

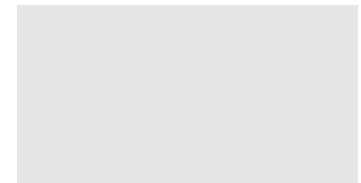
Agenda

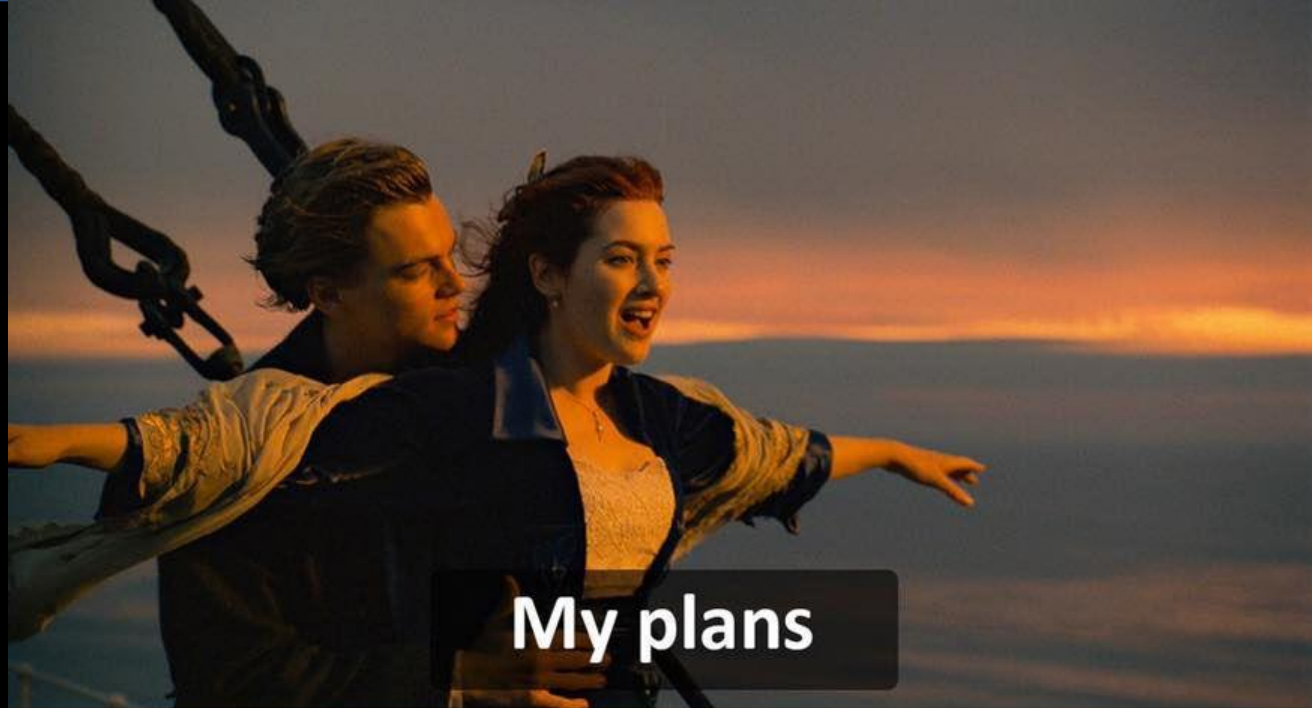
2020 in review

2021 Plans

- Small Blacks – Trials/Rip Rugby
- U85s
- **Secondary Schools**
- **Girls and Women**
- **RWC21**

Questions from you.....





