

# Presentation to NZ Rugby Chairs and CEOs

July 2020

# Today

1. Reflections on Rugby
2. A case for change
3. Sport NZ focus
4. An invitation





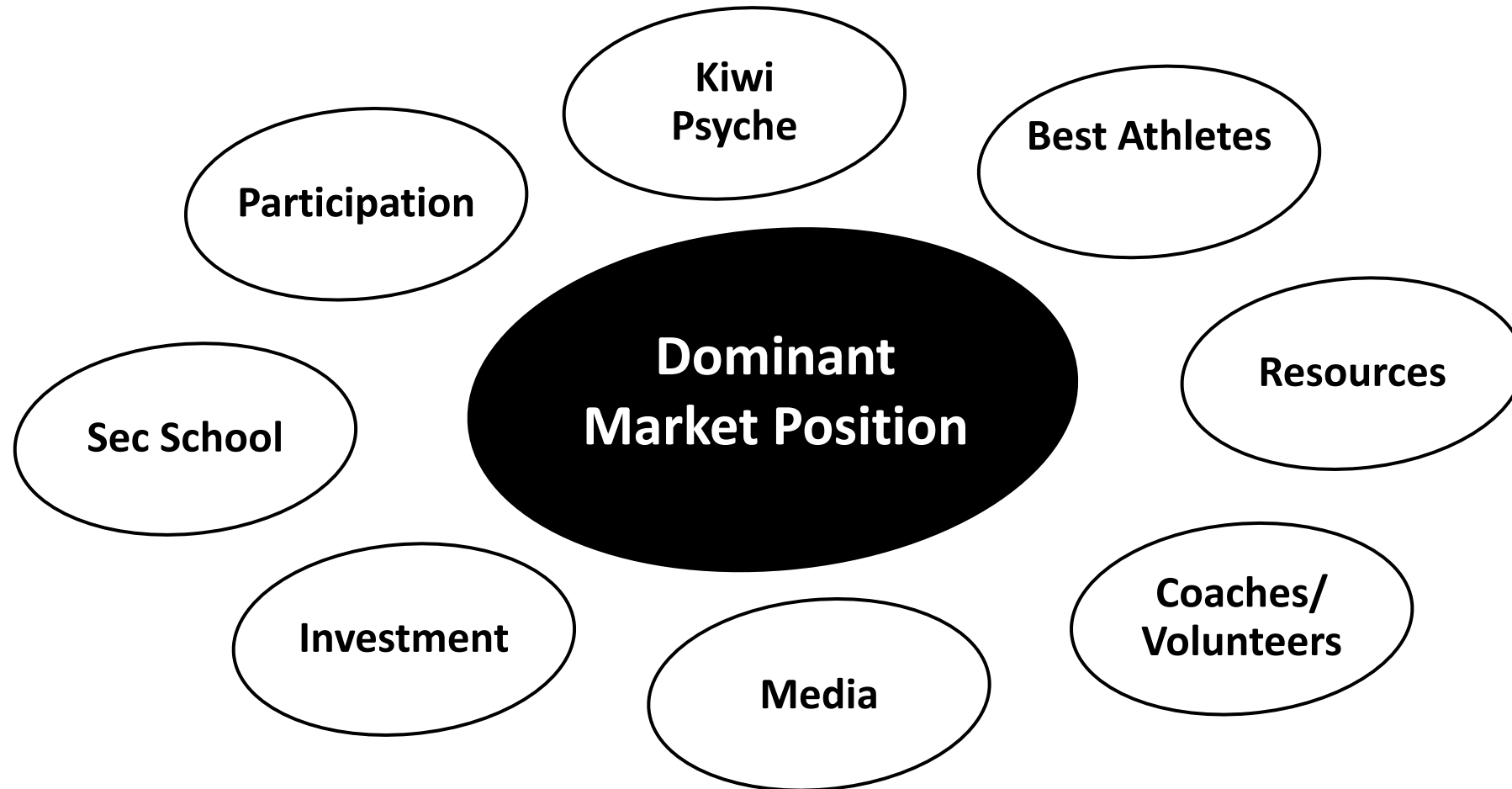
WORLD CUP SEVENS  
SAN FRANCISCO 2018

# Rugby is important to NZ



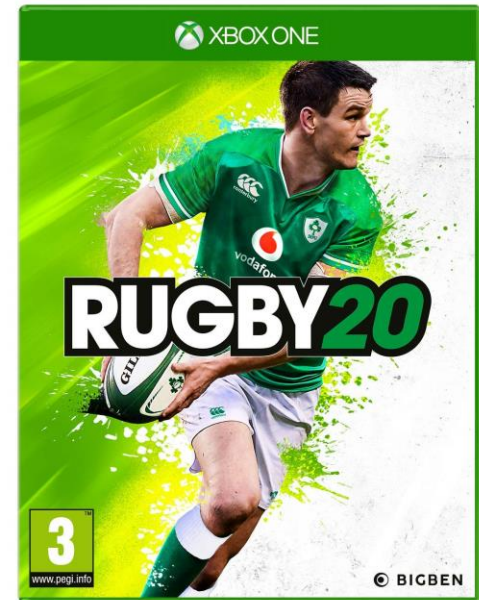


# A privileged position ...



# But the world is changing

- **Societal** - urbanisation, ethnic diversity, technology, sedentary lifestyles
- **Sporting issues** - less organised sport, more active recreation
- **Youth** – eSports, changing motivates
- **Economic** - growing deprivation

