RUGBY LEAGUE BRITISH COLUMBIA



STRATEGIC PLAN 2027- 2030

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THE SPORT

One of the two codes of rugby, Rugby League football is a full-contact sport. It originated in Northern England in 1895 as a split from the Rugby Football Union over the issue of payments to players. Its rules progressively changed with the aim of producing a faster, more entertaining game for spectators.

Rugby League is a popular sport in England, Australia, New Zealand, France and is the national sport of Papua New Guinea. The European Super League and the National Rugby League (NRL) are the premier club competitions.

Rugby League is played internationally, predominantly by European, Australasian and Pacific Island countries, and is governed by the Rugby League International Federation.

The Rugby League British Columbia is governed by the Canada Rugby League who are a member of Rugby League International Federation.

INTERNATIONAL RUGBY LEAGUE

CANADA RUGBY LEAGUE | CANADA RUGBY A XIII

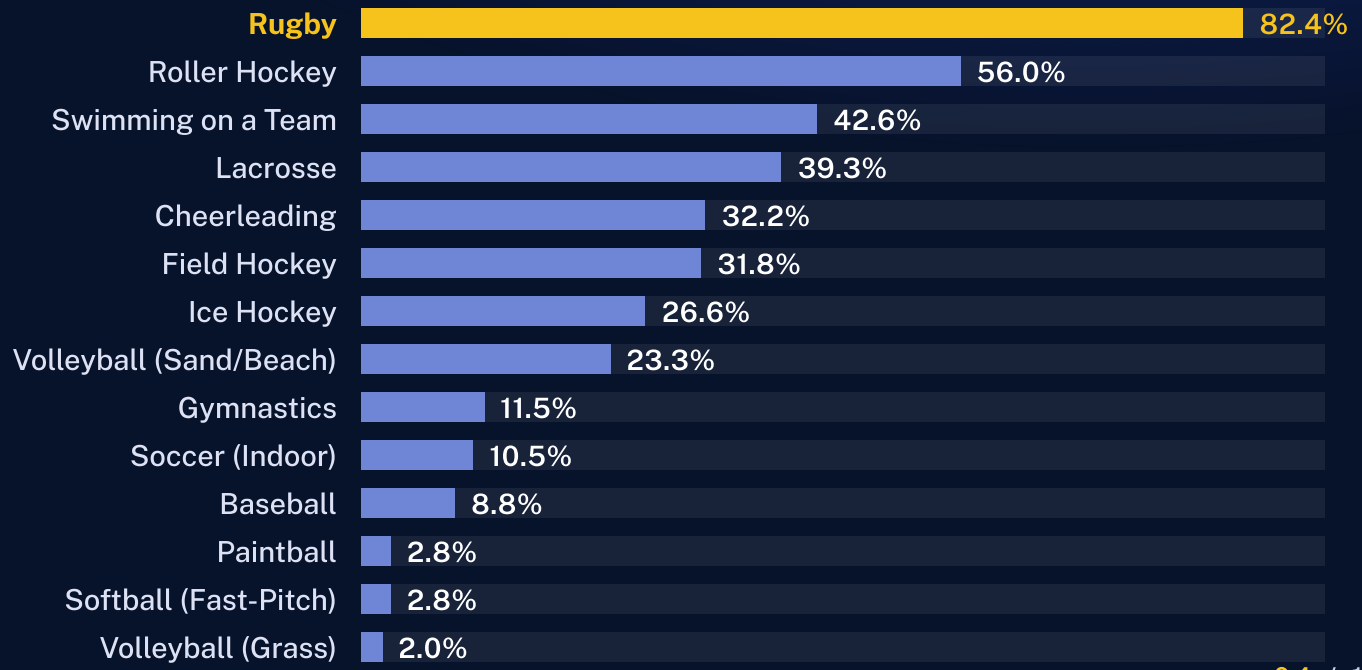


A GROWING NORM

Rugby is one of the fastest growing sports in North America. Over 2 million North American kids are playing the game.

Rugby is starting to see growth with new Olympic, pro, youth, and high school leagues in the last several years. Another factor to consider is that touch and tackle football were among the top three sports with the biggest participation declines.

TEAM SPORTS GAINING PARTICIPANTS



Participation figures as originally published, 2011-2016.

THE LEAGUE

Founded in 2011, the Rugby League British Columbia is a domestic rugby league football competition in British Columbia, Canada operated under the Rugby League British Columbia (RLBC).

A non-profit association, the RLBC saw 4 clubs compete in the 2026 men's season: Whistler Wolves, Vancouver Valley Vipers, Point Grey Thunder and Vancouver Dragons.

The RLBC is the largest rugby league competition in Canada.

The RLBC also runs the High School 9s, engaging youth players in the game.

THE RLBC IS THE LARGEST RUGBY LEAGUE COMPETITION IN CANADA



VISION

> To govern, develop and grow the sport of Rugby League within British Columbia.

MISSION

> To develop the sport of Rugby League, stage professional events, deliver commercial value, grow engagement of participation, spectatorship and athlete development with consistent Laws and Integrity and to focus on development for the future.

VALUES

RESPECT

- Role models on and off the field
- Respect for all players, referees, coaches and volunteers, regardless of ability, age, gender, sexual orientation, religion, or ethnicity.

LEAD

- Provide stability, structure and income for the association
- Placing the association above individual and club needs
- Embrace inclusivity and diversity
- Communicate with transparency and honesty

BUILD

- Connect with stakeholders to build relationships
- Build community, stronger together
- Grow the game across British Columbia

COLLABORATE

- Work with Members and Stakeholders
- Utilize and share skills
- Assist support clubs, members, volunteers and supporters to grow the game

ACHIEVE

- Operate with professionalism
- Evolve and adapt, enhance and innovate with every action
- Lead with best practices
- Educate and coach to raise the standard

RLBC
FULL MEMBERS

BC
PROVINCIAL TEAMS

COMPETITIONS

- RLBC 9s Tournament
- RLBC Men's League
- RLBC Women's League
- RLBC Masters
- High School 9s

WHAT WILL THE RLBC LOOK LIKE IN 2030?

#1

Increased participation to over 1,000 players and over 6,000 members

#2

A financially sustainable structure with reserves

#3

Established competitions with;

- 12 men's teams
- 12 women's teams
- 12 youth teams

#4

Continuing courses for Coaches and Officials

#5

Recognized as an accredited sport in British Columbia

HOW WILL WE GET THERE?

#1

Increased participation to over 1,000 players and over 6,000 members

- Increase number of competing teams in all competitions
- Offer public membership to allow engagement off the field as well as on it.

HOW WILL WE GET THERE?

#2

A financially sustainable structure with reserves

- Increase commercial opportunities
- Apply for grants and funding where available
- Manage funds to ensure year on year profit to create reserve funds

HOW WILL WE GET THERE?

#3

Established competitions with;
- 12 men's teams
- 12 women's teams
- 12 youth teams

- Support existing clubs to ensure sustainable competitions
- Promote competitions to drive interest and engagement
- Develop youth programs to help grow the game at grass root level

HOW WILL WE GET THERE?

#4

Continuing courses for Coaches and Officials

- Develop and maintain courses with clear structure
- Knowledge share across all formats of the game
- Make the courses accessible through in person and online courses and materials
- Promote ethical conduct ideals, remove barriers to sport, and encourage participation for all

HOW WILL WE GET THERE?

#5

Recognized as an accredited sport in British Columbia

- Register as an affiliated sport
- Meet criteria to register as an accredited sport
- Learning, practicing, and promoting ideals of Canada Sport For Life and True Sport



www.rugbyleaguebc.ca