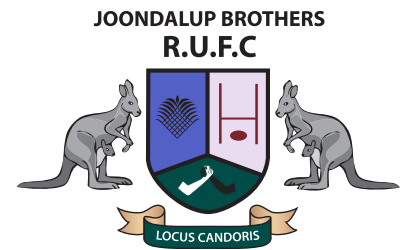


- 📍 Kennedy Dr, Joondalup Perth WA 6027
- ☎ Club rooms 9300 3710
- ✉ info@joondalupbrothers.com
- 🌐 www.joondalupbrothers.com



Premier Grade Submission

Premier Grade Submission 

prepared for 
Rugby WA

203 Underwood Ave, Floreat Perth WA
P: 08 9387 0700

prepared by 

Joondalup Brothers Rugby Union Football Club

2014 - 2017 Joondalup Brothers Rugby Union Football Club (JBRUFC) Strategic Plan

Mission

To provide a family friendly, supportive and professional club environment for players, coaches, managers, parents, volunteers and administrators, to enjoy and pursue their rugby interests at junior and senior level, whether they are social or aspirational participants.

The JBRUFC will achieve this by focusing on developing its people through best practise coaching, training and professional development, whilst listening to the wants and needs of the club community.

Long Term Vision

To be the top Rugby Union Club in Western Australia by any measure prior to 2025.

Core Values

- Integrity, honesty, transparency, respect and trust in each other
- Camaraderie, fellowship and fraternity in pursuit of the game
- Commitment, dedication and pride in everything we do

Organisational Goals

1. To provide an environment where all club members and associates can enjoy their rugby experience.
2. Develop "our people" by providing training and development opportunities for coaches, managers, players, parents, volunteers and administrators.
3. Collaborate with VenuesWest, State Government and City of Joondalup to provide a quality club and training facility that will meet the social, aspirational and financial needs of the JBRUFC and wider Joondalup sports community.
4. Provide professional, visionary and transparent governance.
5. Successfully compete in the RugbyWA Premier Reserve Grade Competition in 2014.
6. Field a team in the RugbyWA 1st Grade Premier Competition and a squad in each of the following Premier Competitions (Reserve Grade, 3rd Grade, 4th Grade, U21's & U19's) by 2017.
7. Be a financially successful and stable club.

▶ Objectives

▶ Goals

- ▶ 1. To provide an environment where all club members and associates can enjoy their rugby experience.

▶ Objectives

- ▶ Provide both aspirational and social pathways for junior and senior rugby participants to achieve their goals.

▶ Action

- ▶ Enter a minimum of 2 teams in each age group from U6's - U17's by season 2016. Chairman and Junior and Senior Presidents

- ▶ Assemble a quality coaching group that is qualified and accredited under the Australian Sports Commission's National Coach Accreditation Scheme (NCAS), experienced and knowledgeable and delivers "best practise coaching" techniques. Director of Rugby Ongoing.

- ▶ Provide a quality training environment that includes adequate field space for all teams, strength and conditioning facilities e.g. gym, whilst also catering for speed and quickness, recovery and skill acquisition. Completed in readiness for season 2017. Chairman and Junior and Senior Presidents

- ▶ Work with senior coaches to develop aims and plans. Director of Rugby and senior coaches. ASAP

- ▶ Appoint strength and conditioning coach to assist with program. Director of Rugby. April 2014

- ▶ Engage junior coaches to plan and deliver academy program including skills, leadership, strength, conditioning, speed and quickness. Junior Coaching Coordinator April 2014

- ▶ Appoint strength and conditioning coach to assist with program. Junior Coaching Coordinator. ASAP

- ▶ Establish a senior training academy to cater for aspirational players.

- ▶ Refine junior academy to cater for aspirational players.

▶ Goals

- ▶ 1. To provide an environment where all club members and associates can enjoy their rugby experience.

