

Contents

	PAGE
Highlights of 2013	2
List of Officers	3
Chairman's Report	4
Chief Executive's Report	10
Club Rugby Contacts	15
Our People	16
Across the Union	18
Council of Delegates' Report	35
Blues 2013	40
Blues Results	41
Auckland 2013	42
Auckland Results	43
Auckland Sevens 2013	44
Auckland Storm 2013	45
Representative Results	46
2013 National Honours	49
Club Competition 2013	50
Financial Statements	51
Auditor's Report	52



photosport

Thanks to Photosport for their contribution to this report and their partnership with Auckland Rugby and the Blues.

Highlights of 2013

- Keven Mealamu, Charlie Faumuina, Piri Weepu, Charles Piutau and Steven Luatua were selected for the All Blacks.
- Joe Edwards, Simon Hickey, Lolagi Visinia, Leroy Van Dam, Chris Vui, Patrick Tuipulotu and Scott Scafton played for the New Zealand Under 20 team.
- Northern Region titles were won by Auckland B, Under 20s, Under 18 West, Under 18 Divisional, Under 16 West and Under 14 West.
- Tangaroa College won the national co-ed 1st XV title, while St Kentigern College finished runners-up in the Top Four 1st XV competition.
- The Auckland Storm won their sixth consecutive Women's Provincial Championship title. The following players played for the Black Ferns; Fiao'o Fa'amausili (c), Karina Stowers, Vita Dryden, Eloise Blackwell, Lydia Crossman, Justine Lavea, Emma Jensen, Onjeurlina Leiataua, Mele Hufanga, Claire Richardson and Portia Woodman.
- Pakuranga defeated University to win the Gallaher Shield for the first time in the clubs history.
- Rocky Khan and Ben Lam were selected for the All Black Sevens.
- Kayla McAlister, Huriana Manuel, Linda Itunu, Tyla Nathan-Wong and Portia Woodman were members of the World Cup-winning New Zealand Women's Sevens team.
- Mike Tamoaieta, Joshua Goodhue, Jamie Lane, Blake Gibson, Akira Ioane, Mitchell Karpik, Dillon Wihongi, George Taina, Jonathan Fa'auli, TJ Faiane and Nathaniel Apa played for the New Zealand Schools team while Willie Halafuka, Harry Fitzsimons, Fin Hoeata, Jack Sherratt, Lisati Milo-Harris, Josh Ioane and Jordan Trainor were selected for the Schools Barbarians team.
- Referees Jonathon White, Angus Mabey, Hamish Walker, Ben Skeen (TMO) were selected in the National Squad.
- Holy Cross School in Papatoetoe represented Auckland at the National Ripa Rugby tournament in Wellington and were crowned champions.
- The Auckland East Roller Mills team took out the 2013 Roller Mills tournament.



Auckland's All Blacks Charles Piutau, Steven Luatua, Charlie Faumuina and Keven Mealamu after the Wallabies Test in Dunedin.

List of Officers

Patron

Waka Nathan

Vice-Patrons

JBS Hutchinson, W Jelichich

Life Members

D Dalglish, R Davy, M Dick, R Fisher, B Graham, Sir J Graham, P Hall, Sir G Henry, B Hutchinson, W Jelichich, C Klink, D Mullins, W Nathan, K Nelson, T O'Hanlon, M Smith, S White, C Wilson, L Woodgate

President

Lawrie Knight

Hon Solicitor

Kevin Kilgour

Auditors

KPMG

Board of Directors

Glenn Wahlstrom (Chairman)
Ken Baguley, Peter Thompson, Kate Daly, Nicky Duggan, Mike Donovan, John Hunt, Gary Whetton, Brian Wilsher

Council of Delegates

John Hunt (Chairman), Brian Wilsher (Deputy Chairman)
Trevor Stewart (College Rifles), Francis Leilua (East Tamaki), John Fellowes (Eden), Martin Mackenzie (Grammar Carlton), Jonathan Tukurangi (Manukau), Jo Moore (Roskill Districts), Gary Donovan (Suburbs), Gary Froggatt (Maungarua), Jock McNeil (Teachers Eastern), Stu Mather (University), Ken Rackham (Waiheke Island), Don Urquhart (Waitakere City), Don Crawford (Referees), Tim Henwood (Auckland Maori), Terry Cope (Waitemata), Howard Perry (Primary Schools), John Roache (Otahuhu), Dave Prendergast (Marist), Brian Francis (JRC Chairman), Ces Williams (Ponsonby), John East (Pakuranga), Alex Bing (Secondary Schools)



Grammar Juniors play the curtain raiser to the Blues v Stormers match at North Harbour Stadium.

Chairman's Report



Glenn Wahlstrom
Chairman, ARU

On behalf of the board of directors who serve the stakeholders of Auckland Rugby, it is with pleasure I deliver the 130th Annual Report of the union's affairs.

This year has continued to build upon our strong base and the strategic plan agreed to by the board at the beginning of the year. The details of the strategic outcomes

are addressed throughout the annual report.

Key Highlights for 2013:

- ITM Cup team reaching the semi-finals of the 2013 national provincial competition and ending the season in third position.
- The Auckland Storm winning an incredible sixth consecutive national women's title.
- The financial result was significantly above budget
- The High Performance Unit has continued to build on its talent and development strategy with player success seen throughout all levels
- An organisation that continues to build, live and breathe the values of the organisation (Belief – Leadership – Unity – Excellence) as reflected in the improved results of the Kenexa Best Workplaces Survey results
- A new Blues Limited Partnership that commenced 1st September 2013 in which ARU has a significant stakeholding and representation.
- The introduction and Greenfield implementation of an International Academy managed by ARU that now provides new revenue streams
- The beginning of an enriched club rugby plan that will invest resources back into clubs to ensure ongoing viability
- Finalised preferred options for new High Performance training facilities, however we wait for the Blues to determine their preferred option allowing both organisations to partner in the project

ITM CUP

There is continued debate from many quarters about whether the provincial flagship team should be a development team for selection to Super Rugby or be a team that is selected to win the ITM Cup.

The national provincial competition is today often referred to as a 'development competition' for advancement to Super Rugby.

The board's view is that it is both and if we develop and nurture our talent and select the appropriate squad to play in our ITM Cup team, then we will achieve both objectives.

I believe Auckland Rugby is still on the right track - however to balance and ensure consistent success on the ITM Cup ladder as "champions", the introduction of some experience may need to be considered .

The other debate that sits with the host franchise provincial unions is that it has "two shop window teams" and competitions to serve – provincial and Super Rugby. To garner interest for both amidst a number of competing factors is today very challenging.

Harnessing two fan bases who attend home fixtures, along with sponsors, members as well as remaining financially viable, continues to prove difficult.

The question begs - do the host franchise unions partake in another competition format that is not a loss leader?

In 2013, our coaching and management team ably led by Wayne Pivac, was in its second season and whilst they admit this year's final placing of third was below the 2012 result and the goals they set for themselves, a positive result was more players further advanced their careers in either ITM Cup, Super Rugby or international levels.

Of special note to our on-field success is that for the past two years, our ITM Cup team has not been beaten at Eden Park. In 10 home games, we have amassed 48 out of a possible 50 competition points.

BLUES

The Blues finished 10th on the table in 2013 with a 6 win, 10 loss record - only two places above a disastrous year in 2012. Admittedly there were a few close games and injuries to key starting players didn't help, especially when we largely had a young

and untried group who were asked to step up early in their careers in a tough, uncompromising professional competition.

Leadership within the playing group was also identified as an issue affecting team performance. The real interest in the 2013 Blues was the appointment of Sir John Kirwan to the role of head coach and the make-up of his high calibre coaching team which would have to be considered as one of the best in the competition.

Despite the result of the on-field performance, the Blues average crowd attendance at home games - 20,325 (+18% on 2012) was the highest of the New Zealand franchises. This was a good result particularly in the context of competition crowd numbers being down 10% on 2012. While the sponsorship market was still tough, despite a poor 2012 season, we had little churn in sponsors for 2013.

Membership overall was down 13% on 2012 with the True Blue category most affected. This related directly to the results of the previous season. Media coverage including our digital presence was often positive and our website traffic grew throughout the competition.

The Blues facilities still represent the biggest challenge as they are not representative of a professional sports team.

Largely due to decent game day attendance and sponsorship retention, the season delivered a very good financial result for the year (\$458,000 profit). The main driver was the considerable improvement on overall match revenue sales, through a mix of increased ticket sales and ticket yields. Auckland Rugby's distributed share of this cash profit was \$252,000.

Auckland's player contribution to the side was again significant and Ali Williams captained the side as well as achieved the special milestone of his 100th Blues match during the season. Auckland players that debuted for the Blues in 2013 were Malakai Fekitoa, Ofa Tu'ungafasi, Lolagi Visinia, Sam Prattley, and Wayne Ngalaufe.

BLUES LIMITED PARTNERSHIP (License to Manage)

This year, New Zealand Rugby granted a licence to manage the Blues until 2020 to a new Blues Limited Partnership (LP). The licence became effective on September 1 2013.

2013 BLUES SEASON

Sat 23 Feb 7:35pm v Hurricanes, Westpac Stadium
 Fri 1 Mar 7:35pm v Crusaders, Eden Park
 Sun 10 Mar 6:05pm v Bulls, Eden Park
 Sun 24 Mar 6:05pm v Waratahs, Allianz Stadium
 Sat 30 Mar 7:35pm v Chiefs, ASB Baypark, NB Maungere

Fri 15 Apr 7:35pm v Highlanders, Eden Park
 Sat 13 Apr 7:35pm v Hurricanes, Eden Park
 Fri 26 Apr 8:05pm v Chiefs, Suncorp Stadium
 Fri 3 May 7:35pm v Stormers, NBL Hib Stadium
 Sat 11 May 7:35pm v Rabbits, Eden Park
 Sat 18 May 7:35pm v Crusaders, ASB Stadium

Sat 25 May 7:35pm v Brumbies, Eden Park
 Sat 1 Jun 7:35pm v Highlanders, Forsyth Barr Stadium
 Sun 16 Jun 1:05pm v Sharks, Mx Price Kings Park
 Sun 7 Jul 1:00pm v Chiefs, Free State Stadium
 Sat 13 Jul 7:35pm v Chiefs, Eden Park

Tickets for home games available from ticketmaster.co.nz or 0800 111 999. Travel on trains and special event buses included in your event ticket. Check AT.co.nz for full details.

Players left to right: Frank Halai, Steven Luatua, Kane Barrett, Liaki Mui, Pili Woopo, Marty McKenzie, Bryn Hall, Colum Retallick, Luke Brailo, Pita Ahki, George Moala, Peter Sall, Rene Ranger, Malakai Fekitoa, Tom McCartney, Lolagi Visinia, Baden Ker, Jamison Gibson-Park, Ali Williams (c), Anqoa Tavewa, Wasake Naholo, Keven Meadema, Ofa Tu'ungafasi, Quentin McDonald, Charlie Faumuina, Sean Polwart, Joe Edwards, Chris Neales, Ronald Raymakers, Jackson Willson, Charles Pictua, Brendon O'Connor, Albert Nkomo, Francis Sall, Tim Perry, Anthony Boni, James Parsons.

Logos: Investec SuperRugby, Blues, Barfoot & Thompson, adidas, Ricoh, bnz.

theblues.co.nz
 facebook.com/theblues
 @bluesrugbyteam

4 GAME PASS \$119 ABOUT \$40 CASH
 8 GAME PASS

This has provided for the introduction of a new equity partner, Bolton Equities (Murray Bolton) and new capital monies. The two shareholding groups which make up the Blues LP are Rugby Holdings Ltd (RHLP - 60% share) - made up of Auckland, North Harbour and Northland Rugby Unions, and Bolton Equities at 40%. Auckland Rugby's holding within the Blues LP is 38.9%.

Each shareholder has equal board representation (three directors each) and from within RHLP, Auckland Rugby has two board positions on the Blues board. The other is held by North Harbour. The seventh director, Tony Carter, is an appointed independent director and chairman agreed to by the two shareholders. Tony is a keen rugby enthusiast, but more importantly, brings a wealth of experience to the board room as a professional director.

On October 1 2013 the new Blues CEO was appointed (Michael Redman) who is now embarking on putting together the new organisation, along with ARU's shared services, ready for competition in 2014.

ARU HIGH PERFORMANCE TRAINING FACILITIES AND HEADQUARTERS

The Auckland board this year narrowed its options down to three potential High Performance facilities. Neither the Blues nor Auckland Rugby can execute this project alone.

The Blues board agreed the Blues CEO would independently review all options to decide the best way forward from their perspective. Once this review and analysis is complete, both organisations will re-engage to determine the way forward.

EDEN PARK

Auckland Rugby continues to work with Eden Park Trust and management to provide a good experience for patrons and importantly improve the financial viability of Eden Park as a stand alone entity. During the year some discussions occurred around a changed governance model with greater involvement by the Auckland Council. To date no further progress has been made.

Both Auckland Rugby and Auckland Cricket, as the two sporting codes who tenant Eden Park, have two appointees to the Eden Park Trust, which provides a strong platform of influence and thanks goes to Grant Carruthers and Ken Baguley for their contribution on Auckland Rugby's behalf.



The U18 Divisional team take on North Harbour.

FINANCIAL

The Deloitte 2013 'State of the Unions' review of the country's leading rugby unions, revealed most have returned to surplus levels with the benefits continuing to support the important grassroots level.

It is paramount that unions such as ours look ahead and focus on the future. In order to maintain financial viability, we must pay special attention to future challenges and not only see these as a threat but also an opportunity to grow the game and secure its future success.

As was reported in 2012, I maintained that for Auckland Rugby to always remain strong and be able to continue to invest in its future, we needed to produce an annual operating surplus of at least \$500,000 per annum.

It is pleasing to be able to report that for 2013 the ARU has achieved a net surplus of \$520,575 versus a budget of \$101,761. After extraordinary items, our position is recorded at a \$520,606 net surplus.

