



RUGBY PARTICIPATION BENEFITS

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EXECUTIVE SUMMARY

PURPOSE OF THIS STUDY

The **NSW Positive Rugby Foundation**, the official charity of NSW Rugby Union (Rugby) is aiming to make a positive impact to communities through participation in Rugby, recognising that participants benefit from being a part of the Rugby community and how participation in Rugby can be increased across all Australian communities.

This study was undertaken to determine the benefits of Rugby in the community. The study was conducted through a combination of industry research and stakeholder engagement.

Stakeholders provided their insights to the benefits of Rugby through a detailed online survey, followed by an interview which allowed them to share stories highlighting how participants have gained benefits through Rugby participation.

The survey results were analysed using a value proposition canvas evaluation tool to interpret how Rugby participants benefited and identify the barriers they faced or overcame by being part of the Rugby community.

SUMMARY OF RUGBY WITHIN AUSTRALIA

The October 2019 National **AusPlay Survey results**, developed by Sport Australia identified that participation numbers in Rugby across Australia stands at 250,000 participants. The survey also concluded that Rugby participation is:

- Highest amongst adults (aged 15 and above); and
- Most popularly played at Sports Clubs and Associations, followed by education institutions (schools, colleges and universities).

In 2019 **NSW Rugby** had 38,271 registered players across 189 Rugby Clubs. NSW Rugby has seen an increase of 662 senior players and 523 junior Rugby players in 2019 compared to the previous year. Further, 1,944 primary school students and 14,322 high school students participate in Rugby.

Female participation has seen a high rate of participation over the last two years; an increase of 67% and 26% within 2017-18 and 2018-2019 respectively.

Based on an analysis of Rugby participation by postcode, aligned with ABS 2016 data, Rugby participation was recorded in 97% of NSW postcodes with high ethnic diversity.

EXECUTIVE SUMMARY

BENEFITS OF RUGBY

Based on a comprehensive data and literature review several benefits were associated with participation in Rugby. The benefits have been grouped into six strategic categories as identified in the image below. To provide further real-life examples and depth to data and literature review, a series of stakeholder interviews were undertaken to capture qualitative information and first-hand evidence these benefits realised by Rugby participants in NSW.

The **stakeholders** surveyed included community and club volunteers, coaches, club presidents and school headmasters.

The surveyed stakeholders confirmed they have seen the benefits of Rugby participation demonstrated:

- 100% - Community & Social
- 97% - Health & Wellbeing
- 80% - Greater Good
- 51% - Education
- 46% - Employment
- 37% - Economic.

The surveyed stakeholders consider that Rugby helps participants develop confidence, leadership skills and integrity.

COMMUNITY & SOCIAL

- Strengthen Community Networks
- Provide Positive Role Models

HEALTH & WELLBEING

- Improve Physical Health
- Improve Mental Well-being

GREATER GOOD

- Improve Justice Outcomes
- Promote Integrity and Ethics

INCLUSION AND EMPOWERMENT

- Increase Levels of Social Trust
- Support People in Need or Disadvantaged
- Improve Social Inclusion

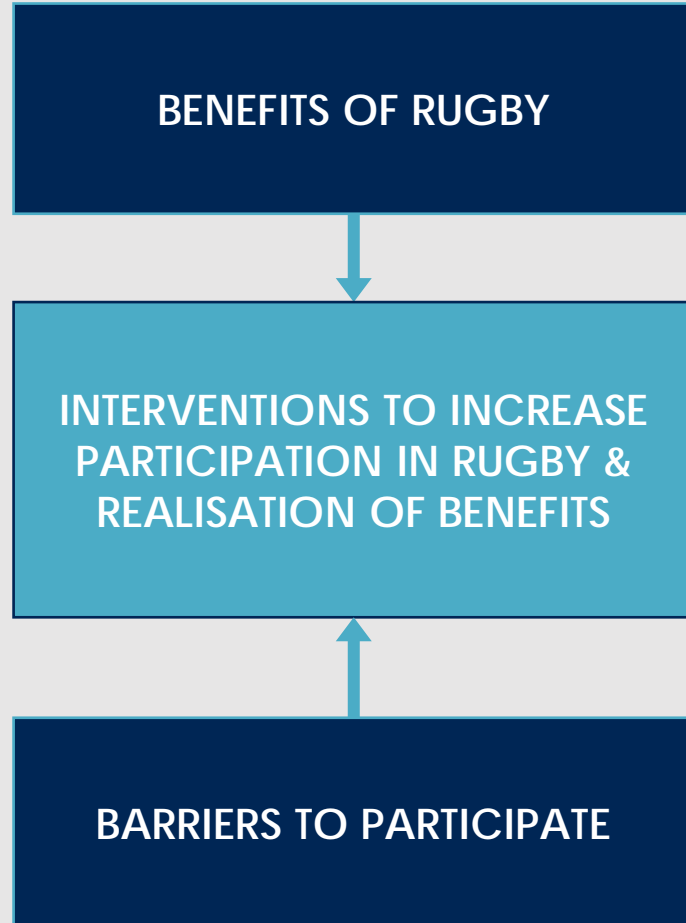
EDUCATION AND EMPLOYMENT

- Improve Education Outcomes
- Develop Employable Skills
- Enhance Social Networks Leading to Employment

ECONOMIC

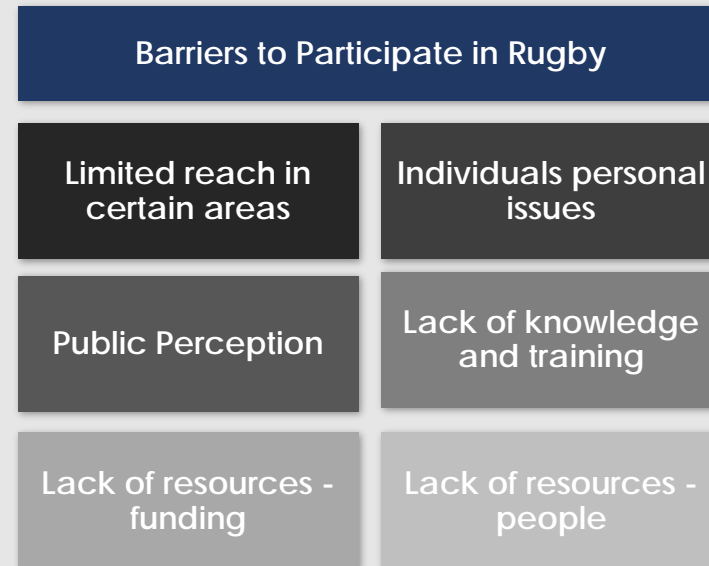
- Revenue from Games
- Rugby Merchandise
- Tourism and Travel
- Income from Employment

EXECUTIVE SUMMARY



BARRIERS TO PARTICIPATION

The **barriers** to participating in Rugby were noted through the responses received in the stakeholder interviews. The participation barriers, challenges or restrictions faced by the Rugby players have been broadly classified into the categories as shown in the image below.

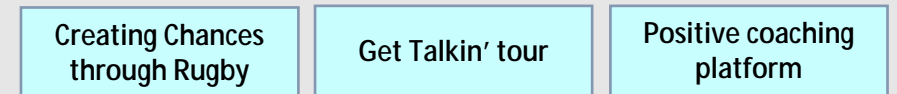


INTERVENTIONS

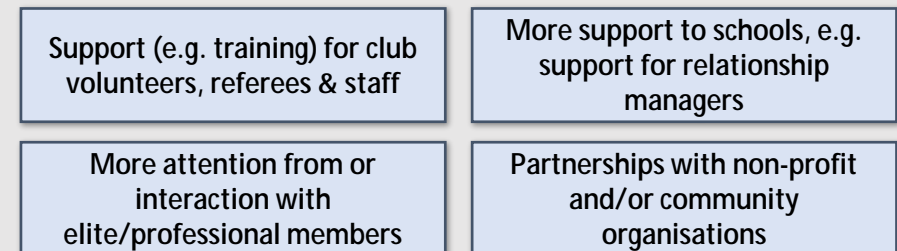
Interventions to overcome barriers and increase Rugby participation numbers were derived by drawing links between the benefits of Rugby and barriers to participation.

The resulting interventions include both existing programs and future opportunities in order to; attract new participants, increase the prospects of gaining benefits and assist current and future Rugby participants to overcome barriers to participation.

With existing programs entailing:



And potential future interventions including:





INTRODUCTION



BACKGROUND AND PURPOSE

ABOUT

The NSW Positive Rugby Foundation (the Foundation) is the official charity of the NSW Rugby Union. The Foundations' vision and mission is to make a positive difference and champion well-being for Rugby Union (or Rugby as it is commonly referred) communities.



VISION

Make a positive difference to communities in Union

MISSION

Champion wellbeing through Rugby

The Foundation is seeking to diversify and expand its funding streams to grow participation numbers in Rugby *'from the bush to the beach'*, thereby increasing the overall benefits of Rugby throughout Australian communities.

This study has been developed to assist the Foundation in sharing the 'story' of how participation in Rugby provides positive benefits to the community.

METHODOLOGY

The data and information presented in this report has been developed through a combination of industry research and stakeholder engagement.

Industry research was obtained by carrying out literature review against the relevant areas and themes of the study to determine a set of benefits attributed to Rugby participation.

An online survey was presented to Rugby stakeholders, followed by a select series of interviews with individuals who have participated in Rugby in various capacities, such as: players, coaches, club presidents, parents and volunteers.

The focus of the interviews were to obtain first-hand examples of how the benefits have been realised by Rugby participation.

**RUGBY PARTICIPATION
BENEFITS**

RUGBY UNION

AROUND THE WORLD

Originating in England during the mid-1800s, Rugby has grown into a global sport, particularly with the culmination of the World Cup during the 1980's. Today it is estimated Rugby is:



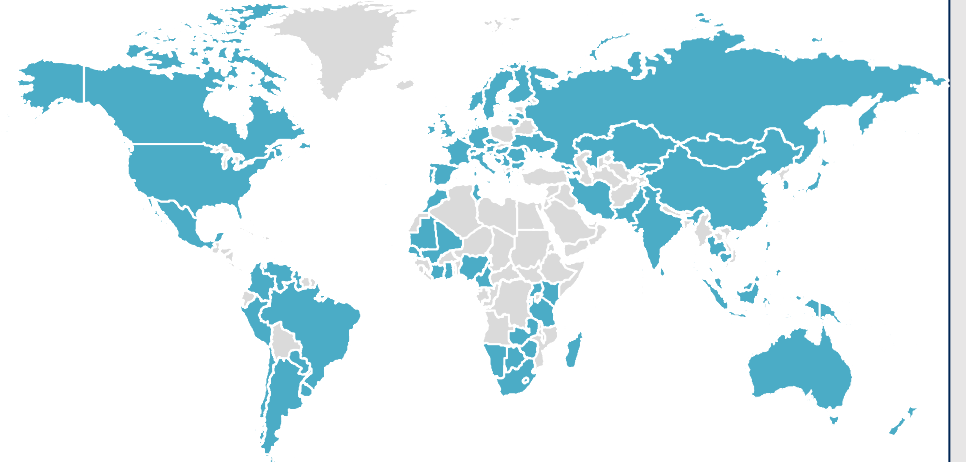
✓ Played by around 9.6 million players across 121 countries



✓ Predominantly represented by male players; 80% compared to females at 20%



✓ Steadily gaining popularity through school programs such as 'Get-into-Rugby' played by and estimated 2.3 million kids in 2018



WITHIN AUSTRALIA

With beginnings tracing back to the 1870's, Rugby was officially constituted in Australia in 1949, when it became a member of World Rugby.

It wasn't until 1995 that professional Rugby was introduced throughout Australia and today there are four professional teams: the Wallabies, the Wallaroos, Men's Sevens and Women's Sevens. Further, each of the States and Territories have dedicated Rugby teams, with Rugby strongholds located in NSW, ACT and QLD.

The landscape for attracting players to team sports in Australia is highly competitive, due to a number of factors. There are other sports to compete with, such as Australian Football League (AFL) and Rugby League (with very similar aspects of play). Additionally, there are other more consumer-focused recreational activities. Finally, there is competition with non-active recreational opportunities, such as online gaming.

RUGBY UNION IN NSW

WHERE WE ARE..

Rugby has a proud history of developing the sport ‘from the bush to the beach’ by offering strong club programs and representative opportunities.

Rugby is a true family sport providing opportunities for girls, boys, women and men to take part in playing, volunteering, coaching or refereeing. Rugby is a game for all.