▶ Objectives

- ▶ Develop a junior development training group for those players not yet at elite level but seeking to improve.
- ▶ Be an essential pillar of the community that provides a nurturing environment for the pursuit of life skills, self esteem, self discipline, pride and enjoyment of sport for all, but particularly targeting youth from U13 - U21's.
- ▶ Understand the motivations, aspirations, needs and wants of all club members.
- ▶ Provide opportunities to build an Espirit de corps through involvement in club social events and activities.
- ▶ Recognise individual effort and achievement within the club.

▶ Action

- ▶ Engage junior coaches to plan and deliver development program including skills, leadership, strength, conditioning, speed and quickness.
- ▶ Appoint strength and conditioning coach to assist with program. Junior Coaching Coordinator. ASAP
- ▶ Provide off field development opportunities e.g leadership and communication training, apprenticeships through sponsors and partners etc. Director of Rugby and Sponsorship Manager 2014
- ▶ Engage with key stakeholders within the local community e.g. COJ, sponsors, partners. Sponsorship Manager 2014
- ▶ Engage with participants and gather feedback at the completion of each season through surveying all groups of participants. Junior and Senior Presidents 2014
- ▶ Act on findings annually. Season 2015. Junior and Senior Presidents
- ▶ Organise a calendar of club events and activities for juniors and seniors. Social Committee 2014
- ▶ Communicate events through: club newsletter, Facebook, team managers etc. Social Committee 2014
- ▶ Refine volunteer recognition/rewards program. Executive Committee 2014.

▶ Goals

- ▶ 2. Develop “our people” by providing training and development opportunities for coaches, managers, players, parents, volunteers and administrators.

▶ Objectives

- ▶ Establish club policies in regards to minimum requirements for coaching at all levels, both junior and senior

- ▶ Explore training and development opportunities internally, through City of Joondalup, RugbyWA and DSR for managers, parents, volunteers and administrators

- ▶ Target and recruit club members for specific roles to share “the load”.

▶ Action

- ▶ Encourage rugby participants to attend RugbyWA education offerings e.g. coach and match official education, advanced coach seminars etc. Director of Rugby and Junior Coaching Coordinator

- ▶ Provide internal coach development workshops (3 per season) managed by the Director of Rugby and Junior Coaching Coordinator 2014

- ▶ Provide club networking opportunities for coaches to engage other coaches as mentors, advisors to assist with planning, session delivery, techniques and tactics. Director of Rugby and Junior Coaching Coordinator

- ▶ Engage with club participants to better understand wants and needs and to better understand current skill sets. 2014

- ▶ Understand how external organisations such as COJ, DSR can assist with club member development. Recognise the opportunities available to develop members. Director of Rugby, Junior Coaching Coordinator 2014

- ▶ Develop target list. Executive Committee

▶ Goals

- ▶ 3. Collaborate with VenuesWest, State Government and City of Joondalup to provide a quality club and training facility that will meet the social, aspirational and financial needs of the JBRUFC and wider Joondalup sports community.

- ▶ 4. Provide professional, visionary and transparent governance.

▶ Objectives

- ▶ Have two rugby fields positioned North/South in readiness for the 2014 rugby season.

- ▶ Investigate the viability of a gymnasium at Arena.

- ▶ Continue to develop the clubhouse and general environment.

- ▶ Establish an organisation structure that is able to deal with the modern demands of a community sports club.

- ▶ Update club policy manual that covers key aspects of the operation of the club i.e. club identity, core values, code of conduct, record keeping, policies and procedures).

▶ Action

- ▶ Continue to collaborate with VenuesWest, State Government and City of Joondalup . Chairman Ongoing

- ▶ Establish costs involved with erecting a gym. Treasurer, Sponsorship Manager & Presidents 2014

- ▶ Form partnerships with local sports groups to enable sustainable use of the facility.

- ▶ Work with ASCRA and VenuesWest to identify opportunities for clubhouse environment. 2014

- ▶ Engage with club members and sponsors to explore opportunities for affordable improvements to clubhouse and surrounds. 2014

- ▶ Identify the roles and responsibilities required to manage and operate a successful community club. 2014

- ▶ Target the skills sets required internally and externally to fulfill the identified roles and responsibilities. 2014

- ▶ Review current policy manual and formulate recommendations. Executive Committee 2014

- ▶ Communicate update through communication networks: briefings, club newsletter, Facebook, team managers

▶ Goals

- ▶ 5. Successfully compete in the RugbyWA Premier Reserve Grade Competition in 2014.