The next immediate challenge for Auckland Rugby is to put in place an organisation that is commensurate to serving community rugby and a semi-professional team, now that the Blues are a separate organisation.

The Auckland Union is indebted to the continued financial stewardship of our Financial Controller, Warrick Nansett and the Finance board sub-committee ably led by Mike Donovan (chairman) and Kate Daly.

WIDER AUCKLAND STRATEGY

During the year New Zealand Rugby (NZR) commissioned a strategy titled 'The Wider Auckland Strategy'.

The geographical scope of the project is Auckland, Counties-Manukau and North Harbour.

Its objective is to develop strategies and action plans for NZR and other parties to achieve successful outcomes in the following focus areas:

- Fully reassess competitions (Primary/Secondary Schools and Clubs)
- Game structure
- Partnerships
- Grounds and Facilities
- Efficiency, Capability and Capacity
- Identity: Brand and Media
- Competition from other sports
- ITM Cup – influencing future structure/composition

It is imperative that Auckland Rugby plays an active leadership role in this strategy that ultimately enhances both our position and that of our provincial union neighbours.

AMATEUR RUGBY

Our continued success as a provincial union is again a reflection of our game at the grassroots level.

Our club and schools competitions have been an outstanding success and nearly 22,000 registered players within our boundaries are indicative of this.

In senior premier rugby, winners of the Waka Nathan Cup were Grammar Carlton; the Sir Fred Allen Challenge Cup – University and the Alan McEvoy Trophy – Pakuranga. The coveted Gallaher Shield was won for the first time in 48 years by Pakuranga. It was a proud moment for Pakuranga to be crowned the Auckland Rugby club champions for 2013 after many seasons of planning and investment from within their club.

Secondary school rugby maintained much interest with St. Kentigern College 1st XV again winning



Pakuranga won the Gallaher Shield for the first time in the club's history.

the Auckland title and going on to be runners-up for the New Zealand Secondary Schools 1st XV boys title. Congratulations are also in order for Tangaroa College 1st XV who were the proud winners of the New Zealand Secondary Schools 1st XV Co-ed title.

This year has once again been a very successful season for our representative teams across all categories. Further information on those results can be found in the Representative section.

Congratulations goes to the Auckland Storm who took down Canterbury in this year's women's provincial final for the sixth consecutive year. Notably, the Storm has won 12 out of a possible 13 national titles. This is a marvellous achievement and appropriately, several of our players achieved nationals honours in both the 15s and/or sevens national sides.

Our Academy programme, run within the High Performance Unit, is professionally led by Ant Strachan and Ben Meyer along with Coaching Development Manager, Bevan Cadwallader. This group and their staff did an excellent job providing the expertise and direction for all our players and teams to succeed in their relevant campaigns.

The ongoing development of quality individuals making their mark on the game applies to referees, coaches, trainers, managers and administrators who continue to represent the union with professionalism and passion for the game. I acknowledge and thank the staff at Auckland Rugby as well as those around the clubs who contribute significant time and effort in this area.

Special mention must be given to our referees across the grades who week-in and week-out train to develop essential skills for providing a better and safer game environment for all participants.

Our 'shop window' referees who represented Auckland on the national and international stage were Jonathon White, Hamish Walker and Angus Mabey. I wish to give special acknowledgement to Jono White, who after many years of outstanding service, has retired to further his medical career. We thank Jono for his contribution to our game and wish him well for the future.

The Council of Delegates who oversee the amateur game within our union was ably led by chairman John Hunt and his deputy Brian Wilsher. Unfortunately, John fell ill during the year and has decided to step aside to ensure a full recovery. I'd



Charlie Faumuina makes a break against the Waratahs.

like to pay special tribute to John who has given tirelessly over many years to rugby in our region, always proudly representing the Marist club and to thank him personally for his work and support on the Board of Directors since 2008.

This year, the ARU, through the amateur support agreement was once again able to resource clubs to assist with club health. From January 1 2014, in order to ensure best practices are in place within the operating environment of clubs, they will be required to apply to and be directly accountable to North South Trust for their grants.

On behalf of the Board of Directors, I wish to thank the ARU executive and staff, led by our CEO Andy Dalton. I acknowledge it hasn't been an easy year due to several challenges and in particular relating to the division and now separate focus we have for Auckland Rugby and the Blues.

I believe this situation was inevitable as the professional game has evolved into a longer and more demanding competition that in today's environment requires a dedicated and focused management approach to succeed.

The 2013 board and President have continued to work diligently across all aspects of the game and for the many governance hours given, their attendance at games, social functions and networking, I thank them for their contributions. This year is the end of term of office for our President, Lawrie Knight. Lawrie has served his position with passion, pride and distinction. The board has enjoyed his very colourful and thought-provoking contributions at the board members table and in particular his love and desire to see real investment and improvement in our amateur game.



Suburbs and Ponsonby juniors enjoy a game of rugby.

I also wish to acknowledge and farewell a fellow board member and former chairman, Ken Baguley, whose tenure on the board has drawn to a close after 23 years of governance service.

Ken's service across Auckland Rugby has ranged across nearly all aspects of the union. This has included being either a member or chairman of the Finance and Adult Rugby sub-committees; member of Council of Delegates, Blues Board; Eden Park Board of Control; Eden Park Redevelopment Committee; NZRU Appointments and Remuneration Committee; ARU appointee to Eden Park Trust and of course his marathon effort as chairman of Auckland Rugby for 10 years.

The highlight of Ken's contribution and career inside our union is the part he played for Auckland securing the right to host the RWC 2011 and the re-development agreement and project for the rebuild and legacy of Eden Park that was to follow. Ken presided over a previously financially struggling Auckland Union and has been part of the board which today oversees a union with a cash-enriched balance sheet. Under his watch national provincial championships were won in 2003, 2005 and 2007.

In the 2008 celebrations of 125 years of Auckland Rugby, Ken made a significant contribution to the commemorative 125th Year Book *The Blue and*

White Jersey, which he enjoyed as a rewarding task. On the personnel front, during his time with ARU, Ken reintroduced the now late Sir Fred Allen back into the Auckland fold as Patron and played a part in Sir Fred's elevation to Life Membership of New Zealand Rugby.

The Presidents he served under and worked with were Keith Nelson, Waka Nathan, Kevin Barry, Don McKay, and Lawrie Knight, all of whom made a great contribution to Auckland Rugby both on and off the field.

Ken, on behalf of the board and Auckland Rugby Union, we sincerely thank you and your family for your unrivalled dedication and belligerent protection of all things 'blue and white' and wish you well in your future endeavours.

Throughout the year we witnessed the passing of a number of former members of our union. Our condolences go out to their families and friends and we thank them for their past contributions to Auckland Rugby. The passing of former members of our union is detailed under Obituaries below.

Finally, I wish all the stakeholders in their various capacities across our extensive union, a safe and happy Christmas.

GLENN WAHLSTROM
Chairman
Auckland Rugby Union

OBITUARIES

Bryce Rope – Former Auckland player and All Black selector

Les Deas – Life Member

Lyn Russell – Former Auckland player

Peter McKay – Former Auckland player

Wally Yelavich – Life Member

Collin Craigie – Former Auckland player

Murray Menzies – Former Auckland player

Pat Sheahan – Former Auckland player

Geoffrey Burton – Former Auckland referee. Life member and former President of the ARRA

Ivan Versalko – Former Auckland player

Peter Fatialofa – Former Auckland player and Samoan rugby advisor to COD

Chief Executive's Report



Andy Dalton
Chief Executive Officer
ARU

It has certainly been a frenetic twelve months at Auckland Rugby.

There has been growth in several areas across the business, major organisational changes with the creation of the new Blues Limited Partnership and a busy season of rugby across all ages and levels.

Overall, it has been a good year for the union

– a couple of positive points to note include an increase of 20 teams across junior and secondary school rugby; and what was really wonderful to see was a rise in coach and volunteer numbers which increased by 8 and 13 per cent respectively.

In the club rugby scene, a long-awaited Gallaher Shield final victory for Pakuranga caused a lot of green and orange fervour out east and after 48 years in the making, Pita Alatini's men took down University in the final.

Our International High Performance Academy is now underway and Sevens rugby took some major steps forward within the union.

In both June and September, Auckland Rugby staff facilitated the Test match delivery of two All Black internationals at Eden Park, first against the French and later against South Africa. These were fantastic occasions and my congratulations to the same ARU staff members who turned around the Blues v France mid-week encounter at North Harbour Stadium just three days later. To have an international side play a 'mid-weeker' during their tour was a much-welcomed occasion.

Notably the biggest change to our business was the creation of the Blues Limited Partnership which came into effect on September 1. The new consortium comprised of Rugby Holdings Ltd Partnership – 60 per cent) which represents Auckland, North Harbour and Northland Unions and Bolton Equities Ltd (40%), was granted a seven year licence to operate the Blues franchise. This licence includes the management of the team both on and off the field, including professional development of the squad, marketing and sponsorship, administration and event management.

A new Blues board was created with equal representation from both partners and an independent chairman was appointed (Tony Carter). The Blues appointed Michael Redman as the Blues CEO who began the role on October 1. Auckland Rugby will continue to be involved in the Blues as the major shareholder of Rugby Holdings Ltd Partnership and in a shared services capacity.

The changes to Auckland Rugby business and structure as a result of the Blues LP and some staff movement, is currently being worked through. We expect to have a final structure in place before 2014.

PERFORMANCE

For our men's and women's premier representative sides, the final placings in their respective national competitions were first for the Storm and third for the ITM Cup team. Canterbury ended up being the finals opponents for both teams – the women taking them down in a closely fought battle for their sixth consecutive title, and while in the round robin, our men cleaned up Canterbury at Eden Park, a semi-final in the south against a team looking for redemption ended the season for our Auckland side.

Representative rugby across the age-groups was in great form and I congratulate and thank the team coaches, managers and support staff whose contributions to our rep teams is appreciated.

With around 22,000 registered players, club rugby enjoyed a busy season and the relatively mild winter ensured reduced ground closures by Auckland Council. Auckland Rugby acknowledges the significant effort that goes into every team from grassroots up by the coaches, support staff and families during the winter months and I personally extend my thanks to these people in our rugby community.



Malakai Fekitoa on the burst against Otago.

SPONSORSHIP/MEMBERSHIP

These are two important revenue streams for Auckland Rugby and are partnerships we value. Auckland Rugby is extremely appreciative of the faith and support behind our union by both sponsors and members and we aim to deliver the best service possible within the competition structures and regulations we operate under.

Our top tier teams are proud to wear and endorse the brands of our sponsors each time they take the field and we also extend our gratitude to the sponsors who contribute to the functions of our union. You are a vital and much welcomed component of Auckland Rugby and we look forward to an ongoing partnership.

For the members who support Auckland Rugby and the Blues through the competitive membership options available, we also extend our thanks. Auckland Rugby Union is the gateway of rugby to Eden Park – at all levels of the game and we appreciate your allegiance as we continue to deliver the fixtures throughout the year - whether they are school boy rugby finals or an international Test match.

WIDER AUCKLAND STRATEGY

This is a New Zealand Rugby strategy commissioned to look at the game in the geographical region of Wider Auckland – the unions included in the scope of the project are Auckland, Counties-Manukau and North Harbour. There are several focus areas and Auckland Rugby representatives are key figures on these project teams. Further detail is outlined in the Chairman's Report.

PLAYER DEVELOPMENT

The High Performance Academy under the direction of Ant Strachan continued to look at progressing all aspects of player development, talent identification and recruitment (players and coaches) and create an international High Performance Academy.

Some exciting developments in this area of the business are detailed later in the report and focus on reviewing programmes in place as well as future planning to ensure ARU delivers best practice initiatives in the High Performance arena.

2013 saw the formalisation of ARU Men's and Women's Sevens programmes as Sevens Rugby enjoys a heightened profile since its inclusion as an Olympic sport.



Fans enjoy the Auckland v Bay of Plenty game in the sunshine at Eden Park.

A men's team representing ARU competed at the inaugural World Club Sevens Tournament at Twickenham where they were finalists, narrowly losing to a 'Brumbies' contingent. Coached by Waisake Sotutu and Ed Cocker, and managed by Greg Edmonds, we extend our thanks to these men for their efforts in leading this team.

The final stage of the women's sevens programme is in progress and will encompass the naming of the first ever ARU Women's sevens high performance squad.

Players from both the Auckland mens and womens squads have also gained national selection and performed extremely well on the international stage.

FINANCIAL PERFORMANCE

Significant points to note in relation to this year's financial result:

- Maintained club grants to a level greater than \$700,000
- Strong financial performance of the Blues with an 18% increase in match attendance
- Achievement of KPI scores of 98% and 91% from New Zealand Rugby for the match management of All Blacks matches at Eden Park against France and South Africa respectively
- Continued adjustment to player contract remuneration to a more prudent level aligned to the revenue being generated that supports these payments

BALANCED SCORECARD

Each year the performance of the organisation is documented in the Balanced Scorecard which measures our progress in relation to the Strategic Plan. This year, we revised the Balanced Scorecard to five core categories across the business.