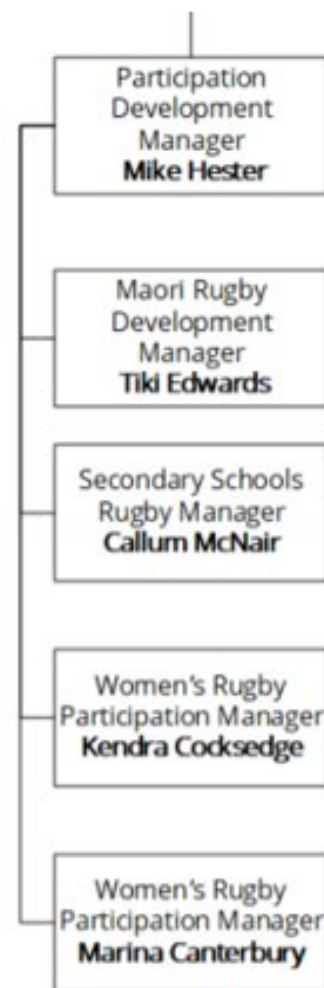
My plans



2020

NZR Participation Development Team

- Purpose – lead national response to growing participation
- Shift from *game centric* to *participant centric*
- Includes:
 - Participation policy and processes
 - Forms and formats of the game
 - Player Development Models – Small Blacks, Teenagers
 - Insights to support competition development
 - Programmes to support positive environment
 - Alignment with SportNZ shifts
- Structural change:
 - Secondary School
 - Girls/Women
 - **Maori development**
 - *Pasifika*
 - *Emerging communities*
 - *Disability*
- Main NZR touchpoint with PU ARMs

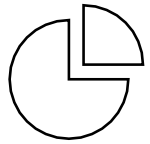




Rugby's purpose is to
inspire and unify through Rugby

Rugby's contribution to 'Every Body Active'

NZ Rugby is best placed to help Sport NZ deliver on the biggest priorities



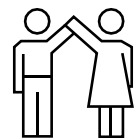
Significant contribution to NZ's domestic economy



Social outcomes aligned with the government's wellbeing objectives



One of the most financially accessible organised sports in NZ¹



Proven track record of partnering with government (SportNZ, ACC, MFAT, TPK)

3m

New Zealanders who like or love rugby

180k

Registered Participants including 89K Māori & Pacifica, and 31K women & girls, plus more than ~500k community around them

450+

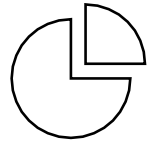
Clubs across NZ - an established and connected rugby sector—in additional to 26 PUs, and 370 Secondary Schools

1. <https://www.asa.org.nz/files/nscs-2019-final-report.pdf>

But we are fighting for survival



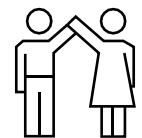
Our reserves are half what they should be



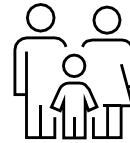
Unsustainable operating model, accelerated by COVID



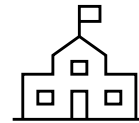
Need for more inclusive and diverse environments



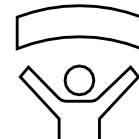
Growing pains in supporting the Girls & Women's game



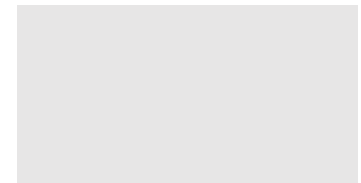
Difficulty maintaining appeal and relevancy among existing and potential participants