▶ Objectives

- ▶ Build a competitive Reserve Grade squad.

▶ Action

- ▶ Develop a recruitment and retention strategy for coaches and players. Director of Rugby and Recruitment Manager 2013 - 2015.

- ▶ Ensure the development of local juniors through the establishment of elite and developmental junior academies. 2013 ASAP

- ▶ Establish a senior training academy. 2013 ASAP

- ▶ Develop a quality season training and playing plan. Director of Rugby, Junior Coaching Coordinator and coaches.

- ▶ 6. Field a team in the RugbyWA 1st Grade Premier Competition and a squad in each of the following Premier Competitions (Reserve Grade, 3rd Grade, 4th Grade, U21's & U19's) by 2017.

- ▶ Build a competitive 1st Grade squad.

- ▶ Develop a recruitment and retention strategy for coaches and players. Director of Rugby and Recruitment Manager 2014 - 2017.

- ▶ Provide Premier Grade training and playing facilities. Chairman, Director of Rugby, Junior and Senior Presidents. 2017

- ▶ Ensure appropriate sponsorship income. Sponsorship Manager 2014 - 2017

- ▶ 7. Be a financially successful and stable club.

- ▶ Develop and maintain an action plan and budget that are living documents.

- ▶ Develop a new financial plan taking into consideration the long term sustainability of the club and entry into the RugbyWA Premier Competition from 2014.

▶ 2014 Brothers Retention & Recruitment Plan

▶ Aim	▶ Objective	▶ Action	▶ Who	▶ When	
▶ Organise a retention & recruitment committee to manage portfolio	▶ Retain all players from 2013 & recruit 23 - 25 new players capable of playing Reserves for 2014	▶ Select relevant personnel for committee	▶ Committee & DOR	4/11/13	
		▶ Appoint Senior Recruitment Officer	▶ Committee & DOR	4/11/13	
▶ Retain all players from 2013	▶ Maintain communications with players	▶ Contact all potential Reserve Grade & 3rd Grade players	▶ DOR	Before 5/11/13	
		▶ All other players contacted	▶ Recruitment Officer	Before 5/11/13	
		▶ Review website & Facebook as communication tools including: access & administration	▶ DOR & Wellsy	29/11/13	
		▶ Investigate JBRUFC Twitter & Instagram accounts	▶ TBC	29/11/13	
		▶ Organise pre-xmas event e.g. Senior Xmas Party	▶ Social Committee	Before 15/11/13	
		▶ Distribute newsletter monthly during off season & pre season	▶ TBC	Monthly	
		▶ Update current player contacts	▶ Recruitment Officer	20/12/13	
		▶ Organise an annual Senior Development Tour (provides competitive 15 a side rugby & end of season holiday)	▶ Gather quotes for international & national tours from IST	▶ DOR	20/12/13
			▶ Select location	▶ R&R Committee	

