



RLEF STRATEGY 2010-2017

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Executive Summary

This Rugby League European Federation Strategy document is devised to cover rugby league's next two world cup cycles, an eight-year period in which a significant amount of progress can be achieved due to the burgeoning levels of interest in the sport, which is being played in more countries and covered by more media than ever before.

It is the RLEF's mission to turn that interest into long-term, sustainable gains for rugby league, and this strategy sets out, firstly, a series of principles and three focus areas; secondly, an organisational restructuring of the federation, which will be integral to implementing the *World Cup Accelerator* programme and supporting 2013 Rugby League World Cup hosts the RFL to deliver a successful tournament; and, finally, a series of specific implementation projects to achieve those gains.

The three key aims set out in this strategy are a need for increased participation numbers among members, both in players and volunteers; the creation of more robust member governing bodies through a policy of empowerment; and a more dynamic RLEF central organisation.

PART 1: RLEF VISION & VALUES

RLEF VALUES:

EMPOWERMENT: Enhance the growth of rugby league among members, in all facets, through a policy of empowerment

DYNAMISM: Recognised as a dynamic, results based leader

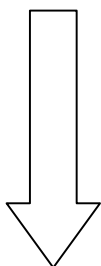
CULTURE: Cultivate rugby league culture among member nations

THREE KEY FOCUS AREAS

1. PARTICIPATION NUMBERS

1.1 DOMESTIC CHAMPIONSHIPS

1.2 TECHNICAL EMPOWERMENT

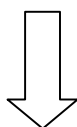


2. STRONG MEMBERS

2.1 MEMBER SELF-SUFFICIENCY & INDEPENDENCE

2.2 CLUSTER SYSTEM

2.3 MEMBERSHIP DRIVE



3. CORPORATE RLEF

3.1 STAFF PRODUCTIVITY / ACCOUNTABILITY

3.2 FOCUSED INVESTMENT

3.3 INCREASE REVENUE

3.4 INCREASE VISIBILITY

“MORE RUGBY LEAGUE, MORE OF THE TIME”

Areas 1 and 2, when combined, will lead to the cultivation of rugby league culture, the RLEF's philosophical objective and best guarantor of significant long-term growth

1. PARTICIPATION NUMBERS

1.1 DOMESTIC CHAMPIONSHIPS

Since its inception the RLEF - which has been mandated by the Rugby League International Federation to oversee all Northern Hemisphere development - has focused primarily on internationals. While this has led to an unbroken and successful series of fixtures, this focus risks marginalising domestic competition. Domestic championships will become the primary focus of all RLEF members to:

- Increase participation numbers
- Increase volunteer numbers and interaction with local rugby league activity
- Improve playing standards by increased frequency of matches
- Improve coaching and match officials standards by increased frequency of matches
- Foster rugby league as part of the culture of those involved in it through the above and the intangible benefits inherent in a season, such as thinking about training / matches; feedback from training / matches / tactics; assisting with running a club / team for multiple rounds / weeks etc

DESIRED OUTCOMES

- To ensure members with history of RLEF participation develop, operate and expand their domestic championships in the context of regional clusters [see Part 2, below]. These include:

Czech Republic, Germany, Ireland, Italy, Jamaica, Latvia, Lebanon, Russia, Serbia, Scotland, Ukraine, Wales

- To ensure other rugby league nations, who have minimal history of RLEF participation, focus on development of domestic rugby league. These include:

Canada, Denmark, Greece, Kazakhstan, Malta, Netherlands, Norway, Poland, Saudi Arabia, UAE

1.2 TECHNICAL EMPOWERMENT

Nations will be given the opportunity to shape their own technical future. Technical empowerment will be expedited through the Technical Strategy [see Part 3, section 2, below]. It will:

- Support the domestic championship requirements [1.1]
- Reinforce confidence in the RLEF as a dynamic governing body

DESIRED OUTCOMES

- Commence *RLEF Technical Strategy* in 2011, complete by 2012
- Members qualified to deliver domestic coach and match official training, development, management, concurrently with growth in participation numbers

2. STRONG MEMBERS

2.1 CULTIVATE SELF-SUFFICIENCY / INDEPENDENCE

A philosophical shift towards member self-sufficiency will encourage a greater degree of independent action from members. The fact that no nation has achieved elevation from Official Observer to Associate Member status so far is an indication that individual countries need to develop themselves more. By encouraging proactivity members will become more self-reliant and encouraged to develop their own operations.

