

Introduction

Scottish Rugby recognises and understands the opportunities that women's rugby presents and has identified it as one of three main areas of focus in the 'Wellbeing, Women and Winning' 2021 -2024 Corporate Strategy endorsed by the Board.

This strategy delves deeper into what is required to ensure we make the right changes for the women and girl's game in Scotland which will take the 'Women' section of the strategy through to 2026.

It has been created not only to grow the game and visibility of women's rugby in Scotland but to build on the incredible work that has gone on in the club and the international game over the last three decades.

From the pioneers of Scotland's first international game at Raeburn Place in 1993 and the Grand Slam win in 1998 to our current heroes qualifying for the 2021 Rugby World Cup (played in 2022), Scotland Women have and continue to be inspiring role models, promoting the positive opportunities the sport can provide for women and girls at all levels.

Off the field Scotland has led the way in terms of women in leadership positions when Dee Bradbury became the first female President of a Tier One Nation.

On the field over the last decade women and girl's rugby in Scotland has increased with participation levels growing from 2,680 to 6,173. As rugby emerges from the COVID 19 pandemic we have seen an unprecedented rise in participation figures, and we need to capitalise on this growth.

This strategy will address a broad range of changes required in women and girl's rugby in Scotland to ensure that we have not only the infrastructure within clubs to support further growth

and development but also the pathway to ensure Scotland Women can have further successes in the international game and players have a clear route to progress through the game or simply have an enjoyable experience on and off the field at their respective level.

Last year Scottish Rugby invested £1.6m directly into the women and girls' game. The board has agreed to an additional investment of up to £2.5m for the first year of the strategy, more than doubling the amount previously allocated up to £4.1m.

Following a consultation period with those involved in women and girl's rugby in Scotland we have been provided with essential insight into the direction of travel the strategy should take which allows for creative and innovative ideas to be developed.

The focus of this strategy will be around four P's; Participation, Pathway, Pipeline and Performance and these are underpinned by a holistic approach which is needed to develop the women and girl's game. Investing in isolation into one area alone will create an imbalance that will impact on long term growth and sustainability.

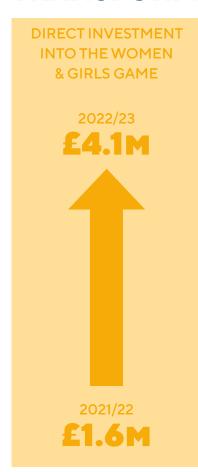
We will invest in seven strategic priority areas, our key building blocks, that will impact across the four P's. These are; 'Empowering leadership', 'Positive introduction to rugby', 'Playing pathway for all', 'Building capacity in our clubs', 'Developing the future of performance rugby', 'A winning Scotland' and 'Let them see what they can be'.

This strategy will harness this momentum and create long lasting, transformational change, allowing women and girl's rugby to define its own unique identity within the rugby landscape in Scotland.





TRANSFORMATIONAL CHANGE = TRANSFORMATIONAL INVESTMENT



INVESTMENT WILL BE FOCUSSED ACROSS OUR SEVEN BUILDING BLOCKS

OUR AIM BY 2026

To support women in rugby to be inspirational leaders on the pitch, in our organisation and their clubs.

EMPOWERING LEADERSHIP

OUR AIM BY 2026

To provide the opportunity for women and girls, whatever their age to be given the chance to love rugby through positive experiences.

POSITIVE INTRODUCTION TO RUGBY

OUR AIM BY 2026

To ensure the continued growth of the domestic game and success of the national teams is driven by a coherent pathway system that provides players with the opportunity to play at all levels.

PLAYING PATHWAY FOR ALL

OUR AIM BY 2026

To increase the number of women in our rugby community whilst ensuring the environments they deliver in are welcoming and inclusive to grow the women and girl's game.

BUILDING CAPACITY
IN OUR CLUBS

OUR AIM BY 2026

To build our highperformance capacity to support our future Scotland Women players, coaches and management teams

DEVELOPING
THE FUTURE OF
PERFORMANCE RUGBY

OUR AIM BY 2026

Scottish Women delivering inspiring performances and driving the growth of the game on and off the field.

A WINNING SCOTLAND

OUR AIM BY 2026

To raise the profile of women and girl's rugby in Scotland by creating inspiring engagement and increasing the visibility of the game.

LET THEM SEE WHAT THEY CAN BE

THE 4 P'S









The four P's will work together and create a pathway for success in women's rugby in Scotland, supported by the seven building blocks.

