

RUGBY | CLUB
AU | **IMPACT**
PROGRAM

FAQ



WHAT IS THE RUGBY AU CLUB IMPACT PROGRAM?

The Rugby AU Club Impact Program is a national club development initiative that helps community Rugby clubs strengthen governance, support volunteers, and build safe, inclusive and sustainable clubs. The program provides practical support to improve leadership, sustainability and build for long-term success. The program consists of four elements:



WHY SHOULD COMMUNITY CLUBS BE INVOLVED IN THE CLUB IMPACT PROGRAM?

Rugby clubs across the country are doing incredible work, but we know that load is heavy. Clubs are managing:

- Volunteer fatigue
- Increasing governance and compliance requirements
- Financial pressure with increased costs of living
- Competition from other sports and leisure activities

Growth without support creates additional challenges, and the Rugby AU Club Impact Program is here to provide that support. By being involved in the Club Impact Program, clubs are better positioned to grow participation, attract and retain members and volunteers, and create positive experiences that keep people coming back year after year.

Aligning with Rugby Australia’s Green to Gold Strategy 2025–2029, the Club Impact Program will support both club development and community connection, supporting rugby clubs to become trusted, welcoming destinations that deliver lasting impact in their local communities.

WHO IS THE CLUB IMPACT PROGRAM DESIGNED FOR?

The Club Impact Program is designed for Rugby AU affiliated community clubs, to support its volunteers and workforce with clear insights, direction, support and recognition.

The Club Impact Program is designed as a way to support clubs in the lead up to the 2027 Men’s 2029 Women’s Rugby World Cups and act as a support system that makes running a club easier while developing for the future.

WHAT ARE THE OBJECTIVES OF THE CLUB IMPACT PROGRAM?

The objectives of the Club Impact Program are:

- Increase governance capabilities of clubs
- Increase financial stability and sustainability of clubs
- Provide a more capable volunteer base
- Have clubs ready to harness the momentum of the Men’s Rugby World Cup 2027 and Women’s Rugby World Cup 2029

HOW DO CLUBS GET INVOLVED IN THE CLUB IMPACT PROGRAM?

Clubs who completed the Community Club Health Check in 2025 are automatically enrolled in the Club Impact Program. Any club who did not complete a Community Club Health Check can contact their local Club Development Manager to get involved.

WHEN DOES A CLUB RECEIVE THEIR CLUB IMPACT LEVEL

Clubs who completed the Community Club Health Check in 2025 will receive their Club Impact Level in May 2026, shortly after the program is launched nationally. The Club Impact Level of each club will be shared alongside a clubs tailored recommendation and insights report.

If a club is yet to complete a [Community Club Health Check](#), they will receive a Club Impact Level upon completion in 2026.

WHEN AND HOW DOES A CLUB RECEIVE THEIR RECOMMENDATIONS & INSIGHTS REPORT?

Clubs who have already completed a Community Club Health Check will receive an updated Recommendations & Insights report in May 2026.

Those that are yet to completed a [Community Club Health Check](#) can [do so here](#), and will receive a Reommentations & Insights report within two weeks.

HOW DO CLUBS GET THEIR CLUB IMPACT LEVEL REVIEWED?

If a club is wanting to get their Club Impact Level reviewed and updated they can contact their local Club Development Manager. If the club is progressing to Gold level, they may be asked to share evidence of completed activities that align to the Gold Level of the Club Impact Program.

DO CLUBS NEED TO COMPLETE THE COMMUNITY CLUB HEALTH CHECK AS PART OF THE CLUB IMPACT PROGRAM?

Yes - all clubs need to complete the [Community Club Health Check](#) to be involved in the Club Impact program.

DO CLUBS NEED TO SHOW EVIDENCE OF THEIR WORK TO RECEIVE THEIR CLUB IMPACT LEVEL?

The Club Impact Program relies largely on clubs to self-assess and report their achievement of activities throughout the program. In some cases Rugby AU staff may ask for clarification or evidence against specific activities if they result in the club being awarded Gold level, e.g., a club may be asked to share their current strategic plan as part of the reporting process.

WHAT ARE THE REWARDS TO CLUBS FOR OBTAINING CLUB IMPACT LEVELS?

Clubs can access a variety of initiatives and rewards dependent on their Club Impact Level. To review the full list of eligibility & rewards for each level please visit the [Club Hub Website](#).

In some cases, Member Unions may also provide additional rewards & incentives specific to that Member Union. Please contact your local Club Development Manager or Member Union for more information.



WHEN DO CLUBS RECEIVE REWARDS FOR THEIR MOVEMENT THROUGH THE CLUB IMPACT LEVELS

Clubs involved in the Club Impact Program will receive their rewards throughout the year, e.g. Australia Rugby Foundation (ARF) grant access will be made available during ARF grant application periods, Test match activations and on field experience will coincide with relevant Test match fixtures.

For clubs who achieve Silver and Gold levels they will be communicated with once that level has been achieved to share the timing of their access to explicit rewards including acknowledgement awards, merchandise, and recognition on Rugby AU channels.

WHERE CAN CLUBS ACCESS RESOURCES INCLUDING WEBINARS AND E-LEARNING?

Clubs can access all resources including webinars and e-learning via the Support page on the [Club hub website](#).

WILL MY CLUB BE ELIGIBLE FOR ADDITIONAL MEMBER UNION REWARDS & INCENTIVES?

Clubs can access a variety of initiatives and rewards dependent on their Club Impact Level.

In some cases, Member Unions may also provide additional rewards & incentives specific to that Member Union. Please contact your local Club Development Manager or Member Union for more information.

HOW CAN CLUBS SPEAK WITH A RUGBY AU CLUB DEVELOPMENT MANAGER

Clubs can coordinate a time to speak with a Rugby AU Club Development Manager via the below emails

| Member Union | Name | Email |
|--------------------|-------------------|--|
| ACT & SNSW | Jack Heffernan | Jack.Heffernan@rugby.com.au |
| NSW - Juniors | Dylan Deep-Jones | Dylan.Deepjones@rugby.com.au |
| NSW - Seniors | Michael Flude | Michael.Flude@rugby.com.au |
| QLD - Greater & NT | Matt Kaye | Matt.Kaye@rugby.com.au |
| QLD - South | John Butterworth | John.Butterworth@rugby.com.au |
| SA | Rose Jackson | Rose.Jackson@sa.rugby |
| VIC & TAS | Sean Walker | Sean.Walker@rugby.com.au |
| WA | Monique Day-Smith | Monique.DaySmith@rugby.com.au |