The Waratahs represent NSW on the global sporting stage through the Super Rugby competition, with more than 144 years history in the sky-blue jersey.

In 2016, NSW Rugby Union and NSW Waratahs came back together as one entity with the aim of building a stronger working relationship with Clubs, improving the delivery of services and programs, reconnecting grassroots sporting organisations with the elite.

WHERE WE WANT TO BE..

We hope to gain additional funding to increase Rugby numbers and grow the Rugby community so more individuals can experience the benefits of Rugby participation, as drawn out in this report.

We want to see the game continue to grow from our junior and school ranks through to the professional teams; with players continuing to play from juniors through to adulthood.

We want everyone who has a love of our great game the chance to be involved and we are proud of the different versions of the game and the inclusion programs on offer that make this a reality.

We want to bring to life our strategic priorities; promoting the values of the organisation: respect, pride, accountability and inclusiveness.

WHAT MAKES RUGBY UNLIKE OTHER SPORTS?

Rugby is a sport for all shapes and sizes

Few sports are like Rugby; offering a place for ‘all shapes and sizes’ - including people of low athletic skill and capability - just as much as there is a place for those with high athletic skill and capability.

This forms the ‘heart’ culture of inclusion; often described as an “inviting culture”.

Finally, given all ‘shapes and sizes’ are together on the playing field, it presents unique challenges to players, providing them more opportunities to develop resilience than other sports.

Rugby Funding Priorities Include

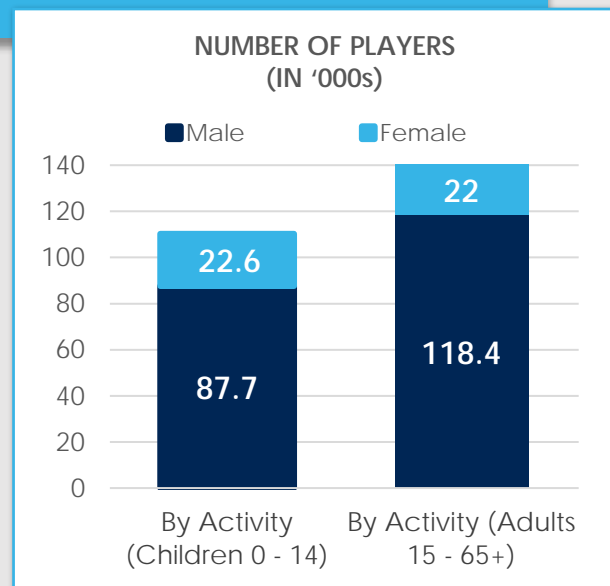
- Country Rugby Development
- Elite Youth Development
- Indigenous Initiatives
- Schools & Juniors Rugby
- Western Sydney Growth
- Women’s Rugby Support



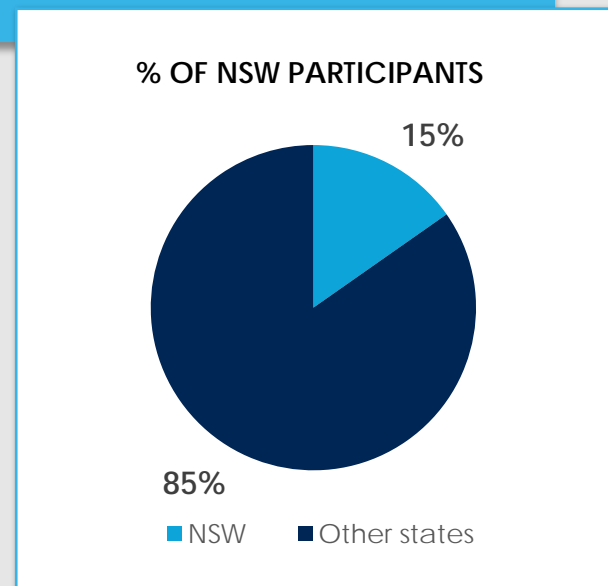
PARTICIPATION STATISTICS - AUSTRALIA

The [2019 National AusPlay Survey results](#), identified **250,700 participants** in Rugby across Australia

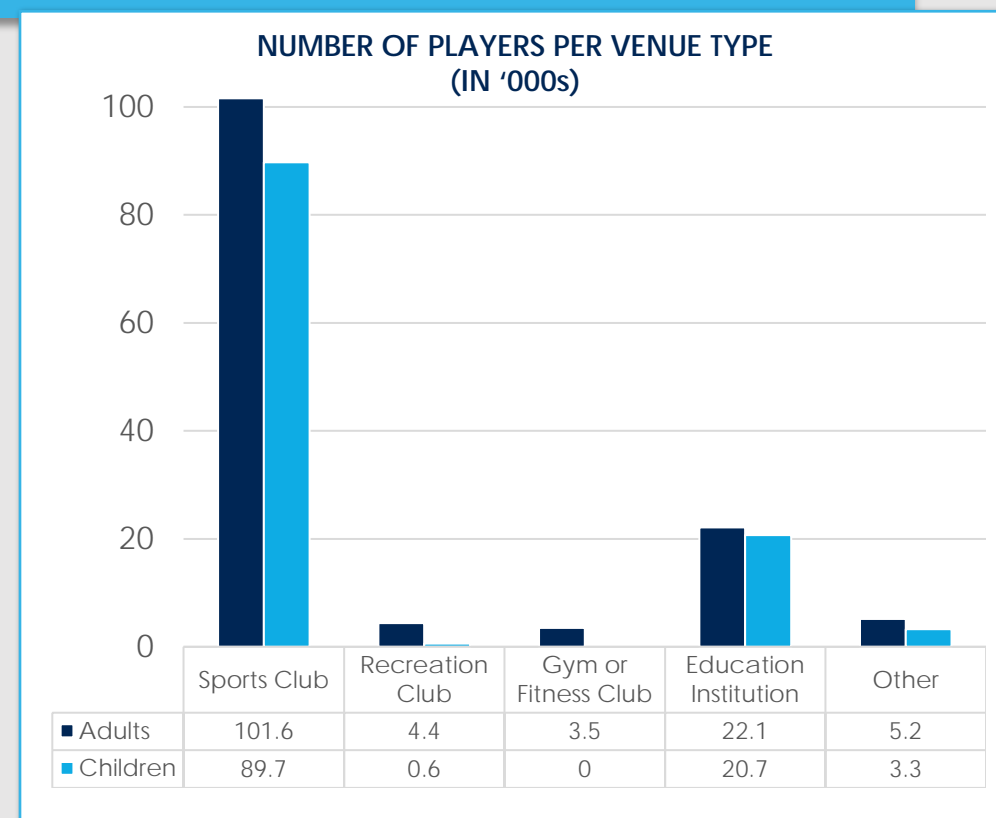
OVERALL PARTICIPATION



NSW RUGBY PARTICIPATION



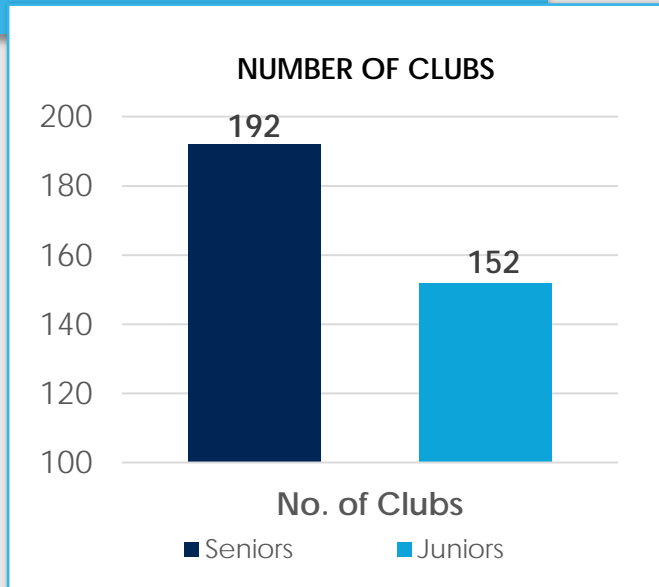
TYPES OF ORGANISATION/VENUE USED FOR RUGBY



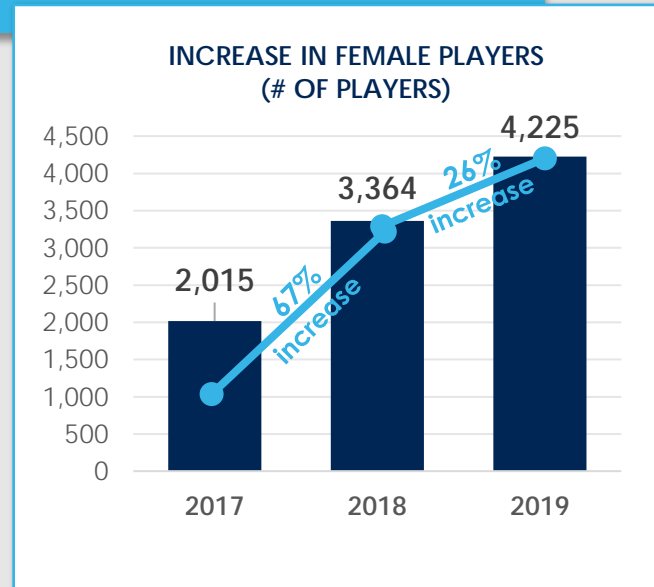
PARTICIPATION STATISTICS - NSW

In 2019, there were **38,271** registered players in NSW
across **189** NSW Rugby Clubs

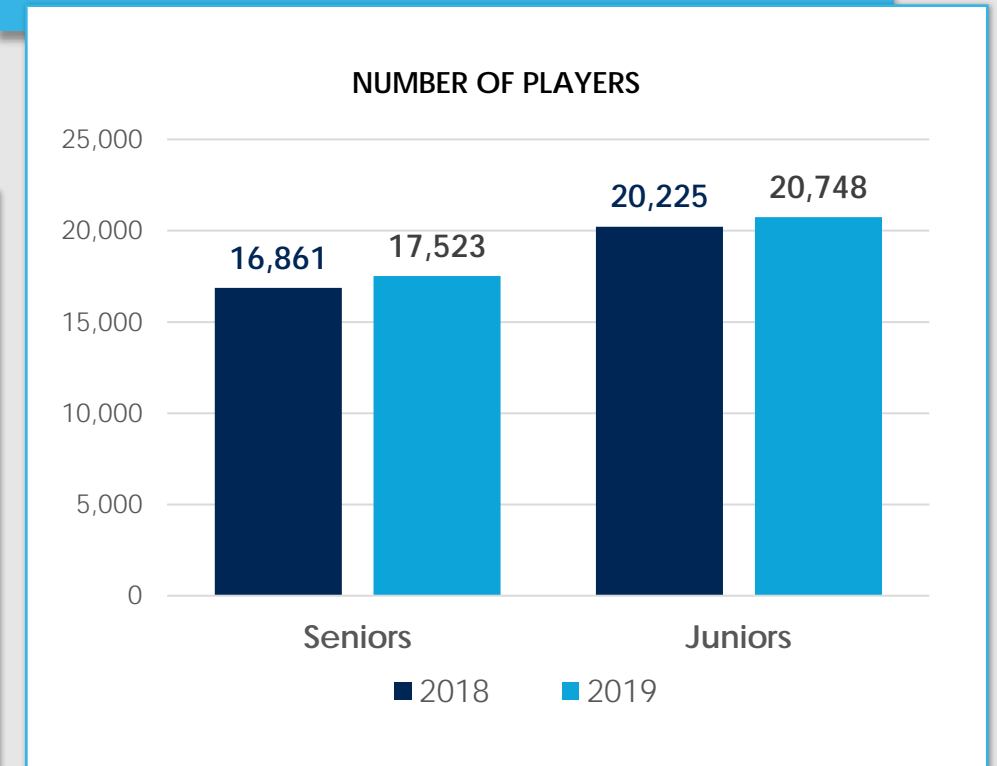
NSW - CLUBS PER AGE GROUP



FEMALE PARTICIPATION



NSW - NUMBER OF PLAYERS BY AGE GROUP

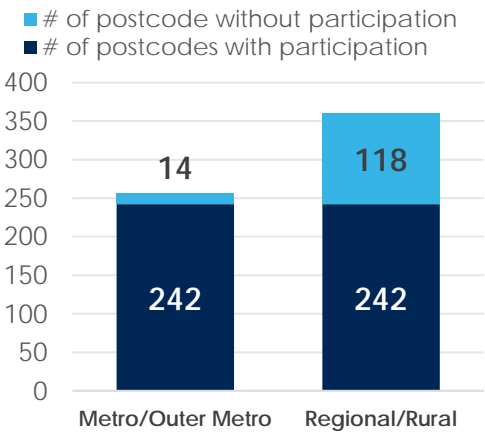


PARTICIPATION STATISTICS - NSW

Rugby participation has nearly an even distribution across both metropolitan and regional/rural areas