PARTICIPATION: The cornerstone of our sport covering the first introduction to rugby up through the competitive regional leagues for women and girls. Fulfilling the needs of those entering their rugby journey as well as those that aspire for more progressive competitive rugby. Underpinned by a strong local and regional rugby community that is welcoming and inclusive.

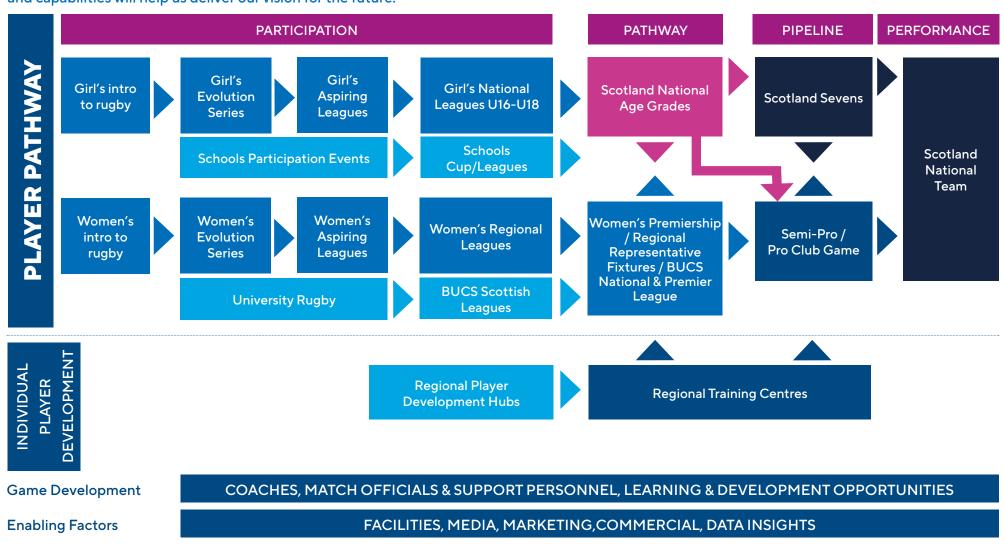
PATHWAY: Focus on developing players, coaches and match officials through increased training and playing performance environments.

PIPELINE: Enhancing and developing a winning mindset on and off the pitch. Providing high-performance environments and competition, bridging the gap between domestic club competition and international rugby. By concentrating talent, we will drive competition and performance.

PERFORMANCE: Pinnacle of our system is about improving performance, moving from preparing, to delivering consistently on the world stage.

OUR ECO SYSTEM

By investing in our building blocks we can create an eco system that connects all aspects of our women & girls' game together. Growing our capacities and capabilities will help us deliver our vision for the future.



NEW ACTIVITIES THAT WILL DRIVE GROWTH 2022-2026



PARTICIPATION

- Season restructure & league expansion
- Targeted state schools programmes
- Leadership academies & programmes
- Targeted mentorship programmes for players, coaches and match officials
- Embedding community coaches regionally
- Transition and retention programmes



PATHWAY

- 3 new regional training centres
- New national age grade programmes
- New competition opportunities regionally & nationally
- Increase in women specific coaching resource and development
- Increase in support services



PIPELINE

- New semi-professional teams will be launched
- New semi-professional competition will be established in conjunction with partners
- 30+ players on professional rugby contracts
- Commonwealth Games 7's representation



PERFORMANCE

- Capitalising on success of Rugby World Cup qualification
- Launch of new WXV Global Competition
- Increase in player welfare support to manage transition to professional -era
- Increased events & marketing to increase visibility.