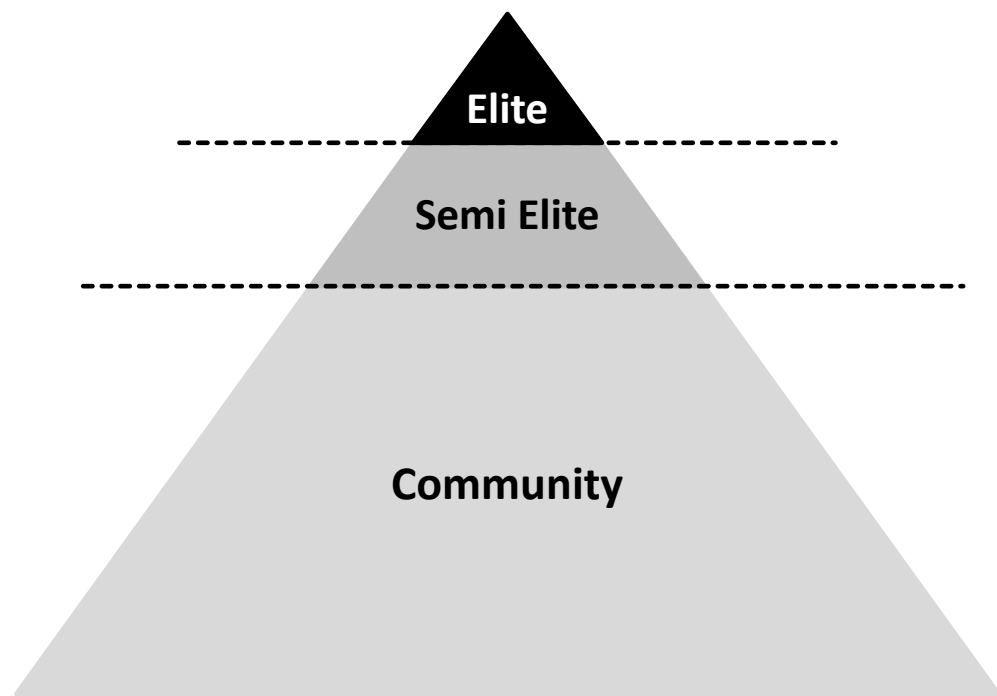


# Are we changing quick enough?

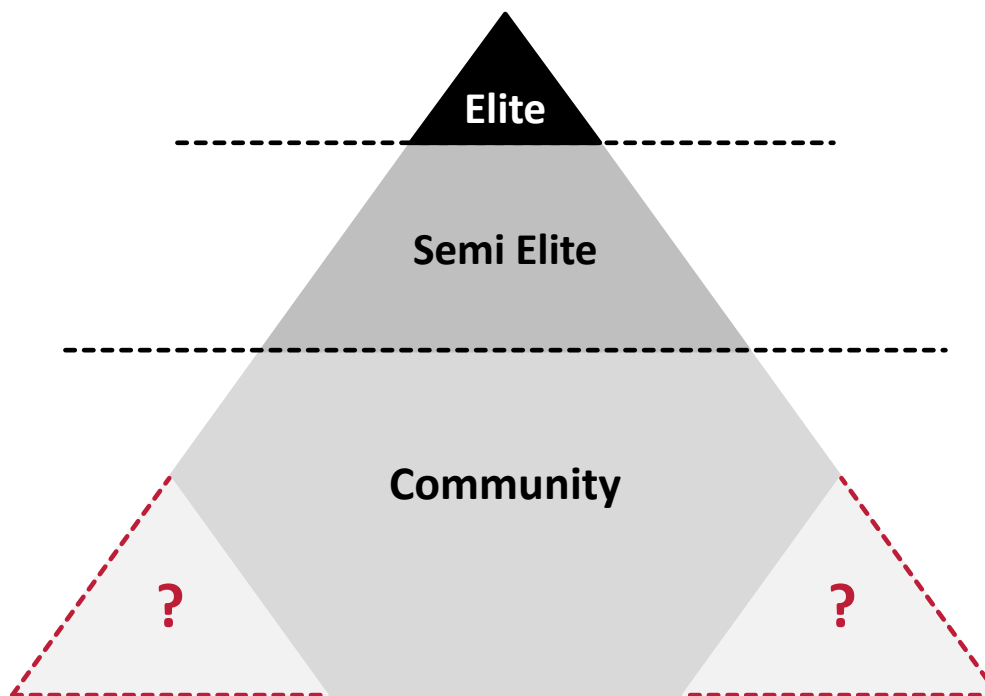
If a frog is placed in boiling water, it will jump out. If it placed in cold water that is slowly heated, it will not perceive the danger and will be cooked to death



