

OPERATIONAL PLAN

Bunbury Barbarians Junior Rugby Union Club Inc.

2026 - 2028



MISSION STATEMENT

To compete, promote, administer and develop Rugby Union in the South West while creating an inclusive, safe and supportive environment for all players and families.



VISION

To build a strong, connected rugby community where players develop skills, confidence, friendships and lifelong values through participation in Rugby Union.



SUCCESS

Increased membership + happy members + financially self-sustainable + improved Club facilities



VALUES



Respectful & Inclusive



Innovation



Family Focused



Leadership



Diversity & Belonging



Community Connection

STRATEGIC PRIORITY AREAS



1. GOVERNANCE & LEADERSHIP

Building a resilient and transparent club structure through strong leadership, ethical practices and effective governance.

- Administration processes
- Policies and procedures
- Corporate governance
- Risk management
- Transparency & accountability



2. PARTICIPATION & PLAYER DEVELOPMENT

Providing quality coaching, player pathways and safe participation opportunities for all ages and skill levels.

- Expand participation across local and metropolitan competition
- Foster cultural engagement
- Focus on player safety
- Coach & player development
- Pathways for all ages



3. DIVERSITY, INCLUSION & BRIDGING THE GAP

Creating opportunities for people from all backgrounds to participate in rugby while fostering cultural understanding, inclusion and community connection.

- Diversity & inclusion strategy
- Indigenous engagement pathways
- Cultural awareness & education
- Female participation growth
- Community connections



4. VOLUNTEER DEVELOPMENT

Supporting, recruiting and recognising volunteers, coaches, referees and team managers.

- Volunteer strategy and policy
- Coach development & training
- Referee recruitment & development
- Recognition & retention



5. MARKETING & COMMUNITY ENGAGEMENT

Strengthening communication, sponsorships and partnerships while promoting a positive club culture.

- Look after our Sponsors
- Alliances with Stakeholders
- Code of Conduct and Handbook
- Digital & social media presence
- Community engagement initiatives



6. FINANCIAL SUSTAINABILITY

Maintaining strong financial management, growing sponsorship opportunities and supporting long-term club growth.

- Develop commercial partnerships
- Annual Fundraising Opportunities
- Operational budget
- Long term financial planning
- Grant & funding opportunities



7. FACILITIES & EQUIPMENT

Improving club facilities and maintaining quality equipment to support future growth and member experience.

- Long term clubhouse upgrade plan
- Grounds maintenance program
- Equipment replacement program
- Safe, accessible & fit-for-purpose facilities



BUNBURY BARBARIANS
JUNIOR RUGBY UNION

Teamwork. Respect. Passion. Barbarians.



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