

OUR MISSION

Provide the opportunity to participate in the game of Rugby Union for all the Eastern Suburbs' communities of Perth.

Ensure the club is financially sustainable into the future and give back to our members, the local community and sponsors on an ongoing basis.

Provide a facility and environment that offers a welcoming atmosphere that is inclusive to all families, children, members, sponsors and guests.

ONE CLUB ONE GOAL



OUR VISION

Within 5 years Perth Bayswater Rugby Union Club (PBRUC) will have the highest participation numbers of rugby players, both juniors and seniors, of all genders, cultures and abilities, in a Western Australian rugby club. We will be a valued and respected club within the Western Australian rugby community, known for our hospitality, sportsmanship and upholding all the traditions of Rugby Union.

STRATEGIC FRAMEWORK

Perth Bayswater will implement a strategic framework focussed on our goals to deliver on our mission and vision. At the highest level this framework consists of four pillars aligned to our strategic goals. These are focus on Our Players, Our Members/Sponsors, Our Community and Our Facilities. These pillars will be supported by strong governance to guide and align activity and innovation to continually look to how we can improve and adapt in the future.

G O V E R N A N C E



PLAYERS



STAKEHOLDERS



FACILITIES



COMMUNITY

I N N O V A T I O N

GOVERNANCE - ONE CLUB, ONE GOAL

WE HAVE ESTABLISHED SUBCOMMITTEES OVERSEEING ALL ASPECTS OF THE RUNNING OF THE CLUB. FOCUS AREAS INCLUDE:

- FINANCIAL MANAGEMENT
- RISK MANAGEMENT
- POLICIES AND PROCEDURES
- STRATEGIC PLANNING
- CONSTITUTIONAL RELEVANCE AND REVIEW

PLAYERS

PBRUC IS COMMITTED TO HAVING THE HIGHEST PARTICIPATION NUMBERS OF RUGBY PLAYERS, BOTH JUNIORS AND SENIORS, OF ALL GENDERS, CULTURES AND ABILITIES. WE WILL ACHIEVE THIS THROUGH THE INTRODUCTION OF THE FOLLOWING PROGRAMS:

- SENIOR TEAMS PLAYING & OPERATIONS
- JUNIOR TEAMS PLAYING & OPERATIONS
- GOLDEN OLDIES TEAM
- ALL ABILITIES TEAM
- FEMALE TEAM PLAYING & OPERATIONS
- REFEREEING AND COACHING

STAKEHOLDERS

THE STAKEHOLDERS SUBCOMMITTEE IS RESPONSIBLE FOR MANAGING ALL FUNDRAISING, SPONSORSHIP AND MARKETING FOR PBRUC AND GROWING OUR SOCIAL MEMBERSHIP. FOCUS AREAS INCLUDE:

- SPONSORSHIP AND MARKETING
- CURRENT MEMBER ENGAGEMENT
- PAST MEMBER ENGAGEMENT
- FUNDRAISING AND CLUB SOCIAL EVENTS
- MERCHANDISING

FACILITIES

THE FACILITIES SUBCOMMITTEE IS RESPONSIBLE FOR MANAGING THE CLUB'S FACILITIES REQUIREMENTS GOING FORWARD. FOCUS AREAS INCLUDE:

- BUILDING AND FACILITIES FUTURE DEVELOPMENT
- BAR MANAGEMENT
- CANTEEN MANAGEMENT
- CLUB HOUSE AND CHANGING ROOM MANAGEMENT

COMMUNITY

WE ARE FOCUSED ON PROVIDING ENGAGEMENT AND AWARENESS OF HOW OUR CLUB CAN CONTRIBUTE TO THE COMMUNITY AND LOCAL BUSINESSES BY PROMOTING RUGBY WITHIN THE FOLLOWING AREAS:

- AN ALL ABILITIES TEAM:
- SCHOLARSHIPS FOR DISADVANTAGED AND INDIGENOUS FAMILIES AND INDIVIDUALS
- CITY OF BAYSWATER AND RUGBYWA ENGAGEMENT
- ENGAGING WITH DISADVANTAGED AND INDIGENOUS FAMILIES AND INDIVIDUALS WITHIN OUR COMMUNITY

INNOVATION

AS A CLUB, WE ARE INVESTING IN A PROGRAM OF CONTINUAL IMPROVEMENT AND MODERNISING FOCUSED ON IDENTIFYING NEW TRENDS, OFFERINGS, TECHNIQUES AND TECHNOLOGIES THAT IMPROVE HOW WE DELIVER ON OUR STRATEGIC GOALS. FOCUS AREAS INCLUDE:

- MANAGING THE CLUB'S I.T. AND SOCIAL MEDIA REQUIREMENTS
- MODERNISING CLUB WEBSITE
- ENSURING THE ONLINE PRESENCE AND MARKETING STRATEGIES ARE ALIGNED
- EXPLORING COLLABORATIVE AND C.R.M. SOLUTIONS