PARTICIPATION BY AREA

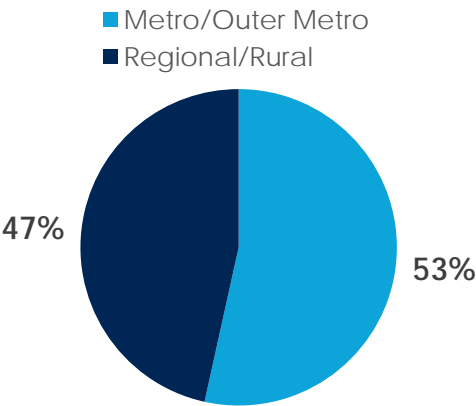
POSTCODES WITH RUGBY PARTICIPANTS



242 (93% of) metro/outer metro post codes recorded participants; while 242 (78% of) regional/rural post codes recorded participants

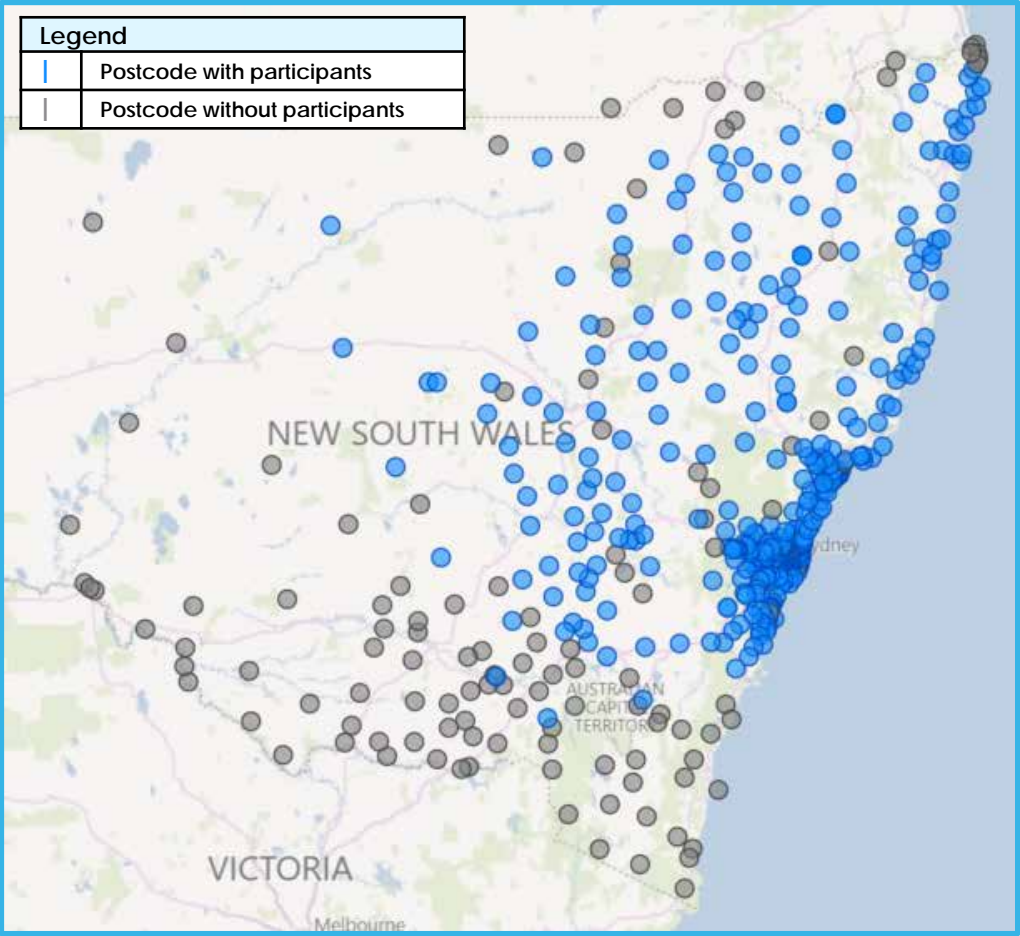
% PARTICIPATION BY AREA

% OF PARTICIPANTS BY AREA



The number of participants nearly has an even distribution across metro/outer metro and regional/rural areas

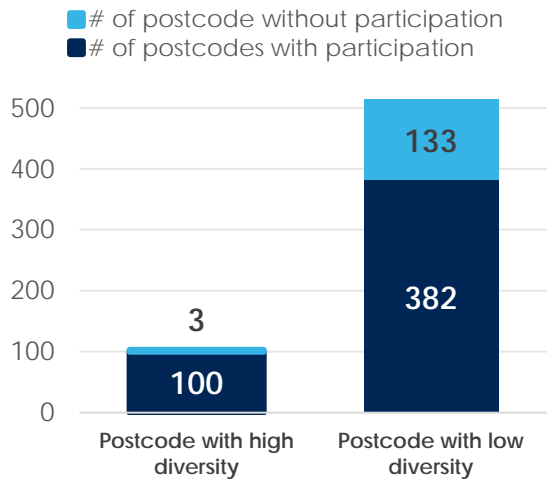
POSTCODES WITH RUGBY PARTICIPANTS



PARTICIPATION STATISTICS - NSW

Rugby participation is well represented in postcodes with **high diversity**

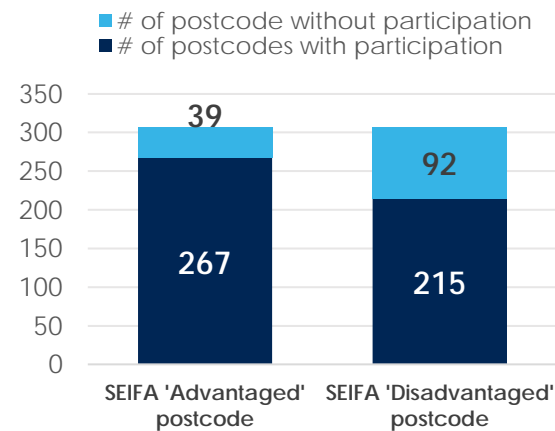
PARTICIPATION IN AREAS WITH HIGH DIVERSITY



98% (100) of postcodes with high diversity¹ record having Rugby participants.

Note 1 - A postcode with 'high diversity' is one that has 50% of higher number of individuals of non-Australian or non-UK ethnic backgrounds per 2016 ABS census data.

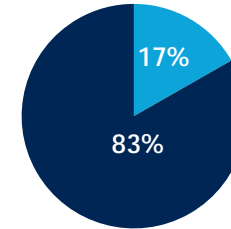
PARTICIPATION IN DISADVANTAGED AREAS



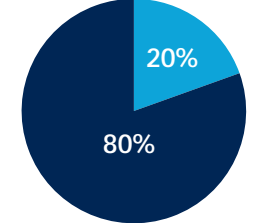
70% (227) of the 'disadvantaged' postcodes, (per SEIFA index²), recorded Rugby participation.

Note 2 - A 'disadvantaged' postcode is one that has scored a decile of 5 or less on the ABS Index of Relative Socio-economic Advantage and Disadvantage (IRSAD).

% OF POSTCODES PER TYPE
■ High Diversity ■ Low Diversity

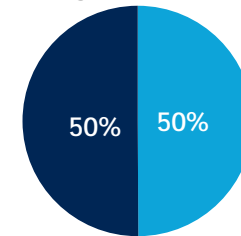


% PARTICIPANTS PER POSTCODE TYPE
■ High Diversity ■ Low Diversity

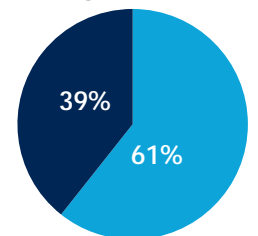


Although only 20% of Rugby Participants are within 'high diversity' postcodes, this is proportionate to the percentage of total 'high diversity' postcodes in NSW which is 17%.

% OF POSTCODES PER TYPE (PER SEIFA INDEX)
■ Advantaged ■ Disadvantaged



% PARTICIPANTS PER POSTCODE TYPE (BASED ON TOTAL NSW PARTICIPANTS)
■ Advantaged ■ Disadvantaged



As shown below, 61% of Rugby participants are in 'advantaged' postcodes. While this is broadly proportional to the SEIFA percentage of 50% of postcodes are disadvantaged³ (as shown above), this also shows there is opportunity for more players within the disadvantaged neighborhoods.

Note 3 - The SEIFA index uses deciles to rank the postcodes from most disadvantage to most disadvantaged, therefore the % of postcodes per type are 50/50 in this analysis.



BENEFITS OF RUGBY PARTICIPATION

SUMMARY OF BENEFITS

The benefits associated with Rugby are numerous and contribute to long-term positive outcomes

This study has focused on positive benefits of Rugby participation. A data and literature review was undertaken to determine a set of benefits that are attributed to participation in sport and to participation in Rugby.

The resultant set of benefits (each with a set of sub-categories) were identified:

- Community and Social
- Health and Wellbeing
- The Greater Good
- Education and Employment
- Economic
- Inclusion and Empowerment.

Following identification of the set of benefits, a series of stakeholder interviews were undertaken to collect first-hand examples of the benefits in action.

Each of the benefits were substantiated with first-hand accounts of how Rugby benefited the participants aligned with the categories. Each of these benefit categories and supporting evidence are discussed in the following pages.

RUGBY PARTICIPATION

ADMINISTRATION w VOLUNTEERING w COACHING w PLAYING



COMMUNITY + SOCIAL

HEALTH + WELLBEING

GREATER
GOOD

EDUCATION +
EMPLOYMENT

ECONOMIC

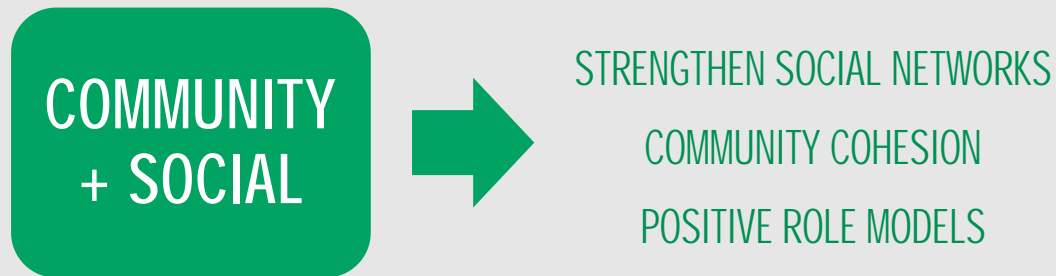
INCLUSION &
EMPOWERMENT

COMMUNITY AND SOCIAL BENEFITS

Community and social benefits are the most direct and strongest correlated set of benefits attributable to Rugby participants.

100% of the individuals surveyed for this study indicated that they have seen **community and social benefits** demonstrated as part of Rugby participation

This benefit category has been split into the following sub-categories:



wCOMMUNITY COHESION AND STRENGTHENED SOCIAL NETWORKS:

- w A sense of community goes hand in hand with community sports clubs.
- w Participation in community Rugby (playing or volunteering) helps build friendships and social connections, leading to a strong support network.
- w Additionally, as Rugby is a sport played worldwide, these connections have the chance to extend far beyond one's local community to reach others on a global scale.

wPOSITIVE ROLE MODELS:

- w Rugby is played across all age groups, from juniors to golden oldies.
- w When a diverse set of age groups are present in a Rugby club, the opportunity is there for older members to mentor the younger members, with younger members bringing energy into the club.
- w Rugby Coaches provide a positive influence for their teams.

COMMUNITY AND SOCIAL BENEFITS

COMMUNITY COHESION AND STRENGTHENED SOCIAL NETWORKS

The following examples gathered directly from the stakeholder surveys, demonstrate the community benefits of Rugby participation in action:

PROVIDES A GLOBAL NETWORK:

Matt has played Rugby since he was 7 years old in Sydney. In his 20s, he went to England for an extended holiday. On holiday **he walked into the local Rugby club, the next day he had a job**, and from there he gained an instant community.

