



IMPACT REPORT 2022



ABOUT

The NSW Positive Rugby Foundation was established in 2017 as the official charity, social impact program and fundraising vehicle for NSW Rugby. We raise funds through Private Coterie groups, aiming to turn \$1 donated dollar into \$4 through Government, Corporate and Philanthropic partnerships.

OUR VISION

To champion wellbeing through Rugby.

We are committed to acting in the best interests of our Rugby Communities and to support the Strategic direction of NSW Rugby. We are focused on strong corporate governance as it is essential to protect our donors, partners, stakeholders, and our Rugby communities' interests, achieve strategic objectives and meet our regulatory requirements. Guiding us through this is our Independent Advisory Committee.

WHAT WE DO



Use rugby as a vehicle for promoting positive health and wellbeing.

Create more opportunities for people to experience the positive values, life skills and opportunities unique to rugby.

Improve access to high quality grassroots resources and programs.

THANK YOU

We would like to thank all our supporters who have backed the NSW Positive Rugby Foundation throughout 2022. Without your support we wouldn't have been able to deliver the 'Rugby For Good' impact in our communities and across grassroots rugby in NSW.

First XV Members: Andrew Swan, Kevin Maloney / John O'Brien, Chris Shaw, David Paradice, David Harrison, Trevor Folsom. Tony Crawford Syndicate - Peter Eichhorn, Nick Thane, Bob Lee, Paul Chadwick, Mark & Scott Gray-Spencer, John O'Neil, Stephen Nugent, Phil Garling & David Horsfield

Second XV Member: Alex Abrahams

Coterie Members: Nicky Williamson, Luke McCormack, Arvind David, David Royle, Sarah Davis, David Sanders, Tim Wedlock, Tony King, Nick Waterworth, Brad Harrison, Ben Edwards, Brenham Jones, Christine Jones, Andrew Heaven, Peter Tiffin, Amanda Hetherington, Chris Cooper, Michael Coffey, Joshua Whittaker, Ed Layton - Knox Black & Blue, Jeremy Hassall, Gerry Filgate, Rob Wheals, Peter Tonkin, Dominic Brandon, Kerry Chikarovski, Alex Tooth - Nic Tooth Foundation, Bryan Murray

Corporate Coterie Members: ION Consultancy, Boomdata, Works For You, Tobco, Kardos Scanlan, Ontoit, Goodman & Co

Partners: Multicultural NSW, NSW Health, Regional NSW, Regional Youth, Resilience NSW, Australian Sports Foundation, batyr, Creating Chances, iSponsor, KPMG, Tattersalls Club, Six Degree Sports, The Rugby Club Foundation

HEAD OF THE NSW POSITIVE RUGBY FOUNDATION – Peter Murphy

To enable both NSW Rugby and the NSW Positive Rugby Foundation to have a genuine impact, we raise significant funds to support the game throughout NSW. Emerging from the challenge of Covid and on behalf of our 1st XV Members, Coterie Members & Corporate Partners we have invested just over \$850,000 towards our 'Rugby For Good' programs and the NSW Waratahs.

2022 has been a successful year for the Foundation. We continued to develop our 'Rugby For Good' programs, launched our Waratahs 1st XV Membership, significantly increased our funding for Girls & Women's Rugby and doubled our investment in Community/Grassroots Rugby.

I would like to thank the NSW Positive Rugby Foundation Advisory Committee – Chair, Kerry Chikarovski, James Godfrey, Brad Harrison, Angus Wilson, Ryan Holloway, Arvind David, Alexandra Tooth and Hayden Rorke for their advice and support.

Lastly, I would like to thank our generous supporters and donors, none of this would have been possible if it wasn't for you – Thank You.

Invested just over \$850,000 into 'Rugby For Good' programs

CEO NSW RUGBY/WARATAHS – Paul Doorn

The NSW Positive Rugby Foundation plays an enormous role in NSW Rugby & NSW Waratahs strategy - *To be the leading provincial rugby organisation in the world*. Not only do they raise significant funds to support the game across all levels, but they also develop and assist in implementing 'Rugby For Good' programs, which truly impact the lives of people in our rugby communities. I would like to thank all the PRF 1st XV Members Coterie Members and Corporate Partners for your ongoing support and generosity.



RUGBY FOR GOOD

"Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair." *Nelson Mandela*

Schools & Juniors

Rugby has a unique ability to bring people together, unite them for a common cause and build great humans through the Rugby Values that you can find on display in every club and school throughout the world. It plays a unique role in the development of vital life skills in young people which contribute to a young person's social, emotional, and physical wellbeing. The Positive Rugby Foundation is working to ensure that more kids experience the core values, life skills and opportunities unique to rugby in both traditional and non-traditional rugby playing schools and Junior clubs. Rugby is not just a private school game, and it is thriving in our clubs and we're rebuilding the competitions in our public schools.