▶ Aim	▶ Objective	▶ Action	▶ Who	▶ When
	<ul style="list-style-type: none"> ▶ Actively seek to re-register and retain players from previous season. 	<ul style="list-style-type: none"> ▶ Develop a strategy to collect payment of fees including recognition of service e.g. 5 years service = 15% discount of fees, 10 years service = 25% discount of fees ▶ Send an e-mail invitation to re-register with club for the new season (include registration day/dates, costs, season information, trial dates, etc). ▶ Prior to the sign-on month beginning, ensure that all players from the previous year are personally contacted and confirm that they are returning for the new season. ▶ Promote discounts for early registration and payment of registration fees e.g. free training singlet ▶ Have coach/manager follow up with any players who have not signed up for the new season with a phone call. 	<ul style="list-style-type: none"> ▶ Committee & Senior President ▶ Registrar ▶ Recruitment Officer & DOR ▶ Registrar/Senior President ▶ Head Coach 	<ul style="list-style-type: none"> February February 31 January ASAP After Rego Day
<ul style="list-style-type: none"> ▶ Recruit 23 - 25 new players capable of playing Reserve Grade 	<ul style="list-style-type: none"> ▶ Engage club members to understand resources available in regards to employment & accommodation 	<ul style="list-style-type: none"> ▶ Contact club members regarding employment & accommodation 	<ul style="list-style-type: none"> ▶ Recruitment Officer 	<ul style="list-style-type: none"> 15/11/13
	<ul style="list-style-type: none"> ▶ Develop a communication strategy 	<ul style="list-style-type: none"> ▶ Develop a data base of potential local recruits. 	<ul style="list-style-type: none"> ▶ All. DOR to lead. 	<ul style="list-style-type: none"> 29/11/13
		<ul style="list-style-type: none"> ▶ Contact previous JBRUFC players about promotion 	<ul style="list-style-type: none"> ▶ Recruitment Officer 	<ul style="list-style-type: none"> 29/11/13
		<ul style="list-style-type: none"> ▶ Request support from RugbyWA i.e. promotion to wider rugby community 	<ul style="list-style-type: none"> ▶ DOR & Mark Sinderberry 	<ul style="list-style-type: none"> 29/10/13

▶ Aim	▶ Objective	▶ Action	▶ Who	▶ When
<p>▶ Recruit 23 - 25 new players capable of playing Reserve Grade</p>	<p>▶ Develop a communication strategy</p>	<p>▶ Develop a recruitment flyer aimed at international players.</p>	<p>▶ R&R Committee</p>	<p>22/11/13</p>
		<p>▶ Promote annual Development Tour as a recruitment tool</p>	<p>▶ All</p>	<p>ASAP</p>
		<p>▶ Promote elevation to Reserve Grade & Premier competition: web, Facebook, Twitter, posters etc.</p>	<p>▶ Recruitment Officer & DOR</p>	<p>ASAP April 2014</p>
		<p>▶ Inform current club members of promotion</p>	<p>▶ Recruitment Officer & DOR</p>	<p>30/10/13</p>
		<p>▶ Use word of mouth through current players</p>	<p>▶ Recruitment Officer & DOR</p>	<p>29/11/13</p>
		<p>▶ Use the COJ media platform to advertise player recruitment</p>	<p>▶ Recruitment Officer & DOR</p>	<p>15/11/13</p>
		<p>▶ Use the Brothers network to advertise player recruitment</p>	<p>▶ Recruitment Officer & Russell Peart</p>	<p>15/11/13</p>
		<p>▶ Investigate possibility of a fixed street sign</p>	<p>▶ Committee</p>	<p>29/11/13</p>
		<p>▶ Organise street signage (corflute A-Frames) on major thoroughfares e.g. Marmion Ave, Joondalup Drive, Wanneroo Rd, Shenton Drive, Ocean Reef Rd etc</p>	<p>▶ Recruitment Officer & DOR</p>	<p>February</p>
		<p>▶ Target & advertise on rugby recruitment websites</p>	<p>▶ Recruitment Officer & DOR</p>	<p>15/11/13</p>
		<p>▶ Develop target list of international clubs to promote recruitment of players</p>	<p>▶ All & Recruitment Officer</p>	<p>29/11/13</p>
		<p>▶ Strategically place posters in local businesses e.g. Surge Gym</p>	<p>▶ Recruitment Officer & DOR</p>	<p>29/11/13</p>
		<p>▶ Use club newsletter to promote recruitment</p>	<p>▶ Recruitment Officer</p>	<p>15/11/13 Monthly</p>