Matt also developed life-long friendships. 30 years after his time in England **he reunited with some of his English mates and play veterans Rugby.** These friendships extended to their children where one of his mate's daughters from England was able to come stay with Matt's family while visiting in Australia.

HELPS COMMUNITIES IN NEED

One local community Rugby club has established ties to Rugby communities in Fiji.

The local Aussie Rugby club has visited Fijian schools and communities and have brought Rugby gear for the local Fijian junior players.

Their local community club transcends borders.

HELPS INTEGRATE IN A NEW COMMUNITY

Dion emigrated from New Zealand to Australia and discovered that joining **the local Rugby club in Australia provided a great way to integrate into his new community.**

Deciding to give back, he joined the leadership team of his local club and was able to grow the club to set the record for having the most registered members to date.

RUGBY IS A GLOBAL COMMUNITY

COMMUNITY AND SOCIAL BENEFITS

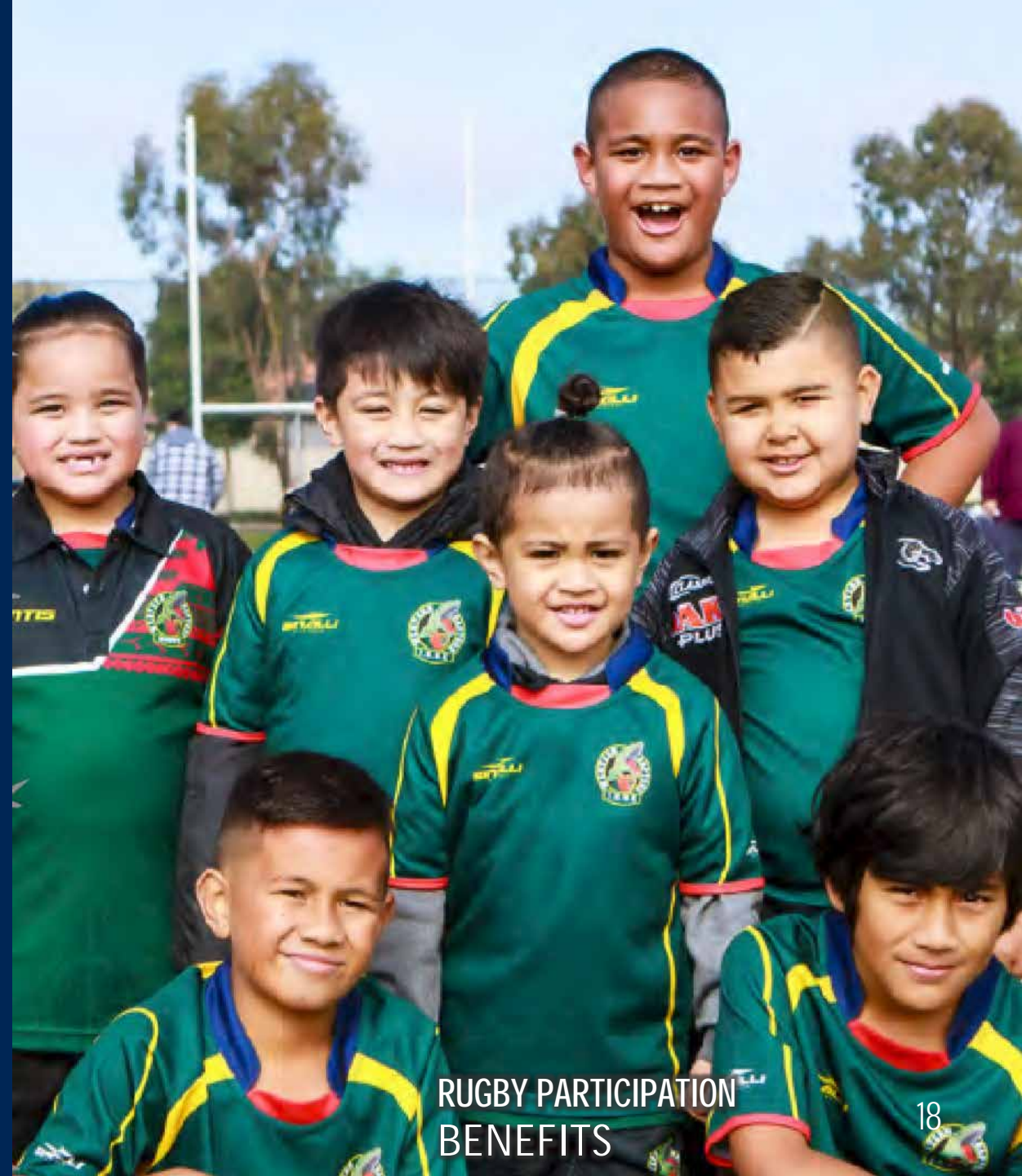
RUGBY PROVIDES POSITIVE ROLE MODELS

“MIXED GEN ACADEMY” MENTORSHIP PROGRAM”

In 2017, the senior members of one North Coast Rugby club formed their own association with the aim of helping the local youth. This led to the establishment of a formal youth mentoring program called “Mixed Gen Academy”.

The Academy is a program targeted at youth aged 15 to 18 and operates in the off-season. Potential participants submit applications for a place in the Academy, and if accepted must meet the expectation to “show up and participate”.

The Academy meets twice weekly and covers topics ranging from diet and health, strength and conditioning, correct training, check-in on their mental ‘headspace’ and school performance. Another focus of the program is called “you and the community”, targeted at getting the youth to think of the “footprint” they are leaving in the community; making sure they represent themselves and their club in a positive way.



HEALTH AND WELL-BEING BENEFITS

Health and well-being benefits are integral with participation in Rugby, with the majority of survey participants indicating they have seen health and well-being benefits as a direct result of Rugby participation.

97% of the individuals surveyed for this study indicated that they have seen **health and well-being benefits** demonstrated as part of Rugby participation.

This benefit category has been split into the following sub-categories:



W IMPROVED PHYSICAL HEALTH:

- w Due to the nature of the sport, developing and maintaining endurance, strength and fitness are inherent benefits for those who regularly play Rugby.
- w Rugby particularly contributes to cardiovascular fitness and stamina, with an estimated 4 to 6 km of running undertaken during each game.
- w Studies have also shown that the rigorous exercise required to play the game, leading to a stronger heart and development of stronger bone density, contributing to lasting health benefits.

W IMPROVED MENTAL WELL-BEING:

- w Having a sense of belonging and inclusion within a community has been shown to decrease the likelihood of depression.
- w Studies have also shown that regular exercise reduces, and in some cases, helps prevent symptoms of anxiety and depression.
- w In these ways, participation in Rugby contributes to mental well-being in more ways than one.

HEALTH AND WELL-BEING BENEFITS

COMMUNITY COHESION AND STRENGTHENED SOCIAL NETWORKS

The following examples gathered directly from the stakeholder surveys, show Rugby community benefits in action:

RUGBY PROVIDES A SAFE ENVIRONMENT

A Rugby mum has a son with mild cerebral palsy and high social anxiety.

Although the first couple years took a lot of convincing to even get the young player onto the field, over time he's gained confidence and gained friends. As a kid with social anxiety, his Rugby friends are very important to him.

These days, the young player is one of the first to run onto the field, and when not playing he closely watches the play and helps the other players who are on the fields. According to his mom "Rugby has given him a safe environment to practice his social skills and he's grown by leaps and bounds."

RUGBY SUPPORTS THOSE WITH CHRONIC ILLNESS

A young Rugby player was diagnosed with Type 1 Diabetes at age 3. For this child, playing sport has been paramount to his long-term health, and the community support that Rugby gives him is huge. He also plays with three other Type 1 Diabetes, and they support each other through understanding the implications of living with the condition. Despite his health challenges, this young player has excelled in the sport and has made the NSW U18 representative team.

RUGBY HELPS THOSE IN RECOVERY

One coach told the story of a young boy who was recovering from chronic fatigue syndrome; he had few peers and friends and a low athletic ability. Despite this, we has accepted into the team from day 1, and has since made a lot of friends. 15 years after joining, he was presented with a mug commemorating his 300th club game.

HEALTH AND WELL-BEING BENEFITS

A BULLIED KID FINDS A HOME IN THE LOCAL RUGBY TEAM

A Central Coast Rugby mum, recounted the story of a young boy who struggled with self-esteem issues. He was a larger kid who was not exposed to any physical exercise and was bullied at school. Although it was a struggle to get him to join Rugby, with a bit of work on his self-esteem and skills-building **the young boy started to find a home in the local Rugby team.**

However, this progress was upset by an incident involving his father, who pulled the kid aside after one of his games and put down his performance on the field. This halted the kid's enthusiasm and he no longer wanted to participate. Upon learning of this incident, the local coach invited the kid and a few others to the beach for some informal Rugby and told the kid that he's sorry the incident happened with his Dad and that Rugby was supposed to be a safe place where things like that didn't happen.

The result was that the kid was excited to get back into Rugby. Since then his older sister has got into Rugby as well. **Even though these kids came to Rugby with no physical skills, they were encouraged and accepted.**



BENEFITS TO THE GREATER GOOD

Benefits to the greater good can result from the positive values and influences instilled in those that participate in Rugby and/or are part of the Rugby community.

80% of the individuals surveyed indicated that participating in Rugby contributes to the greater good.

This benefit category has been split into the following sub-categories:



W IMPROVED JUSTICE OUTCOMES:

W Participating in Rugby, promotes positive behavioural changes, encouraging better decision-making. Further, the expectations set by club to maintain a good character in order to be able to participate in Rugby has resulted in improved justice outcomes and has decreased criminal behavior in individuals from disadvantaged groups.

W PROMOTES INTEGRITY AND ETHICS:

W Playing Rugby and belonging to a club instills integrity, ethics and values helping individual players outside of clubs in society.

PROMOTES INTEGRITY AND ETHICS

A school level coach aims to develop a Rugby culture at his school, both on and off the field.

Players are selected based more on character than talent, with the overall aim to develop everyone holistically.

BENEFITS TO THE GREATER GOOD

RUGBY SUPPORTS IMPROVED JUSTICE OUTCOMES

A former university player and current Rugby coach has personally seen Rugby positively influencing kids, from previously being in trouble with the law, to making good life decisions - instead of bad ones. He emphasised that Rugby culture plays a big part in this.

A teenage First Nations female player, who spent time in incarceration, was welcomed back into society through the home she found within the local Rugby family. As a result, her community in Rugby has been able to support her to gain employment and get off drugs.

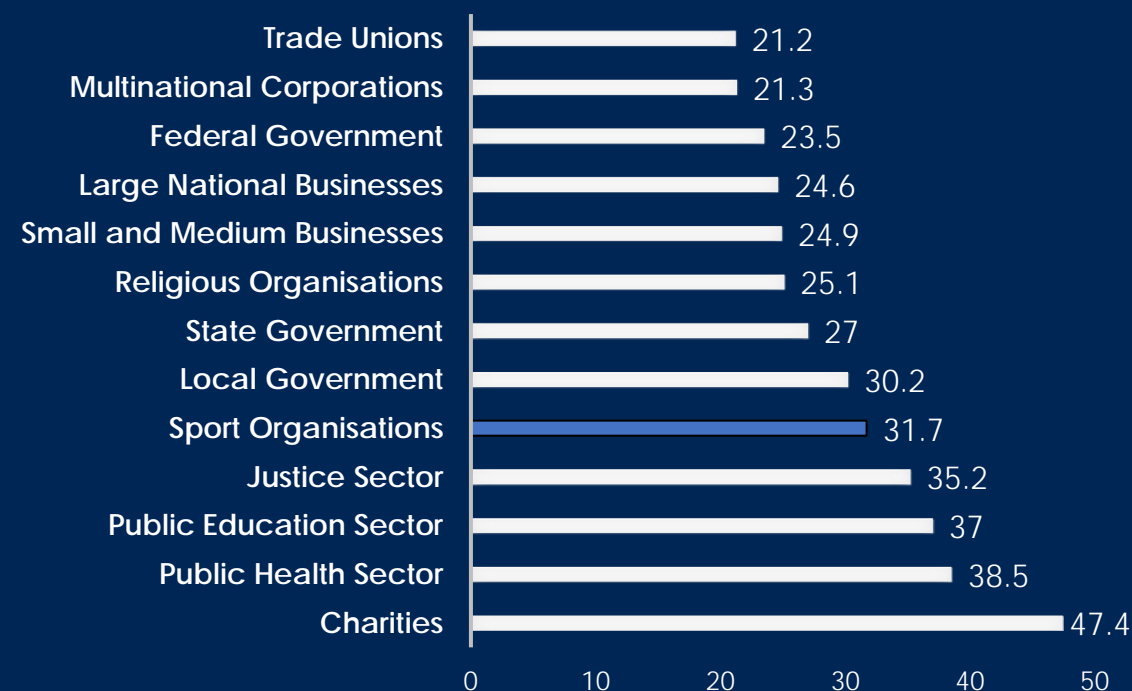
A Police Officer, former Rugby player, Rugby juniors' coach and club member has seen the positive impact the game has had on the indigenous population, especially women, who have improved their self confidence and fortitude since the launch of women's team in 2018.