Rugby - Tackle Life

In its third year, 'Rugby Tackle Life' is a collaboration between Multicultural NSW, [Creating Chances](#) and The NSW Positive Rugby Foundation. It engages young people to promote participation, leadership and inclusive communities through the values, qualities and skills developed through playing, coaching, and administering Rugby Union.

The Rugby Tackle Life Program was successfully implemented across 5 High Schools and 3 Primary Schools across four Greater Western Sydney Local Government Areas, Penrith, Blacktown, Liverpool and Campbelltown. 143 youth participants (57% Male, 43% Female) participated in a tailored program designed to increase their resilience, sense of belonging and optimism before progressing to coach development workshops and the delivery of Rugby Union programs at a connected primary School. Across the 5 High School programs, over 300 x 8–13-year-old students received coaching in Rugby Union on a weekly basis for minimum of 4 weeks.

2022 also saw two new initiatives take place that demonstrated the expanding impact of the Rugby Tackle Life program beyond the school grounds. Over 60 junior participants from 3 Primary Schools from Creating Chances programs attend the Schools Finals Day and Coaching Clinic at the New Daceyville Headquarters of New South Wales Rugby Union.

Community rugby in Western Sydney was supported through the employment of 8 graduates from the Chifley College Shalvey to deliver 8 Get Into Rugby sessions to minis and junior players of the Western Raptors and Penrith RSL Junior Rugby Clubs.

The success of the 2022 programs has created increased interest across the region, with a number of requests for the Rugby Tackle Life program to support students in more schools and provide alternative engagement pathways towards employment for young people in Western Sydney.



We take kids who don't engage with school, build their life skills, challenge their attitudes and turn them into leaders, coaches and influencers of the next generation – 'Tackle Life' changes lives

Waratah Shield

We brought back the Waratah Shield for 2022 in a reduced format to promote a full-scale Waratah Shield in 2023. We had CHS (public Schools), AICES (smaller independent private Schools) and CCC (Combined Catholic Colleges) holding qualifying matches to reach the Grand Final Day which featured 2 x CHS teams, 1 x AICES team and 1 x CCC team. There was a Semi and then a Grand Final on September 8th with the winners being Hunter Valley Grammar School.

Sports High Schools – Public School Rugby



A long-term project to work with the Sports High Schools to build quality Rugby programs in this group of schools. Hills Sports High took out the Sports High Shield in style against Westfields Sports High after 6 rounds of competition.

The Sports High Schools present a unique opportunity for public school boys and girls to train and play rugby as part of their school curriculum. Talented 7s and XV players can train year-round in a quality training environment.

Participating Schools

- Hills Sports High School
- Westfields Sports High School
- Endeavour Sports High School
- Narrabeen Sports High School
- Matraville Sports High School
- Illawarra Sports High School
- Hunter Sports High School (play in a Newcastle competition)

For 2023 the competition moves up an age group from U15s to U16s and from 10 a side to 12 a side, as we build towards a 1st XV (U18) competition.

Sports Highs give public school kids the opportunity to train and play in a high-quality training environment year-round.

Coaching Director Professional Development Day

The 3rd annual Schools Coaching Director Professional Development Day was driven by feedback from the schools directly about how we can add value to their programs. 52 coaches from Public and Private schools attended on the day with 12 unable to attend due to COVID. Coaches shared knowledge with the people that create rugby programs in their schools and build stronger school systems to support the pathway to Gen Blue, Academy and the Waratahs.

We appreciate the support of the Waratahs and Wallabies coaching staff:

- o Chris Whitaker – Waratahs Assistant Coach
- o Petrus Du Plessis – Wallabies Scrum Coach
- o Pauli Taumoepeau – Waratahs Assistant Coach
- o Andrew Cleverley – Waratahs Head of Talent Management
- o Dr Paul Bloomfield – Highly credentialled Surgeon and concussion expert

To support our work in the Schools & Juniors Coach education, we recently launched the NSW Rugby Coaching App platform that the investment of NSW Positive Rugby Coterie members made possible. Since the launch, over 1/3 of the coaches in NSW are using the App. This is a game changer for all coaches.

A highlight in 2022 was the Schools curtain raisers at Leichardt Oval. We had both the Shore v St Augustine's match and the [Barker v Riverview](#) match, which was live streamed on [NSW Rugby TV](#) before NSW Waratahs matches. The opportunity to showcase Schools Rugby is highly valued by the schools and is a once in a lifetime for the kids. This is important to building our engagement with the schools and their communities and as evidenced at the final home game with the large and vocal Barker and Riverview crowd, all in school uniforms.