DESIRED OUTCOMES

- More productivity – increased participation numbers, more established domestic competitions etc - in the field as nations begin to work independently
- RLEF to gauge which administrations are the most effective and therefore the best partners
- Increased financial independence

2.2 CLUSTER SYSTEM

To support the RFL's *Strategic Plan for International Rugby League* [February 2009] the RLEF will develop international “clusters”, nations grouped and administered along geographical lines. This system will:

- Support the doctrine of empowerment / self-sufficiency & independence by encouraging nations to cooperate regionally
- Increased financial independence with international fixtures / tournaments funded regionally

- Encourage productivity from regional RLEF staff who will be responsible for generating local activity and growth
- Clusters will take responsibility and ensure development takes place at the appropriate rate
- Emphasis on organic regional cooperation as a means of improving technical levels. Such cluster-led initiatives are sustainable and non-reliant on central RLEF / RFL funding and direction [see Case Study, below]

CASE STUDY: MIDDLE EAST NORTH AFRICA CLUSTER 2010

In October 2009 regional nations collectively agreed a strategy focusing on three annual tournaments as the key-stones of continued regional development. Each nation to commit to at least one of these tournaments annually



MENA U16 CHAMPIONSHIP, 1-6 March 2010

Lebanon U16, Saudi Schools Select, Palestine RL U16 – Saudi Schools Select champions

MENA U14 9s, 28-29 May 2010

Three Lebanese, three Saudi and one UNRWA Palestinian school – Brit. Int'l School Jeddah [Saudi Arabia] champions

MENA Championship, October 2010

UAE RL XIII, Lebanon and Pakistan scheduled to play in Dubai

**TOTAL COST TO RLEF:
\$140**

DESIRED OUTCOMES

- Re-organise RLEF into five clusters: Western Europe, Central Europe, Eastern Europe, Atlantic and MENA [Middle East North Africa]. [See Part 2, below]
- Nations will view regional tournaments as practicable, thereby encouraging proactivity
- Nations will view these tournaments / international matches as benefiting their own development, both in technical [player / coach / match official experience] and administrative terms, and will therefore strive to organise more of them, rather than waiting for pan-European events only
- Success in one cluster will breed success in others
- Leave a clear funding legacy in that clusters will begin to sustain their own activities

2.3 MEMBERSHIP DRIVE

By definition, RLEF members, both Full and Associate, are more established than non-members, therefore the RLEF should assertively cultivate Members from rugby league-playing nations.

RLEF requirements for Associate Membership are:

- Implementation of a constitution and rules that commit the Governing Body to act in the best interest of Rugby League throughout the whole of their country
 - Production of an annual financial report
 - Running a league with at least four-teams
 - Implementation of a junior development programme
 - The production of a business development plan outlining an organisations future aims, including aims to find part funding for staff positions
 - A communications strategy
 - An administrators, match officials and coach education strategy
- See the Development Plan [Part 3] for further details

DESIRED OUTCOME

- Support philosophy of empowerment and independence [see Part 3, section 3 for specific objectives] by increasing Full and Associate Membership

RUGBY LEAGUE CULTURE

Culture can be defined as the customs, beliefs or behaviour characteristic of a social group and the people within that group.

If rugby league is to thrive in Europe and beyond it must engage its advocates on these social levels and make rugby league a habitual part of their lives.

3. CORPORATE RLEF

3.1 STAFF ACCOUNTABILITY / PRODUCTIVITY

Individual staff to work towards bespoke objectives, although the staff's broad objective will be the execution of the RLEF Strategy.

DESIRED OUTCOMES

- Regional staff will recognise that growth focuses on their personal productivity, which endorses cluster system
- Talent identification for future staff promotions
- Central oversight of staff encourages local growth through advice and mentoring
- Empowered local staff will encourage productivity from colleagues through fulfilment of staff objectives and increased quality levels
- Produce RLEF documents policy and standardisation of forms

3.2 FOCUSED INVESTMENT

Welcoming new nations without new funding will result in significant cost burden to the RLEF; therefore there is a clear need to husband resources effectively. It is essential that from now on any investment is strategic, leaving a clear legacy in its wake.