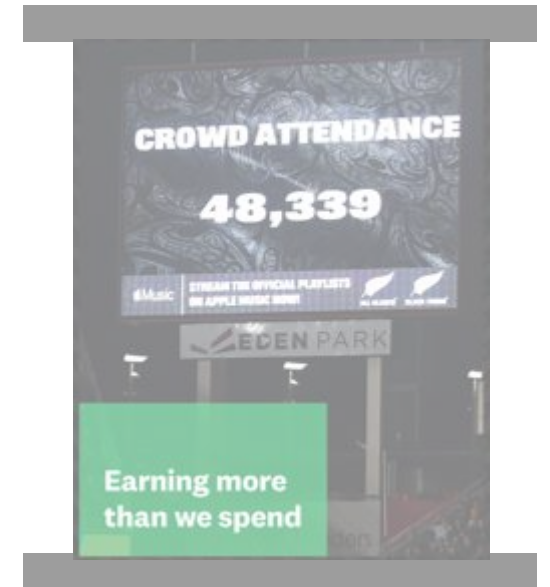
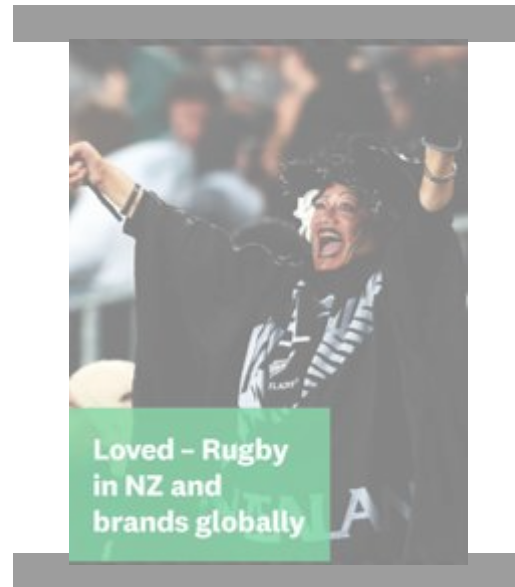
Engaging successfully with Secondary School Rugby requires significant work



Clubs struggling to adapt to new thinking and ways of working



To respond to these challenges, NZR is transforming how we operate across 4 strategic pillars



Our transformation program, Ngā miro, is the path we are taking to go after these strategic pillars



Ngā miro is the path we will take to **re-imagine rugby**, to bring together interwoven threads to invest into the right areas so we can thrive well into the future with **rugby at the heart of our communities**, creating loved brands and winning with mana.

We have had significant engagement and buy-in from our Provincial Unions (PUs) so far on our journey



**Aligned PU
Purpose**



**Engagement
& Goodwill**



**Rebasing our
funding
models**



**Future for
community
rugby**

Grant Robertson announces \$265m sports recovery package ▶

Thomas Coughlan · 16:34, May 17 2020



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STUFF

Club rugby has been out of action during the coronavirus lockdown.

Like Sport NZ, Community Rugby has been on a change journey...



**From a Game-centred model
focused on the traditional view of rugby
and high-performance**

**... to place participants at the
'heart' of our ecosystem**



**To a Participant-centred model
focused on delivering quality rugby
experiences for all**

How we think about transformation



Participants at the centre

Design—the forms and formats of the games they play. The remit of NZR.

Delivery—how playing opportunities are provided. The remit of PUs.

Environment—the clubs, secondary schools, coaches and parents in the game.

We have made progress already to building a 'participant-centred' approach for rugby. Here is some Living Proof:



Balance is Better

NZ Rugby's message to unions after North Harbour cans junior rep rugby

26 Feb, 2019 12:30 PM 3 minutes to read

Balance is Better / Athlete Voice

New weight-restricted club rugby comp to kick off

20 Feb, 2019 10:58 AM 3 minutes to read

A new national club rugby competition restricted to under 85kg players scheduled for May. Photo / File

Rotorua Daily Post

Integrity / Governance

Non Playing Contribution by Pasifika

Women & Girls

Girls flocking to play rippa rugby after success of Black Ferns

MICHELLE FRENCHVILLE, NEWS SPORT REPORTER
May 13, 2018 • SOURCE: 1 NEWS

The success of our Black Ferns is showing at the grassroots level with an increase of junior girls picking up a rugby ball.

Girls' rippa rugby exploding for North Harbour

Disability

SPORT

Sense Rugby: Making the game accessible for all kids

Balance is Better

NZ Rugby chief says change is required for the game to survive in modern world

MARC HINTON · 17:15, Nov 29 2019

Junior rugby players need to turn up on Saturdays confident of getting games.

