

HUNGARIAN
RUGBY UNION



HRU Strategic Plan

2012-2016

Version: 1.



VISION STATEMENT

Leveraging Hungary's long and proud sporting tradition, we will promote rugby as a fair and yet highly competitive team sport. We will stress:

- respect shown to the referee
- the choice of Rugby 7's as an Olympic sport which MRGSZ have targetted for 2016
- how life-long friendships build up amongst the rugby fraternity
- that the whole family - young and old, men and women - can come together in a rugby community
- how rugby can improve the mental and physical fitness of participants

And, in continuing to expand local and national press and media coverage of the increasing number of Hungarian International events, we aim to attract new members to local clubs, and raise overall awareness of rugby in Hungary.



MISSION STATEMENT

Make rugby even more visible in Hungary, and Hungarian rugby in Europe.



CONCEPT OF DEVELOPMENT

POPULARITY

QUALITY

PARTICIPATION

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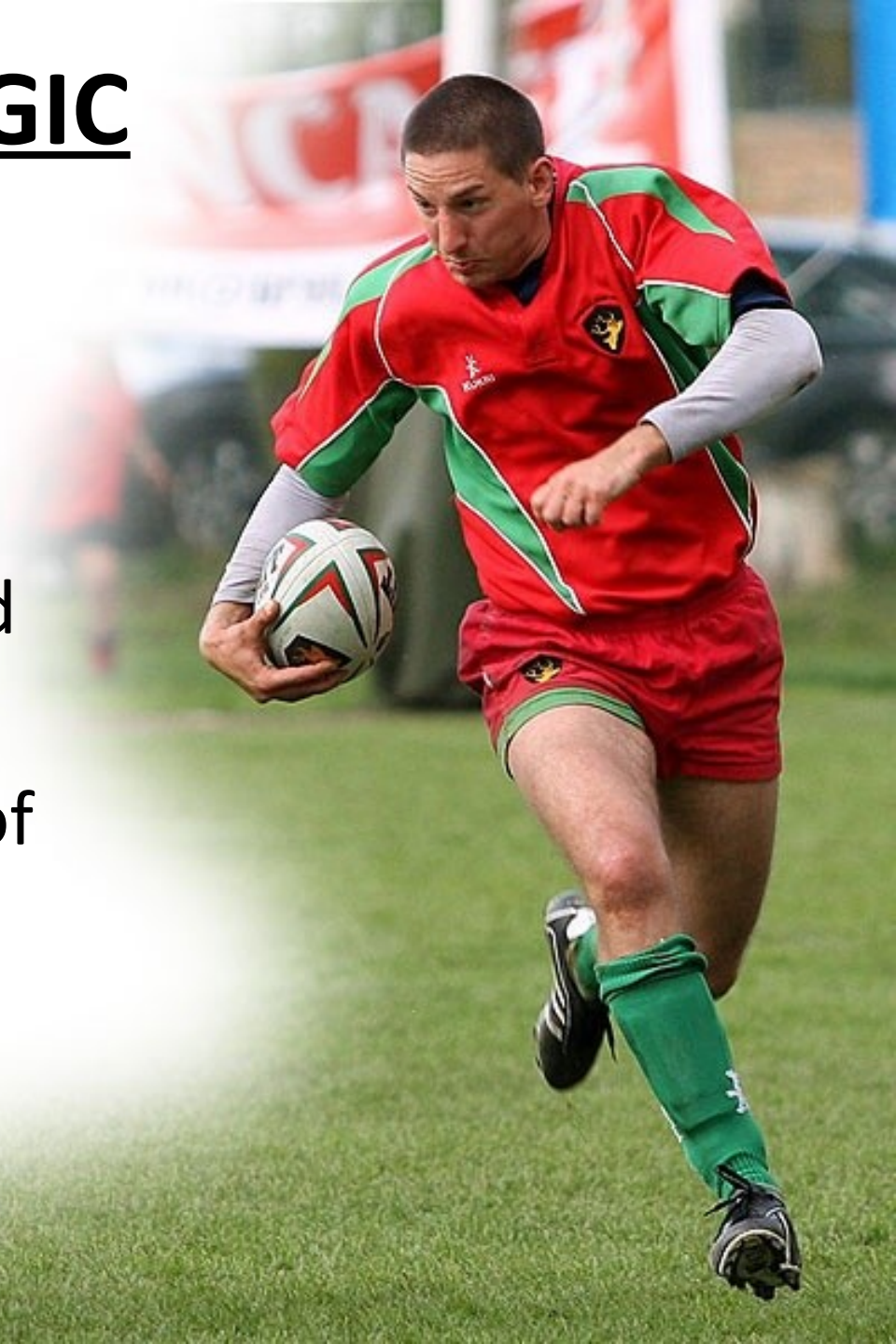
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MAIN STRATEGIC AREAS