▶ Aim	▶ Objective	▶ Action	▶ Who	▶ When
<ul style="list-style-type: none"> ▶ Recruit 23 - 25 new players capable of playing Reserve Grade 	<ul style="list-style-type: none"> ▶ Develop a fee payment system to drive recruitment 	<ul style="list-style-type: none"> ▶ Discuss following option at next committee meeting: <ol style="list-style-type: none"> 1. players who introduce a new fee paying player to the club receive a 30% discount, 2. players who introduce 2 fee paying players receive a 50% discount 	<ul style="list-style-type: none"> ▶ Committee 	4/11/13
		<ul style="list-style-type: none"> ▶ Widely promote fee system to players 	<ul style="list-style-type: none"> ▶ Recruitment Officer & Senior President 	22/11/13
	<ul style="list-style-type: none"> ▶ Target local high schools 	<ul style="list-style-type: none"> ▶ Develop flyer & communication targeting Year 11 & 12 students 	<ul style="list-style-type: none"> ▶ Recruitment Officer 	ASAP 22/11/13
		<ul style="list-style-type: none"> ▶ Enlist the support of RugbyWA Development staff to advertise JBRUFC to local high schools 	<ul style="list-style-type: none"> ▶ DOR 	ASAP
		<ul style="list-style-type: none"> ▶ Consider hosting event to target high school students 	<ul style="list-style-type: none"> ▶ Recruitment Officer 	TBC
	<ul style="list-style-type: none"> ▶ Consider targeting high school rugby coaches (teachers) as coaches & ambassadors 	<ul style="list-style-type: none"> ▶ DOR 	TBC	
	<ul style="list-style-type: none"> ▶ Seek to develop a relationship with ECU 	<ul style="list-style-type: none"> ▶ Target contacts within uni to discuss potential opportunities 	<ul style="list-style-type: none"> ▶ DOR 	TBC
		<ul style="list-style-type: none"> ▶ Use Uni Open Day to promote club 	<ul style="list-style-type: none"> ▶ Recruitment Officer 	February
	<ul style="list-style-type: none"> ▶ Target elite juniors at club 	<ul style="list-style-type: none"> ▶ Organise meeting with players 	<ul style="list-style-type: none"> ▶ DOR 	ASAP

Letters of Support from our Sponsors

Suite 4C / 1 Wise Street
Joondalup, WA
6027

2/9/14

To Whom It May Concern



Re – Support for Joondalup Brothers Rugby Club promotion to the Premier Division in 2015

As the sponsor of Joondalup Brothers 1st VX rugby team, we would like to offer our utmost support in the initiative to promote Joondalup Brothers to the Premier Division in 2015.

We have been a club sponsor for many years now, this year becoming the First XV sponsor. We have been so impressed with the club, its management, its coaches, its players and its parents, that we have already committed to sponsoring the First XV team for 2015, 2016, 2017.

Joondalup Brothers is a very successful and growing club. There is a real buzz of excitement with the additional second pitch under construction and coming into use next year.

We would not have committed to sponsoring Joondalup Brothers for the next 3 years if we did not believe they are the real deal. We think Joondalup Brothers would be very competitive in the Premier Division and that would bring the general Joondalup community and business community closer to RugbyWA.

Also as the Principal Sponsor for the Perth Spirit, I am very keen for Joondalup Brothers to work well and closely with RugbyWA.

Kind regards

Garth Davis



Branch Manager
Property Club
Branch Manager of the Year for 2011 and 2013
www.lesstaxtopay.com.au/rugby



Re – Support for Joondalup Brothers Rugby Club promotion to the Premier Division in 2015

To whom this may concern,



It is with great pleasure and excitement that we offer this letter of support for the inclusion of Joondalup Brothers into your Premier Competition for season 2015.

Our association with the Brothers goes back a long way and we have seen the club evolve over the years. We take great pride in watching the teams play each week, post-game we have the pleasure of hosting the boys after they have left their club rooms or return back to Joondalup after away games and it's wonderful to see such a tight nit group. The club has created a very unified and committed group of players along with a great committee and coaching group.

We can appreciate that there will be challenges ahead however this club have the vision and passion to overcome all hurdles and will appreciate the opportunity of being promoted if they are given the chance.

It's without hesitation that we offer our full support of their application. We at the bailey are committed to the club for the long haul and are proud to be associated with such a professional local rugby club such as the Brothers.

Regards
Deb Elliott
Proprietor
Bailey Bar & Bistro



Friday, 5 September 2014

Re: Joondalup Brothers Premier Grade Promotion

To Rugby WA

As a long serving sponsor of the Joondalup Brothers RUFC I offer this letter in support of their application for Premier Grade promotion in season 2015.