Girls and Women / Governance

NZR Womens in Clubs Toolkit

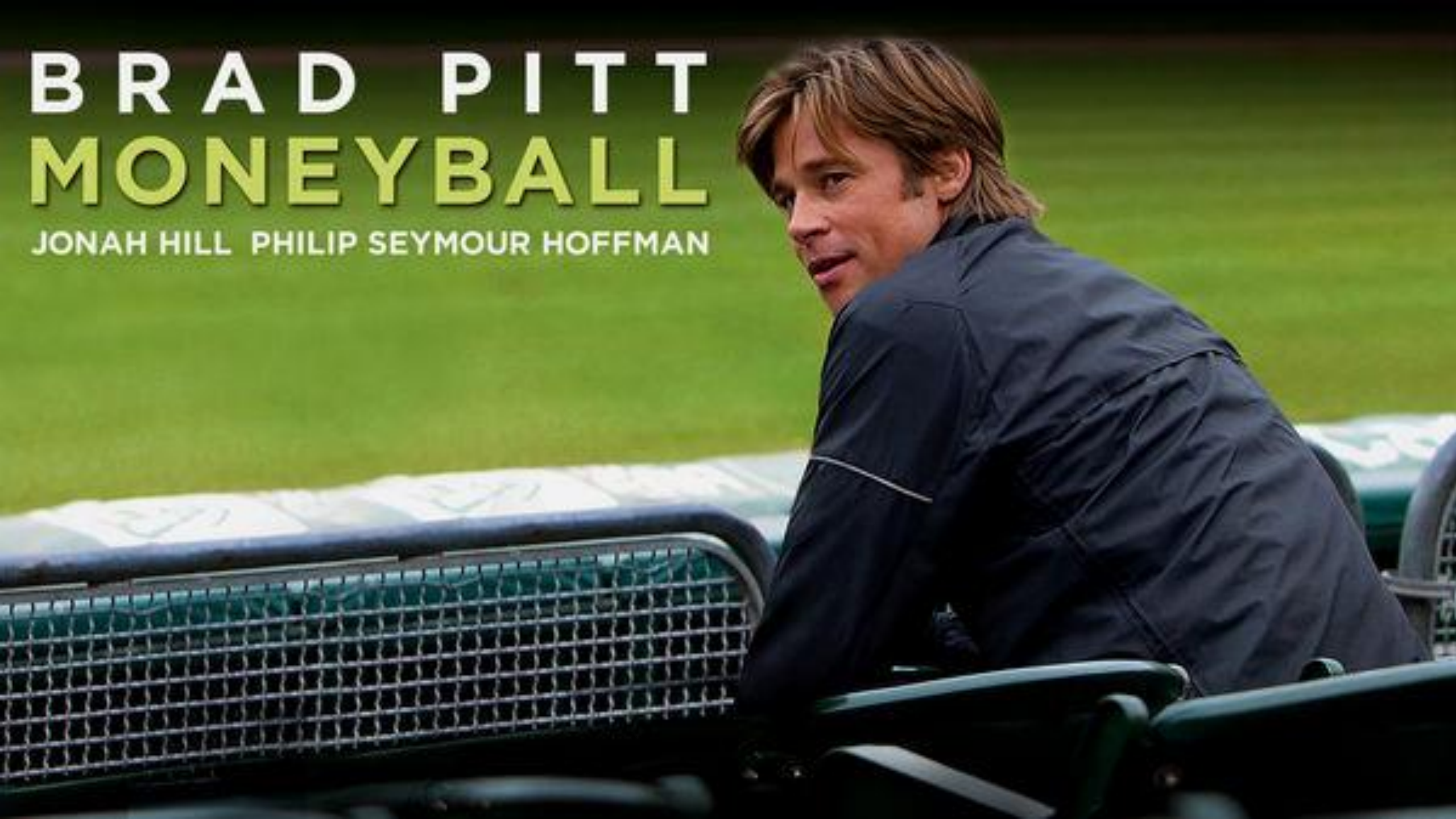
The more women and girls we can get involved in rugby having positive experiences; the stronger our clubs, communities and game will be.