BALANCED SCORECARD 2013 - BUSINESS PERFORMANCE

WINNING CULTURE: "ONE TEAM ONE CULTURE"	10%	
	Max.	Actual
Engagement Survey - Performance Index (73%) & Engaged - 70.6% achieved (2012 67.8%)	5.0%	2.5%
Staff - all Appraisals (6 monthly) & Development Plans (annual) completed	2.5%	2.5%
EPT - all historic rights protected & venue hire agreement in place	2.5%	1.0%
TOTAL:	10.0%	6.0%

WINNING TEAMS: via World Class Development Programmes	30%		REVENUE: Through innovation (identify strategic funding opportunities)	20%	
	Max.	Actual		Max.	Actual
ITM Cup: <i>Semi Finalist - 80%</i>	20.0%	16.0%	Test Match KPIs: <i>- achieved - France & South Africa</i>	4.0%	4.0%
All Blacks (min. x 5) <i>- achieved - 5</i>	2.0%	2.0%	Fan Engagement: Facebook and Twitter 25% increase on 2012 <i>- achieved</i>	2.0%	2.0%
Win U20's <i>- achieved</i>	2.0%	2.0%	Match Revenue: <i>- Membership - achieved</i>	2.0%	2.0%
Win National 7's <i>- not achieved</i>	2.0%	0.0%	<i>- Matches - not achieved -80%</i>	2.0%	1.5%
NZ U20 (min. x 4) <i>- achieved - 7</i>	2.0%	2.0%	Cash Sponsorship <i>- not achieved 96%</i>	3.0%	2.9%
NZ Sec School (min. x 4) <i>- achieved - 11</i>	2.0%	2.0%	NZRU Community KPI Funding: <i>- not achieved 90%</i>	2.0%	1.8%
TOTAL:	30.0%	24.0%	Blues LP - obtain licence to manage with ARU majority shareholder in RHLP <i>- achieved 65% ownership</i>	5.0%	5.0%
			TOTAL:	20.0%	19.2%

TOTAL SCORE: 80.1%

FINANCIAL	20%	
	Max.	Actual
Achieve Consolidated Business Budget - \$101,753 - <i>achieved</i> \$520,575	20.0%	20.0%
TOTAL:	20.0%	20.0%

HIGH PERFORMANCE: World Class HQ & Facilities	10%		COMMUNITY RUGBY: Is strong & vibrant	10%	
	Max.	Actual		Max.	Actual
International Academy:			Registered Players:		
Gross Revenue target	1.0%	1.0%	Target Number 22,250		
- <i>achieved</i>			- <i>not achieved</i> 21,763	2.0%	1.9%
Signed revenue agreements in place for 2014	5.0%	0.0%	Match Officials:		
- <i>not achieved</i>			Retention rate 80%		
High Performance:			- <i>achieved</i> 81%	2.0%	2.0%
Secure facility with signed agreement to lease/occupy for 2014	4.0%	0.0%	Coaches:		
- <i>not achieved</i>			Target Number 1625		
			- <i>achieved</i> 1717	2.0%	2.0%
			Volunteer Base:		
			Target Number 1000		
			- <i>achieved</i> 1073	2.0%	2.0%
			Club Health:		
			WOF for 6/16 Clubs with remedial actions in place where necessary.		
			- <i>achieved</i> 6 WOF	2.0%	2.0%
TOTAL:	10.0%	1.0%	TOTAL:	10.0%	9.9%

COMMUNITY ENGAGEMENT

In a large busy city such as ours, competition for fans and followers requires significant effort from those looking to engage their support.

On the same day as nearly every home game for either Blues or Auckland, there were several other factors competing for patrons' match attendance. These included not only other sports fixtures but cultural events as well, coupled with the challenges poor weather and live television coverage bring.

In order to earn fan support, our teams engaged out in the community across the year. Both Blues and Auckland squads delivered nearly 1900 hours of community engagement ranging from joining youngsters on their school's walking school bus to running fun rugby sessions with kids; from working out in the community to hospital visits with young fans facing tough times.

This is an important and rewarding part of a professional rugby player's role and one we endeavour to deliver well. Connecting with fans through digital media platforms is another key engagement avenue and players are regularly featuring in this space. With more than 70,000 facebook fans and 40,000 Twitter followers across both teams, the communications lines are open and flowing with our rugby faithful.

SPECIAL ACKNOWLEDGEMENTS

The success of a provincial rugby union relies on many factions working together in various capacities and the voluntary time and effort of many.

From coaches and club administrators through to team managers and match officials at all levels of the game, it is the sum of all these parts that produces a strong union.

To our Eden Park colleagues and their contributing networks who work alongside us to deliver various fixtures, we enjoy our working partnership and look forward to it continuing.

We are healthy on the balance sheet, our competitions are popular and successful with focus on creating more tailored competitions to nurture the emerging talent and we have a rich heritage behind us with a positive future ahead.

However it is the people on and off the field; those in the front office and in the changing sheds; the ones with the whistle in their hand or the ice-pack for bumps and bruises who are the core ingredients of Auckland Rugby. Along with the numerous volunteers who make up our committees such as the Technical and Standards Committee and our partners from the Auckland Rugby Referees Association - these people all play an integral part in what Auckland Rugby is and will continue to be.

I also extend my thanks to the Council of Delegates for your stewardship of club rugby and take this opportunity to thank COD chairman John Hunt for his dedication to club rugby in our union and his service at both a board and committee level. John is standing down from his roles this year and we wish him all the best.

Special thanks to Ken Baguley who steps down from the Auckland Rugby board after an outstanding tenure of dedication to this union. I thank Ken for his leadership and service and acknowledge the significant gains achieved during his time on the board and a myriad of other committees.

I would also like to acknowledge Dave Syms who left Auckland Rugby this year to take up a role with Cricket World Cup. Dave joined ARU as Operations Manager in 2002 and was an asset to the union during his tenure. Prior to the Dave had represented Auckland as a young ball boy, a representative player and had coached school rugby. With decades of contribution to Auckland Rugby he deservedly received the Ash Edwards Memorial Award for 2013.

To the Auckland Rugby board members and staff, your passion for the game and this union is second-to-none and I extend my gratitude for your support and commitment to all things Blue and White.

Andy Dalton
Chief Executive Officer
Auckland Rugby Union

Club Rugby Contacts

COLLEGE RIFLES			www.collegerifles.co.nz
Chris Tautiaga	Phone: 520 3201	Mobile: 021 361 440	Email: chris@collegerifles.co.nz
EAST TAMAKI			www.sportsground.co.nz/easttamakirfc
Francis Leilua	Phone: 274 7099	Mobile: 021 210 9825	Email: eastamakirugby@xtra.co.nz
EDEN			www.edenrugby.co.nz
Mark Bateman	Phone: 846 2107	Mobile: 021 415 675	Email: edenrugby@xtra.co.nz
GRAMMAR CARLTON			www.grammarcarlton.co.nz
Darryl Menzies	Phone: 523 4251	Mobile: 027 444 0164	Email: darrylgc@xtra.co.nz
MANUKAU ROVERS			www.manukaurovers.co.nz
Ina Toa	Phone: 275 4934	Mobile: 021 329 900	Email: manukaurugby@xtra.co.nz
MARIST BROTHERS OLD BOYS			www.aucklandmarist.co.nz
Dave McKinnon	Phone: 570 5361	Mobile: 021 944 877	Email: rugby@aucklandmarist.co.nz
OTAHUHU			
John Roache	Phone: 276 3558	Mobile: 027 529 5376	Email: jeroache@xtra.co.nz
PAKURANGA UNITED			www.purc.co.nz
Steve Hackett	Phone: 576 7928	Mobile: 021 576 786	Email: gm@purc.co.nz
PAPATOETOE			www.myclub.co.nz/papatoetoe_rugby/
James Sciascia	Phone: 277 6710	Mobile: 027 445 1500	Email: paprugby@xtra.co.nz
PONSONBY DISTRICTS			www.ponsonbyrugby.co.nz
Bryan Williams	Phone: 846 9954	Mobile: 021 773 960	Email: rugby@ponsonbyrugby.co.nz
ROSKILL DISTRICTS			
Josephine Moore	Phone: 620 5948	Mobile: 021 518 079	Email: sec.ros@xtra.co.nz
SUBURBS			www.suburbsrugby.co.nz
Stefan Crooks	Phone: 828 9387	Mobile: 021 977 698	Email: admin@suburbsrugby.co.nz
MAUNGARUA			www.teacherseastern.org.nz
Jeff McIntyre	Phone: 570 4527	Mobile: 027 582 6782	Email: jeff@mtwellingtonrugby.co.nz
TEACHERS EASTERN			www.teacherseastern.org.nz
Karl Pokino	Phone: 521 0538	Mobile: 021 262 0993	Email: teacherseastern.rugby@xtra.co.nz
AUCKLAND UNIVERSITY			www.aurfc.co.nz
Stephen Kidd	Phone: 528 0688	Mobile: 021 412 133	Email: stephen.kidd@aurfc.co.nz
WAIHEKE ISLAND			www.waihekerugby.net.nz
Bruce Sciascia	Phone: 372 9792	Mobile: 021 770 425	Email: waihekerugby@xtra.co.nz
WAITAKERE CITY			www.waitakererugby.co.nz
Don Urquhart	Phone: 912 2994	Mobile: 021 245 3713	Email: secretary@waitakererugby.co.nz
WAITEMATA			www.waitematarugby.co.nz
Gary Bulog	Phone: 838 7289	Mobile: 021 723 556	Email: admin@waitematarugby.co.nz

Our People

SENIOR MANAGEMENT TEAM



Andy Dalton
Chief Executive Officer



Grant McKenzie
Marketing Manager



Dave Syms
General Manager
Community Rugby



Jo Coleman
Head of Communications



Warrick Nansett
Finance Manager

ADMINISTRATION STAFF

Chief Executive Office
General Manager Community Rugby
Operations Manager
Finance Manager
Accountant
Assistant Accountant
Marketing Manager
Sponsorship Manager
Marketing Coordinator
Events Manager
Sponsorship, Merchandise and Event Coordinator
Ticketing Services Manager
Head of Communications
Digital Media Manager
Communications Assistant
Executive Assistant

Office Administrator

Andy Dalton
Dave Syms (until Oct 2013)
Matt McHardy
Warrick Nansett
Jacinta Caldwell
John Faamausili
Grant McKenzie
Jeremy Cameron (until Oct 2013)
Darwin Aguinaldo
Michelle Nauer
Victoria Hunt
Pauline Williams
Jo Coleman
James Rigby
Libby Gudmundsson
Jo Godsolve (until Aug 2013)
Jenna McCarthy (from Sept 2013)
Sarah Dewsbury (from April 2013)

RUGBY DEVELOPMENT

High Performance Manager
ARU Rugby Development Manager
Head Academy Trainer
Rugby Officer
Club Liaison Officer
Coach Development Manager
Community Rugby Development Manager
Community Rugby Development Officer

Rugby Development Coach – Auckland East
Rugby Development Coach – Auckland Central
Rugby Development Coach – Auckland West
Rugby Development Coach – Auckland South
Education Manager
Pro Sport Teacher

Ant Strachan
Ben Meyer
Brad Anderson
Kili Tabakau
John Gillies
Bevan Cadwallader
Chris Owen
Joe Royal (until Jun 2013)
Tristan Moran (from July 2013)
Waisake Sotutu
Lewis McKlintock
Shane King
Scott Collins
Gary Peach
Shirley Syman



Matt McHardy
Operations Manager



Ant Strachan
High Performance Manager



Jeremy Cameron
Sponsorship Manager



Smudge McNeilage
Match Officials Manager



Wayne Pivac
Head Coach

REFEREES

Match Officials
Community Rugby and Referees Administration

Smudge McNeilage
Kylie Marginson

ITM CUP TEAM MANAGEMENT

Head Coach
Assistant Coach
Assistant Coach
Manager
Doctor
Physiotherapist
Head Strength and Conditioning Coach
Muscular Therapist
Video Analyst
Professional Development Manager

Wayne Pivac
Paul Feeney
Nick White
Craig Lister
Stephen Kara
Mark Plummer
Jason Price
Jon Dalton
Troy Webber
Jo Moore

BLUES TEAM MANAGEMENT

Chief Executive Officer

Head Coach
Assistant Coach
Forwards and Kicking Coach
Technical Advisor and Defense Coach
Scrum Coach
Manager
Head Strength and Conditioning Coach
Assistant Strength and Conditioning Coach
Doctor
Physiotherapist
Assistant Physiotherapist
Massage Therapist
Video Analyst
High Performance Manager

Andy Dalton (until Oct 2013)
Michael Redman (from Oct 2013)
Sir John Kirwan
Grant Doorey
Mick Byrne
Sir Graham Henry
Nick White
Bryce Anderson (until Sept 2013)
Wally Rifle
Jason Price
Stephen Kara
Mark Plummer
Ashley Draper
Heather McCrae
Troy Webber
Nick Sheppard (until Aug 2013)

Across the Union

THE BLUES

With a new coaching group and a young and exciting squad, there was an air of optimism surrounding the Blues in 2013.

On the back of a disappointing season in 2012 where the team finished 12th, Sir John Kirwan was appointed head coach and he assembled a strong coaching team featuring Sir Graham Henry, Grant Doorey and Mick Byrne.

The squad chosen was one of the youngest Blues squads ever with 11 debutants named in a 32-man squad where the average age was just 23. It was therefore a surprise to even the Blues' most ardent supporters when the Auckland-based franchise got off to a flying start, defeating the Hurricanes in Wellington (34-20) before thrashing the Crusaders 34-15 in a five try haul with their first game of the season at Eden Park.

In the squad announcement at a members' breakfast event in December, Kirwan promised the season would be a "rollercoaster" and those words proved to be correct in a season of ups and downs.

With a young and very inexperienced team, the Blues struggled to maintain their momentum and suffered six consecutive defeats in a disappointing end to the season that saw them finish 10th overall and third in the New Zealand conference.

The Blues' enterprising style of play was rewarded with eight players named in the All Blacks squad in 2013 including debutants Steven Luatua, Charles Piutau, Francis Saili and Frank Halai.

Captain Ali Williams, Anthony Boric and Rene Ranger left the Blues at the end of the season for overseas contracts.

AUCKLAND ITM CUP

Having finished the 2012 season as beaten finalists, there were high hopes for the 2013 Auckland ITM Cup campaign.

Before the season had even begun, coach Wayne Pivac has lost a number of key players through injury and therefore a number of young players were promoted to key positions.

In the absence of Gareth Anscombe, 19-year-old Simon Hickey took charge of the backline and had a stellar season. Along with other young stars, Patrick Tuipulotu and Lolagi Visinia the Auckland team



Dave Whitecliffe-Davies with the Gallaher Shield.

progressed to the semi-finals.