In the same club, the men's teams are made up of representatives from the police force with people who have previously offended. They are brought together through the sport and playing side by side has helped some previous offenders change due to the impact of Rugby's positive social culture and their increased personal participation responsibilities.



Institutions ranked according to the percentage of people who believe they show leadership for the greater good.

According to a recent research study, sporting organisations are viewed as positively contributing to the greater good - above government and religious organisations (see diagram below). The three drivers for sporting organisations having such high regard can be attributed to: (1) having integrity and ethics, (2) prioritising individual transparency and accountability, and (3) their focus on creating positive social outcomes.



EDUCATION AND EMPLOYMENT BENEFITS

Improved education and employment opportunities are indirect benefits, usually seen as a result of the positive characteristics gained from participation in Rugby.

50% of the people surveyed indicated they have seen improved **education outcomes** and **46%** have seen positive **employment outcomes** demonstrated as a result of Rugby participation.

These results are lower than the previous benefits categories as they are deemed to be more intangible, and are not directly linked to playing Rugby, rather the benefits are more attributable to a Rugby players life outside the game.

This benefit category has been split into the following sub-categories:

EDUCATION +
EMPLOYMENT



IMPROVED EDUCATION OUTCOMES

DEVELOPMENT OF EMPLOYABLE SKILLS

IMPROVED SOCIAL NETWORKS LEADING
TO EMPLOYMENT

W IMPROVED EDUCATION OUTCOMES:

- w Improved education related outcomes relates to issues such as lower absenteeism and improved school performance; attributed to those who participate in Rugby as part of school sport.
- w While coaches will encourage a high standard of academic performance for Rugby players, in some cases participating in a Rugby team provides incentive to attend school and improve overall attendance levels.

W DEVELOPMENT OF EMPLOYABLE SKILLS:

- w Through participation of the game, a Rugby player will gain valuable skills that can help them in life beyond school and the game. For example, teamwork, leadership, self-confidence and resilience are skills gained through Rugby that have lasting benefits when applied in the workplace.

W SOCIAL NETWORKS LEADING TO EMPLOYMENT:

- w As stated previously, community benefits are strongly correlated with Rugby. However, this extends to having a wide network which is often a key factor in supporting one's employment opportunities.

EDUCATION AND EMPLOYMENT BENEFIT

IN SOME CASES, RUGBY PARTICIPATION HELPS STUDENTS' BEHAVIOUR IN SCHOOL..

One high school girls' Rugby coach noted he's seen about 10 to 20 examples of students "pulling their head in and becoming good citizens" after becoming involved in Rugby.

In one particular case, a young female student had 40 negative entries due to poor behavior, which increased to 80 the next year and 90 the year after. She joined the Rugby team, and the number of negative entries dropped to just 4 marks. She developed a sense of self-confidence where previous she was getting teased.

Another coach, and school principal, notes how attendance at his school ranks in the mid-90s, where the average in surrounding schools is in the mid-80s. In his opinion, this is directly related to his school having more sports programs available to the kids.

He also notes that in the case of girls, playing Rugby results in their social standing "going through the roof". The boys as a result have respect for the girl, where otherwise they would have likely been teasing them.



INCLUSION

RESPECT

TEAMWORK

LEADERSHIP

COMMUNICATION

RESILIENCE

HARD WORK

CONFIDENCE

SELF-DISCIPLINE





EDUCATION AND EMPLOYMENT BENEFITS

RUGBY HELPS DEVELOP SKILLS BEYOND THE FIELD

A coach interviewed, expressed his strong belief towards developing mateship through playing Rugby, resilience, understanding teams and how they work. This helps in having a growth mindset and trains players on how to work with people of different personality types.

A coach who has been involved with the sport for several years and the experience of coaching a variety of Rugby players, right from school kids to Olympians believe Rugby contributes to skills beyond the field. He says that regardless of the individuals on-field skillset, size, level of playing – the highest or just for fun, are still worthy and the sport allows them to one to learn life skills such as mental toughness and social engagement.

RUGBY NETWORKS LEAD TO OPPORTUNITIES AND EMPLOYMENT

Rugby clubs often have a strong support network. These networks can be leveraged to help university students get career advice, gain experience and find employment.

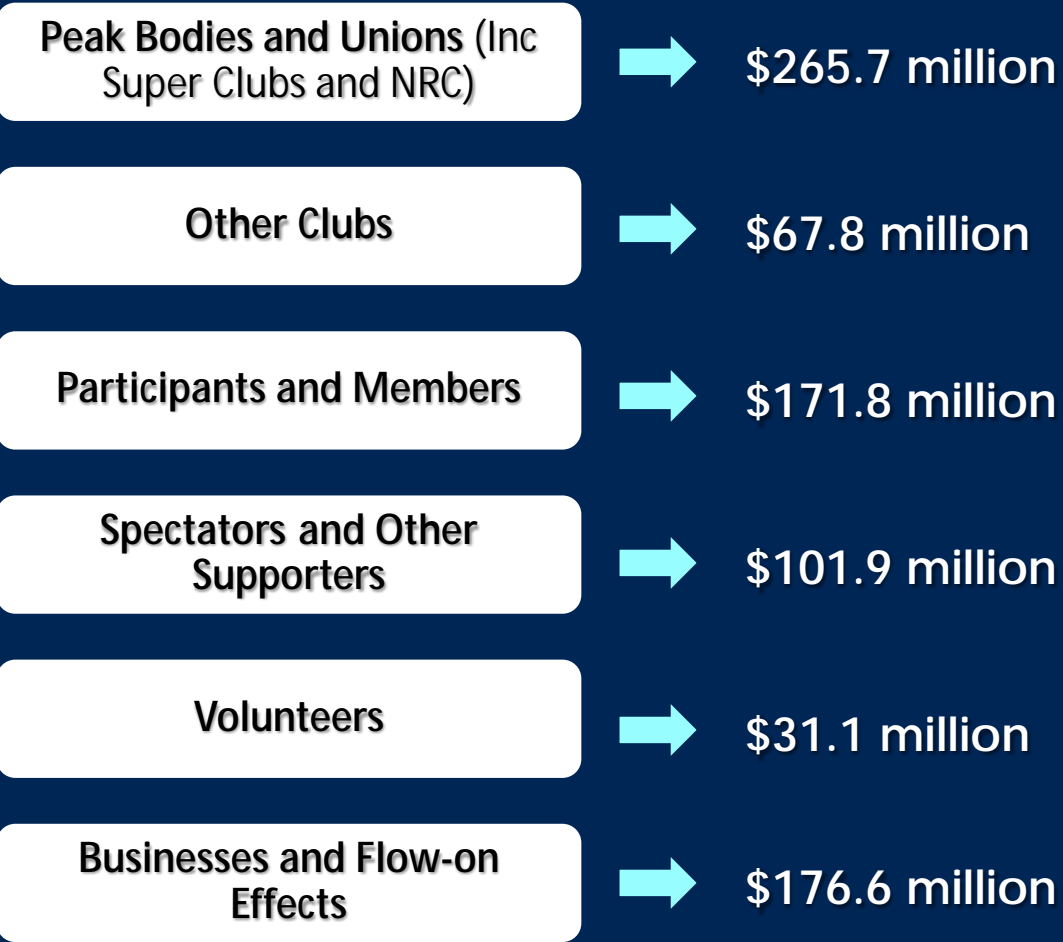
Some clubs have maintained business networking groups which also helps club members get connected to employment opportunities.

ECONOMIC BENEFITS

There are several ways that Rugby contributes to the economy. These include:

- w **REVENUE FROM GAMES** – for professional games this includes ticket sales and other purchases during games such as food purchases. At the community level, food and beverages will be purchased to provide at games and other events; thereby supporting small local businesses. This also includes the revenue for those not watching the game live, but through purchased sporting channels.
- w **RUGBY MERCHANDISE** – such as purchasing branded gear of a favorite Rugby team. This also can include uniform purchases for participants.
- w **TOURISM AND TRAVEL** – this includes revenue for the hospitality and transport industries as a results of travel required to for players to play Rugby in other locations. This also includes spectators travel to see games, which includes within Australia but also globally to attend Rugby world cup.
- w **INCOME FROM EMPLOYMENT** – At the professional and organisational level there are career opportunities associated with Rugby. At the local club level, while there are many volunteers, there are some opportunities for individuals to have part-time employment such as referees at games, or those running the bar or canteen.

A 2015 STUDY BY RUGBY AUSTRALIA CALCULATED THE ECONOMIC CONTRIBUTION OF RUGBY IN 2014 AS:



SUPPORTS INCLUSION AND EMPOWERMENT

While Inclusion and Empowerment was not a benefits category included in our original stakeholder questionnaire, it became evident across the stakeholder consultations that Rugby participation contributes to inclusion and empowerment.

Benefits categories with inclusion and empowerment are:

INCLUSION & EMPOWERMENT



INCREASED LEVELS OF SOCIAL TRUST

SUPPORTING PEOPLE IN NEED OR DISADVANTAGED

INCLUSION AND EQUAL OPPORTUNITIES

The benefits include:

W INCREASED LEVELS OF SOCIAL TRUST:

Rugby, as an inclusive sport, maintains high trust levels amongst players. It provides an environment for players to respect, support and discipline each other to improve themselves in the game.

W SUPPORTING PEOPLE IN NEED OR DISADVANTAGED:

Rugby has open doors to people from all backgrounds. This has benefited kids from socially disadvantaged groups and indigenous backgrounds, especially women. Participating in Rugby positively influences individuals to make better choices for themselves.

W INCLUSION AND EQUAL OPPORTUNITIES:

Rugby accepts all types of individuals to participate in the sport. Rugby is a sport for “all shapes and sizes” while also extending beyond physical appearance with individuals from diverse backgrounds participating in Rugby. This in turn leads to positive social outcomes by preventing discrimination and creating equal opportunities.



SUPPORTS INCLUSION AND EMPOWERMENT

INCREASED LEVELS OF SOCIAL TRUST

A coach, who has been involved with Rugby for over 35 years in different capacities, says the mentorship that happens in Rugby is like that of a parent-child relationship and goes beyond the sport. As a result, the community in Rugby is like a family environment.

In 2018, NSW Rugby put together a team of people to talk about depression and mental health. As a result, one coach's son expressed that we was very happy to have the support of always having 'someone to talk to about anything'.

PEOPLE IN NEED OR DISADVANTAGED

A school coach, inspired to play Rugby by his father at the age of six, has been part of Rugby ever since. In order to spread the positive benefits of Rugby to disadvantaged communities, he and his team went to every village and spoke to every school in Buka, Papua New Guinea while also bringing resources with them. As a result he was able to recruit over 300 students to participate in Rugby. Out of that group of schools, a number of girls were selected to compete in a 7s contest internationally - both girls teams won and the whole town went to greet them back at the airport when they returned to New Guinea.

**RUGBY PARTICIPATION
BENEFITS**

SUPPORTS INCLUSION AND EMPOWER

RUGBY IS INCLUSIVE

One Rugby dad shared the story of his son who is autistic. His son was invited to play Rugby, and he was worried that his son would once again find himself in a situation where he was ostracised. However, the opposite happened, the teammates met him with acceptance and positive reinforcement. This has also resulting in a turnaround of the child's social standing at school. The child has now participated in Rugby for 6 years and has made life-long friends. Rugby is the only team sport the autistic child participates in.

At another school, the head of sport commented on the diversity he sees in the students participating in his school. This ranges from a child with a prosthetic leg to another with a brain tumor, to a kid in the foster system. Regardless of their background there is no exclusion and the teammates are welcomed to the game. This was echoed by another coach who has players participating regardless of mental disabilities or other kids with autism.