PARTICIPATION IN FOCUS - LEAGUES & CAPACITY GROWTH

MORE PLAYERS = MORE TEAMS, EXPANDED PLAYING OPPORTUNITIES AND MORE OF THE RIGHT PEOPLE TO GROW OUR GAME

PROPOSED BY 2022 / 23 58 TEAMS

REGIONAL EVOLUTION SERIES Local Club-led Events supported by Regional

Teams

REGIONAL ASPIRING LEAGUES

Playing basis depending Teams playing on league size and Av

REGIONAL LEAGUES

Teams playing on a Home and Away basis

NATIONAL 1

Teams playing on a Home and Away basis

PREMIERSHIP

Teams playing on a Home and Away basis

WOMEN'S PLAYING PATHWAY

BOWL, PLATE, SHIELD & CUP

PROPOSED BY 2025 / 26 **75 TEAMS**

REGIONAL EVOLUTION SERIES

Local Club-led Events supported by Regional Teams

REGIONAL ASPIRING LEAGUES

Playing basis depending on league size

REGIONAL LEAGUES

Teams playing on a Home and Away basis

PLAY-OFF SERIES

Regional League winners play playing on a Home and Away basis **PREMIERSHIP**

Teams playing on a Home and Away basis

PROPOSED BY 2022 / 23 65 CLUBS

REGIONAL EVOLUTION SERIES

Local Club-led Events supported by Regional Teams

REGIONAL ASPIRING LEAGUES

Playing basis depending on league size

NATIONAL U16 LEAGUES

Teams playing on a Home and Away basis

NATIONAL U18 LEAGUES

Teams playing on a Home and Away basis

GIRL'S PLAYING PATHWAY

PLATE. SHIELD & CUP

PROPOSED BY 2025 / 26 **85 CLUBS**

REGIONAL EVOLUTION SERIES

Local Club-led Events supported by Regional Teams

REGIONAL ASPIRING LEAGUES

Playing basis depending on league size

REGIONAL LEAGUES

Teams playing on a Home and Away basis

NATIONAL U16 LEAGUES

Teams playing on a Home and Away basis

NATIONAL U18 LEAGUES

Teams playing on a Home and Away basis

TARGETS

WOMEN & GIRLS' COACHES

from to **123 220**

UP BY 97

WOMEN & GIRLS' MATCH OFFICIALS

from to **59 159**

UP BY 100

WOMEN & GIRLS'

from to **378 530**

UP BY 122

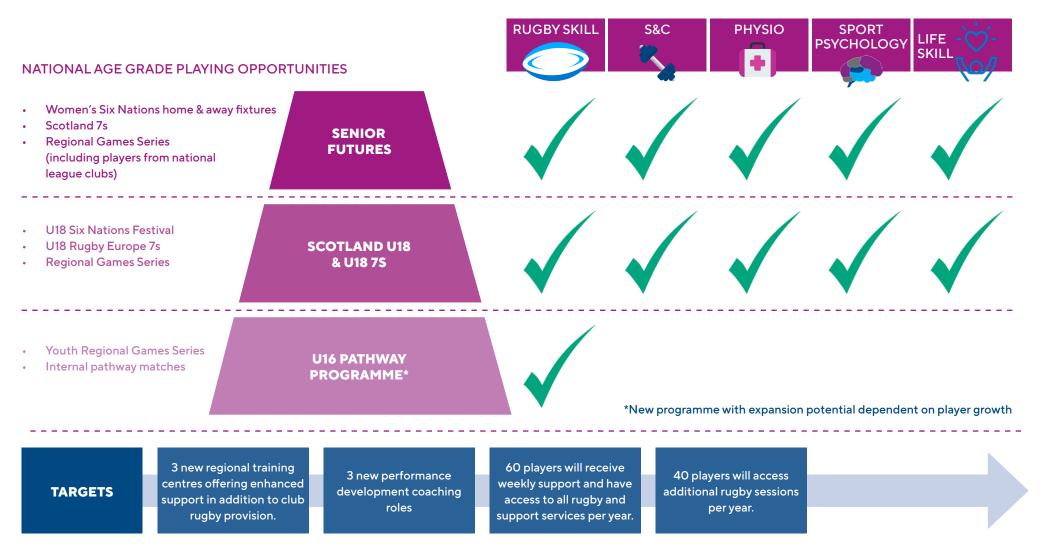
WOMEN & GIRLS' PLAYERS

from to **6,173 7,800**

UP BY 1.872

PATHWAY IN FOCUS

REGIONAL TRAINING CENTRES & NATIONAL AGE GRADE PLAYING OPPORTUNITIES



PIPELINE IN FOCUS - SEMI PROFESSIONAL TEAM(S)





PLAYERS

- 30 players per team.
- Contracted players assigned.
- Additional players drafted from Premiership / BUCS League to provide play up opportunity.
- · Ability for non-Scottish players to play.

COMPETITION

- Proposed cross border competition in partnership with other unions.
- Operating in performance window after wxv and before women's 6 nations.
- Home & away matches with a finals day.

TARGETS

To bridge the gap between domestic club and international game.

To create 2 new semi professional teams.

