

Japan Women's Rugby Medium- to Long-term Strategic Plan

1 April 2023



**JAPAN RUGBY
FOOTBALL UNION**

Outline

0 | Overview

1 | Positioning of Women's Rugby Medium- and Long-term Strategic Plan

2 | Current Situation of Women's Rugby in Japan

3 | Goals and Action Plan of Japan Women's Rugby Strategy



3. Goals and Action Plan of Japan Women's Rugby Strategy – Mission and Vision of Women's Rugby

Based on “JAPAN RUGBY0250”, a vision of producing role models for female athletes in Japan through women's rugby, is set

TARGET

**Host another RWC in Japan and win the tournament
(earliest possibility for women's: 2037)**

MISSION

**Be the country which is
most easily accessible
to participate in rugby**

MISSION of Women's Rugby

- Build a rugby community where women's rugby is accessible at any stage of life and leads to well-being
- Realise a society where everyone can express their uniqueness and participate in

VISION

**Be a leader in the world of rugby and
take a leading role in social changes
beyond sports**

VISION of Women's Rugby

- Produce female role models who demonstrate “leadership” skills acquired through sports in society
- Be a pioneer in embodying and disseminating the value of diversity through rugby



To realise the mission and vision for women's rugby, the following 3 key areas are identified, aligning with WR's key areas

Women's Rugby Key Areas

1

Develop a Sustainable Pathway

- Create an environment where anyone can get involved in rugby anywhere, anytime to **build a core part of sport federation**
- Retain people's involvement in women's rugby **and contribute to improving the well-being** of those involved



2

Create a Women's Rugby Community*

- **Consolidate and demonstrate the significance and values** offered by women's rugby
- All stakeholders involved in women's rugby **share the values of women's rugby and disseminate these values**



3

Leadership Development

- All stakeholders involved in women's rugby **acquire leadership skills through the sport**
- **Contribute to producing human resources with a global perspective** and make the JRFU a frontrunner in embodying the advancement of women in society



*Community: a space where women's rugby stakeholders can share and disseminate the mission, vision and values of women's rugby.



3. Goals and Action Plan of Japan Women's Rugby Strategy – Key Areas

Communication with prefectural unions/clubs for pathway building and refining activities in women's community and leadership programme as first steps

Area

Action Plan

Pathway Building

Participation

- Conduct regular activities at the bases in each prefecture
- Assign female Regional Development Officers

Development

- Place coaches to each of the 9 regional blocks and implement talent identification
- Introduce coach internship system

High Performance

- Ensure the number of competitive/equally-competing international/domestic matches
- Disseminate high performance development policy through collaboration between national team and clubs
- Develop elite-level referees and coaches

Creating Women's Community

- Further disseminate information and contents on women's rugby
- Activate women's rugby community activities to grow the number of members and partners

Leadership Development

- Support English language education to establish overseas networks
- Utilise existing leadership programmes/develop leadership programmes through rugby



3. Goals and Action Plan of Japan Women's Rugby Strategy – Key Areas

Building a sustainable pathway and a community that shares the values women's rugby offers, and realising the mission of producing female role models in society