- Increase popularity
- Increase efficiency and effectiveness
- Increase the number of participants



STRATEGIC AREAS

- **Popularity**
 - Governance and Leadership
 - Media
 - Publicity
- **Increase the efficiency and effectiveness**
 - Development of Hungarian Specialists
 - Technical Director work
 - Development of Hungarian Clubs
 - Develop Hungarian National Teams
 - Develop Rugby Academies
 - Improve our organisation
- **Increase the number of participants**
 - Increase the number of rugby players
 - Increase the number of types of rugby
 - Further development of Hungarian clubs



POPULARITY

Governance and Leadership

- Establish a closer relationship with sport-related Government bodies
- Support all Clubs in establishing a closer relationship with their local Governmental bodies
- Incorporate rugby into long-term sport development plans at both National and Local levels



Government and leadership



- Hungarian Olympic Committee (MOB)

- National Sport Federation (NSSZ)
- Hungarian Youth Sport Institute (NUPI)
- Hungarian Student Sport Federation (MDSZ)
- Hungarian University and College Sport Fed. (MEFS)
- Hungarian Freetime Sport Federation (NSZSZ)

POPULARITY

Media

TV coverage, print and online media, outdoor advertising

- Broadcast the Rugby World Cup 2011
- SPORT1, DIGI Sport, Eurosport - National and International rugby games and interviews
- Sportklub TV – Rugby Union league
- www.rugby.hu – our own, up-to-date website, with videos etc
- Hungarian National Sport Newspaper, and online news (Nemzeti Sport)
- Youth age grade sport site (utanpotlassport.hu)



TV coverage, media presence, advertising

- TV
 - In 2011, THE Six Nations and World Cup games have been, or will be, broadcast
 - The following year's broadcasts will cover the Heineken Cup, Internationals, Churchill Cup, and Hungarian Internationals AND Championship Final. All these will be featured on Sport TV
- www.rugby.hu
 - news, scores
 - dedicated site for the various forms of rugby e.g. 7s.rugby.hu , uni.rugby.hu , touch.rugby.hu beach.rugby.hu
 - club sites: www.'club name'.rugby.hu i.e... esztergom.rugby.hu
 - database: match reports, players details, championship tables
- Facebook pages: HRFU, Hungarian Rugby Referees, National Academy, HUN rugby club groups

Year	TV attendance	TV reach	Broadcasts	Hungary related broadcasts
2011	7,500	120,000	150	20
2012	7,500	120,000	150	20
2013	7,500	120,000	150	20
2014	10,000	120,000	150	20
2015	10,000	150,000	180	25
2016	15,000	150,000	180	25

POPULARITY

- Promoted by:-
- Festivals
- Sport: Sport exhibitions days (8-10 large regional cities)
- University & College: EFOTT, Student's days
- Music and cultural: SZIGET (Europe's biggest music festival), Heineken Balaton Sound
- Summer Camps
- Schools, Churches



EFFICIENCY AND EFFECTIVENESS

Development of Hungarian Specialists

- Develop and increase the numbers of:
 - coaches
 - Referees
 - commissioners
 - other rugby related specialists



