



**IWG**  
Women & Sport  
Insight Hub

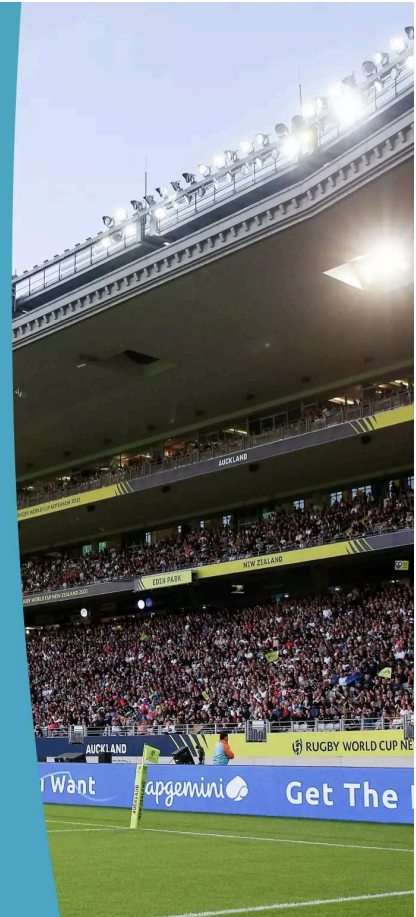
# **WORLD RUGBY ACCELERATE PROGRAMME STRATEGIC PLANNING TOOLKIT**

Theme: Governance      Last updated: April 16, 2025



# ACCELERATE PROGRAMME

# STRATEGIC PLANNING TOOLKIT



World Rugby

Co-authored by World Rugby

World Rugby's Accelerate Programme is focused on driving sustainable growth of women and girls rugby through the support of Unions to develop their capabilities and expertise, and maximise the

# opportunities to grow rugby in and off the pitch

## Background

World Rugby's plan for Accelerating the Global Development of Women in Rugby 2021-2025 set out its plans for rugby union to be a global leader in sport, where women involved in rugby have equity on and off the field, are reflected in all strategy, plans and structures, making highly valued contributions to participation, performance, leadership and investment in the global game of rugby.

## Success

The plan set out what success will look like:

- Regions and Unions will have an **increased capability and capacity** to grow the game, the number of active registered women players will dramatically increase driven by **improved game experiences**.
- A dedicated focus will be evident on **women in rugby welfare**, supporting the playing community and reducing injury rates.
- World class **high performance programmes will produce inspirational results**, with tight winning margins at pinnacle events exceeding expectations of players, fans and investors.
- Rugby will be a global leader in sport; its **governance and management processes will set the standard for best practice**. Inspirational role models will entice future leaders.
- The promotion and positioning of women in rugby at all levels will result in **significantly increased involvement and interest** from fans, audiences, players and investors.
- **A Game Changing uplift in Investment** in the women's game will underpin accelerated development, with the value proposition attracting significant new

investment partner interest

## Strategic Planning Toolkit

The Accelerate Programme is focused on driving sustainable growth across the whole game; through support to Unions to develop their capabilities and expertise in order to maximise the opportunities to grow rugby on and off the pitch.

The Programme is focused on a strategic approach to grow and sustain rugby, led by the Women and Girls' game.

A core element of the Programme is the creation of digital tools and resources.

The World Rugby Strategic Planning Toolkit focuses on 5 strategic pillars:

- High Performance Environments
- Domestic Competitions and Clubs
- Participation
- Visibility and Engagement
- Revenue and Investment

Read: World Rugby Accelerate Programme: [Strategic Planning Toolkit](#)

Lire: Programme Accélérer de World Rugby:

[Boîte à outils de planification stratégique](#)

Related Links:

[Balancing the Board: A toolkit to help increase women's representation on rugby boards](#)

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