Having beaten Canterbury in the round robin, the team travelled to Christchurch for the semi, but could not seal the victory; Canterbury went on to win a sixth consecutive ITM Cup.

CLUB COMPETITIONS

The 2013 Premier club competition was once again a showcase of the up and coming talent within the Auckland province.

The season kicked off with the Waka Nathan Challenge Cup and it was Grammar Carlton who got their named engraved on the first piece of silverware for the year defeating Waitemata in an exciting final at Waitemata Park.

The Alan McEvoy Memorial Shield round robin was an intense and exciting competition with Pakuranga finishing top of the table to grab the number one spot leading into the championship play-offs.

Pakuranga's excellent form continued over the last three weeks of play claiming the coveted Gallaher Shield with a decisive victory over University in the final and in the process claiming their first ever premier title.

In the other championship grades Marist claimed the Premier Reserves and Under 21s titles; College Rifles the Under 20s and Teachers Eastern the First Grade.

In the women's division, Manurewa proved too strong for the competition winning the Coleman Shield.

College Rifles Raiders continued their dominance of the Under 85kg restricted grade going undefeated for the third consecutive year winning the Speight's Challenge Shield, the Speight's Championship Cup and the Maurice O'Connor Cup.

One of the highlights of the 2013 club season was the introduction of three Challenge Cups to the adult grades. The Sir Wilson Whineray Memorial Cup was won by the Marist U21s; the Bryan Williams Challenge Cup was won by Teachers Eastern in the First Grade and the Keven Mealamu Challenge Cup

was won by the College Rifles U20s.

College Rifles was rewarded with the prized Silver Football for their consistent play across all of their championship grades.

SCHOOLS

Primary and Intermediate Schools

2013 has seen positive gains with development programmes in schools and getting more kids involved with rugby. This year has also seen Auckland Sevens become proud holders of the Roller Mills Championship Shield once more, as well as winning the Rippa Nationals in Wellington.

Following on from the growth of Rippa Rugby last year, we have continued to promote the game in as many schools as possible, as per New Zealand Rugby guidelines. We have seen a very positive response from schools and the tournaments have been well attended. With our Challenge Cup now getting a lot more attention we look forward to another successful season of Rippa next year with maximum turn-outs for all our tournaments from each school.



Captain Hadleigh Parkes leads the Auckland team out onto Eden Park.

The Challenge Cup finals (girls and mixed) were held at Eden Park prior to the Blues v Brumbies Super Rugby Match and were fiercely contested. The two teams that emerged victorious were Mount Eden Normal Primary School (girls) and Holy Cross Papatoetoe (mixed final). As per previous years, the winner of the mixed got to represent Auckland at the Rippa Nationals in Wellington.

Holy Cross were stand-out performers at the Nationals and got through a tough draw to face Roscommon School in the final. Holy Cross were victorious 25– 15, scoring five tries, and getting their hands on what is fast becoming a popular trophy.

The Kiwisport programme continued this year with Auckland Rugby, along with Counties-Manukau Rugby Union, North Harbour Rugby Union delivering the Auckland Regional Rippa Rugby Project. The focus this year was in the Sport Waitakere area. Pomaria School, Henderson South School, Edmonton Primary School, Konini School, Holy Cross Catholic School, Kaurilands School, Fruitvale Primary School, Tirimoana Primary School and Swanson Primary School have all been very grateful recipients of this project and it was great to work directly with teachers and schools promoting Auckland Rugby.

The Primary Schools Champion of Champions once again proved very popular and with schools now beginning to understand what it means to be crowned the Champions of Auckland. We had an impressive turn-out with a total of 34 teams. This year's tournament was held at Marist RFC. The following schools won in their individual weight categories:

Girls Open:

Pt England
Runners up – Mayfield



The Under 18 East and West Girls teams go head to head.



The Rippa team from Holy Cross celebrate their National Championship victory.

Under 40kg winners:

Puhinui
Runners up – Viscount

Under 50kg winners:

Holy Cross Papatoetoe
Runners up – Victoria Ave

Over 50kg:

St Johns and Pap North (Shared)

As per last year, Teachers Eastern RFC played host to our Walter Dickson and Bill McLaren tournaments during the July school holidays.

This year Remuera was a step ahead of the opposition for the whole tournament and took apart a very brave Mangere team in the Walter Dickson final 43 - 7. Other results from the finals were as follows:

3rd/4th Eden bt Otara
5th/6th Pakuranga bt Kelston
7th/8th Henderson bt Mt Roskill

The Bill McLaren side of the tournament saw a dominant South team easily take the honours against an East team that was always improving. However, on the day they were simply blown away by a very impressive South team who ran out comfortable winners by 53 – 0. This is now the fifth year in a row South has taken the title.

The Roller Mills tournament for 2013 was hosted by North Harbour Rugby Union. Both Auckland East and Auckland West managed to get through pool play unbeaten and it was looking like an all Auckland final at one stage. However, Bay of Plenty and Northland got better as the week went on and after two fierce semi-finals it was Auckland East who progressed to

the final to play Northland and Bay of Plenty took on Auckland West in the 3rd/4th place play-off.

Auckland East, after being runner's up for the last two years, didn't let another opportunity go by and eventually dispatched Northland to gain the 2013 Roller Mills Shield with a 50 – 5 victory. Auckland West had another narrow loss and went down 16 – 12 against Bay of Plenty to finish fourth.

1st XV Rugby

The 1st XV competition continues to be the pinnacle of Auckland Secondary School Rugby and again proved itself as one of the toughest and most prestigious 1st XV competitions in the country. In the 1A division, St Kentigern College forged a remarkable record by remaining unbeaten for the second successive season to win their third 1A title in a row. Following their 1A victory, St Kentigern went on to beat North Harbour champions, Westlake Boys High school, in the Blues Final and South Island Champions Otago Boys High School before losing to Chiefs Champions Hamilton Boys High School in the national final and eleven were successful.

Eighth-placed Tangaroa College was the highest finishing Co-ed team and went on to defeat Massey High School, Ashburton College and Manurewa High School to win the National Co-ed Championship. In the 1B division, Dilworth School went unbeaten for the season, defeating Macleans College to win their second successive 1B Championship while in the 1C division, Howick College also recorded an undefeated season to win their championship after being relegated from 1B the previous year.

We would like to acknowledge and thank Unitec for their sponsorship and support of Auckland 1st XV rugby in 2013.

Grade Rugby

The grades below 1st XV continue to thrive - 175 teams across the various age and weight grades participate each week with the season culminating in the annual Grades Finals Day at Auckland Marist showcasing an outstanding display of Secondary School Rugby hosting all 22 finals.

Grade rugby was again supported through Rugby Development Coaches continuing to deliver in-school coaching programmes during the season as well as our regional player development programme for U14 and U16 age-groups.

Representative Teams

Secondary School Representative Teams continue

to have success at Blues and Northern Region level winning Northern Region U18 A and B divisions and the Blues U18 'A', U18 Girls, U16 and U14 titles. Of concern however, is the increasing number of post-season school tournaments which are having a detrimental effect the selection and preparation of these programmes. We are also investigating the opportunity of providing a 4th Auckland U18 team – selected from club-based players that would fill the bye round in the Chiefs pool of the Northern Region U18 A competition.

At a national level, 47 players from Auckland schools attended the Blues Schools camp, from which 28 were nominated for New Zealand Schools selection.

Auckland Rugby would again like to acknowledge the considerable contribution made to the game by all those involved in Secondary School Rugby – Principals, Directors of Sport, rugby administrators, coaches and in particular, the ASSRU Executive Committee in assisting with the promotion, growth and development of rugby in schools.



The Roller Mills East team celebrate after the final whistle.

WOMEN'S RUGBY

Secondary Schools

The Monday night competition featured six 15-a-side teams and twelve 10-a-side teams. Tamaki College, losing finalists in the last two years, were finally able to turn the tables on Auckland Girls Grammar to win the 15s title while Mangere College went undefeated for the season to win the 10s title. Tamaki College went on to represent the Blues Franchise at the Girls National 1st XV finals finishing 4th.

Representative

The Girls U18 Northern Region Competition was again split into two pools (Blues and Chiefs). To align with the boys' representative programme, the teams were split geographically to East and West. The Girls

East team finished top of the Blues pool but was unable to secure the Northern Region title, losing to Bay of Plenty in the final.

Club Rugby Competition

The ARU wider women's competition grew to 15 teams this season, featuring entrants from North Harbour, Counties and Waikato. Waikato University looked strong again in 2013, with a number of Auckland clubs weakened by the mid-year Black Ferns programme which saw them lose a number of players. The final was played between Waikato University and Manurewa, with Manurewa claiming the Coleman Shield.

Auckland Storm

With the inclusion of a Counties Manukau team in the Women's Provincial Championship, the Storm lost a number of regular players.

This in turn presented an opportunity for several new faces and the returning players. The Storm got off to a good start with three wins in a row. Losing to Otago in round four saw the Storm give up the JJ Stewart Trophy for the first time. The team bounced back to qualify for the final, and despite being decimated by injuries the Storm won their sixth consecutive WPC title with a 20-10 victory over Canterbury. This final was played as the curtain-raiser to the ITM Cup final.

SEVENS

Mens

Having claimed national titles in 2011 and 2012 the Auckland men's team went to the Pub Charity National Sevens with high expectations.

After impressive performances in pool play, Auckland qualified in the championship round but lost their quarter final to neighbours North Harbour. The team bounced back to claim the Plate.

An invitation to attend the World Club Sevens at Twickenham in August was accepted and a team coached by Waisake Sotutu and Ed Cocker performed extremely well in making the final. In November the team travelled to the Singapore Sevens. They eased through pool play but were beaten by the eventual champions in their first playoff match.

These international tournaments provide an opportunity to promote the Auckland Sevens brand and also leverage business for the International Academy.



The Auckland Women's Sevens team celebrate winning the Northern Region qualifiers.

Womens

The Auckland women's sevens team headed to nationals with an impressive build up and several tournament victories to their name. However an unfortunate run of injuries throughout the tournament disrupted the team, who was unable to reach the final.

Five players were selected for the New Zealand women's sevens team who won the World Cup in Moscow in June, with Kayla McAlister receiving the honour of IRB Women's Sevens Player of the Year.

The Women's Sevens Development programme has been in place since May, with the first ever High performance squad expected to be named January.

Schools Sevens

With its ever-increasing visibility and popularity, sevens rugby is a great opportunity to grow the game and engage with teenagers, especially those new to rugby and we are working to embrace the opportunities it provides while maintaining our established competitions.

Auckland Marist again hosted the annual Auckland Schools tournament, which grew to 17 boys teams and 14 girls teams, ranging from 1A schools down to 5B. The tournament again displayed how sevens can be a means to develop rugby in schools and also introduce new participants with seven of the 14 girls team not having 10s or 15s rugby teams at their schools.

Mt Albert Grammar won both the boys and girls divisions. For the boys it was their third Auckland sevens' title in a row. For the girls, with no established girls team at the school, for many of the players it was their first outing as a team.

Mt Albert Grammar, St Peters College and Kelston Boys High Boys' teams and Mt Albert and Avondale College girls' teams have all qualified for the National Secondary School Sevens Tournament in December.

OTHER REP TEAMS

This year was an extremely successful season for the Auckland Representative teams playing in the Northern Region competitions.

The Auckland Bs, U20s, U18 West and U18 Divisional were all undefeated in the Northern Region Competition confirming Auckland's dominance throughout the grades.

The Under 85kg Restricted grade also performed well winning the Barbarians 20/20 Tournament, the Titan Cup against the Waikato Harlequins and the Allnut Challenge Cup against North Harbour.

REGIONAL DEVELOPMENT COACHES

Our Regional Development Coaches continued building relationships with their regional secondary schools: Shane King (West), Lewis McClintock (Central), Waisake Sotutu (East), Scott Collins (South).

These relationships provide strong links to this level of rugby and are critical to the success of rugby development in secondary schools.

The Rugby Administrators In Schools (RAIS) programme managed by Lewis McClintock continues to be an important investment for the growth and sustainability of rugby within the union. The programme provides effective relationships between ARU and its schools supporting them to be more efficient in their rugby delivery and self-managing to develop the game.



St Kents Captain Blake Gibson in the 1st XV final.

The registration process, supported strongly by the ARU Pro Sport programme, has improved from 2012, but is still highlighting some areas that need attention for 2014. A review is currently underway to improve the collection and processing of registrations to ensure we continue to grow our overall player numbers. Challenges still exist in some schools in terms of administering the requirements.

The addition of the Charter Schools initiative has been welcomed and the RDC Team and Pro Sport are already piloting a condensed programme with Mt Hobson School in Parnell. Planning is underway to deliver a more formal programme to a new school in South Auckland in 2014, which will see additional revenue generated for the union.

The Player Development Programme continues to produce significant development opportunities for our young talent from U14 – U18.

The U14 and U16 tournaments were a success again with the finals day held at Waitemata RFC in late September. All teams were well selected by the regionally appointed coaches and our RDC department. The U16 tournament was won by Auckland West defeating Auckland South 12-6 in the final. Auckland West also won the U14 title defeating Northland South in their final.

The U18 Northern Region programme was won by Auckland West, with Auckland East finishing 3rd. The Under 18 Divisional team comfortably won the Under 18B Competition and it has been suggested that they are promoted to the A competition or merged into the Chiefs competition. There is also some scope to select another U18 team, made up of U18 players from our club system who would replace the U18 Divisional side in the U18B competition.

The Talent Identification programme is producing some excellent results with 47 players selected to the Blues U18 Schools Camp in July, of which 28 were then nominated for selection to the NZ Secondary Schools teams - 18 of which gained selection across the two teams.

The current TID process is under review to ensure we are spending more time in the 1B and 1C schools. The inclusion of the RDCs, Blues U18 coaches and ARU U18 coaches to the monthly TID meetings and weekly online reporting system is producing very accurate and detailed assessments of players.



