

# WARURA REFEREE RECRUITMENT AND RETENTION STRATEGY

2025 - 2027



Western Australian Rugby Union Referees Association develops and promotes refereeing rugby union in Western Australia. We are responsible for the appointment of Match Officials to all games sanctioned by RugbyWA, and as requested by Rugby Australia and World Rugby.

We currently require more Match Officials to support the game of rugby in Western Australia. As we enter the Golden Decade of Rugby in Australia with projected growth across our rugby community, we need to identify opportunities to attract and retain Match Officials.

## KEY OUTCOMES



### Right Support

Encourage, educate and support members of the WA Rugby Community to become Match Officials, Developers and administrators and ensure long-term retention.



### Right Environment

Consistently demonstrate behaviour and performance that reflects a quality not-for-profit organisation including inclusiveness and executive committee solidarity.



### Right Education

To promote knowledge and understanding of the laws of the game of rugby union football as adopted by Rugby Australia and RugbyWA to WARURA members and the wider rugby community.



# KEY STRATEGIES AND ACTIONS

**1.0** Create tiered development groups and pathways to continually identify new members to support and grow through the Referee Profile.

**1.1** Develop and implement an effective and proactive onboarding process for new members of the Association.

**1.2** Develop a fitness training program available and accessible to all members.

**1.2a** Utilise RugbyWA resources such as trainers, nutritionist, gym facilities etc.



**1.3** In partnership with RugbyWA develop a Match Official mental health strategy.

**1.3a** Provide opportunities and training for select members to build their knowledge and capacity to aid Match Officials and Developers requiring mental health support.

**1.3b** Provide all Match Officials with strategies, resources and supports to build mental strength and resilience to handle the pressures of the role, and seek out help when needed.

**1.3c** Partner with RugbyWA to promote the Mental Health Awareness round each year.



**1.4** Create and appoint a Female Match Official Support Manager to provide support to new and established female Match Officials.

**1.5** Encourage and provide opportunities to our Community and Performance profiled Match Officials to step into the mentor/developer role throughout the season.



**2.0** Develop a member feedback strategy that incorporates multiple avenues for members to provide feedback on the areas of performance, development, mental health, game day environment and the overall operations of the Association.

**2.0a** Encourage and monitor Match Officials and Developers to input Match Feedback Reports using Rugby Xplorer.

**2.0b** Provide an opportunity after each game for Developers to report on the performance of their observed Match Official.

**2.0c** Provide the opportunity for each Match Official to reflect and report on their own performance through the Ref Review reporting function.

**2.0d** Organise incentives for members to participate in surveys both internal and externally to ensure sufficient data is collected.



**2.1** Increase awareness and support of the Green Shirt Program throughout the rugby community.

**2.1a** In partnership with RugbyWA develop a marketing and communications plan for the Green Shirt Program.

**2.2** Provide consultation and feedback to RugbyWA in relation to their Strategic Facility plan, to ensure that Match Officials are correctly catered for with new facility builds.

**2.3** Improve gender equity in the Executive Committee; improve female participation.



**2.4** In partnership with RugbyWA support the promotion of positive sideline behaviours.

**2.5** Develop and enforce a set of behavioural norms that each member of the Association is expected to abide by.

**3.0** Create comprehensive internal and external education calendars annually.

**3.0a** Allocate dates for upskilling registered Match Officials ensuring content caters for all levels of Match Officials.

**3.0b** Facilitate workshops specifically designed for Match Official Developers.

**3.0c** Ensure external education calendar includes a variety of courses including Referee Ready, Assistant Referee Levels 1 and 2, and Refereeing 7s.

**3.0d** Facilitate a female led and female only participant Referee Ready Course each year.



**3.1** Design and present education sessions that build capacity of select groups and areas of the game i.e. juniors and scrums.

**3.2** Keep accurate attendance records of all attendees at both internal and external courses and workshops.

**3.3** Build connections with clubs, coaches and players through Match Official attendance at club friendlies and training sessions.

**3.3a** Design and implement a formal process for Clubs and teams to request Match Official appearances to ensure time and knowledge is utilised effectively.



**3.4** In partnership with RugbyWA ensure a representative from the Association is present at coach workshops and information sessions when required.



# KEY PERFORMANCE INDICATORS

**KPI 1:** Reduce the Match Official to player ratio from 1:59 to 1:30 by the end of 2027.

**KPI 2:** 50% YoY growth rate of Match Officials for three years.

**KPI 3:** 50 new registered Match Officials each year resulting in appointments for all rugby games in WA from U12s upward.

**KPI 4:** Retain 80%+ of members each year.

**KPI 5:** Achieve a 1:8 ratio of Match Official Developers to Match Officials by the end of 2027.

**KPI 6:** Five trained and recognised Mental Health Champions (including at least one female) within the Association by the end of 2027.

**KPI 7:** Establish a partnership with a mental health provider.

**KPI 8:** Appointment of Female Match Official Support Manager.

**KPI 9:** 30% female participation rate by the end of 2027.

**KPI 10:** NPS Access to Match Official Developer rate of 90% by the end of 2027.

**KPI 11:** NPS Overall Development Satisfaction rate of 95% by the end of 2027.

**KPI 1:** 40 Match Officials recruited annually through the Green Shirt Program and actively visible on game days.

**KPI 2:** Nominate five Match Officials or Developers per year for RugbyWA's Team Behind the Team campaign.

**KPI 3:** Executive Committee to be at least 25% female from 2026 onwards.

**KPI 4:** NPS Overall Match Officiating Satisfaction rate of 90% by the end of 2027.

**KPI 5:** NPS Association Management and Operations Satisfaction rate of 98% by the end of 2027.

**KPI 1:** Educate a minimum of 100 participants of the rugby community through the Referee Ready course each year.

**KPI 2:** Convert 30% of accredited Referee Ready participants into Match Officials and members of the Association each year.

**KPI 3:** 100% of active Match Officials to be appointed to the level of their accreditation by the end of 2027.

**KPI 4:** 20% of registered members participate in Match Official Developer courses and workshops each year.

**KPI 5:** NPS Delivered Education Satisfaction rate of 90% by the end of 2027.