Maori Partnership

Rangatahi Resilience Camps

BRAD PITT MONEYBALL

JONAH HILL PHILIP SEYMOUR HOFFMAN

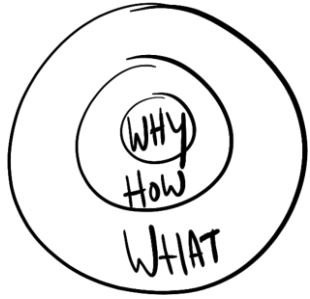




Quiz

1. What is the primary reason NZR introduced Game On in 2020?
2. What grades does G
3. Do competition poin
4. What is the trigger f
5. What is the minimu
6. What months is the
7. What is the younges
8. What is the younges
9. What is the minimu
10. Who won the 2020





- Our Why:
 - Retain more players by improving the quality of their experience
- Our How:
 - Ensure that development models are fit for purpose / future focused
 - Increase ways to play – forms and formats
 - Increase opportunity to play – how the game is delivered
- Our What:
 - Introduce smaller sided games for longer - Learn Model
 - Introduce additional playing options into playing Framework – Rip
 - Introduce Game On for Sec Sch and Adult Rugby and promote

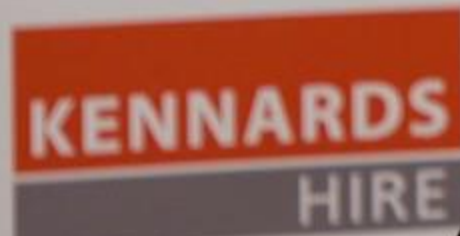
Feedback: participation@nzrugby.co.nz

So what, what next for 2020

- Small Blacks
 - U11s – shift to 10 a side
 - Rip Rugby formally introduced
 - Game Trials / Tackle Clinic / Scrum Factory
 - GoodSports Programme (APPLAUD)
- Teenagers
 - Governance strengthened
 - Game On
 - U14s – 10 a side trial
 - Optimise Tournament Week
 - Teenage Research – transition to clubs
- Adults
 - Game On
 - Restricted Grade Rugby (U85kg) - Males

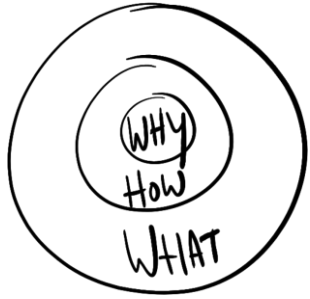


QBE



00:00:00:00





- Our Why:
 - Retain more players by improving the quality of their experience
- Our How:
 - Ensure that development models are fit for purpose / future focused
 - Increase ways to play – forms and formats
 - Increase opportunity to play – how the game is delivered
- Our What:
 - Introduce smaller sided games for longer - Learn Model
 - Introduce additional playing options into playing Framework – Rip and other offerings
 - Improve experiences of senior rugby

Feedback: participation@nzrugby.co.nz

So what, what next for 2021

- Small Blacks
 - U8 – shift to 7 a side (TRIAL)
 - Build on Rip Rugby
 - Girls only grades trialed
 - Game Trials / Tackle Clinic / Scrum Factory
 - GoodSports Programme (APPLAUD)
- Teenagers
 - Governance strengthened
 - Learn Model for Teenage Girls
 - U14s – 10 a side trial
 - Optimise Tournament Week
 - Teenage Research – transition to clubs
- Adults
 - Restricted Grade Rugby (U85kg) – Males
 - University Opportunity – Women
 - Referee Research - Motivations