Increase the number of active specialists

Coaches male/female

	2010	2011	2012	2013	2014	2015	2016
Plan	52/0	52/10	150/50	170/60	190/70	210/80	220/90
Fact	146/30						

Referees male/female

	2010	2011	2012	2013	2014	2015	2016
Plan	48/0	50/5	60/10	65/10	70/10	75/10	80/15
Fact	35/0	42/5					

Match Commissioners and referee coach

	2010	2011	2012	2013	2014	2015	2016
Plan	48	10	10	10	10	10	10
Fact	10	10					

EFFICIENCY AND EFFECTIVENESS

**Develop Coach's knowledge application;
increase number of coaches**

- Theory training for coaches, with practical application in game situations
- Continue current University rugby education for new PE/Sport teachers
- Training specifically for Womens 7's coaches
- Coaches training camp, with exercises
- Training visits to Clubs + benchmarking
- Coaching Committee Development
- National Academy workshops



EFFICIENCY AND EFFECTIVENESS

Develop the referees abilities and increase the number of Referees and Commissioners

- Mandatory Referee Training: twice a year, for all referees
- Referee's Training Camp with practical exercises
- 7's referees ENTC Training Camp
- Cross-border referee's training
- Match commissioner training
- Referee Committee Development



EFFICIENCY AND EFFECTIVENESS

Training for other rugby related Specialists

- Training for Managers and Team leaders
- Training for medical staff
- Web and media related training for PR managers
- Tender application training for Managers
- Marketing meetings for sponsors
- Economy and Law training
- Anti-Doping course



EFFICIENCY AND EFFECTIVENESS

Technical Director

- **Mission of Technical Director:**

„Give support to the Hungarian Clubs, based on the principles and goals set up by the Hungarian Rugby Union. Involve new school trainers as to how to coach their community, and to develop & apply their knowledge.“

- **Concept:**

„If it works, make it stronger!! If it's starting, support it!“



Efficiency and Effectiveness

HRFU Organization Chart

- **Roles of Board Members:**

- Elite rugby management
- Youth Rugby management
- Referee development
- New rugby clubs management
- Media and sponsors

- **Roles of Committees**

- | | |
|-------------------------|---------------------------|
| • Referees | •Olympic rugby |
| • Discipline | •XV rugby |
| • Control | •Rugby Union Leagues |
| • Finance | •Touch rugby |
| • Coaches | •University rugby |
| • Competition | •Youth rugby |
| • Registration/database | •Beach and Festival rugby |



Increase the Efficiency and Effectiveness

Development of the Hungarian Clubs

- More volunteers
- Strong and broadly based Hungarian Championship, Senior men from 4th level to Interleague, and for U21, U16
- 7's rugby championship: a 4-round tournament for men and women
- Take part in the C&EE Rugby Cup and the RRC Interleague



Efficiency and Effectiveness

Develop the Hungarian National teams

ELITE Rugby

- Effective participation
 - Men : National team XV, 7's, U20, U18
 - Women: National 7's team, U16
- More participation
 - Men : Camps for U17, U16, U14
 - Women: Camps for 7's, U16



Efficiency and Effectiveness

Develop the Rugby Academies

- More venues
- More participants
- More trainings
- More education



Efficiency and Effectiveness

Regional Rugby Academy

- Club's interest in regions
- Top Clubs leadership role
- DARA, KMRA, BRA, FRA

National Rugby Academy

- 8 events/year; same venue, same conditions, with different skills and techniques education
- Youth teams: U16-17, U18, U20, Girls
- Coaches and Referees workshops

Full-time Rugby High School Academy

Zánka - next to Lake Balaton, with excellent sport & boarding facilities

- 2 trainings/day, Youth head coach, 7's and XV's, Girls & Boys
- Tourist and service facilities, and in two foreign languages



Efficiency and Effectiveness

Efficiency in organisation

- More volunteers
- More specialists
- Increased use of Management tools



NUMBER OF PARTICIPANTS

Increase the number of rugby players by the following measures:

- Increase the number of total participants
- Increase the percentage of
 - Young players
 - Female players