Concussion pilot

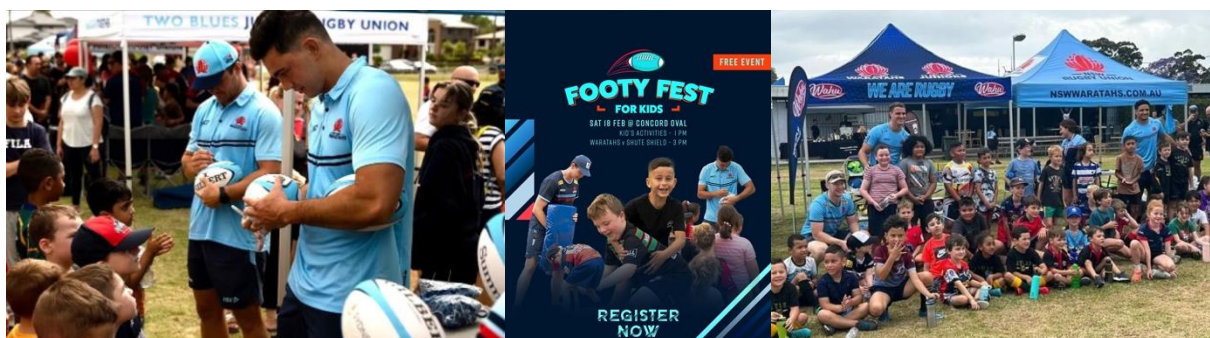
After meeting with several concussion technology companies and discussions with Warren McDonald (Rugby Australia's Chief Medical Officer), we have chosen to work with [EO Lab](#) with an aim to improve the safety and management of concussion in school aged children. The first step in this was to commence a Concussion research project using the [NuroCHEK](#) technology provided by [EO Lab](#) with 3 schools and over 200 kids. The research begun in 2022 and continues for the 2023 School Rugby Season. You may have seen this technology on [Channel nine](#) or in the [Sydney morning Herald](#) recently.

Minis Footy Fest

Post COVID sport across all codes has experienced decline, particularly in the younger age groups where kids and families choose their preferred sports. Country Rugby however, maintained their numbers, while there was a decline in minis (U6-9) registrations in metro Sydney. This decline has some long-term ramifications to our player numbers that needed to be addressed. We held an across the business 'Lunchbox' brainstorm with input from all departments on how we could address this problem, which resulted in the [FootyFest](#) concept of 4 x Come and Try events across Sydney targeting new kids to rugby. The buy in created from the 'Lunchbox' added great value to our efforts, particularly in the marketing of the events.

Here are some key points;

- 369 kids – 40% new to rugby that would not have become involved otherwise
- Excellent buy in from clubs all coming with their tents, volunteers and giveaways to connect kids to clubs
- Data captured from all kids and parents to create a pipeline to market to for season 2023
- Really positive results from paid marketing in a targeted way that we have not done before – Targeting mothers forums / groups on Facebook was successful
- Clubs requesting to host events all over Sydney next year
- Clubs running their own version using our marketing and event template
- Huge goodwill from the Junior Rugby community – who've seen we're prepared to roll up the sleeves to work with them on turning a problem into a solution



Club night at the Tahs

As part of the push to 'Fill the Hill' we put together a 'Club night at the Tahs' pack for all Sydney Junior Rugby Union (SJRU) clubs that contained all the information required to plan and communicate a club night at the Waratahs using the free Junior Ticket offer.

- Suggested email from Club President to all parents and players
- Suggested email from Team managers to parents and players
- Social media tiles
- All their Junior Players individual free ticket codes (which people regularly have trouble accessing)
- Map and ticketing information for parents to buy tickets

Indigenous Scholarship

Through our connection to the schools, we were able to assist a young indigenous boy from the Mid North Coast in gaining a boarding scholarship into year 7 at one of the GPS schools this year. We are currently working on another family with twin girls from Far West NSW.

Women's Rugby

The Positive Rugby Foundation is committed to raising funds to support the growth of Women's Rugby in NSW. NSW Rugby's vision is to grow female participation to well over 20% of the rugby playing population by establishing a female team in every club and school across NSW.

Inaugural Waratahs Super W Fundraising Lunch

The lunch held at Easts Rugby Club on Friday 11th February was a huge success. With over 150 supporters attending the lunch which raised just over \$73,000. The lunch was also an opportunity to launch the Women's Rugby Coterie Membership.

We invested funds to support the Waratah Women's program in the following initiatives

- Facilitate player development opportunities including education and employment
- Assist with medical cost of players, physiotherapy, massage etc
- Fund camps and training opportunities for regionally based players from across NSW
- Provide meals for players after training & matches
- Contributed to player out of pocket expenses such as travel & rehab costs
- Assisted funds towards a development tour of New Zealand.