DESIRED OUTCOMES

- More productive investment, with tangible legacy
- Identify productive nations / clusters and focus investment in these areas

3.3 INCREASE REVENUE

In addition to the need to husband resources [3.1] the RLEF can increase central revenue through corporate partnerships and institutional investors.

- Cultivate brand equity in the RLEF and its existing properties
- Create opportunities to commercialise and promote RLEF identity and new properties through Areas 1 and 2, above
- Actively seek corporate partnerships and alternative funding opportunities

DESIRED OUTCOMES

- Increased central revenue
- Increased opportunities for members to generate local revenue
- Enhanced credibility of RLEF as a major governing body through partnerships with marquee brands
- More confidence in RLEF by members and therefore greater productivity
- Enhanced PR and marketing capabilities through partnerships

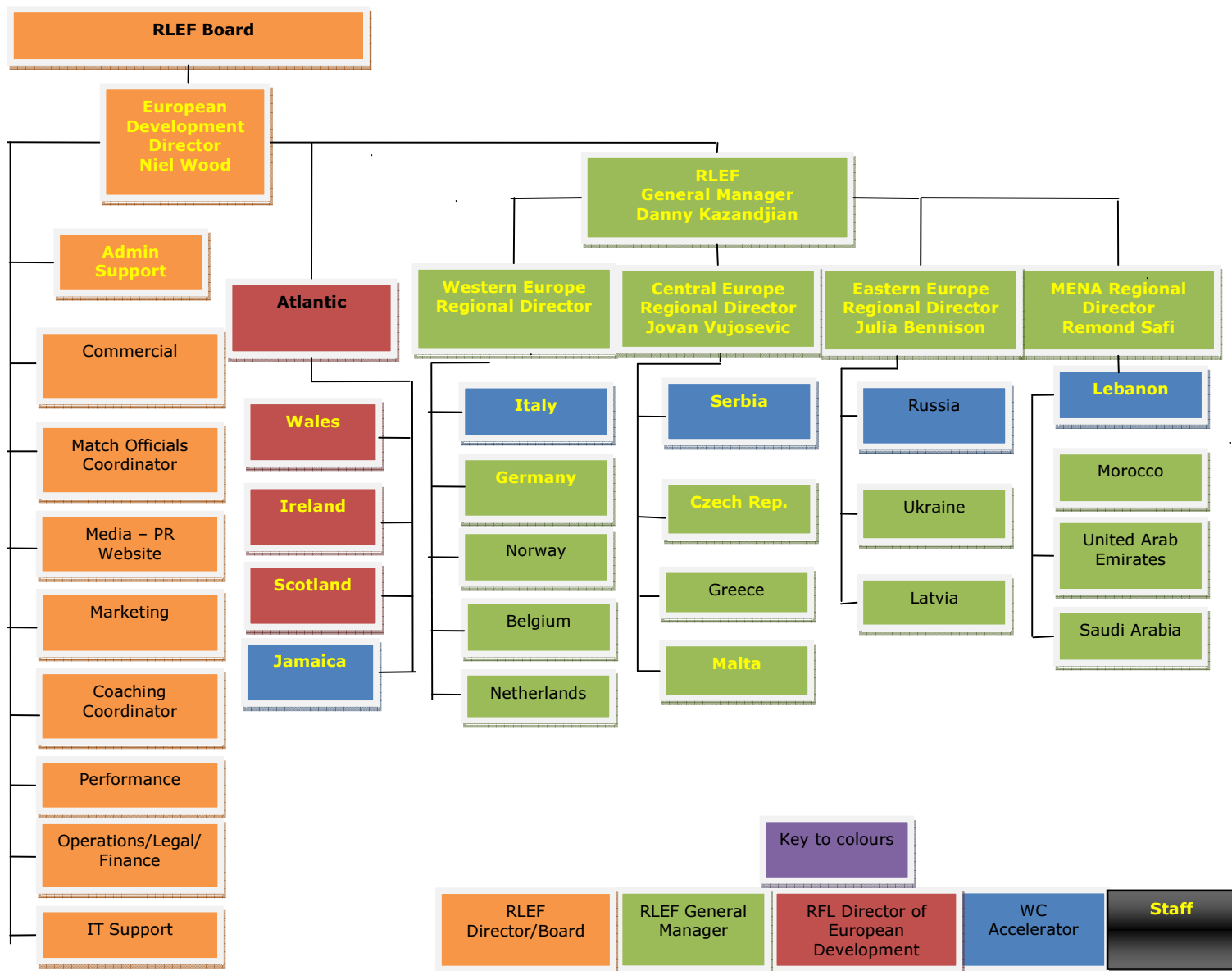
3.4 INCREASE VISIBILITY

Fostering RLEF partnerships with companies, governments and media to maximise potential reach of the federation and the sport. Emphasise communications as important part of RLEF operations, internally and externally.