We at Adform Shopfitting have been associated with the club as a sponsor since 2008 and will continue to be sponsors of the club in the years ahead. We are committed in assisting them, as a sponsor, with financial support. We are the encumbered Colts sponsor and are proud to look after the young players that are no doubt the future of the club.

The club is very energetic and has a positive feel, they are very welcoming and have built steadily over the years I've been associated with them. They have a very good leadership group which is complimented by a team of hard working volunteers. It is my opinion that whatever challenges they are faced with in their desired promotion to Premier Grade that they will be able to overcome them and continue to move forward and build their future.

I have no hesitation in saying that the Joondalup Brothers RUFC will be a success in the Premier Grade and be a force to be reckoned with in the years ahead

Regards

Adrian Addario
Managing Director



Friday, 5 September 2014

Joondalup Brothers Premier Grade Inclusion
Letter of Support

To Rugby WA

Broad has been a sponsor for the past 2 years of the Joondalup Brothers RUFC and I offer this letter in support of their application for Premier Grade promotion in season 2015.

Broad has enjoyed its sponsorship to date and wishes the club all the best and success for their Premier Grade application.

Regards



Peter Moore
Regional Manager - Western Australia



Re – Support for Joondalup Brothers Rugby Club promotion to the Premier Division in 2015

To Whom It May Concern

Surge Fitness is a proud sponsor of the Joondalup Brothers. Surge Fitness found a positive alignment in values between our business and the vision of the Brothers.

They offer a strong community platform, offering activity, fitness, community and friendship at the club. Our experience with them has shown us that they are a proactive and forward thinking rugby club.

Surge proudly sponsors the Academy, offering the players a state of the art facility in which to train away from the field and undertake their weights programs in season along with post and preseason.

Surge Fitness is committed to a long term relationship with the Joondalup Brothers and looks to continue its support for the club, for many years to come.

Should you require any further information, please don't hesitate to contact me directly on 0428 335 685

Kind Regards

Paul Brownrigg
Area Manager
Surge Fitness



Re – Support for Joondalup Brothers Rugby Club promotion to the Premier Division in 2015

To Whom It May Concern

YellowCab Digital have been a proud sponsor of Joondalup Brothers Rugby Union Football Club for the past 2 years. We are excited to be a sponsor of the club and would greatly welcome Joondalup Brothers being promoted into the Premier Grade for the 2015 season.

YellowCab Digital wishes the club all the best and are committed to a partnership with them for many years into the future. Because of its strong supporter base and commitment to its players, we believe Joondalup Brothers will be a very successful Rugby club in the years ahead.

YellowCab Digital proudly sponsors the Joondalup Brothers Website, Graphic Design, Promotional Video and Marketing Emails enabling the Brothers to keep in constant communication with their entire Rugby community.

Warmest Regards

Tony Fisher
Managing Director



Re – Support for Joondalup Brothers Rugby Club promotion to the Premier Division in 2015

Dear Sir,

FibreFlex supports Joondalup's aspirations of Premier Grade promotion and believe that the club has the structure, leadership and drive to make the step up.

As an active sponsor of the club we are excited by the prospect to assist the club reach its goal and are committed to our partnership for many years to come. We believe the club has strong values and a real heart beat that will see it attract the players, coaches, supporters and sponsors to continue its development as it continues to evolve into a prominent rugby club here in WA.

Regards

Rob Gourlie
Managing Director
0400 996 799



Date: 4.9.2014

Attention: David Wells

Re: Sponsorship

Dear Sir,

Mackie Commercial Painters is a very proud sponsor of the Joondalup Brothers Rugby Union Football Club. We are especially proud of the Reserve. Grade which in its first year surpassed all expectations and reached the semi-finals. We are very excited about the up and coming season in the Premiership Division.

We have been involved with Joondalup for many years and look forward to maintaining our sponsorship for many years to come.

Yours faithfully,



MC Mackie
Director.

JOONDALUP BROTHERS R.U.F.C



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