EXISTING BARRIERS AND POTENTIAL INTERVENTIONS

DETERMINING THE INTERVENTIONS

While there are several benefits associated with Rugby participation (as discussed in the previous section), there are also barriers to entry which prevent some individuals from participation and thereby from realizing the associated benefits.

The Value Proposition Canvas tool along with the responses received through stakeholder interviews was used to identify interventions that would remove barriers to participation and enable realization of the benefits of Rugby participation. The canvas tool was applied via a two step process described below.

Step 1 – Identify ‘gains’ and ‘pains’, namely:

- ‘gains’ = how participation in Rugby creates value for participants, which can be in the form of benefits.
- ‘pains’ = barriers to entry for those who want to participate.

Step 2 – Determine the:

- ‘gains creators’ = things that enable realization of benefits (or gain).
- ‘pain relievers’ = things that support overcoming the barriers to entry.

Finally, a set of interventions will be determined. These interventions will be initiatives and/or programs which support realization of benefits (‘gain creators’) while also helping remove barriers to entry (‘pain relievers’). community.

THE VALUE PROPOSITION CANVAS



The Value Proposition Canvas tool was created to help identify customers values and needs and ultimate design products and services aligned to their customers.

In this report, the focus is on the center portions of canvas for the end services which have already established. Further the purpose of this report is to determine interventions for the customer pains and gains from information gathered through the responses received in the survey and interviews conducted.

DETERMINING THE INTERVENTIONS – STEP 1

Here, the identified 'gains' and 'pains' include:

GAINS

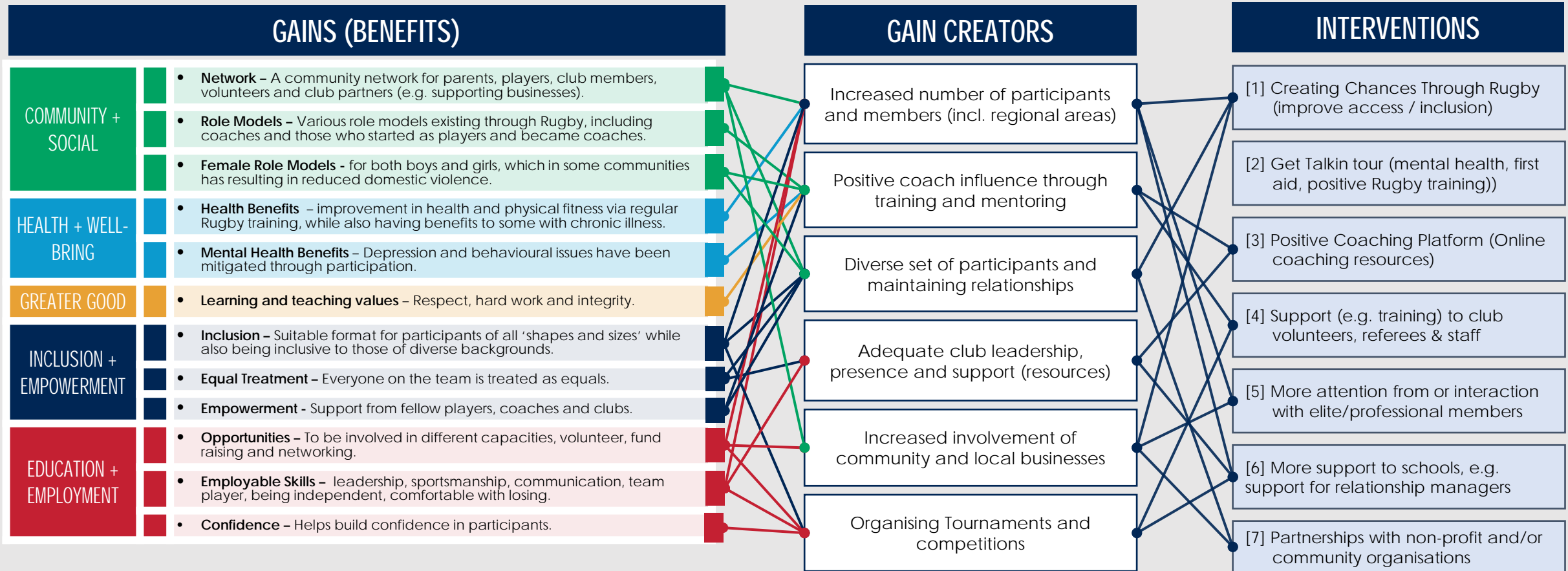
COMMUNITY + SOCIAL		• Network – A community network for parents, players, club members, volunteers and club partners (e.g. supporting businesses).
		• Role Models – Various role models existing through Rugby, including coaches and those who started as players and became coaches.
		• Female Role Models - for both boys and girls, which in some communities has resulting in reduced domestic violence.
HEALTH + WELL-BRING		• Health Benefits – improvement in health and physical fitness via regular Rugby training, while also having benefits to some with chronic illness.
		• Mental Health Benefits – Depression and behavioural issues have been mitigated through participation.
GREATER GOOD		• Learning and teaching values – Respect, hard work and integrity.
INCLUSION + EMPOWERMENT		• Inclusion – Suitable format for participants of all 'shapes and sizes' while also being inclusive to those of diverse backgrounds.
		• Equal Treatment – Everyone on the team is treated as equals.
		• Empowerment - Support from fellow players, coaches and clubs.
EDUCATION + EMPLOYMENT		• Opportunities – To be involved in different capacities, volunteer, fund raising and networking.
		• Employable Skills – leadership, sportsmanship, communication, team player, being independent, comfortable with losing.
		• Confidence – Helps build confidence in participants.

PAINS

INCLUSION		• School participation in Rugby is more common within private schools, leaving less opportunity for non-private school students to participate
		• Less recruitment of Rugby players from regional areas and small clubs
INDIVIDUAL		• Negative perception of being accepted based on personal history (personal criminal record, kids from the street etc.)
		• Personal issues such as problems at home, drugs and alcohol preventing someone from participating
PUBLIC PERCEPTION		• Lack of understanding and exposure to Rugby in regional communities
		• Parents concerned about injuries are not allowing their kids to play Rugby
KNOWLEDGE & TRAINING		• Lack of attention to specific health problems by coach/guide
		• Lack of engagement of schoolteachers in Rugby
RESOURCES – FUNDING		• Financial and economic barriers – affordability
		• Transportation costs in regional communities
		• Diversion of funds from grassroots Rugby to elite players
RESOURCES – PEOPLE		• Resignation of top leaders from clubs
		• Attrition of players after the age of 16 (higher amongst girls in U11s and U12s)
		• Regional areas have very little to no competitions or games being organised
		• Lack of volunteers to organise events

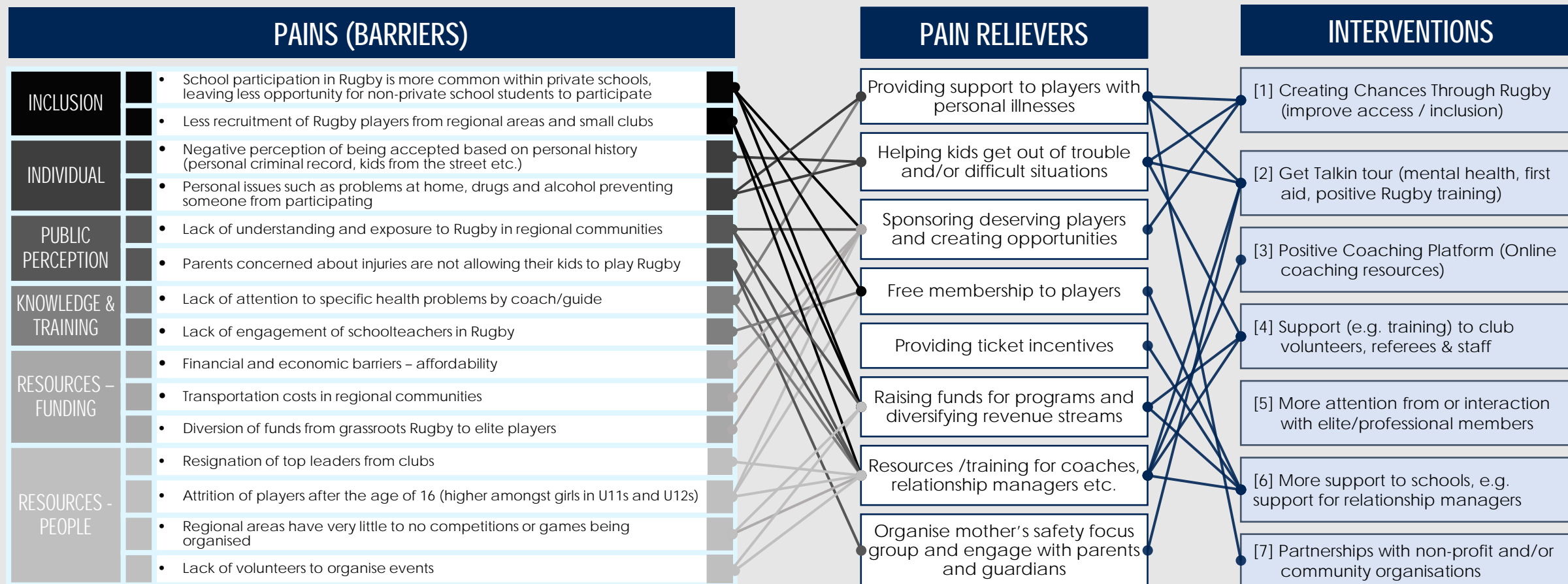
DETERMINING THE INTERVENTIONS – STEP 2

The 'gains' were analysed to determine a set of associated 'gain creators', and in turn a series of 'interventions' (programs and/or initiatives) were identified that supports achievement of the gain creators. The links between the 'gains', 'gain creators' and 'interventions' are identified below.




DETERMINING THE INTERVENTIONS – STEP 2

The 'pains' were analysed to determine a set of associated 'pain relievers', and in turn a series of 'interventions' (programs and/or initiatives) were identified that supports achievement of the gain creators. The links between the 'pains', 'pain relievers' and 'interventions' are identified below.



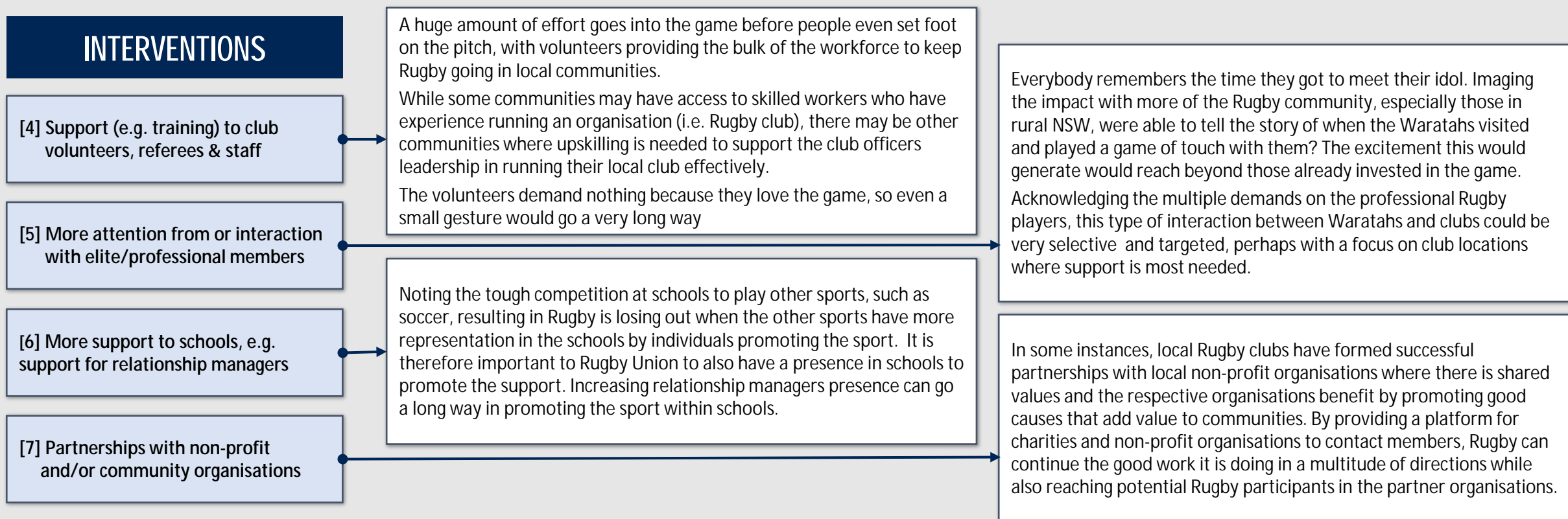
DEFINING THE INTERVENTIONS

The first three identified interventions are existing programs and initiatives offered by the NSW Positive Rugby foundation. The 'gain creators' and 'pain relievers' associated with each of these interventions are identified below.

