equity
Diversity

Values

The Rugby Way

Te Ara Ranga Tira



Te Ara Ranga Tira

The Rugby Way

BE WELCOMING

TE POU MAIOHA

RUGBY IS A GAME FOR ALL, REGARDLESS OF OUR BACKGROUNDS, BELIEFS OR IDENTITY

BE OUR BEST

TE POU HIRANGA

WE STRIVE FOR EXCELLENCE ON AND OFF THE FIELD, DRIVEN BY A BELIEF THAT RUGBY CAN IMPROVE PEOPLE'S LIVES

BE PASSIONATE

TE POU IHIIHI

RUGBY IS MORE THAN JUST A GAME, IT BUILDS COMMUNITIES AND FOSTERS A LIFELONG LOVE OF THE GAME

PLAY FAIR

TE POU TIKA

WE DO WHAT WE SAY WE'LL DO, ACTING WITH HONESTY AND INTEGRITY AT ALL TIMES



Equity, Diversity & Inclusion







NEW ZEALAND RUGBY AND PRIDE PLEDGE

RAINBOW



READY
RUGBY







Purpose

Sport



LGBTQ+

VOICE

NZ RUGBY CEO

MARK ROBINSON

**“WE WANT
TO BE A
FORCE FOR
GOOD”**

ARTICLE | OLIVER HALL & LEVI JOULE
PHOTO | SUPPLIED BY NEW ZEALAND RUGBY / GETTY IMAGES

To mark IDAHOBIT (International Day Against LGBTQIA+ Discrimination) **Mark Robinson** tells *express* what New Zealand Rugby is doing to





BELONGING





He toa takitini. It's a team effort.

Stand up against discrimination.

Join us and be an ally.



Questions