DESIRED OUTCOMES

- Increase awareness of RLEF operations among regional and local communities
- Increase international awareness of rugby league among non-participants and participants
- Increase commercial value of RLEF properties

PART 2: RLEF STRUCTURE



PLANNED MEETINGS

- Staff operations reports collated by General Manager prior to board meetings
- Board to meet three times per year [Meeting 1 > August > October]
- Staff to meet three times per year, after board meets

PART 3: IMPLEMENTATION

AIMS OF IMPLEMENTATION:

DELIVER RLEF vision & values throughout the federation and its members to strengthen rugby league's European presence

REORGANISE the RLEF, centrally and regionally, to produce members and begin gradual MENA / Atlantic devolution

MAP out international pathways and connection to world cup

CONTENT OF IMPLEMENTATION

1. COMPETITION	2. TECHNICAL	3. MEMBERSHIP	4. MEDIA & MARKETING	5. COMMERCIAL
1.1 EUROPEAN CUP	2.1 COACH TUTORS	3.1 MEMBER SELECTION	4.1 NEWSLETTER	5.1 MEMBERSHIP SCHEME
1.2 RE-FORMAT SHIELD	2.2 MATCH OFFICIALS TUTORS	3.2 MEMBER SUPPORT	4.2 TELEVISION	5.2 STRATEGIC PARTNERSHIPS
1.3 EUROPEAN BOWL	2.3 ELITE COACHING	3.3 MENA / ATLANTIC	4.3 WEBSITE	5.3 EU
1.4 YOUTH TOURNAMENTS			4.4 PORTFOLIO	
1.5 DOMESTIC CHAMPIONSHIP				

1. COMPETITIONS

1.1 EUROPEAN CUP

The European Cup is the RLEF's most valuable property and therefore an extremely important brand. The four-team format provides continuity from the Four Nations and the plan proposed [1.2, below, and diagram, page 14].

DESIRED OUTCOMES

- Biennial European Cup cycle: 2010, 2012, 2014, 2016
- Avoids world cup finals and world cup qualification years [2011, 2015 etc]
- Ability for forward commercial planning

1.2 RE-FORMAT EUROPEAN SHIELD / MENA CHAMPIONSHIP / ATLANTIC CUP

In 2012 re-format the RLEF Shield into a four-team, two-year competition linked to the 2017 World Cup. By 2014 re-format the MENA Championship / Atlantic Cup to match biennial Shield.

REVISED FORMAT

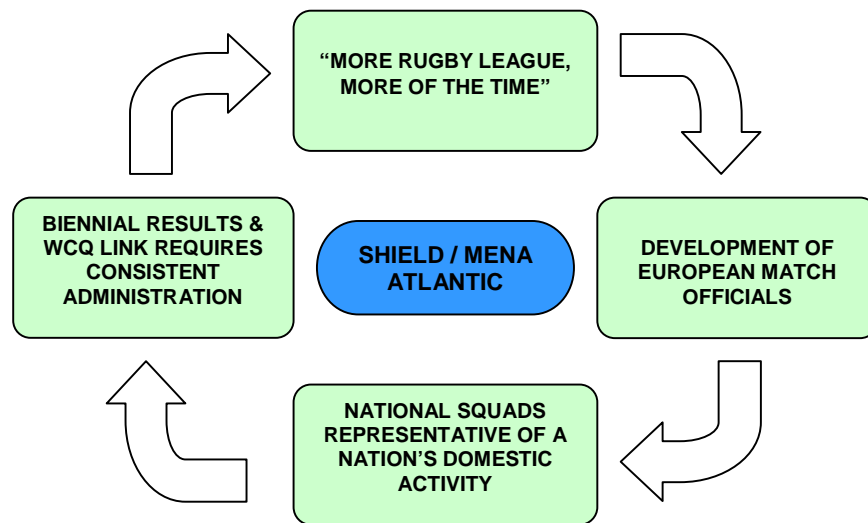
- Full and Associate Members only
- Two-year cycle, home and away [each nation plays six matches]
- 2012-13 RLEF Shield fourth-place finisher relegated to 2014 European Bowl
- 2013 Bowl winner promoted to 2014-15 RLEF Shield
- 2014-15 Shield, MENA Championship and Atlantic Cup winners eligible for world cup qualifiers [*not* necessarily direct qualification to the 2017 World Cup finals]