	[1] 	[2] GET TALKING TOUR 	[3] POSITIVE COACHING PLATFORM
Who	NSW Rugby Union, Positive Rugby Foundation and Creating Chances	NSW Positive Rugby Foundation and Batyr	NSW Positive Rugby Foundation,
What	Provide access to Rugby Union for children (Aged 8 – 11) and young boys and girls (Aged 14 – 17), through capacity building and participation programs.	Provide communities with the tools and skills to look out for their own wellbeing through programs – Mental Health Programs, First Aid Training for Ambassadors and Positive Rugby Training.	Online Coaching Resource for schools, clubs and junior teams, it provides access to practice methods and advice from some of the best coaching minds in the game.
When	1 October 2019 to 30 September 2023	Launched in November 2018.	Launched in 2020
Gain Creators	<ul style="list-style-type: none"> Increased number of participants and members (incl. regional areas) Diverse set of participants and maintaining relationships Increased involvement of community 	<ul style="list-style-type: none"> Increased number of participants and members (incl. regional areas) Positive coach influence through training and mentoring Adequate club leadership, presence and support (resources) 	<ul style="list-style-type: none"> Positive coach influence through training and mentoring Adequate club leadership, presence and support (resources)
Pain Relievers	<ul style="list-style-type: none"> Providing support to players with personal illnesses or any misfortune Helping street kids get out of trouble Sponsoring deserving players and creating opportunities 	<ul style="list-style-type: none"> Providing support to players with personal illnesses or any misfortune Helping street kids get out of trouble Providing resources –volunteers, coaches, relationship managers etc. Organise Mother's Safety Focus Group and engage with Parents and Guardians 	<ul style="list-style-type: none"> Providing resources –volunteers, coaches, relationship managers etc.

DEFINING THE INTERVENTIONS

While there are some existing programs covering the first three interventions, there is opportunity to develop further initiatives (or programs) to deliver intervention #4 to #7. These are described below.





APPENDICES

STAKEHOLDER ENGAGEMENT APPROACH AND LIST OF PARTICIPANTS

OBJECTIVE

To collate qualitative information from selected stakeholders to contribute examples of the benefits of Rugby participation being realised.

INTERVIEWEES

Volunteers, coaches, presidents, headmasters, etc.

LIST OF SCHOOLS AND CLUBS INTERVIEWED:

JUNIOR CLUB	SENIORS CLUB	SCHOOLS	OTHERS
Southern Beaches	Bathurst Rugby Club	Wauchope High School	Lismore Rugby Club
Wollongbar-Alstonville	Ballina Seahorses	Bishop Druitt College	Kempsey Cannonballs
Maitland	Wallamba Bulls	Geoff Garland (Retired)	Casino Rugby Club - Indigenous
Cowra/Canowindra	Singleton	St Stanislaus College	Hunter Juniors
Lower Mid North Coast Juniors	Southern Districts	NSW Schools & Knox	Hamilton
Wakehurst	Nelson Bay	Hunter Valley Grammar School	
SJRU/Mosman	Knox OB	Newington College	

INTERVIEW FOCUS

- Demographics (age, gender) and length of time with sport/role
- Divisions/formats participate in (if applicable)
- Perceived benefits of Rugby participation
- What characteristics participation in Rugby contribute to – e.g. confidence self-esteem
- Example of positive changes observed as a result of Rugby – e.g. changed school performance, stronger social connection
- Barriers to entry of Rugby participation

SURVEY PARTICIPANTS SUMMARY

Stakeholders were engaged by participating in a survey to understand the benefits of Rugby. The survey captured data such as:

- Age
- Gender
- Tenure associated with Rugby
- Frequency of participation in Rugby
- Capacity of involvement
- Involvement in Divisions
- Involvement in Format
- Benefits received through participation in Rugby
- Positive qualities developed through participation in Rugby

The results of the survey have been presented in this section. In total 35 individuals responded to the survey.

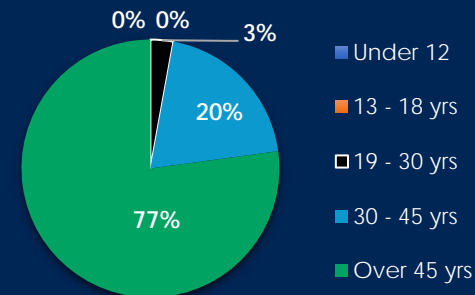
Following the survey, interviews were conducted with the stakeholders to further understand their experiences and benefits they or others have gained by participating in Rugby.

The interviews brought to light personal stories of participants of Rugby, how the sport benefitted them and the positive changes it made in their lives.

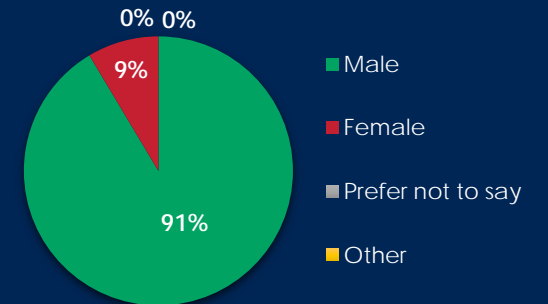


Participant demographics are shown in the diagrams below:

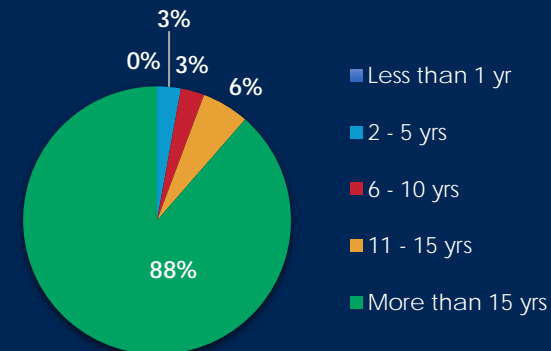
AGE



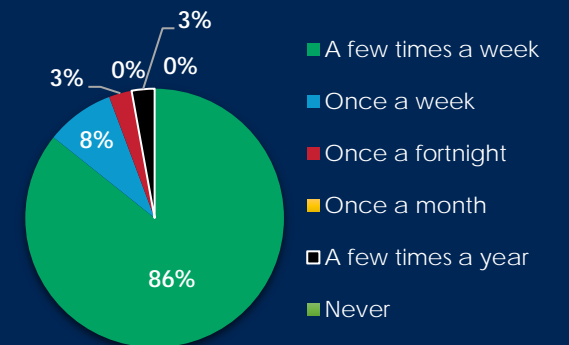
GENDER



ASSOCIATION WITH RUGBY

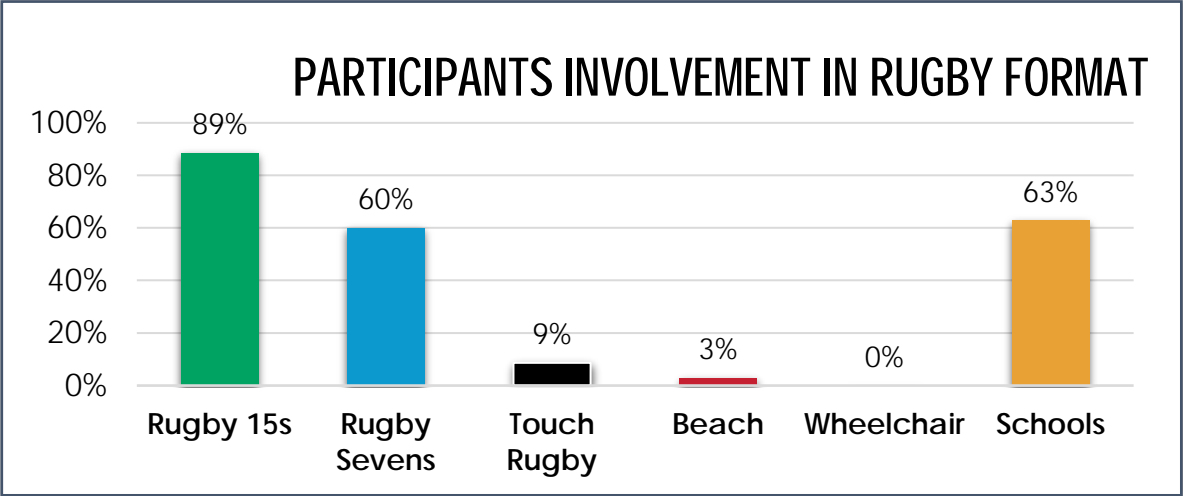
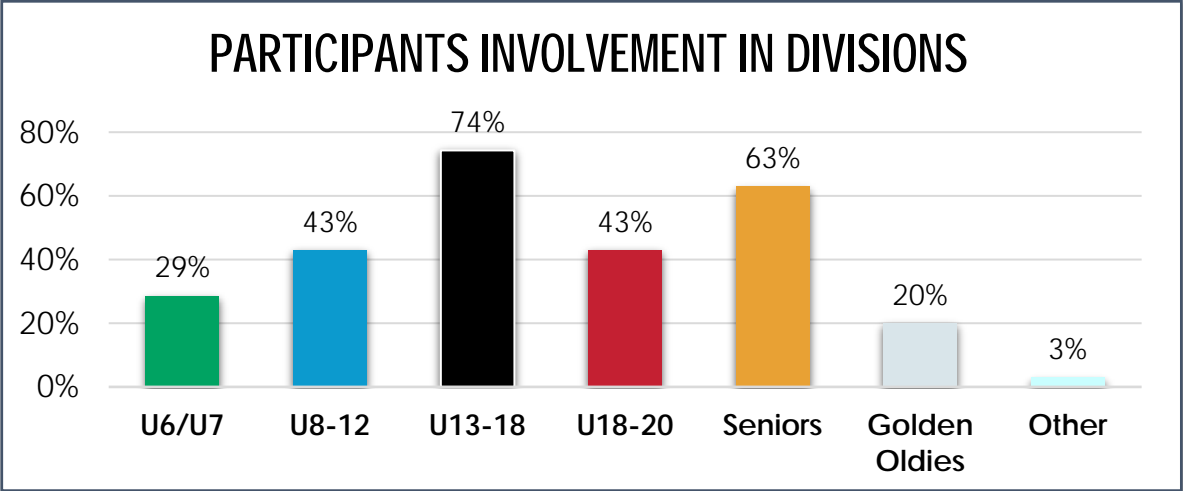
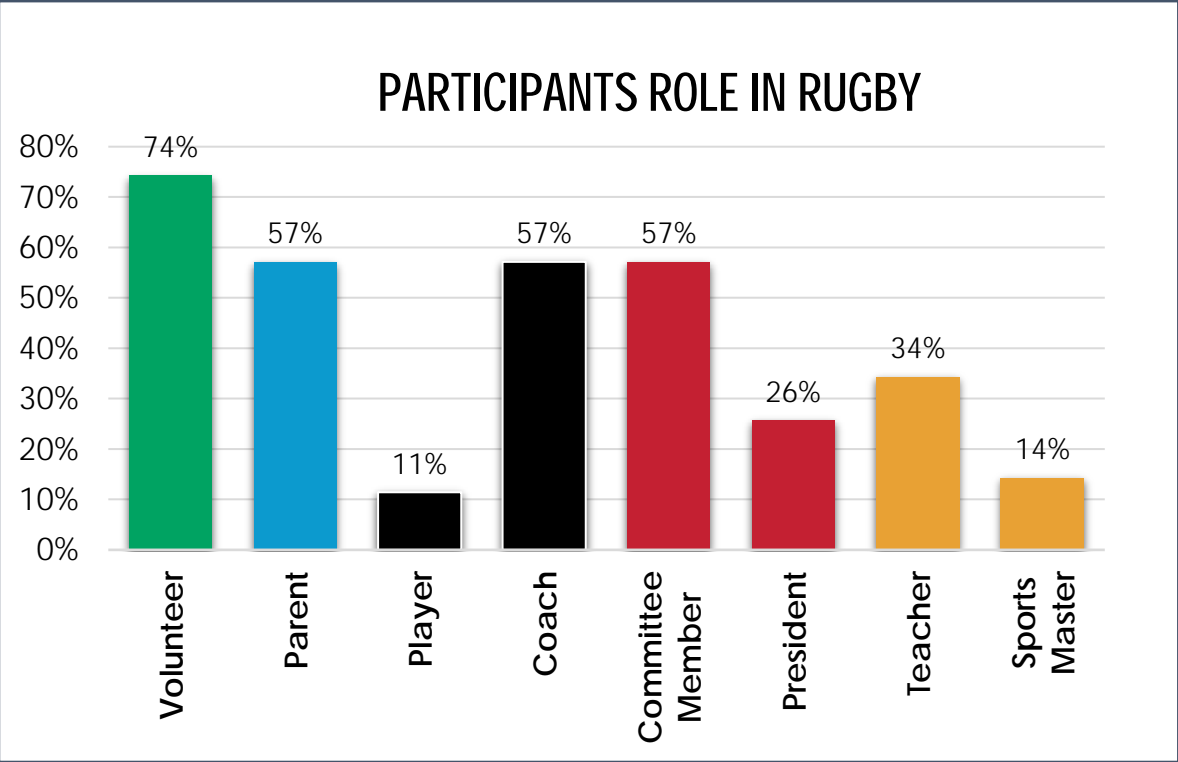