1874-1974 CENTENNIAL PARADE RUGBY



1874



INVERCARGILL RUGBY FOOTBALL CLUB 1874

CENTENNIAL



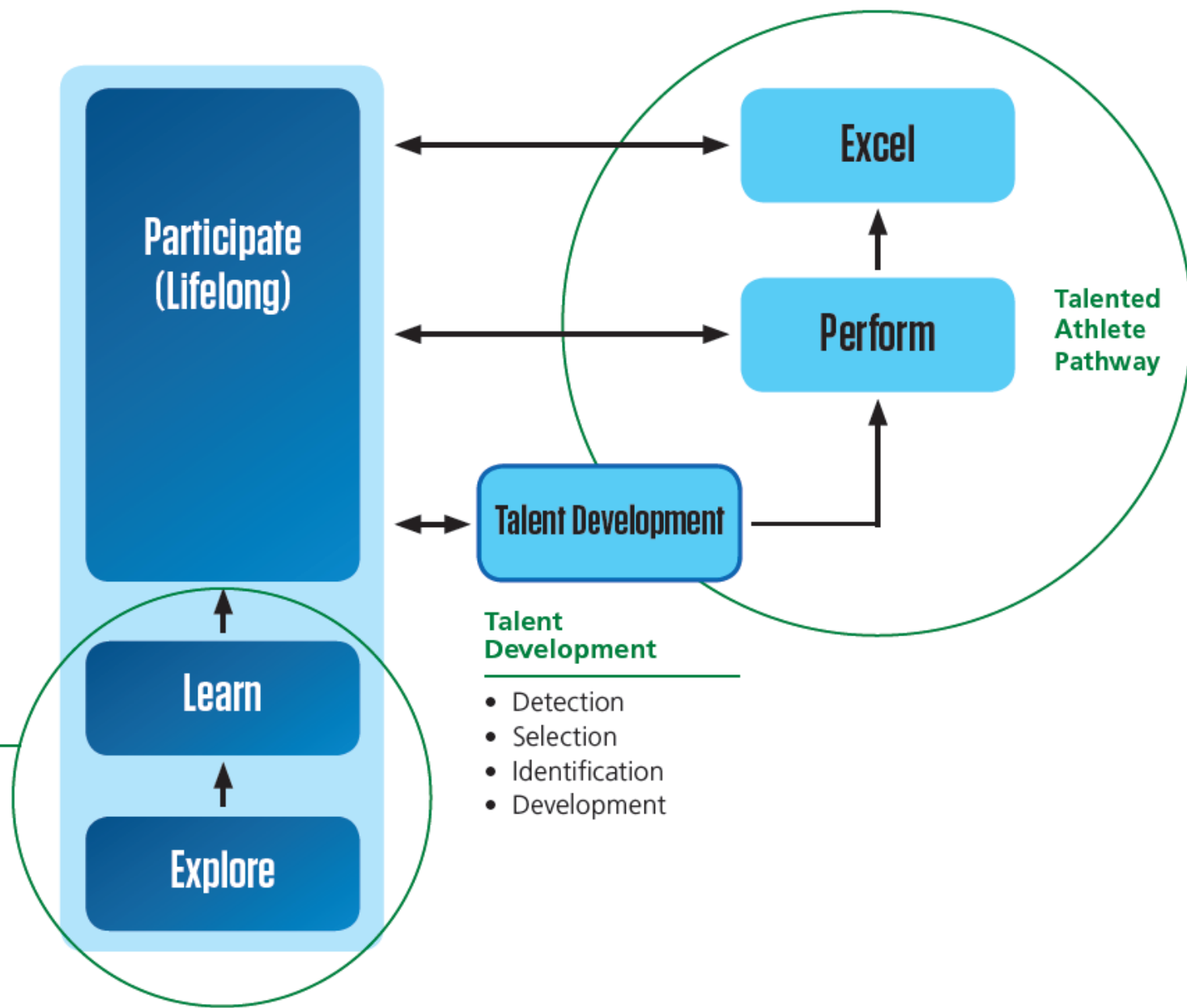
1974



SPORTS

Foundation Pathway

- KiwiSport
- Fundamental movement skills
- School sport
- NSO community sport plans



Talent Development

- Detection
- Selection
- Identification
- Development