Hadleigh Parkes scores against Bay of Plenty.

HIGH PERFORMANCE

High Performance Academy

The HPA has again had a successful year and we are now starting to see players graduating to higher representative honours. A recent study measured those players who have graduated through the programme to ITM Cup or better including Year 1 2010 (85%), Year 2 2011(80%) and Year 3 2012 (65%) Year 4 2013 (33%) The programme continues to evolve and is constantly being reviewed by staff.

The Technical and Tactical programme was primarily driven by Wayne Pivac, Paul Feeney and Nick White who have continued to enhance the HPA programmes and the importance of developing core skills with the young players. The RDC group alongside Bevan Cadwallader and flagship coaches once again delivered successful positional specific modules during March and April.

First year players progressed well throughout the year. The inclusion of the 'Growing Leaders' programme facilitated by Unitec during the year added another level of leadership development to the programme.

The introduction of mid-year reports was well received (a suggestion the players had brought to the table in the 2012 season review) and this was capped with the end of year report interviews which concluded late October. Our flagship coaches continue to provide excellent critical technical and tactical information to give specific and accurate feedback.

The external New Zealand Rugby provincial union HPA survey provided excellent results and reinforces we are delivering a high quality development programme. Highlighted areas to consider for 2014 are a more progressive nutrition support

programme and more position specific and skill development opportunities.

A comprehensive ARU HPA review has been completed and the HPA recommenced on November 26th 2013.

Pre High Performance Academy

The Pre HPA programme is managed by Shane King who has exclusively facilitated all facets of the programme.

The 2013 Pre Academy programme which includes 20 Year 12/13 school boy players was again condensed to put the players through the development programme prior to the start of their 1st XV school programmes. Held at Unitec the programme focused on providing personal and physical development including technical and tactical skills (position specific); strength and conditioning; nutrition and holistic support (contracting, budgeting, alcohol etc).

The addition of a Career Decision-Making session was very effective and will become a priority in the 2014 programme to ensure the young players are undertaking a robust process to ensure they make good decisions with their career choices post-school.

In order to gain buy-in from all principals and 1st XV coaches for the programme, it is important we clearly explain the benefits of the pre HPA so these critical people are clearly informed and will endorse player release for this worthwhile initiative.

International High Performance Academy

The proposal for the refurbishment of the Eden Park training facility has been approved and the area is set to be operational from late January. At the time of this report negotiations were still taking place for international players to be involved in 2014.

Sevens

Driven by the global growth of rugby sevens we have now formalised an ARU Sevens High Performance programme which includes a clear strategic plan focussing primarily on a new and exciting Auckland Sevens brand (including sponsorship and merchandise opportunities); succession planning; contracting, coach and player development and a more extensive international and domestic schedule for men and women.

The programme will also align closely to the ARU International Academy and will be based at the new training facility at Eden Park.

PRO SPORT

Pro Sport has continued to achieve documented and validated success.

The programme also successfully passed an NZQA Programme Validation visit in August which confirms that it continues to deliver high quality learning, experience opportunities and pastoral care to meet the needs of all trainees.

Despite these outstanding results and successes, in September the Government advised Tertiary Education Organisations that, as a cost cutting measure, all funding was being disestablished on 31 December 2013. This was the funding stream for the programme and at the time of this report, ARU is actively engaged in investigating other possible avenues of funding.

This year has seen an increase in the number of tournaments where trainees have officiated and assisted with event organisation. This also includes a number of North Harbour Rugby Union Tournaments and assisting North Harbour to deliver the Northern Roller Mills Tournament.

The academic programme has been successfully maintained through this busy year with some extremely pleasing results. The mandatory literacy and numeracy programme has seen all students improve in both areas with some achieving extremely significant improvements.

Nestlé continue to be extremely generous supporters of the Pro Sport programme in a number of ways and this year has been no different. In fact, they have yet again increased their involvement and support of the programme and the students. They are leaders in the field of youth nutrition and willingly give their time, knowledge, personnel and facilities to encourage the trainees to improve their



Pro Sport trainees ahead of their Healthy Eating dinner event.

lifestyles. The results for the trainees is that they have been given detailed individual reports and recommendations based on the results of a seven day food diary; actively involved in cooking healthy foods for themselves and their families; and in most cases, changed their eating habits and lifestyles to affect very positive changes. This, coupled with the ongoing fitness regime which is part of the programme and the overall expectations, has seen these young adults develop in confidence and self-esteem which has, in turn, supported their general wellbeing and academic outcomes.

Pro Sport is extremely grateful to all its many supporters, in particular; the ARU staff, Nestlé and Unitec for their ongoing support of this very unique and highly successful programme.

REFEREES

The Auckland Rugby Referees Association (ARRA) was proud to have five referees represented in the wider national squad.

Jonathon White was finally afforded the honour of Test Match status when he refereed Japan v Canada in the Pacific Nations Cup in June. His success as a cardiologist has meant that he refereed his 116th and possibly final first-class match when he blew the Auckland v Otago ITM cup match in October. Jonathon is off to Colombia University in New York, to undertake a two year scholarship.

Ben Skeen was the TV Match Official (TMO) for two of the Lions matches in Australia including the second Test. In addition Ben was TMO for Australia v South Africa and Argentina v Australia. Sheldon Eden-Whaitiri had three ITM Cup matches including Auckland v North Harbour which ironically was his home-coming; Sheldon left Auckland in June to take up a Referee Education role in Otago.

Angus Mabey and Hamish Walker were both included in the National Referee Development Group. Angus equipped himself extremely well controlling seven Heartland games. Adam Palmer and Kyle Harris were part of the Northern Region Zone squad. New referees for the year numbered 40. We once again met the NZRU retention rate target with 80% returning however work commitments and travel still stopped us achieving a higher rate.

The Associate Referees course (which covers junior rugby) was held seven times throughout the year with 196 parents and coaches attending. Thirty-three secondary students undertook the student referee programme and then refereed more than 100 mid-

week games during the year.

With the support of North and South Trust we were able to upgrade our uniform to a modern teal shade which ensured we had no colour clashes with any clubs. AML is our principal sponsor whom we are extremely grateful to. Their support has been pivotal in enabling us to control more than 210 games a week during the height of the season.



George Moala and Lolagi Visinia with young fans from Hay Park School.

EVENTS

2013 Blues Season

Pre-Season – Northland

The Blues 2013 season started with a pre-season trip north to Whangarei. We had set up a number of activities for the Blues to be involved in with the community before their pre-season game against the Waratahs. On arrival in Whangarei the whole squad headed into town to visit sponsor sites and community events. Players went to PlaceMakers, BNZ, Barfoot and Thompson, the Northland Health Camp and a Suicide Prevention activity.

The next day some of the players visited Otangarei Primary to provide breakfast for the pupils as part of the *Kids Kai Time* programme, and others attended a *There's a Better Way* programme which involved playing basketball with local kids. We also ran our traditional Northland Bluebeard Schools Day at Toll Stadium with more than 300 primary school students from the wider Northland region coming along to meet Bluebeard and the Blues players. The Blues franchise provided bus transportation for the schools, giveaway packs for each child and a signed poster per class.

The Blues pre-season game was held on Saturday 9th February at Toll Stadium.

Meet the Blues – Open Day

We continued with tradition and ran the Meet the Blues Open Day on the Sunday prior to our first game. Sunday 17th February at North Harbour Stadium saw more than 1000 fans turn out to meet their favourite Blues players.

The weather was fantastic and the morning was filled with activities for all ages including bouncy castles, face painting, slides and giant games of Jenga and Connect Four provided by NZ Herald. A training skills and drills session run by the Blues players and Pro Sport was extremely successful with hundreds of kids joining in. Nestlé were on site with their cold Milo and More FM ran a popular sausage sizzle. A competition run by More FM saw five winners choose their favourite Blues player to dunk in the Dunk Tank which created much hilarity amongst both the spectators and the team. Lance Dunne was instrumental in bringing the whole morning together with continuous interaction with Blues players, sponsors and fans. The morning ended with a Blues signing session which saw an extremely long queue spanning the whole field.

Match Enhancement

The match enhancement in 2013 was very much about sticking to the Blues values of being bold, honest and unique and ensuring that better never stops.

We placed a lot of focus on big screen activity with a number of highlights reels and other video pieces being produced throughout the season. Some of the favourites included the 'If It's On' piece which followed on from the marketing campaign showing players paused in action and the choices they had available to them and then the action they took, the 'Love this Place' video about the Blues region and the farewell video to Ali Williams, Anthony Boric and Rene Ranger.

Bluebeard became a real person this year with a roughened up look and attitude. The removal of the big mascot head enabled him to be involved in the dance and acrobatic performances on the field. Bluebeard was accompanied by a crew of four female dancers who were dressed in theme as pirate wenches. We also had Prestige Dance Crew, a hip hop group that provided great music selection and unique performances at every home match. We also brought back the freshly renovated Bluebeard's Boat which was how Bluebeard and his crew made their entrance onto the field. This entrance was the start of our focused build-up to teams to field which played out at every game. We



brought back "Bad to the Bone" as introduction music when the Blues took the field which has a fantastic build up and helped create anticipation in the crowd.

We reintroduced the pirate mascot during the season with a renewed look - he was now Bluebeard's First Mate. We felt Bluebeard himself wasn't having the connect we hoped for with the crowd so brought back the mascot to interact more with the kids and the crowd.

Blues Groove Cam was introduced this season and special focus was placed on the importance of the music played at the games. Grand Announcer Henry Tuipea and Ric Salizzo worked in this area to ensure that the music we were playing was aligned with our Blues values.

In 2013 Winger Hyundai provided a Hyundai Accent car as a membership giveaway. We selected one member from each match who received a Blues merchandise pack and then all the winners had a one in eight chance of winning the car at our final match. We had eight cars on the field and each winner had a key to try and unlock the cars of which only one key worked for the winning car. This was a great promotion and it looked fantastic on the field.

We continued to run Little Blues Rugby in 2013 and clubs from the Blues region entered their junior U8, 9 and 10 teams to win the opportunity to play at Eden Park or North Harbour Stadium.

We also ran a number of tournaments on the Number 2 field with the finals being played on the main ground. Each week we had clubs representing Northland, North Harbour and Auckland. The Rugby Development Officers in all three provincial unions were very helpful in getting the teams organised throughout the season with special thanks to Chris Owen who coordinated this competition.

External Environs

For the first four games of the season prior to daylight savings, we provided entertainment in the external environs of the grounds. We had Indian belly dancers, pipe bands, Barbershop quartets, jugglers, violinists and a range of other performers entertaining the crowd as they walked the route to the venue. This created a festival atmosphere and ensured the crowd were entertained before they even hit the gates.

Bluebeard Schools Day – Auckland and North Harbour

The second of our regional Bluebeard Schools Day ran on the Eden Park No. 2 ground on a school day in April. More than 500 Auckland and North Harbour primary school students came along to meet Bluebeard and participate in skills and drills activities with the Blues squad. Once again this activity was very well received and the kids love being up and close to both Bluebeard and the Blues players. The Blues franchise provided bus transportation for the schools, giveaway packs for each child and a signed poster per class.

Blues vs France

The Blues were lucky enough to have the opportunity to play a first-class match against the French team during the June international window. This match was played at North Harbour Stadium and involved most of our usual Blues match enhancement components. We added some French flair using the big screen, the giant French jersey and some French music through the evening. We also had anthem singers and flag bearers for this match.

Blues End of Season Function

The Blues End of Season Function was held on Thursday 18th July in The Terrace at the SKYCITY Grand Hotel. Blues team and management, Board, sponsors and staff were invited.

This was a great opportunity to reflect on the season and acknowledge the season's milestones with the presentation of cufflinks to players for their 1st game; commemorative caps for the 17th game and rings for Peter Saili and Rene Ranger who achieved their 50th games. Ali Williams was also acknowledged for playing his 100th Blues game.

We presented five awards - Best Back (Frank Halai), Best Forward (Luke Braid), Greatest contribution to off-field engagement (Steven Luatua), Team Man (Angus Ta'avao) and Player of the Year (Luke Braid). We also took the opportunity to farewell Ali Williams, Anthony Boric



and Rene Ranger who left the franchise this year.

2013 Test Matches

ARU hosted two Test Matches in 2013 – All Blacks vs France on Saturday 9th June in the Steinlager Series and All Blacks vs South Africa on Saturday 14th September in the Investec Rugby Championship.

Opening the match enhancement for the French Test match was a dance performance which showcased the splendour of the French and the unique culture of modern Maori dance. The New Zealand Army Band then delivered their brand new marching display which they performed at this year's Edinburgh Military Tattoo. The anthems were performed by Rebecca Nelson (French) and Nick Afoa (New Zealand).

The Match Enhancement for the South African Test Match included a dance performance with a vibrant and modern take on South African tribal music and dance. However the highlight of the entertainment was a very special performance of some well-known

classics by tenors Darren Pene Pati and Amitai Pati. The brothers were raised in South Auckland and went to Aorere College. Pene and Amitai performed *Ten Guitars*, *La Donna e mobile* and *Nessun Dorma*. They also performed *O Sole Mio* at half time with Moses Mackay. We had 26 youngsters as guardians of the large All Black jersey on the field. They were decked out in the representative jerseys of all the provincial unions that make up New Zealand Rugby. The anthems were performed by Nick Afoa (South Africa) and Will Martin (New Zealand).

ARU also hosted the annual New Zealand Herald Test Match Breakfast on the Friday prior to the Investec Rugby Championship Test Match. The breakfast, with more than 250 guests, was hosted by The Radio Network's Mark Watson and featured guest speaker Bob Skinstad, former Springbok captain.

ITM Cup Season

ITM Cup was back in full swing straight after the Super Rugby finals with five home round robin games. Our theme for the five homes games was to reward fans who made the effort to attend the

games at Eden Park- wind, rain or shine.