PHASE 1:

- Initial 2012-13 group assembled, after consultations, from Associate Members [from prospective group of Czech Republic, Serbia, Germany, Italy, Ukraine, Russia]
- Based on ranking [therefore 2011 WCQ nations Italy, Russia, Serbia probable inclusions plus one other]
- 2011 world cup qualification winner [i.e. Russia, Serbia, Italy] can opt out of 2012-13 RLEF Championship to focus on 2013 World Cup preparations if it chooses to
- 2010-2013 MENA Championship / Atlantic Cup format annual to allow tournaments to embed

PHASE 2:

- Play 2012-13 and 2014-15 RLEF Shield
- As RLEF consolidates, a second tier of four teams can be created with promotion and relegation every two years [if feasible starting in 2012-13]



DESIRED OUTCOMES

- Moving from three-team [current Shield / Bowl format] to four-team format nations increase their international activity by 50% yet the number of competition matches increases by 100% [from three to six annually]
- Two-year cycle encourages consistent, forward-planning administrations
- Longer calendar may result in reduced reliance on expatriate players leading to national teams that are more representative of a nation's domestic activity
- Officiated by RLEF [not RFL] match officials
- World cup qualifier element saves additional investment in specific world cup qualification tournament in 2015
- Competition results more meaningful than current format due to world cup link
- Standardisation with Four Nations and European Cup
- Maturation of MENA / Atlantic clusters towards regional confederation status

POTENTIAL PROBLEMS

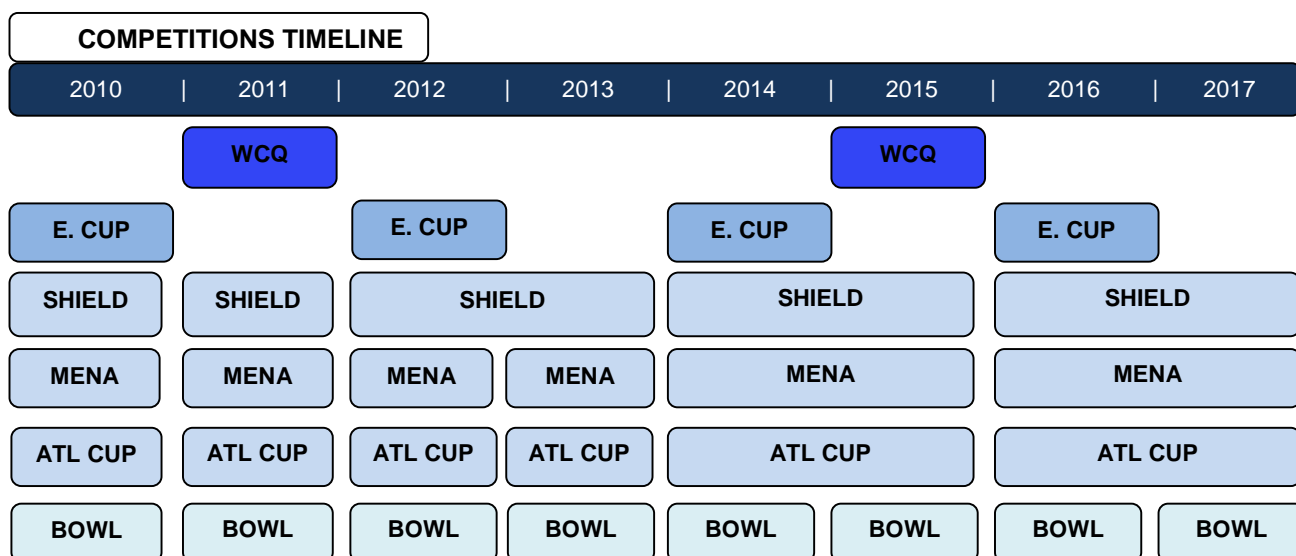
- Participant nations' fiscal burden increased, due to potentially long-distance travel and two-year commitment
- Potential diverting of funds from domestic projects
- Managing expectation and disenchantment of non-eligible nations

1.3 EUROPEAN BOWL

For residual Associate Members and Official Observers current Bowl can be used, with regional option if necessary e.g. Bowl West, Bowl East etc.