# The inconvenient truth...



**Past**



**Today**



# Supply and Demand

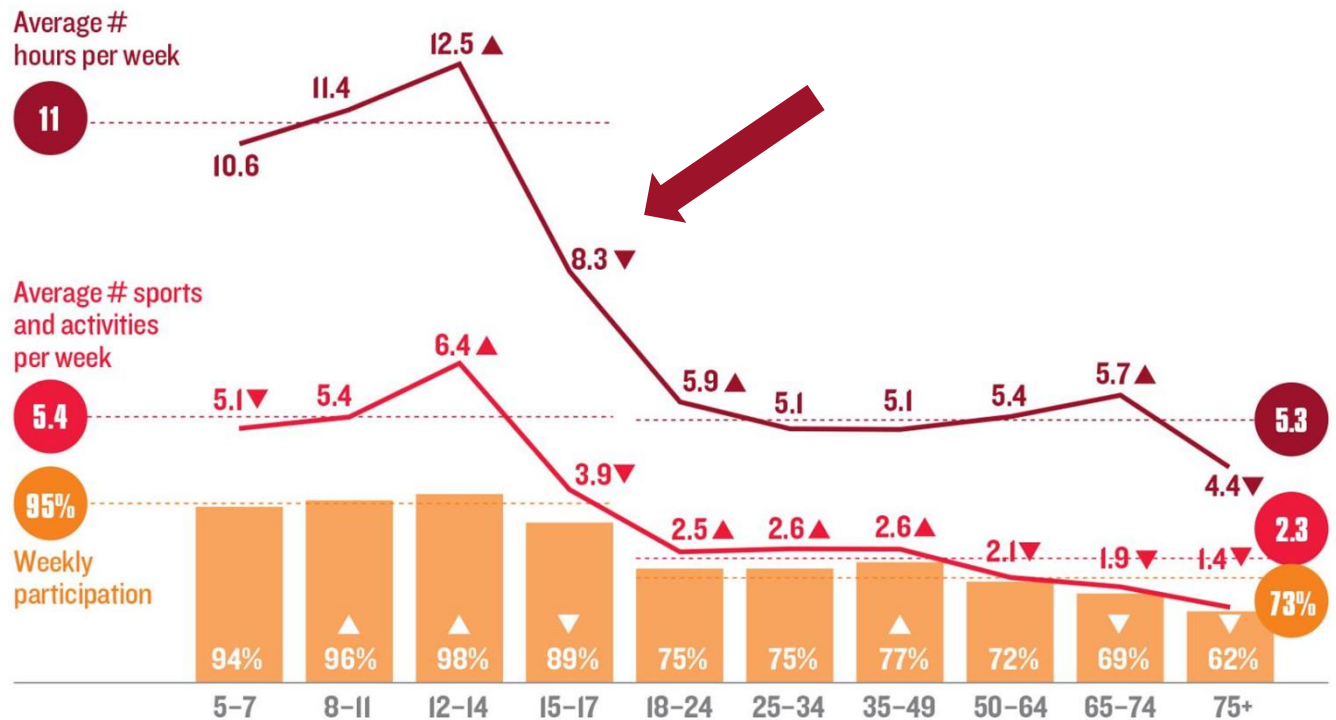




# Sport NZ focus

## YOUNG PEOPLE

## ADULTS



▲ ▼ Significantly higher/lower than total

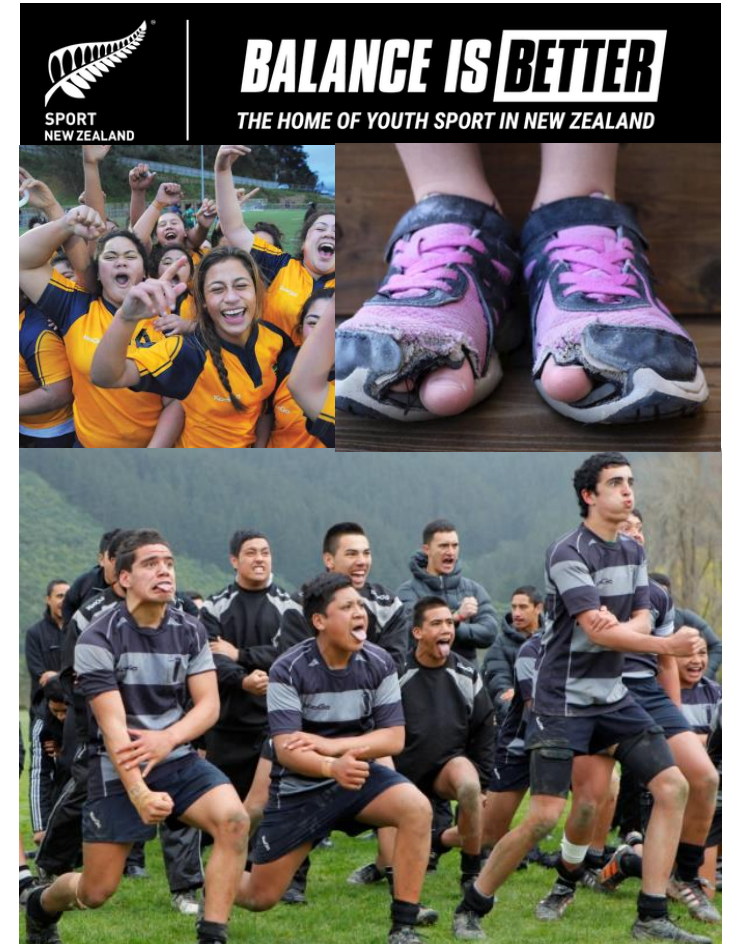
# Our Sport Approach

## Sport Participation

- Participant focused – insights and intelligence
- Focused on the “quality” of the experience (Behavioural)
- Adaptations
- Diversity and inclusion (W&G, Disability, Maori, Pasifika)
- Those missing out – deprived communities
- Pathways – age and stage

## High Performance

- Sustainable winning on the World stage





# COVID 19 Disruption



- Our sector has been hit hard by COVID-19
- Minister announced \$265m Recovery Package (over four years)
  - **Immediate support** - \$83 million
  - **Future Proofing organisations** - \$104 million
  - **Future Proofing our system** - \$78 million
- First wave of Recovery Investments made
  - Professional Franchises, Mitre 10, Farah Palmer Cup, clubs & reg org, WC Facilities
  - Focus is on those missing out – high deprivation communities, those with a disability and W&G
- Future Proofing organisations – \$25.5m for National Partner Transformation project (11 Partner)

# An invitation

## To New Zealand Rugby and Rugby in New Zealand



- We want to help Rugby in NZ transform and emerge:
  - fit for purpose and future-proofed (next 15 years +)
  - stable and capable of supporting the needs of participants and athletes into the future
  - able to drive increased participation through creating quality experiences
  - able to achieve sustainable high performance outcomes
  - able to address historical inequities, and inclusion and diversity gaps in the system
- **What it is about:**
  - Constitutional, structural, cultural, game development and delivery
- **It is not about:**
  - carrying on as usual or replacing lost income
  - propping up old models or reinforcing old behaviours