Our valued sponsors came on board with lots of fantastic interactions where true Auckland fans could be in to win an array of prizes. For our first opening match, the 'Battle of the Bridge' Auckland v North Harbour, Radio Hauraki had run an on-air competition for competitors to take part in the Radio Hauraki *Kick for Cash* for a chance to win \$100,000 with a 25 metre kick through a hole in a banner between the posts at Eden Park.

Barfoot & Thompson sponsored our *Great Mascot Race* which proved to be a regular highlight at games with the Barfoot & Thompson dancing houses and our very own Winger the Seagull mascot taking on an array of visiting opposition mascots.

Each game, Winger Hyundai gave three fans a chance to kick the ball through the sunroof to win a brand new Hyundai Santa Fe with a few near successful attempts keeping the crowd entertained. Other at-game interactives were the very popular "Auckland team VIP Fans go sideline" where an adult and child wearing blue and white were picked out of the crowd to be seated in the ITM VIP throne right next to the team bench and have a close up view of the action and to interact with the players post-match.

Radio Hauraki provided a 'Tweet your Seat' interactive and their popular 'Stripped Back Anthems' competition. Enzed and Nestlé provided a favourite post-match interactive by providing balls to be kicked to fans in the stands that stayed back for autographs post-match.

Kicking off the ITM Cup Season at Auckland v North Harbour we ran a Junior Under 10s 'Battle of the Bridge' tournament with two teams each from Auckland and North Harbour - Papatoetoe, Carlton, Helensville and Takapuna. Takapuna took on Carlton in the final to win the Junior 'Battle of the Bridge' match.

At the Auckland v Bay of Plenty match on the Saturday before Fathers' Day, we paid a special tribute to father figures in our players' lives when our team took to the field with their fathers, mothers, sisters or children. It was an emotional moment and extremely well received by our Auckland team and fans.

The Auckland Rugby Union Heritage Day was held on Saturday 28th September at the Canterbury game. More than 200 past players, coaches and administrators attended a function celebrating 130



years of Auckland Rugby reminiscing over games gone by between Auckland v Canterbury. Former Auckland player Waka Nathan took the match ball out with his grandsons and the team saluted our Heritage members in the stand before kick-off. Heritage Day guests joined the Auckland 2013 team at the post match function.

Taking every opportunity to celebrate the success of teams in our union at all levels, a memorable moment included presenting Tangaroa College from South Auckland the winning trophy for the National Co-Ed Championship. We also enjoyed hosting a few large groups to our games – Barfoot & Thompson rewarded 1000 school children with a free trip to the Auckland v Bay of Plenty match with Auckland All Blacks joining them at the game. We also hosted 14 school teams from the New Zealand Under 15s Tournament at the Auckland v Counties Manukau match.

The Annual ARU Awards Dinner was presented in a new format to cope with the growing numbers who attend the awards. A cocktail function was held prior to the presentations of the awards set in a theatre style in Level 5, North Stand, Eden Park. The formalities were hosted by Mark Watson from RadioSport and included the presentation of all club and representative awards. We introduced a new award in 2013 - Auckland Women's Sevens Player of the Year – which was won by Portia Woodman. The night culminated in the presentation of the Ash Edwards Memorial Trophy for contribution to Auckland Rugby to Dave Syms - a man whose blood runs blue and white. From being a young and excited ball boy at the infamous Auckland v Canterbury Ranfurly Shield defence at Eden Park in 1960, through to present day, he has been affiliated with or worked for Auckland Rugby in various capacities spanning several decades. Dave Syms left Auckland Rugby in October to take up a new role with Cricket World Cup.

Pro Sport

In addition to the Blues and ARU staff, students from the Pro Sport Academy were exceptional in assisting with set up and pack down of events and match day activities on and off the field. They assisted with the majority of the events throughout the year and are a valuable asset to the Blues and Auckland Rugby. It would be extremely difficult to run events without their contribution.

EXECUTIVE MARKETING & SPONSORSHIP SUMMARY

Blues

The Blues organisation approached the 2013 season with a sense of anticipation.

Following on from a very difficult season in 2012 where the team had finished 12th (the worst ever finishing position of a Blues team since 1996), the Blues appointed Sir John Kirwan as coach with a very high-powered support staff including Sir Graham Henry, Mick Byrne and Grant Doorey. A young, exciting and dynamic squad was selected and the mood throughout the franchise leading into season was positive, which was a far cry from the end of the 2012 season.

Fan Engagement

Fan engagement was our primary focus for 2013. Our key projects involved the following:

Members' Breakfast

We combined the 2013 squad naming with a members breakfast which was hugely successful. Following on from the poor 2012 season we felt the need to reconnect with the membership base. We decided to offer a free breakfast event for the first 700 members to come along and hear Sir John Kirwan name and talk about his team and the season ahead. It also coincided with the launch of the True Blue membership programme for 2013 season.

Continuation of the Integrated Ticketing programme

We successfully renegotiated a new arrangement with Auckland Transport that allowed us to continue with the integrated ticketing programme which allows all members and ticket purchasers to travel free of charge on train and selected bus services to and from the game.

Upweight the offering in the members' lounge

We upweighted the offering in the West Stand Members Lounge. Working with Eden Park we



developed new menus and incorporated an MC who organised the at-game event. There were giveaways and players returned to the lounge post-game to give their views on the match. We also allowed members to sit directly outside the lounge if they so desired.

Connectivity

We engaged with Telecom and Eden Park to attempt to solve what we dubbed our connectivity issue which basically was to try and get Eden Park to be completely WiFi capable.

There are some parts of the stadium that can operate in this matter but the overall solution was not achieved for this year.

This is a huge opportunity but comes with significant infrastructure cost.

Fan Forum

The Blues held their first ever Fan forum. We invited 50 fans/members who were addressed by Sir John Kirwan and Blues Chairman Gary Whetton and CEO Andy Dalton.

Some senior staff members were present to answer any queries relating to Blues business and where possible complaints/improvements were acted upon.

Limited Edition Jersey

The Blues supported Mens' Health Trust NZ in hosting a dinner leading into the first home game against the Crusaders. The dinner was entitled "Inspiring Stories" and Steve Devine and Sir John Kirwan were guest speakers. At the dinner we also released our limited edition jersey which sold extremely well and auctioned off jerseys and a match day experience for the upcoming game as a fundraising initiative.

Blues v France

New Zealand Rugby was advised that France wished

to play an extra game outside the Test matches in the June window.

The Blues were fortunate enough to host the French on Tuesday 11 June at North Harbour Stadium. This fixture was three days after a sold-out test match at Eden Park with no All Blacks available to play.

The crowd was passable at 10,000; the event was well received and the concept is excellent. To give more meaning to future mid-week games it is important to have the proper window and ensure that as many of the best players are available to play in the fixture.

We also continued some initiatives that had proved their worth in the 2012 season.

- \$5 seats for Kids
- Concession pricing for students and pensioners
- General admission seating areas
- True Blue ticketing packages

MARKETING

Membership

Membership renewal commenced in mid-October and acquisition started in early November.

Targets for the membership offerings, Eden Park Ground Membership, RugbyFirst and True Blue were set and we were looking for an increased target across the three categories of 17%. The majority of the increase sat in the True Blue category that had proved so successful in 2012.

We added an incentive to the programme whereby each member went into a draw to win a 2013 Hyundai Accent. There was also an additional prize of a trip for two to watch the Blues play the Waratahs in Sydney.

Game advertising

Our advertising campaign was developed out of the Blues purpose plan with leads from JK's thoughts around the upcoming season.

"If Its On, Its On" encapsulated the youthful exuberance of the team and the way they were going to approach their rugby this season. This theme was carried through outdoor, press, radio and at-ground communications.

The strong rugby-related line achieved high cut-

through and recognition often being used by players in interviews and by the press in early season descriptive pieces.

RESULTS

True Blue

The introduction of the True Blue ticketing packages had been a highlight of the 2012 season. We sold 1259 x 8 game packs and 3400 x 4 game packs. These were essentially new customers who had previously purchased on a game-by-game basis.

In 2013, we set targets of 1600 x 8 game packs and 5000 x 4 game packs. The targets were set around the optimism of a new coaching set-up with Sir John Kirwan at the helm and a new, young and dynamic team. The results did not match the pre-season optimism. We achieved 1290 x 8 game packs and 2786 x 4 game packs.

We had a very large churn rate for 4 packs which was offset by a number of new acquisitions but mid-season research told us that the renewal numbers were severely affected by the 2012 on-field performance. This was by far the major reason for non-renewal.

Overall the membership was 87% of 2012 and 75% of the 2013 target with 7941 members across the three membership categories in 2013.

Crowd numbers

The Blues were the shining light amongst the New Zealand franchises at the end of round robin being +18% on 2012 with an average crowd in attendance of 20,325.

The competition overall was down 10% on 2012 average crowd numbers.

Chiefs (- 11.5%), Hurricanes (- 26%), Crusaders (- 10%) and Highlanders (- 19%)

The competition overall has been in decline, apart from 2012, since 2004 and this is of major concern for New Zealand Rugby given the competition is due to remain in its current format for the next two seasons.

The Blues achieved the highest numbers through the gate with 162,800.

The Blues also had the highest individual crowd for the season, (Crusaders on 1 March - 31,000). The trend of local derby fixtures outperforming matches against overseas teams continued this

season with local derby games averaging 31% higher than all other games. Our long-awaited Sunday afternoon fixture against the Bulls was an outstanding success with a crowd of more than 25,000 on a warm Sunday afternoon in March. We received a lot of positive feedback on the timing of the game and it is something we will continue to put our hand up for in regards to scheduling of fixtures.

TV Audiences

TV cumulative audiences were down 4% on 2012. Average viewership sat at 95,966 across all games.

AUCKLAND RUGBY

The ITM Cup campaign for Auckland comprised of five home games out of nine in the round robin.

Marketing

Creation of the Auckland team poster and sign-off on the creative marketing campaign were the first two projects.

The poster did not include current All Blacks as these players rarely play for Auckland. The poster was to appeal to kids with 'action' being the key content.

The squad were photographed in a 'continuous move' resulting in a try. It also was a way to present all the new faces giving equal weighting and prominence to all players shot.

The day before Auckland's first home game, 90,000 posters were distributed to homes in Auckland who receive the NZ Herald on Saturday 18 August.

Sponsors' forum

Sponsors were invited to a function in the Eden Park Centenary Lounge where they heard from the Auckland coach about the squad he had selected and the plan for the season. They were presented the marketing campaign and interactive options available to them and then the full squad introduced themselves and mingled with the sponsors. Each sponsor in attendance left with an Auckland Rugby gift and the event was well received.

Campaign

The focus of the campaign was to draw attention to the different times of the games (weekend afternoon, mid-week nights) and to recognise that while there are other things a rugby fan could be doing at that time but, wouldn't they prefer to be watching some rugby? The reality is provincial rugby in Auckland does not have the stars or broad fan appeal that



Liaki Moli wins the aerial line out battle.

Super Rugby/Test matches do.

Competing with other family commitments, activities and events in the region and – on the back of seven months of rugby offering at Eden Park is an ongoing challenge, so we highlighted the excellent price point (including Kids Free) and offered a more enjoyable way to spend their weekend afternoon or week day evening.

Match day initiatives

- U10 Junior Battle of the Bridge to enhance Ak v North Harbour 'Battle of the Bridge'. Medals and certificates presented to finalists.
- Fathers' Day – players to field with 'father figures' in their lives and players wore their club socks for the match.
- Free gift for Dads at Fathers' Day match – ARU supporters scarf.
- Heritage Day – Waka Nathan and grandsons took the match ball to halfway and the team saluted our Heritage guests.

- Excellence recognised with national winning teams (schools, reps and Rippa) presented with trophies and acknowledged at Eden Park.
- Kids performance groups – cheerleading club given the opportunity to perform on Eden Park.
- Smoke and lights on the tunnel to enhance atmosphere and for teams-to-field to look fantastic on TV to make the at-game experience look exciting.

These initiatives were well received and ARU got a lot of excellent feedback from broadcasters and the media about “showcasing the values and heritage of the game”.

CROWD FIGURES

Auckland’s five home games were two weekend afternoon games (one Saturday and one Sunday), one Saturday night and two wet mid-week night matches. For our two weekend afternoon games, the Warriors were also playing at home with key matches that would determine if they made the play-offs.

On one of our mid-week night matches, the Silver Ferns were playing against Australia at a sold-out indoor Vector Arena on a wet, cold night.

Our average crowd figure for the season was 4516. The average membership attendance percentage across the season was 16.4% (5.65% decrease YOY). The highest membership attendance was Auckland v North Harbour at 23%.

C&R passes were this year distributed by the Union (instead of via the club delegates). This significantly increased the redemption rate 5907 in 2013 compared with 3968 in 2012).

VIEWERSHIP

2013 New Zealand ITM Cup Annual Average SKY Ratings including Finals

PROVINCES	YTD	2013 (RR)	2012
	AUDIENCE	AVE AUD	AVE AUD
AUCKLAND	714,300	71,430	73,780
CANTERBURY	946,000	94,600	89,210
OTAGO	795,700	79,570	77,720
WAIKATO	811,800	81,180	69,580
WELLINGTON	892,200	89,220	79,440

Ranfurly Shield challenges and defences increased match attendance and television viewership for the teams involved. Counties-Manukau was proof of this in 2013. Their game day crowd grew from less

than 2000 to nearly 12,000 in just one week, due to winning the Ranfurly Shield. The positive impact the Shield has on smaller provinces is huge. Historically this does not translate in the bigger cities – especially Super Rugby franchise bases like Auckland.

EVENTS TEAM

This year involved a reshuffle of responsibilities across the commercial and communications team, so the 2013 event day personnel included Jo Coleman, Victoria Hunt, Libby Gudmundsson, Darwin Aguinaldo and the Pro Sport workforce plus a number of volunteers. Matt McHardy was match manager with Smudge McNeilage managing match officials. Chris Owen organised the junior club players when applicable.