DESIRED OUTCOMES

- Structured entry level official competition for members and opportunities for European match officials



1.4 YOUTH TOURNAMENTS

Youth tournaments will be organised primarily within clusters until there are enough Associate Members with well-established youth operations to justify truly regional championships. The RLEF defines its age group categories as:

- U12, U14, U16, U18
- January 1 is determining date for age category

DESIRED OUTCOMES

- Structured competition for members' youth sides
- Reinforces cluster system through increased international exchanges
- Opportunities for European match officials
- Play annual youth tournaments in every cluster from 2012 onwards

1.5 DOMESTIC CHAMPIONSHIPS

As per Part 1, section 1.1, domestic championships will be the RLEF's strategic imperative. In addition, the RLEF will investigate opportunities to support pan-European club championships, and other championship formats, on a case-by-case basis. As a minimum standard, a league must adhere to the RLEF's *Domestic Competition Guidelines* [see Appendix 1] to be considered official.

DESIRED OUTCOMES

- Refer to Part 1, section 1.1
- Encourage new competition ideas made by member nations through adoption of successful competition proposals
- Double length of Italian championship to six rounds [plus final] by 2012
- Ensure Maltese, German and Czech Republic championships meet minimum standards by 2012
- Introduce two new clubs to the Russian and Ukrainian championships by 2012
- Commence two new domestic championships in MENA by 2013

2. TECHNICAL

2.1 COACH TUTORS

Supports RLEF Vision & Values of self-sufficiency and domestic focus by empowering members to produce independent coach tutors.

PHASE 1: London seminar

- Four-day seminar (March-June 2011) in London attended by 2-4 subsidised delegates per nation [maximum number reserved for larger nations such as USA and Russia]
- RFL coach dept delivers Level 2 Coaching Course
- Set date and groups for Phase 2

PHASE 2: 'In-cluster' tutor course

- Move to clusters for three-day Coach Tutor course delivered by RFL staff
- Work with regional partners as course hosts: for example, Serbian, Italian and Lebanese federations can provide facilities

PHASE 3: National course delivery

- RFL staff visit each member nation to monitor Level 1 course delivery
- Each visit ends with full RLEF Coach Tutor qualification sign off

DESIRED OUTCOMES

- Achieve 90% participation from invited nations for Phase 1
- Complete Phase 2 by end of 2011
- Complete minimum 70% of Phase 1 participants Phase 3 by end of 2012
- Upon completion, all participating members will have a minimum of two coach tutors [with Level 2 coaching badge, plus tutor badge]
- Standardised technical delivery and cooperation with regional partners
- Nations able to determine their own technical futures

2.2 MATCH OFFICIALS TUTORS

Support the doctrine of self-sufficiency and domestic focus by empowering members to produce independent match officials tutors.

- Deliver two-day course in London [summer 2011]

DESIRED OUTCOMES

- Achieve 90% participation from invited nations
- Upon completion, all participating members will have a minimum of one match officials tutor
- European competitions officiated by European match officials

2.3 ELITE COACHING

To expand the trend of elite coach mentoring as propagated by the RFL *World Cup Accelerator* programme by working with Associate Members to link them with a professional coach.

DESIRED OUTCOMES

- Encourage nations to aspire to Associate Membership, to qualify for this programme
- Enthuse local coaches and players by providing the opportunity to work with professional coaches
- Improve player and coaching standards
- Introduce coach mentoring programme to all new members, as they achieve elevation

3. MEMBERSHIP

3.1 MEMBER SELECTION

Proactive members, members with history of RLEF competition participation, and members with RLEF staff will constitute first wave of Associate Member targets. Aspiration towards GAISF membership maintained without any additional investment.

DESIRED OUTCOMES

- Elite coach mentoring programme [2.3, above] accessible to new member
- Scotland and Ireland, and two other members, to become Full Members by 2013
- Reconstitute Russian RL board by 2010
- Italy and Jamaica to become Associate Members by end of 2010
- Ukraine to become Associate Member by 2011
- Czech Republic, Germany, Malta to become Associate Members by 2012
- Two additional MENA Associate Members by 2013

3.2 MEMBER SUPPORT

New Associate Members should be given support to further strengthen their administrations and to encourage others to aspire to elevation. [For such support mechanisms refer to Part 2, above.] New Associate Members should be encouraged to further develop their organisations as self-sufficient entities.