NUMBER OF PARTICIPANTS

Increase the number of the types of Rugby in Hungary

- TAG rugby
- Student Olympics U8-U19
- Hungarian Universities and Colleges Competition
- Beach Rugby
- Touch Rugby



Increase the number of the players

	2010	2011	2012	2013	2014	2015	2016
Registered players	2130	2300	2350	2400	2450	2500	2600
U19	930	1050	1100	1150	1300	1350	1500
Female	140	160	165	170	180	190	200
Hobby players (cca)	800	800	850	900	950	1000	1050
TOTAL	2930	3100	3200	3300	3400	3500	3650

Increase the number of the age grade rugby teams

Students Olympics U8, U10, U12, U14, U16, U19

	2010/2011	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
Student Olympic	2	3	3	4	4	4
Schools	45	50	50	55	60	65
Players	450	500	550	600	650	800

University Championship

	2010/20011	2011/2012	2012/2013	2013/2014	2014/2015	2014/2015
Plan (M/F)	9/4	10/5	10/5	10/5	10/5	10/5
Fact (M/F)	8/2					

NUMBER OF PARTICIPANTS

Increase Hungarian club numbers

- Generate
 - new clubs and communities
 - new University & College clubs and communities
 - youth rugby clubs
 - rugby sport schools
 - Women's rugby clubs



Generate new clubs and community

Rugby clubs/communities/ teams

	2010	2011	2012	2013	2014	2015	2016
Plan	23/1/48	26/3/55	30/5/60	30/5/65	30/5/70	30/10/80	30/15/100
Fact	23/1/48						

University clubs, school teams

	2010	2011	2012	2013	2014	2015	2016
Plan	8/45	9/45	10/50	10/50	10/55	10/60	10/65
Fact	8/45						

Women's rugby teams for 7's / XV

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Plan	3	4	5	6	6	8/0	8/0	10/0	10/0	12/0
Fact	3	3	5	5	6					

MAIN PROJECTS

1. Age Grade Rugby
2. Community Rugby
3. Training / Education
4. Domestic Competition
5. Performance Improvement
6. Women's Rugby



MAIN PROJECT 1.

Age Grade Rugby

- Student Olympics for schools
- Academy projects U17-16, U18, U20, Girls
 - - Regional
 - - National
 - - Full time
- University Rugby



MAIN PROJECT 2.

Community Rugby

Number increasing

- Rugby specialists education: Players, coaches, referees, commissioners, mentors for referees
Coaches, managers, volunteers
- Student Olympics
- Youth age grade Championship
- Academy projects
- Committee work
- Media projects for 7's and XV



MAIN PROJECT 3.

Training and Education

- Rugby specialists education: coach, referee, commissioner, mentor = referee coach, manager, volunteer
- Rugby education at University level for all new PE teachers
- Trainings for coaches and referees with theoretical lessons IRB Rugby ready, Level 1., Level 2.
- Training - especially for women 7's coaches
- Training camps, with practical exercises
- Training visits, benchmarking
- Committee working
- Academy workshops



MAIN PROJECT 4.

Domestic Competition

7's = Olympic Rugby

- Domestic 7's and XV Championship for clubs:- Men/Women/Youth
- International tournaments & selection
- European Championship, Grand Prix, University World Cup (Hungary in 2014)
- Establish traditional 7's Cups → *Danubia Express*
- Coaches and referees training & workshops

MAIN PROJECT 5.

Performance

Improvement

- National teams, senior + U20 = ELITE, U18, U17, women
- International events ENC, EC, GP
- Interleague for clubs RRC, CEE Cup
- International rugby specialist events: referees, commissioners
- Trainings, training camps
- “Old Boyz” traditions



MAIN PROJECT 6.

Women's Rugby

- 7's Rugby female specialists education: coach, referee, manager, volunteer
- Increase the number of women teams, players
- Interleague, International tournaments
- Domestic championship
- Youth Olympics, Youth age-grade championship
- Academy projects
- Committee works
- Media projects for 7's

