



SUOMEN RUGBYLIITTO

FINNISH RUGBY FEDERATION

SRL Strategic Plan 2021 - 2024

Background

The Suomen Rugbyliitto was established in 1968 but did not gain World Rugby and Rugby Europe accreditation until 1999. Since then rugby has spread to 17 clubs and 4 associate clubs throughout Finland, representing over 41 teams competing in five competitions. At the international level, Finland is represented by the Senior Men's & Women's XV's, Senior Men & Women's VII's.

The SRL between 2016 and 2020 received the bulk of its funding from World Rugby, Rugby Europe, the Finnish Government (via the Opetus- ja kulttuuriministeriö Grant), subscriptions from the member clubs and sponsorship. These funds are used to administer the SRL, activities of the National Teams in Rugby Europe competitions, educational courses throughout the country and other activities that help to push the sport forward.

Vision

To be a self-sustaining Federation with the required structures and having accredited, trained, competent and dedicated personnel in place to continue the growth of Rugby in Finland and promote Finnish Rugby regionally and worldwide within the guidelines of the relevant governing bodies.

Mission

To promote, develop and sustain the game for all stakeholders in Finland including players, officials, coaches, sponsors, supporters, and governing bodies.

Values

Discipline	Kurinalaisuus
Respect	Kunnioitus
Integrity	Rehellisyys

Member of World Rugby
Member of Rugby Europe
Member of Finnish Olympic Committee (NOC)

Suomen Rugbyliitto ry
Valimotie 10
00380 Helsinki, Finland
Y-tunnus: 0116997-5
ALV: FI01169975
E-mail: info@finland.rugby
www.finland.rugby





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Passion Intohimmo
Solidarity Solidaarisuus

Continual Goals

The Continual Goals of the Suomen Rugbyliitto (SRL) are to:

- Promote the values, spirit, and ethos of Rugby in Finland
- Facilitate and support long-term participation and continued involvement in the game by all stakeholders encouraging cross category migration
- Have a sustainable year on year increase in registered players in all categories.
- Identify, secure, and sustain long term partners ensuring they realise return on their investment through various avenues

Strategic Areas

- World Rugby, Rugby Europe & SRL synergy
- Men's & Women's Rugby
- School Rugby Programme (12 – 16 years old)
- Age group rugby (U17, U20)
- Stakeholder synergy and value
- Continued administration improvements

Strategic Philosophy

The years of 2016 - 2020 covered by the previous strategic plan saw sustainability in Finnish Rugby, administration procedures were stabilised and saw solid consistency in key areas, including a growth in clubs and player numbers. The aim for the 2021 – 2024 Strategic plan is to further build on those areas as well as focusing on improvements and completion of the below focal areas.

The below are not the sole focus points above anything else, other areas relating to Finnish rugby and its continual improvement will be maintained, however these areas are day to day activity.

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Strategic Goals

Goal 1: Recruitment & Retention

Striving for growth within the Finnish union and all its stakeholders. With an increased awareness and drive to create and maintain a youth version of the sport, ensuring that clubs and schools aim to work together to increase the amount of youths playing. With the youths embedded into rugby scenarios a league is maintained by way of round robin games or tournaments. As well as looking to recruit new players, clubs and the SRL are also retaining those players who no longer partake in the sport in a competitive nature. Highlighting areas within clubs or 3rd party placements that could continue to offer a 'rugby environment' but also a benefit to the 3rd party, such as coaching positions within clubs, refereeing, admin roles in and around the sport.