It was an extremely hard-working team who turned some magic with limited budget and at times in poor weather conditions.

SKY TV crew on more than one occasion passed on their appreciation about working with ARU staff “the best in the country – very professional and a fantastic team of people to deal with”.

SPONSORSHIP

Blues

Whilst the 2013 season presented some rollercoaster ‘like’ challenges due to the performance of a youthful team, the sponsorship programme continued to be successful regard to revenue generation and creative leveraged concepts.

With a new look team and coaching staff we continued to work closely with our sponsorship family to ensure they leverage their partnership to maximum potential. Again in-stadia activation proved a real highlight and off-field activations provided us with a platform for our sponsors and the squad to be able to reach the community.

Many of the off-field activations included ‘cross sponsorship’ interaction. This is an area that we encourage and would like to build on further. With a strong stable of partners, it makes sense for further ‘inter-sponsor’ co-operation wherever possible.

These forms of activity not only drive the strong Blues brand association for our partners but also provide a means for the squad to directly engage with their fans and the community at large. Special mention also must be made to SKYCITY who featured on the collar of our jerseys and continue to drive success through promotional activations.

We continue to receive on-going support from our media partners at both the NZ Herald (who we congratulate on celebrating 150 years) and Mediaworks with MaiFM's True Blue Talent Search and MoreFM's involvement at the Blues Open Day, Blues Street Party and Blues Nando's Night In.

Ricoh, Speight's (Lion) and Barfoot & Thompson continue to be fantastic supporters of the franchise and we thank them deeply for their continuing loyal support.

Our exclusive hospitality in the Level 4 Lounge is sought-after and provides an excellent opportunity for our sponsors to cement relationships and network amongst themselves in an enjoyable environment. This is always a fun evening whereby win, lose or draw, people leave the venue having had a highly entertaining experience.

We would like to extend a huge thank you to all our Blues' partners for sticking by us over the years. You are all an integral part of the cause and we look forward to working closely with you and making things happen in 2014.

Auckland

2013 proved to be a mostly successful campaign for once again a young and largely inexperienced squad who finished as semi-finalists. These achievements would not be possible without the support of all of our sponsors.

Auckland has been fortunate to have a core group of loyal sponsors for a long period of time and we make special mention of Barfoot & Thompson, ENZED and Canterbury of New Zealand. We were delighted to welcome Hira Bhana Quality Potatoes on board in 2013 and introducing their vibrant brand logo onto the sleeve of our jersey. We were also pleased to maintain long-standing relationships with Canterbury of New Zealand, Winger Hyundai and New Zealand Couriers and look forward to building on these relationships during the next few years. Special mention is also made of the contribution by The Radio Network whom we share a long association with and have run successful activations around the stadium such as the Radio Hauraki \$100,000 *Kick for Cash* and *Tweet your Seat*.

We introduced a new initiative this season with the Connect Club which shows real potential to become a successful concept. The idea was to give small or medium-sized companies hospitality opportunities

as well as branding on the back of the playing shorts for the season. We look forward to developing this initiative further next year.

The shortened season certainly provides its share of challenges but our hospitality lounge continues to be extremely popular with our sponsors and their valued clients. It was well attended and offers an excellent platform for our sponsors to be able to build relationships in a relaxed environment. Plus a couple of early kick-off times made for a family friendly atmosphere. It is important to acknowledge the time demands on the modern family so to be able to provide an environment that meant sponsors and guests could more easily include families was an important move.

We would like to extend our thanks to all of the sponsors and their staff for their continued support and commitment to Auckland Rugby and look forward to working alongside you again in 2014 and beyond.



Council of Delegates' Report



John Hunt, Chairman
Council of Delegates

This year the Council of Delegates was extremely pleased the club window was kept clear so that clubs could plan their season and have their senior players available for finals. The ARU High Performance Unit (HPU, now managed by Ben Meyer) and ITM Cup Coach Wayne Pivac, maintained close liaison with clubs and their HPU players to ensure

the players were maintaining their performance objectives. HPU players were required to attend weekly sessions which did not interrupt their club trainings and match preparation.

The Gallaher Shield and other top team finals were held the same weekend as the Super Rugby final, two weeks before the ITM Cup competition began. This allowed the clubs to play their representative players in their grade finals while providing the ITM

Cup team a two week preparation period before their first match. The clubs appreciated the co-operation from Wayne Pivac which allowed the club finals to be played at full strength.

The Council of Delegates reviewed the grade competition formats to ensure the current formats and grades catered for player requirements and age group movements. Suggestions were forwarded and considered from various forums before any changes were made.

The Amateur Support Agreement between the clubs and ARU is, at the time of writing, under review. If there are any changes to the current agreement there will be full consultation with the clubs and whatever is agreed, will be reflected in the revised document. This document is anticipated to be distributed to clubs in mid December 2013. Compliance with this document is necessary to ensure and maintain a functional and uniform relationship between the clubs and the ARU.



College Rifles score a remarkable try in the wet against Suburbs.

ADULT RUGBY

The pre-season Waka Nathan Challenge Trophy tournament provided all clubs who qualify to play in the Alan McEvoy competition, an opportunity to select their combinations for the opening round of that competition. The cup final was won by Grammar Carlton, with Marist winning the Pollard Trophy.

The Alan McEvoy Memorial Trophy is awarded to the winner of the round robin tournament played amongst senior clubs which meet the criteria to play in the premier grade. Teams play in a round robin format to decide which teams play in the subsequent championship rounds.

During the ensuing 15 weeks, match results between the top eight were so close it was difficult for followers to predict the results. The closeness of these games maintained a high level of interest in each match as the finals drew nearer, which proved difficult for those trying to predict the playing order for the Gallaher Shield final eight teams.

At the end of the round robin, the top eight clubs in order were Pakuranga, Suburbs, University, Grammar Carlton, College Rifles, Marist, Ponsonby and Waitemata.

Pakuranga claimed the top position and so earned the Alan McEvoy Memorial Trophy for the first time in their history.

The semi-finals of the Gallaher Shield were possibly the hardest and closest games of the season. Pakuranga defeated Grammar 21-16 in a hard fought match at Bell Park and University defeated Suburbs 20-19 in a thriller at Shadbolt Park. In the Jubilee Cup semi-final, Marist beat Ponsonby 35-24 and Waitemata beat College Rifles 34-29.

The final of the Gallaher Shield at Eden Park was won by Pakuranga who beat University 55-12 and for the first time, took home the Gallaher Shield. The final at Eden Park was notable for the many supporters who had made the effort to come and see club rugby at its finest.

After all the grade championship finals had been played, it was College Rifles who won the Silver Football which is awarded to the Club with the highest aggregate Championship points.

Congratulations to all grade winners; Premier Reserves - Marist; U21 - Marist; U20 – College Rifles; First Grade – Teachers Eastern; Restricted



Marist players celebrate a victory over rivals Ponsonby.

85kg – College Rifles Raiders and the Women's championship - Manurewa. Marist also won the Jubilee Trophy; Papatoetoe the Portola Trophy and Maungarua won the Presidents Cup.

This year we introduced Challenge Cups for the U21, U20 and First Grade competitions. This concept was so successful we will be introducing a Challenge Cup for the Reserve grade in 2014, named the Lawrie Knight Cup.

The COD continued with the policy of photograph identification for U21 and U20 grade players. The policy required team managers to carry photograph ID for the identification of players, if requested by the opposing team. The 2014 Rules of Competition may include some refinements to the player photograph ID policy, however, in the recent club survey there was strong support for this policy to continue.

Auckland Maori Rugby had good support from clubs this season, and they had a successful Northern Region tournament. The Maori Rugby delegate, Tim Henwood, keeps up to date with all club rugby

initiatives which assist his Maori Rugby Committee to be abreast of club rugby matters and increase their contact with Maori players.

DISCIPLINE

The 2013 disciplinary hearings were conducted under new ARU procedures which streamlined the hearings and brought them in line with the NZRU Rules (Black Book) for Disciplinary Hearings.

The COD has actively supported the Auckland Rugby Referees Association's stand against match official abuse. During the year the Disciplinary Committee had to deal with a number of players who had been guilty of this offence. We will again be placing a strong emphasis on discipline in 2014 to improve player and spectator behaviour to acceptable standards.

The Standards Committee has had a busy year ensuring standards of discipline, both on the field and the sideline in particular, is maintained. The Standards Committee did a fine job; however the rugby community, must take more responsibility for discipline at all levels of club and school rugby, by controlling their own players and reporting incidents to their club or the ARU.

The Standards Committee cannot cover all match venues each week which means they rely on individual club members for support in managing crowds at club fixtures. Many clubs have become very proactive in this regard; however some still have much to do.

TECHNICAL

During the year the Technical Committee was required to meet to determine protests and breaches of the Rules of Competition. The Technical Committee is responsible for reviewing the Rules of Competition and ARU By-Laws in conjunction with the Adult Rugby Committee. Clubs have the opportunity to submit comments on grade competition formats and the rules of competition, which are reviewed annually.

COACHING

This year we had a record number of club coaches attending the Rugby Smart coaching clinics, held throughout the union. It is a New Zealand Rugby requirement for coaches to attend the Rugby Smart courses each year where important aspects of safety and coaching techniques have become a part of the coaches' resource package. Thanks to Barfoot

& Thompson, community rugby coaches who attended this course received a free rugby coach tee-shirt.

The ARU Coach Development Manager, Bevan Cadwallader conducted a series of coaching courses throughout the year with the aim of providing Auckland rugby coaches with better coaching and analytical skills. The course programmes included Small Blacks; Junior Front Row and Tackle Box; Rugby Smart for all coaching levels; Development Rugby Coaches IRB level 2 and the Advanced Coaching IRB level 3 courses which are designed for premier grade and provincial coaches.

JUNIOR RUGBY COMMITTEE

The Junior Rugby Committee (JRC) is an advisory committee which reports to the COD. The success of this group of hard working individuals had a very positive influence on an increasing level of junior club player registrations.

I extend appreciation to Nestlé, our fantastic major sponsor, who continue to enthusiastically support Auckland Junior Rugby.

I thank Brian Francis, JRC Chairman, his deputy Dave Hickey and the JRC delegates for their grand work in organising the huge number of junior players into their various grade matches on Saturday mornings.

The delegates' time spent checking team sheets and weighing players each week and during finals days is appreciated by the COD and ARU executive staff.

The discipline at JRC matches has been reasonably good during this season, but the good work done by the JRC delegates and their clubs' was marred by some incidents of team coaches/managers and parents berating players and criticising match referees. More effort must be made by clubs and schools, to educate our junior grade coaches, players, supporters and parents on the standards of behaviour expected of them.

The JRC grade winners were; U12 Restricted – Carlton Black, U12 Capped – Manukau Rovers, U13 Restricted – Waitemata and U13 Capped – Marist Eastern.

PACIFIC ISLANDS

The COD granted the Pacific Island communities a window from Saturday 25th August to Saturday

27th October to hold their 15-a-side and sevens tournaments.

All club players were to be released back to their respective clubs from Monday 28th October onwards to allow clubs to select their sevens teams and prepare for the ARU Club Sevens tournament on Saturday 9th November. Sevens rugby is an important part of New Zealand and Auckland Rugby. As sevens rugby becomes an Olympic sport in 2016; a continuing emphasis has been given to club sevens to help develop growth at this level. A specific window from Labour Weekend in October to 31 January 2014 is available for the many tournaments now being organised.

Club players are to play for their own clubs during this window to give our provincial sevens selectors a better opportunity to observe an expanding player base. Rules specific to sevens are drafted for this purpose.

APPRECIATION

I thank all club delegates for their support during the year. Many delegates have put in long nights attending COD and JRC monthly meetings and sub-committee meetings.

I also express the appreciation of the clubs for the support given to clubs and school rugby by the ARU executive. Under the leadership of CEO Andy Dalton, the executive has provided strong support to the COD and both Secondary and Primary Schools Associations through the ARU club office.

I express my personal thanks to Matt McHardy, Kili Tabakau, John Gillies, Bevan Cadwallader, Chris Owen, Ben Meyer, Ant Strachan, Kylie Marginson and Smudge McNeilage and the many others, who support club rugby in Auckland.

This year Dave Syms (ARU Operations Manager), a long time supporter of Auckland Club Rugby, departed Auckland Rugby. We thank Dave for his enthusiasm and tireless support of club rugby and wish him and his wife Linda all the best for their new adventure.

Finally we thank the ARU board of directors for their continued support to all clubs' in 2013, especially Glenn Wahlstrom, chairman of the ARU. This year has been an extremely challenging one and Glenn and the board have done a magnificent job, meeting these challenges.

At the time of writing, I have been the chairman of the COD since 2007. I have decided to retire from rugby duties and will now hand over to the delegates and the deputy chairman, Brian Wilsher for 2014.

I thank all the Delegates for the loyal and amazing service they give to their clubs and Auckland Rugby.

John Hunt

Chairman

Council of Delegates

Auckland Rugby thanks John Hunt for his many years of outstanding service to the game.