DESIRED OUTCOMES

- Elite coach mentoring programme [2.3, above] accessible to new members
- Development of governing institutions in member organisations e.g. judiciaries, technical committees and other sub-committees etc.
- Resources prioritised according to membership

3.3 MENA / ATLANTIC

Positioning MENA / Atlantic ultimately as standalone confederations, thereby spreading the global reach of rugby league, as well as alleviating the administrative and fiscal burden currently born by the RLEF, is a strategic objective, although realistically not achievable in the period covered by this report. This 2010-2017 cycle, however, can be used to begin that process by encouraging administrative and operational cooperation. This has already commenced in part, with the MENA region operating its own regional competitions semi- independently.

DESIRED OUTCOMES

- Achieve four Associate Members in MENA and four in Atlantic by 2014
- To form unofficial MENA and Atlantic RL committees in the region in 2011, which will adopt administrative direction of the cluster
- To play annual regional championships at youth and open age level until 2014
- To launch biennial international format for 2014-15 cycle, with possibility of WCQ berth for 2017 WC.

4. MEDIA & MARKETING

4.1 NEWSLETTER

Maximise visibility of the federation and its members throughout the rugby league community

DESIRED OUTCOME

- Distribute a quarterly newsletter through member distribution lists

4.2 TELEVISION

The RLEF has obtained a bridgehead in television coverage due to [a] the RLWC08 qualifiers [2007], and [b] 2009 European Cup, both of which received live coverage on SKY Sports [and other affiliated networks such as Showtime Arabia].

- The 2010 European Cup has expanded this to include live coverage on French terrestrial TV channel Direct 8 and satellite network Orange TV. Rugby league is also shown on some other regional European networks. It is essential that these competitions are maintained, on a regular frequency, so the RLEF can build long term corporate relationships around them
- In addition to existing TV coverage the RLEF will make between 2-3 magazine style programmes featuring 2010's three European competitions
- These human interest programmes represent European rugby league's first foray into 'colour' pieces
- If successful this could be viewed as a pilot to a similar programme featuring the newly proposed international format [1.2, above], giving RLEF members a regular opportunity to appear on television
- Ensure 2011 world cup qualifiers are broadcast [Sky, Direct 8, Showtime Arabia, BBC, other European networks]

DESIRED OUTCOMES

- Challenge perceptions of rugby league as a France / UK-only sport by presenting footage in iconic settings [Red Square, Prague Main Square, Dublin etc]
- Offer expanded airtime to the sport and the RLEF's activities in particular
- Support the commercial plan by maximizing visibility and monetisation of RLEF activities
- Promote rugby league's cultural values
- Ensure 2011 world cup qualifiers and 2012-2013 reformatted Shield receive air time

4.3 WEBSITE

The official website should be seen primarily as a medium to best communicate the RLEF's activities and those of its members functionally. The site aesthetic and user-friendliness should compel visitors to remain on the site for longer periods of time.

Current assets include the commissioning of Escape Photography whose photo and video library should feature heavily on the site.

A decision should be made by end of 2010 about an overhaul of the site as the current design can be improved.

DESIRED OUTCOMES

- Launch new site in 2010 with improved site aesthetic and features
- Begin using Escape Photography's image archive as a matter of routine
- Encourage staff to access and use images from Escape Photography's archive
- Set a target for number of unique users by end of 2011

4.4 PORTFOLIO

Define the RLEF portfolio and how best to market the properties. To achieve this will require an agreed international calendar. The two main elements of the RLEF portfolio are currently the European Cup and the world cup qualifiers.