Key Performance Indicators:

- Licensed numbers in the SuomiSport portal increase year on year showing a marked increase in Youth and Female licenses.
- Clubs create in conjunction with the SRL, guide, and administer the mutually agreed direction for increasing youth rugby and creating a sustainable platform to further secure the growth of Finnish rugby.
 - In cooperation with clubs, map out plans that would see each club increase in numbers and team size. Those with multiple teams look to strengthen those established teams, those with just one team look at opportunities to increase their number of teams.
 - Key positions within clubs and administrative areas are reflective of gender diversity where possible.
 - Sufficient qualified personnel are recruited to carry out the educational needs and requirements of the SRL, conforming to standards and legislation as set out by the SRL, Rugby Europe and World Rugby.
 - All teams within Finland have qualified personnel, with a minimum of World Rugby Level 1 Coaching qualifications.
 - The portfolio of partners in Finnish Rugby increases in tandem with the increase in player growth and structure.
 - A certified effort over the strategic period to reignite those clubs that have lapsed as well as developing new potential locations for clubs. Getting the SRL closer to hitting the benchmarks set out by OKM and NOC.



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Goal 2: Marketing & Brand Awareness

The marketing objective from Suomen Rugbyliitto (SRL) is to promote rugby throughout Finland, so that there is an increased awareness and interest in the sport. Also, to make rugby an attractive location for sponsorship, for domestic clubs and Finnish international teams. This is achieved by an increase of media activity through various platforms and in cooperation with clubs and teams to obtain a harmonious ecosystem of information sharing and gathering.

Key Performance Indicators:

- Increase of Suomen Rugbyliitto's social media platform followers by 5-10% p.a. on Facebook, Instagram, Twitter, and YouTube, respectively.
- More content creation for social media platforms about national team and club results, news about national teams, clubs, youth rugby, and rugby in general.
- Increased awareness of all Finnish International teams, achievements, standings, and profiles.
- Media releases to news organisations, for public awareness.
- Promotion of the values of rugby.
- Awareness of rugby as a sport and its laws, through social media postings and creation of a new Finnish version of how to get involved.
- Investing in information gathering and sharing for domestic competitions by the means of obtaining or creating a new ecosystem to cope with data transferring.
- The creation of marketing materials that can assist clubs to gain an increase in licensed and registered members.



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Goal 3: Development of permanent playing facilities

Creation and operation of Finland's very first World Rugby, Regulation 22 approved playing surface and rugby dedicated sports venue, in conjunction with the city of Helsinki. Complete management of a reservations system that will see Rugby trained and played at the venue on the SRL's terms and timelines, in addition to incorporating reservations from other sports and local educational facilities. Primary venue for domestic competition games played in Helsinki as well as for Rugby Europe International games. The facilities can also be used for National Team training when needed.

Key Performance Indicators:

- Successful completion of the Regulation 22 approved playing pitch as per the approved schedule with the City of Helsinki. First use of the pitch for competitive games should be in time for the 2023 domestic season
- Creation of a limited liability company operating under the SRL which will be fully responsible for the running of the venue. Areas required will be a booking system upkeep, invoicing, area upkeep and preparation for bookings.
- Successful and functional bookings system that utilises the maximum usage of the venue.
- Ability to extend the domestic season with capital region fixtures and domestic 7's tournaments and social tournaments.
- Hosting of International fixtures with more leeway to windows of play in alignment with our peers.
- Showcasing the creation and utilisation of the country's first ever World Rugby Regulation 22 Artificial surface which can further maximize exposure of the sport within Finland



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Goal 4: High Performance

Continual support to the 4 National Teams that represent Finland in Rugby Europe competition and 3rd party competitions used as warm up fixtures. Enable a unified support nature for the teams for resources that aid training camps and day to day operations.

Key Performance Indicators:

- Unify the teams in how they operate in relation to the SRL and vice versa. Ensuring all management staff are competent in their roles and fulfil any criteria set out by Rugby Europe and World Rugby.
- Identify realistic goals for competition placement based on tools available to each team. Modify these targets year on year based on progress and new data.
- Ensure good financial practice for all teams to operate within their budget and maximize any potential sponsorship and partnership opportunities. Investigate with each team's management and leadership group the methods to reduce the players' financial input and what can be done to minimize the input.
- In tandem with Goal 3 of the Strategic Plan, promote all 4 National Teams via the various media channels with their activities as well as with targeted campaigns, strengthening the relationship and communication channels between each team so the SRL can further champion and promote their activities.
- Maintain the best possible standards, players, operations and development within each team.