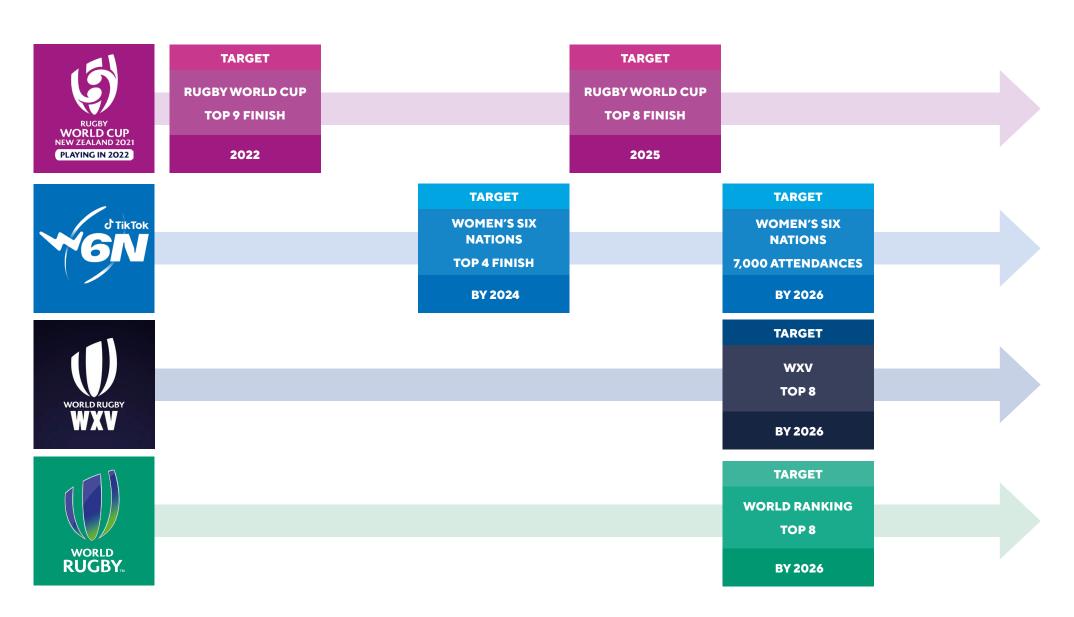
30+ professionally contract rugby players.

To focus on player welfare by controlling game time.

Increase in coaching, strength & conditioning, analysts and team manager opportunities.

Increase in visibility and commercialisation of female game.

PERFORMANCE IN FOCUS - SCOTLAND WOMEN



THE NUMBERS

EMPOWERING FEMALE LEADERSHIP		POSITIVE INTRODUCTION TO RUGBY		PLAYING PATHWAY FOR ALL		BUILDING CAPACITY IN OUR CLUBS		DEVELOPING THE FUTURE OF PERFORMANCE RUGBY		A WINNING SCOTLAND		LET THEM SEE WHAT THEY CAN BE	
LEADERSHIP ACADEMY GRADUATES LEADERS ON SR FORUMS LEADERS IN CLUBS		PLAYERS IN SCHOOLS CLUBS WITH YOUTH TEAMS % CLUBS WITH ADULT TEAMS		WOMEN'S TEAMS GIRL'S PLAYERS (8-17) WOMEN'S PLAYERS (18-35+)		% WOMEN COACHES IN CLUBS WOMEN COACHES IN WOMEN AND GIRL'S GAME WOMEN MATCH OFFICIALS		PLAYERS IN RTC'S PER YEAR PLAYERS ON CONTRACTS PERFORMANCE COACHES OPPORTUNITY		RUGBY WORLD CUP FINISH WOMEN'S SIX NATIONS FINISH WORLD RANKING		RECORD CROWDS WOMEN'S SIX NATIONS TV PEAK AUDIENCES	
2021/22	2025/26	2021/22	2025/26	2021/22	2025/26	2021/22	2025/26	2021/22	2025/26	2021/22	2025/26	2021/22	2025/26
0	up by 60	405	up by 195 600	39	up by 36 75	11%	up by 19% 30%	0	up by 100	9	down by 1	3988	up by 3,012 7000
44	up by 31 75	70	up by 15 85	2802	up by 898 3700	123	up by 97 220	5	up by min.	6	down by 2	1.3m	TBC
365	up by 165 530	55%	up by 15% 75%	3371	up by 629 4000	59	up by 100 159	7	up by 16	11	down by 3		





SCOTTISH RUGBY

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