DESIRED OUTCOMES

- Clearly focused on marketable properties and how they can support RLEF growth
- Create a portfolio of commercial properties with a full presentation resource by 2010
- Produce RLEF stationary with gold stamp used in logo by 2010

5. COMMERCIAL

5.1 MEMBERSHIP SCHEME

Create a membership scheme, named after a European icon, or a European rugby league reference, with scale of annual contributions. For example:

- RLEF X member. Casual members, with membership card, match discounts and newsletter
- RLEF Y member. Supportive members, who receive X entitlements [increased discount] plus Challenge Cup final ticket
- RLEF Z member. Active members, who receive Y entitlements [increased discount] plus RLEF apparel and access to exclusive "Members Active Forum" on new RLEF site
- More levels of membership can be added on an increasing price scale

DESIRED OUTCOMES

- Increase revenue and visibility
- Encourage 'ownership' among rugby league fans
- Build up RLEF data base for future marketing and sales
- Target membership income of €10,000 in 2011
- Ten percent annual increase on membership scheme income

5.2 STRATEGIC PARTNERSHIPS

As per 4.4, above, link RLEF properties to sector-orientated partners. Long-term partnerships will allow for long-term planning and less operational restrictions.

DESIRED OUTCOMES

- Enter into long-term relationships with airline, hotel chain and bank / financial institution by 2011
- Support the aims of implementation through logistical support, to RLEF and members
- Increase revenue and visibility

5.3 EU

Investigate European Union and European Commission projects for sports partnerships, particularly to support central RLEF projects.

DESIRED OUTCOMES

- Successful application of at least one EU project by 2011
- Increase ability to deliver large-scale projects through increased revenue
- Reinforce confidence in the federation from members

PART 4: CONCLUSION

This strategy expounds the need for the RLEF to, firstly, adopt a vision and set of values that permeate its projects, both regional and national, and help achieve our objective of cultivating rugby league culture among those individuals and groups who are exposed to the RLEF's activities throughout its territories.

The three key areas set out in this vision are a need for increased participation numbers among members, both in players and volunteers; the creation of more robust member governing bodies through a policy of empowerment; and a more dynamic RLEF central organisation.

By focusing on domestic championships as a strategic priority; by encouraging regional cooperation within the cluster system; by mapping out an enduring plan of internationals, showing a connection to the 2013 and 2017 world cups; and by increasing the revenue and visibility of the RLEF and the sport, this strategy document maintains that rugby league will make significant gains in stability and growth. The RLEF will:

- Deliver this strategy, its aims and objectives, vision and values, to all RLEF staff, charging them with the responsibility for implementation
- Actively work with nations to elevate them to Associate and Full member status
- Encourage the increased independence of MENA & Atlantic clusters following the elevation of an agreed number of Associate Members and regional partners
- Adopt the principle of a re-formatted pan-European schedule of internationals that incorporate a link between RLEF competition and world cup qualification

APPENDIX 1

RLEF GUIDELINES FOR A DOMESTIC COMPETITION

AIMS

The aim of this document is to stipulate the parameters for RLEF members' domestic competitions. Fulfilling these stipulations will meet the Associate Membership application requirement pertaining to domestic competition.

ALL MATCHES MUST BE PLAYED:

- According to the Laws of the Game.
- In 40-minute halves.
- On a pitch within the dimensions as specified in the Laws of the Game.
- In the 13-a-side version of the game (i.e. not 9-a-side or 7-a-side matches).
- Under the control of a match official recognized as suitable by the National Governing Body.

IN ADDITION:

- A minimum of four teams constitutes a domestic competition. These four teams can be drawn from states, regions, cities, clubs, universities, military, etc.
- The National Governing Body must lodge a fixture list with the RLEF prior to the commencement of the competition. Any changes to that schedule must be notified to the RLEF along with the reason for the amendment. Each team must play every other team in the domestic competition at least once.
- A minimum of three competition rounds must be played in the year prior to achieving Associate Membership status. On obtaining Associate Membership status it is expected that the number of competition rounds will increase. Failure to increase competition rounds will lead to a review of Associate Membership status.
- The National Governing Body must confirm with the RLEF prior to commencement of the domestic competition the format of the competition (i.e. the allocation of competition points for a victory, whether the competition uses a bonus point system, the method of determining the competition winner, whether there is a play off or final series, etc).
- The National Governing Body must register all scores and display them publicly (for example through trade and local media, their own organization website, etc).

- The National Governing Body must keep all scores / scorers in an official archive in perpetuity.
- The National Governing Body must confirm with the RLEF prior to commencement of the domestic competition that appropriate insurance arrangements are in place to cover liability for personal injury to players, officials and spectators.

Appeals for un-catered for situations can be made to the RLEF Board regarding assessments of an organisations capability to compete in the World Cup Qualifiers.