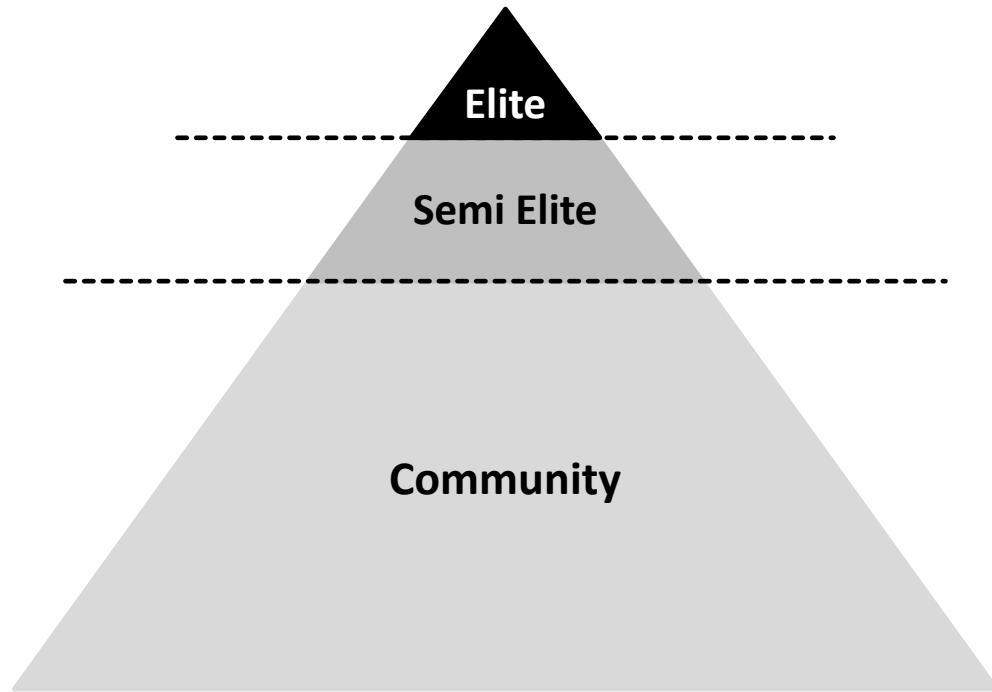


# Uncomfortable questions...

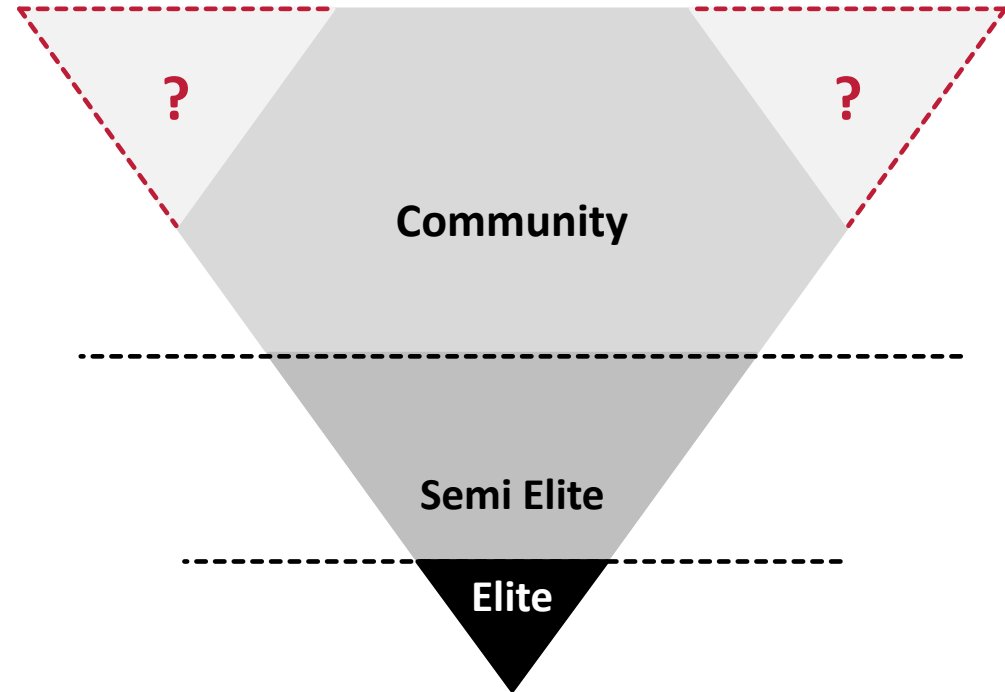
1. What is the **purpose of NZ Rugby**
2. What is the purpose of a Provincial Union – to **driving participation or driving winning outcomes?**