The NSW Positive Rugby Foundation is one of the biggest investors in Women's Rugby in NSW

NSW Rugby's Waratah Youth Scholarship Program

NSW Rugby's Waratah Youth Scholarship Program is designed to financially support, develop, and protect talented players across NSW and provide the best training and resources with the aim to introduce them to the semi-professional system already identified. The Scholarship Program will assist rugby players who might not have the ability to join the program due to their economic circumstances and support the player's participation in a representative environment so they can achieve their full potential. In 2022 we assisted with a grant of \$37,000 to support players who might not have the financial means to participate in the Gen Blue program.

Assisting 10 players who might not have the ability to join the program due to their economic circumstances.

Mental Health – Start Talkin, Get Talkin, Keep Talkin

Working with our Mental Health partner batyr we aim to create a conversation – Start Talkin', Get Talkin', Keep Talkin' about mental health with young people. Our vision is to utilise rugby's unique values, qualities, and characteristics to make a positive difference to people and communities and we want Rugby clubs to be a safe environment.

- Start Talkin' - Embedding Mental Health Modules into every coach course across the state
- Get Talkin' - Mental Health / Rugby Workshops at Rugby clubs from the Bush to the Beach
- Keep Talkin' - Online Postvention Crisis support information and resources available to all clubs

The Mental Health crisis facing the whole of society has an impact on every club and schools across NSW. Off the back of a grant from NSW Health, we have been able to employ a *Mental Health Project Officer* - Joey De Dassel in a full-time role to manage our Mental Health and Wellbeing programs with batyr and Creating Chances – Rugby Tackle Life.

Rugby clubs are central meeting places for so many communities, they are now becoming safe and inclusive spaces where people can feel safe to share their challenges. The 'Rugby For Good' Mental Health program is saving lives.

To shine a light on this and make our Rugby Clubs even better, we harnessed the power of the 55,000 players from Bourke to Bondi, Country and Metro, Juniors and Seniors, Schools and Clubs who took to the field on the weekend of **6-8 May 2022** to help raise awareness and funds to combat the Mental Health situation that affects society and impacts our rugby community. The highlight was the wearing of Batyr socks by the NSW Referees at all games during the Mental Health Round.



NSW 'Rugby For Good' Far West Schools Program - Dubbo

A School based program that uses Rugby as a vehicle for social change and to engage students with cultural training, health & fitness while opening opportunities and experiences for the whole far west community. In short 31 Schools & Programs running across several school terms throughout 2022 with a further 8 Schools interested in joining in 2023.



We were delighted to receive funding from Regional NSW to deliver the Far West & Central North School Holiday Camps. The Camps are to engage communities throughout NSW focusing on regional and remote locations that have little or no holiday resources. A camp-based program run out of Rugby Clubs with the community that engages and delivers a fun and enjoyable experience. We delivered 33 Holiday Camps across Far West & Central North in the Sept/Oct & Dec/Jan school holidays with over 800 kids attending with 80% of those kids being indigenous.

33 Free Holiday Camp delivered with over 800 kids attending with 80% of those being Indigenous.

FUNDRAISING

2022 saw The NSW Positive Rugby Foundation reset its fundraising strategy and establish new ways people can invest across our entire game. All donations are tax deductible via the Australian Sports Foundation and funds are ringfenced for the desired 'Rugby For Good' program.

Coterie Membership for individuals

Foundation Coterie members are a community of passionate rugby supporters committed to contributing both ideas and funds towards the growth and positive impact of rugby at grassroots. The members also enjoy intimate and exclusive Inner Sanctum experiences, high levels of engagement with NSW Waratahs players and staff, plus premium match day hospitality to all NSW Waratahs home games. Annual investment of \$8,000 tax deductible with a target of 60 members in 2022/23.

Corporate Coterie Membership for small businesses

Targeted to the Small & Medium enterprises within the Rugby community to contributing both ideas and funds towards the growth and positive impact of rugby at grassroots. Members enjoy intimate and exclusive Inner Sanctum experiences, high levels of engagement with NSW Waratahs players and staff, premium match day hospitality to all NSW Waratahs home games along with membership announcement post on PRF social channels and recognition on PRF website, bimonthly updates, and annual report. Annual investment of \$8,000 tax deductible

Corporate Partnership Opportunities for organisations

The Foundation has great corporate partners who provide support and pro bono advice throughout the year.

First XV Membership for exclusive supporters

In 2022 we launched the **Waratahs 1st XV** Club that is all designed to raise significant funds to support the Waratahs in winning and being the premier team in NSW. The Waratah 1st XV is a passionate group of investment partners committed to the continued progression and prosperity of the Waratahs. For a \$50,000 annual fee for 3 years, you can be part of the regeneration solution. (\$40,000 tax deductible donation & \$10,000 membership benefits).

General donations to support grassroots rugby

Via the Australian Sports Foundation you can make a one off or yearly tax-deductible donation.

<https://asf.org.au/donate/nsw-positive-rugby-foundation>

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