FREQUENCY IN PARTICIPATION



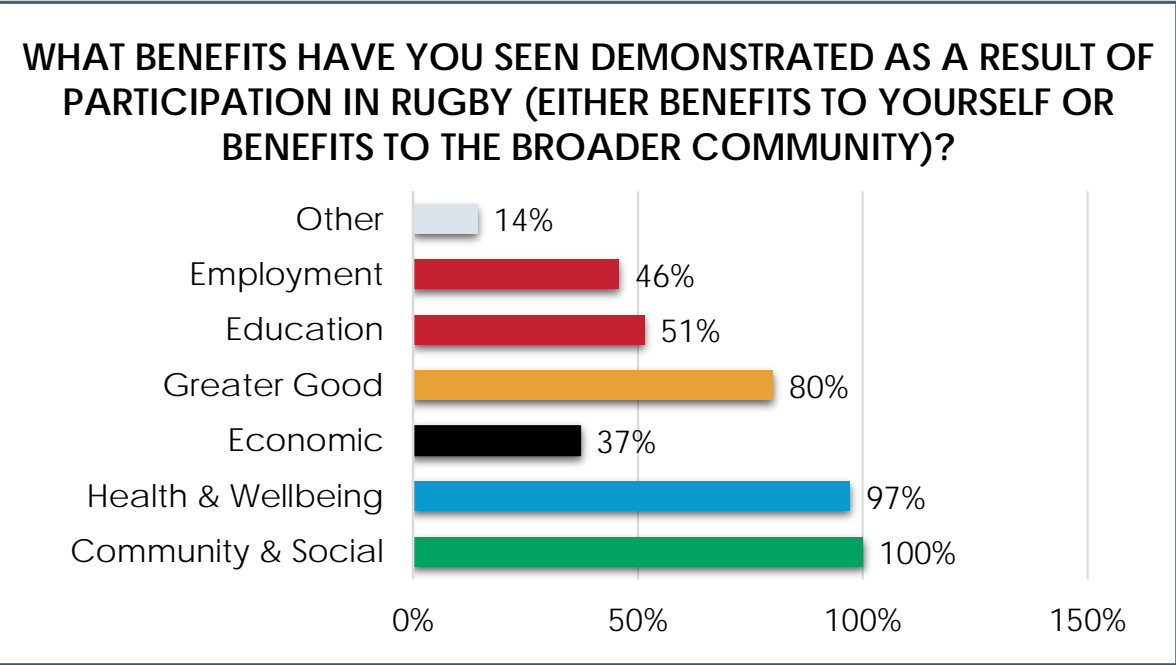
SURVEY PARTICIPANTS SUMMARY

Surveys were conducted with participants across a variety of roles and Rugby formats as show in the following diagrams:

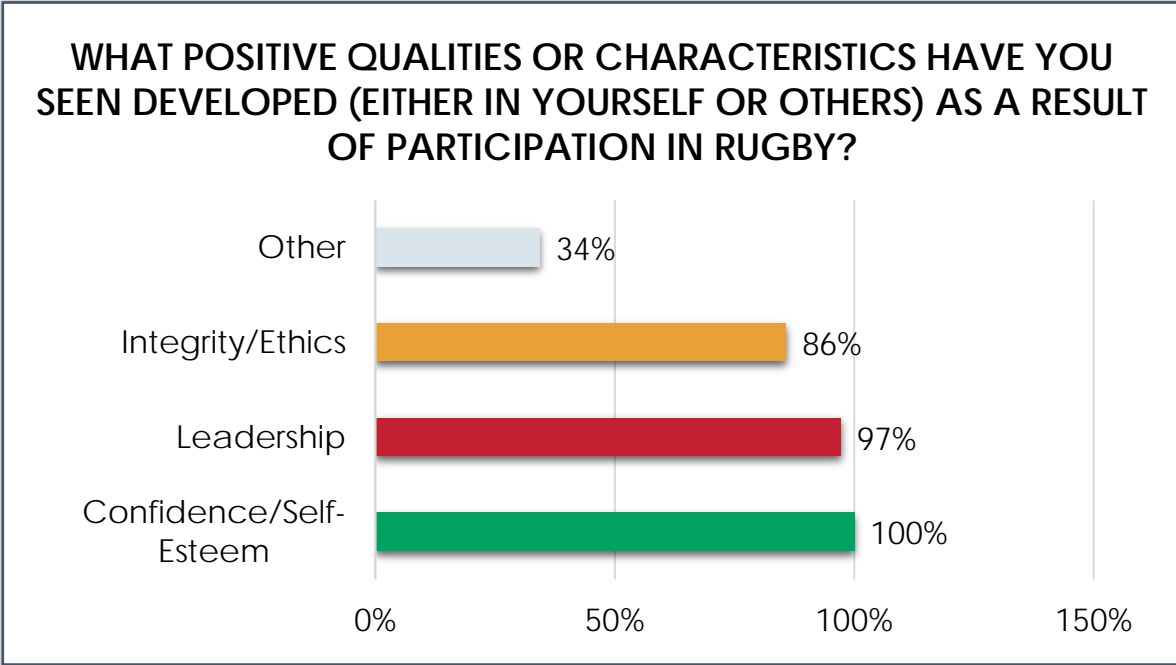


SURVEY RESULTS SUMMARY

The benefits demonstrated as a result of participation in Rugby are presented by the bar chart. As shown below, Community and Social Benefits are realized by all participants of Rugby, followed by Health and Well-being. Rugby brings about positive changes and contributes to the greater good, increases trust amongst participants, and promotes a respectful environment for all players.

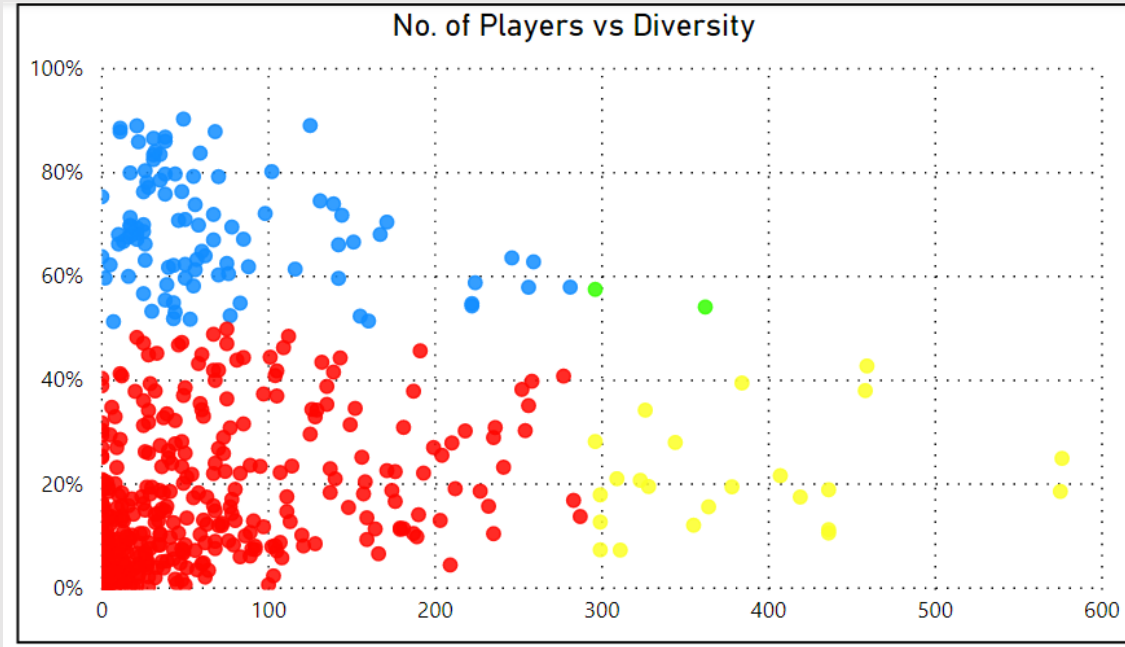


Rugby also influences player’s education and employment outcomes. It helps them develop employable skills. The second bar chart presents the positive qualities players develop as a result of being part of the sport. As per the survey, confidence, leadership and integrity are the winning positive qualities participants develop.



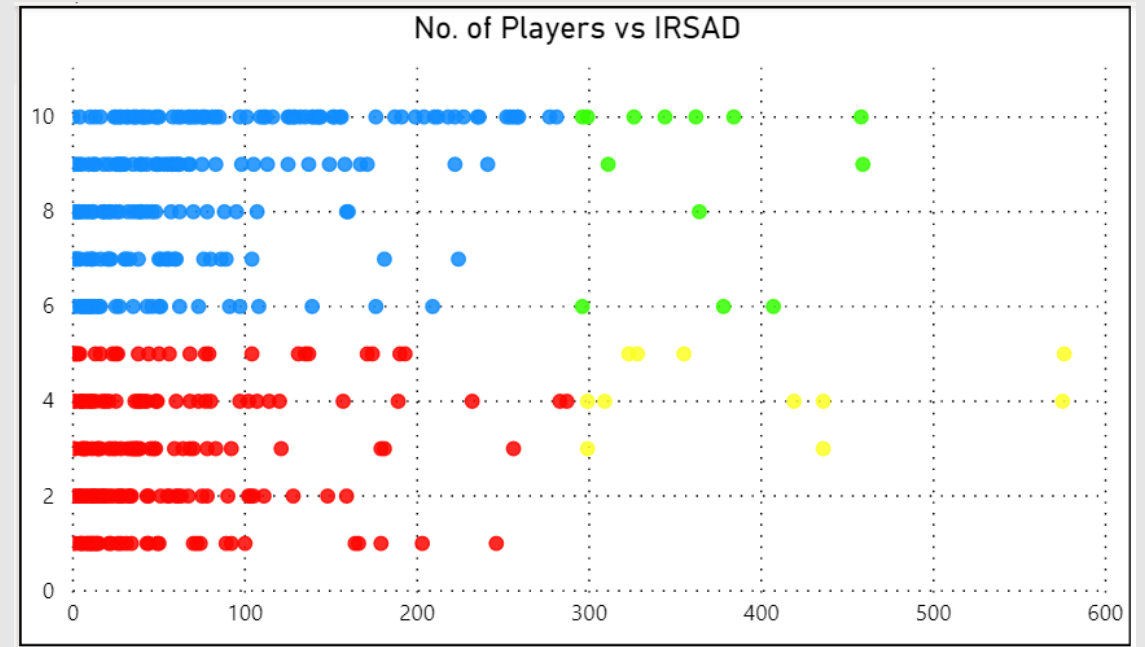
SCATTERPLOT ANALYSIS

Number of participants per diverse areas



The green dots in the table above represent diverse neighborhoods where there is high participant numbers (285+ participants per postcode). The blue dots indicate where there is high diversity but low participant numbers. While Rugby has participation in most postcodes where there is high diversity, there is room for improvement in increasing the number of participants in these postcodes.

Number of participants per Disadvantaged areas



The ABS Socio-Economic Indexes for Areas (SEIFA) measures areas of advantage vs disadvantage, with 10 being advantaged to 1 being lowest ranking disadvantaged area (on vertical axis above). As shown in the scatterplot above, in areas there is opportunity to increase Rugby participants across both advantaged and disadvantaged areas.

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