

ONE WALES, WHERE RUGBY MATTERS MORE

VISION

"Uniting people and inspiring passion in our Welsh Rugby Nation."

MISSION

"Working together to create exceptional experiences and opportunities for everyone through our game"

2029 GOALS

Men's and Women's National Teams consistently ranked in the Top 5

Club teams challenging in the play-offs of URC / Celtic Challenge

Retain and grow the number of active participants

Financial sustainability at all levels of the game

Increase the percentage of the Welsh public positive about Welsh rugby

PILLARS



Develop competitive, inspirational **Clubs and National Teams**



Foster a **thriving and sustainable community** game



Accelerate development of the **women and girls'** rugby ecosystem



Engage and grow our Welsh rugby nation through a **positive brand and narrative**

ENABLERS



Create growth from a **sustainable financial** foundation



Provide inclusive, collaborative and action-oriented **governance and culture**



Become a "smart" **data and insight-driven** rugby nation



Build and nurture **diverse, high-performing and engaged teams and people** across Welsh rugby