# The inconvenient truth...



**Past**

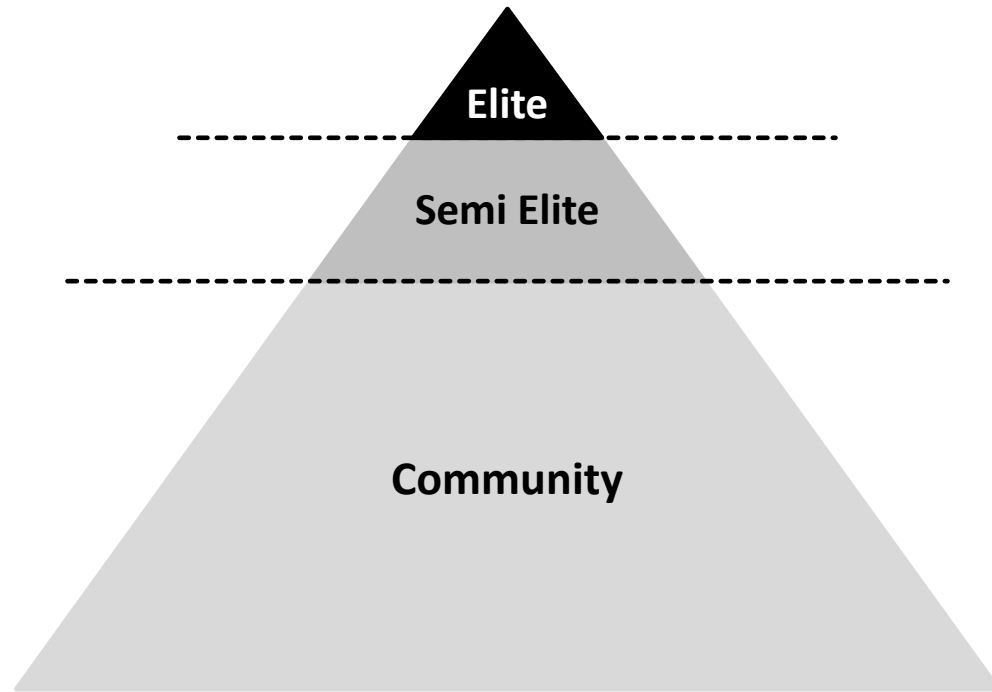


**Today**

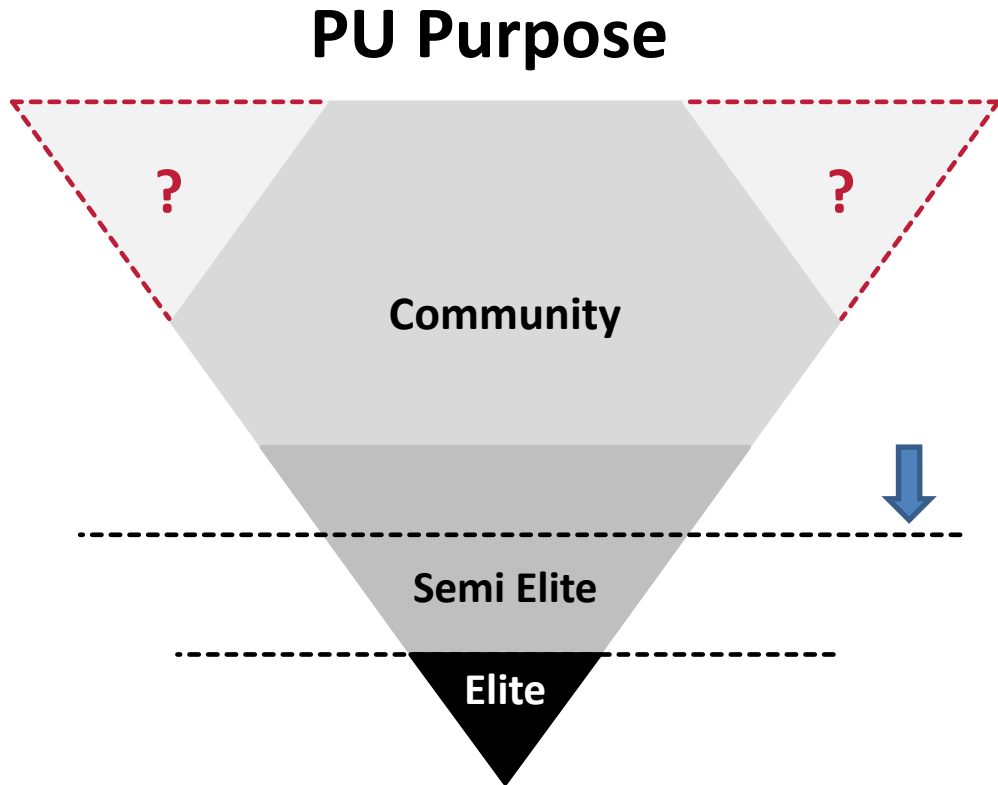




# The inconvenient truth...



Past



Today

# Uncomfortable questions...

1. What is the **purpose of NZ Rugby**
2. What is the purpose of a Provincial Union – to **driving participation or driving winning outcomes?**
3. Where is your focus - are you **rugby focused or participant focused?**
4. What do you value – **quantity or quality?**
5. Are you inclusive – do you drive and champion **diversity and inclusion?**
6. How reliant are you on **Class 4 Gaming money?**

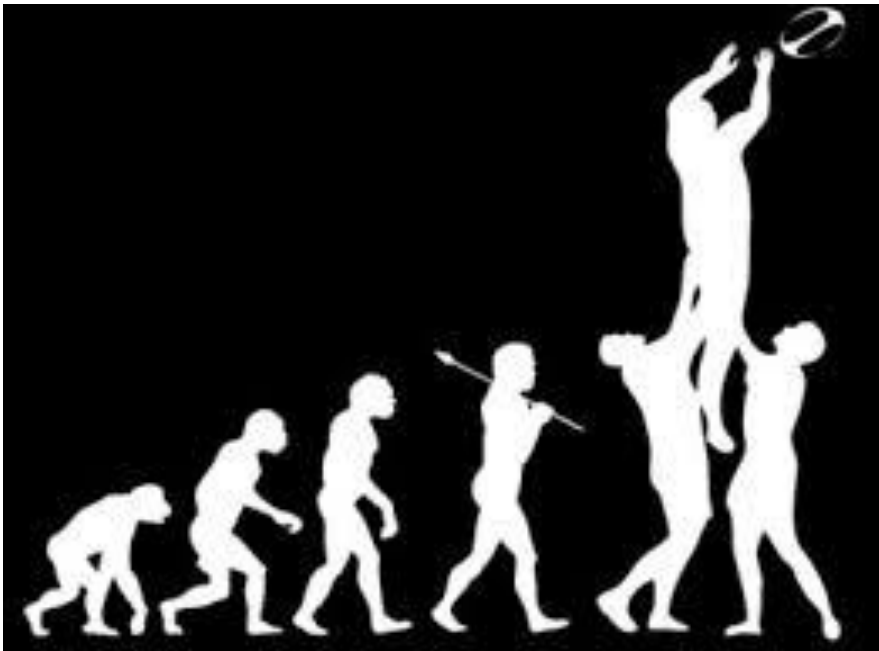








# The future is yours....






**Thank you.**



Opportunities &  
Challenges for  
Rugby in  
Aotearoa





**Purpose** .... to let you think and share your thoughts

**Three important influences of a quality conversation are:**

1. Allowing all thoughts and opinions to be considered, and
2. strike the balance of your opinions and individual mental models with
3. what the evidence is telling you



## Sport NZ .... quick summary

My take-outs from Pete's presentation



# Process .... to let you talk and share your thoughts

Building on Pete's comments – alongside what you think and know - you are going to discuss two questions:

- 1. How does everything you have seen, read and heard challenge your current thinking about rugby in your union(s)?**
- 2. With everything you have seen, read and heard what are the emerging opportunities for rugby in your union(s)?**

**Process** .... to let you talk and share your thoughts

To manage time **half the room will discuss one question each** .....

how long and how far through the process will depend on the



# Process .... to let you talk and share your thoughts

- Step One      **No talking – self reflection.** With the question you have at your table. Write on a piece of paper **ONE** or **TWO** immediate responses to the question.
- Step Two      In **PAIRS** have a discussion on each of your individual responses and agree on the **ONE** responses that you think are most important to take to the next discussion.
- Step Three     At your **TABLE** agree on the **ONE** response you think is most important to share with the group.





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**INSANITY: DOING THE SAME  
THING OVER AND OVER  
AGAIN AND EXPECTING  
DIFFERENT RESULTS**

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ALBERT EINSTEIN

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**Thank you.**