<i>1988-2007</i>	<i>Various Marist Team Management positions, Marist Brothers Old Boys RFC</i>
<i>1993-1994</i>	<i>ARU Maori Rugby Committee</i>
<i>1994-98, 2000-03</i>	<i>Club Captain, Marist Brothers Old Boys Rugby Club</i>
<i>1995-98, 2000-13</i>	<i>Marist Brothers Old Boys Rugby Club Delegate, ARU Council of Delegates</i>
<i>2003-2008</i>	<i>ARU COD, Convenor Adult Rugby Committee</i>
<i>2003-2008</i>	<i>ARU COD, Representative Games Administrative Convenor</i>
<i>2005-2008</i>	<i>Sevens Team Manager, Marist Brothers Old Boys RFC</i>
<i>2006-2007</i>	<i>U21 Team Manager, Marist Brothers Old Boys RFC</i>
<i>2009-2013</i>	<i>ARU Council of Delegates, chairman</i>
<i>2009-2013</i>	<i>ARU Board of Directors</i>
<i>2010-2012</i>	<i>President, Marist Brother Old Boys Rugby Club</i>

ADMINISTRATION

Junior Rugby Committee:

Bernie Ward (College Rifles), Brian Taka Jnr (East Tamaki), Tony Bringans (Eden), Brian Francis (Grammar), John Nevill (Grammar), Dave Hickey (Carlton), Darryl Follows (Carlton), Ian Hyland (Manukau), Choppa Casey (Marist), Hamish Fraser (Marist), Eleanor Turner (Mt Wellington), Tommy Roache (Otahuhu), Greggs Smith (Pakuranga), Theo Valk (Pakuranga), Rick Steedman (Papatoetoe), Billie Steedman (Papatoetoe), Geoff Buchanan (Ponsonby), Craig Watt (Ponsonby), Saulala Fononga (Roskill Ristricts), Dave Johnson (Suburbs), Terry O'Meara (Teachers Eastern), John Faamausili (Te Papapa), Paul Wynne (University), Erin Marsden (Waiheke Island), Bella Brame (Waitakere), Shane Willoughby (Waitemata), Bruce Young (Primary Schools).

Appeals Committee: Judge Ian McHardy (Convenor), Judge Sarah Fleming, Judge Lawrence Hinton, Tim Burcher, Michael Mann, Patrick Samson, Brian Wilsher.

Disciplinary Committee: Martin Devoy (Convenor), Alex Bing, Bella Brame, David Daniel, Gary Froggatt, Alison Hall, Jim Lonergan, Chum McLeay, Michael Mann, Patrick Masani, Chris Merrick, John Milo, Helen Morgan.

Complaints Reviews: Patrick Samson.

Liaison Officers: Dave Dagleish (Convenor), Ces Wilson (Administrator), John Fellows, Stu Mather, George Peciulaitas, Ces Williams, Terry Creagh, Alex Bing, Mike Begley, John Davies, Darryl Follows, Dave Hickey, Jim Lonergan, Jon McLachlan, Jock McNeil, Terry O'Meara, Grant Saxon, Dave Sefuiva, Graeme Smith, Don Urquhart, Theo Valk, Peter Watt.



George Moala, Liaki Moli and Tom McCartney with junior club players from Mt Wellington and Grammar.

Blues 2013



Back row (left to right): Tim Perry, Ofa Tu'ungafasi, Angus Ta'avao, Steven Lutatua, Ronald Raaymakers, Liaki Moli, Frank Halai

Fifth row: Troy Webber (Video Analyst), Jason Price (Asst. Strength & Conditioning Coach), Sam Prattley, Kane Barrett, Baden Kerr, Heather McCrae (Team Masseuse), Lolagi Visinia, Joseph Edwards, Francis Saili, Ash Draper (Assistant Physiotherapist), Bradyn Watson (Intern)

Fourth row: Alex Ross (Intern), Luke Braid, James Parsons, Tom McCartney, Sean Polwart, Bryn Hall, George Moala, Brendan O'Connor, Charlie Faumuina, Marcus McCartney (Team Hydrationist)

Third row: Nick White (Scrum Coach), Chris Noakes, Marty McKenzie, Pita Ahki, Malakai Fekitoa, Albert Nikoro, Charles Piutau, Waisake Naholo, James Rigby (Media Manager)

Second row: Wally Rifle (Strength & Conditioning Coach), Gary Whetton (Board Chairmain), Bryce Anderson (Team Manager), Gafatasi Su'a, Quentin MacDonald, Jackson Willison, Jamison Gibson-Park, Stephen Kara (Team Doctor), Andy Dalton (Blues CEO), Mark Plummer (Team Physiotherapist)

Front row: Piri Weepu, Anthony Boric, Michael Byrne (Assistant Coach), Ali Williams (Captain), Sir John Kirwan (Head Coach), Keven Mealamu, Grant Doorey (Assistant Coach), Peter Saili, Rene Ranger

Absent: Sir Graham Henry (Assistant Coach), Culum Retallick, Wayne Ngaluafe

Blues Results

DATE	VERSUS	VENUE	RESULT	FOR	AGAINST
February 23	Hurricanes	Wellington	W	34	20
March 1	Crusaders	Eden Park	W	34	15
March 10	Bulls	Eden Park	L	21	28
March 24	Waratahs	Sydney	L	27	30
March 30	Chiefs	Hamilton	L	16	23
April 5	Highlanders	Eden Park	W	29	18
April 13	Hurricanes	Eden Park	W	28	6
April 26	Reds	Brisbane	L	11	12
May 3	Stormers	North Harbour	W	18	17
May 11	Rebels	Eden Park	W	36	32
May 18	Crusaders	Christchurch	L	3	23
May 25	Brumbies	Eden Park	L	13	20
June 1	Highlanders	Dunedin	L	28	38
June 30	Sharks	Durban	L	20	22
July 7	Cheetahs	Bloemfontein	L	13	34
July 13	Chiefs	Eden Park	L	16	26

Played	16
Won	6
Lost	10
Points For	347
Points Against	364



Luke Braid on the charge against the Highlanders.

Auckland 2013



Winners of: Dan Bryant Trophy, Newstalk 1ZB Trans-Harbour Cup, Brian Purdy Memorial Battle-of-the-Bridge Trophy, John Drake Boot, Supporters Club Rugby Cup

Back row (left to right): Joe Edwards, Ofa Tu'ungafasi, Sam Prattley, Patrick Tuipulotu, Jack Whetton, Sean Brookman, So'otala Fa'aso'o

Third row: Jon Dalton (Muscular Therapist), Jason Price (Head Trainer), David Whitecliffe-Davies, Saleaula Silipa, Vince Aso, Lolagi Visinia, Kara Pryor, Nathan Vella, Junior Poluleiligaga, Marcus McCartney (Assistant Manager), Brad Anderson (Assistant Trainer)

Second row: Stephen Kara (Doctor), Glenn Wahlstrom (ARU Chairman), Simon Hickey, Piri Weepu, Luke Braid, Wayne Ngaluafe, Gafatasi Su'a, Mark Plummer (Physiotherapist), Troy Webber (Technical Analyst), Andy Dalton (ARU CEO)

Front row: Nick White (Assistant Coach), Malakai Fekitoa, Craig Lister (Manager), Sean Polwart, Tom McCartney, Hadleigh Parkes (Captain), Pauliasi Manu, Angus Ta'avao, Wayne Pivac (Head Coach), George Moala, Paul Feeney (Assistant Coach)

Auckland Results

DATE	VERSUS	VENUE	RESULT	FOR	AGAINST
August 18	North Harbour	Eden Park	W	27	20
August 25	Manawatu	Palmerston North	W	21	18
August 31	Bay of Plenty	Eden Park	W	32	17
September 4	Counties Manukau	Eden Park	W	22	20
September 7	Taranaki	New Plymouth	W	51	15
September 14	Waikato	Hamilton	L	24	42
September 19	Northland	Eden Park	W	41	10
September 28	Canterbury	Eden Park	W	39	19
October 5	Wellington	Wellington	L	16	38
October 13	Otago	Dunedin	L	33	37
October 19	Canterbury	Christchurch	L	26	56

Played	11
Won	7
Lost	4
Points For	332
Points Against	292



ITM Cup Player of the Year Simon Hickey scores against Northland.

Auckland Sevens 2013



Winners of BOP Regional Sevens and Darwin Hottest Heineken Sevens

Back row (left to right): Tutu Tairea, Gareth William-Spiers, Akira Iaone, Melani Vai, Kali Hala

Middle row: Will Geel (Physiotherapist), Greg Edmonds (Manager), Jason Guthrie, Paul Feeney (Head Coach), Inga Finau, Fred Lait (Physiotherapist), Waisake Sotutu (Assistant Coach)

Front row: Varasiko Duisokosoko, Joe Tupe, Orene Ai'i (Captain), Iopu Iopu, Fomai Ahki, Jona Tuitoga

Absent: Edwin Cocker (Captain), Willis Halaholo, Rocky Khan, Ben Lam, Milford Keresoma, Nathan Hughes

Auckland Storm 2013



Winners of the National Provincial Championship

Back row (left to right): Aleisha Nelson, Lydia Crossman, Charlene Halapua, Eloise Blackwell, Bella Milo, Doris Taufateau, Claire Richardson, Johana Su'a

Third row: Nicole Borthwick, Charmaine McMenamin, Portia Woodman, Hayden Lindsay (Trainer), Marina Apfel, Kiritapu Demant, Leilani Perese

Second row: Anna Richards (Assistant Coach), Mark Duncan (Manager), Onjeurlina Leiataua, Charlotte Scanlan, Naite Faitala-Mariner, Aldora Itunu, Kallum Adams (Head Coach), Sarah Lown (Physiotherapist)

Front row: Karina Stowers, Mele Hufanga, Chanelle Wright, Emma Jensen (Captain), Fiao'o Faamausili (Vice Captain), Ruahei Demant, Vita Dryden, Leanne Thompson

Representative Results

DATE OPPOSITION RESULT

Bs

24 Aug	Auckland Juniors	W 35-12
31 Aug	Taranaki	W 33-22
07 Sep	North Harbour	W 48-26
14 Sep	Bay Of Plenty	W 29-24
21 Sep	Counties Manukau	D 19-19
28 Sep	Northland	W 40-15
05 Sep	Waikato	W 46-17

Played: 7 Won: 6 Drew: 1
Points For: 250 Points Against: 135
Coach: Craig Hall Asst Coach: Dave Askew
Manager: Paul Gianotti

UNDER 20

31 Aug	Northland	W 95-7
07 Aug	Waikato	W 34-22
14 Aug	Bay Of Plenty	W 46-10
21 Aug	Counties Manukau	W 8-7
28 Aug	North Harbour	W 25-24
05 Oct	Canterbury	L 13-19
19 Oct	Wellington	W 22-20

Played: 7 Won: 6 Lost: 1
Points For: 243 Points Against: 109
Coach: Andrew Hewetson Asst Coach: Joe Sneek
Manager: John East

JUNIORS

24 Aug	Auckland B	L 12-35
31 Aug	Counties Manukau	L 11-27
07 Sep	Northland	L 9-40
14 Sep	North Harbour	L 12-40
21 Sep	Waikato	L 31-33
28 Sep	Bay Of Plenty	L 21-46
05 Oct	Taranaki	L 27-60

Played: 7 Lost: 7
Points For: 123 Points Against: 281
Coach: Alfred Uluinayau Asst Coach: Luke Mealamu
Manager: Grant Wilson

DATE OPPOSITION RESULT

STORM

07 Sep	Canterbury	W 27-18
14 Sep	Counties Manukau	W 18-12
21 Sep	Manawatu	W 18-13
28 Sep	Otago	L 23-29
05 Oct	Taranaki	W 53-14
12 Oct	Wellington	W 46-0
19 Oct	Waikato	W 30-6
26 Oct	Canterbury (Final)	W 20-10

Played: 8 Won: 7 Lost: 1
Points For: 235 Points Against: 102
Coach: Kallum Adams
Asst Coach: Anna Richards
Manager: Mark Duncan

RESTRICTED UNDER 85KG

07 Sep	Waikato	W 46-17
14 Sep	North Harbour (20/20)	L 3-8
14 Sep	Wellington (20/20)	W 25-7
15 Sep	Waikato (20/20)	W 31-7
15 Sep	Thames Valley (20/20)	W 10-3
21 Sep	Thames Valley	D 0-0
28 Sep	North Harbour	W 17-16

Played: 7 Won: 5 Lost: 1 Drew: 1
Points For: 132 Points Against: 58
Coach: Richard Inglis Asst Coach: Ben Steele
Manager: Dave Edgar

SEC SCHOOLS U18 EAST

07 Sep	Auckland West	L 0-12
14 Sep	North Harbour A	W 18-13
21 Sep	North Harbour B	W 53-0
28 Sep	Counties Manukau	W 22-19

Played: 4 Won: 3 Lost: 1
Points For: 93 Points Against: 44
Coach: Kane Wilson Asst Coach: Dean Bickerton
Manager: Lewis McKlinton

DATE	OPPOSITION	RESULT
------	------------	--------

SEC SCHOOLS U18 WEST

07 Sep	Auckland East	W 12-0
14 Sep	North Harbour B	W 35-0
21 Sep	North Harbour A	W 41-17
28 Sep	Waikato	W 49-18

Played: 4 Won: 4

Points For: 137 Points Against: 35

Coach: Walter Alvarez Asst Coach: Mark Hooper

Manager: Graham Edwards

DATE	OPPOSITION	RESULT
------	------------	--------

SEC SCHOOLS GIRLS WEST

07 Sep	Northland	W 31-12
14 Sep	North Harbour	W 31-5
21 Sep	Auckland East	L 0-39
28 Sep	Waikato	W 26-21

Played: 4 Won: 3 Lost: 1

Points For: 88 Points Against: 77

Coach: Ben Meyer Asst Coach: Ant Strachan

Manager: Skye Vaniapoto

SEC SCHOOLS U18 DIV XV

31 Aug	Thames Valley	W 78-0
07 Sep	Waikato Harlequins	W 33-12
14 Sep	Northland Vikings	W 67-5
21 Sep	King Country	W 20-6
28 Sep	North Harbour Dev	W 31-8

Played: 5 Won: 5

Points For: 229 Points Against: 31

Coach: Darren Jardine Coach: Mike Marnewick

Manager: Tim Hyde-Smith

U16 EAST

07 Sep	Auckland West	L 13-26
14 Sep	Auckland Central	W 18-17
21 Sep	Auckland South	L 7-23
22 Sep	North South	W 27-0
28 Sep	Northland South	W 29-0

Played: 5 Won: 3 Lost 2

Points For: 94 Points Against: 66

Coach: Milton Ross Asst Coach: Mike Bull

Manager: Johnny Rex

SEC SCHOOLS GIRLS EAST

07 Sep	North Harbour	W 20-12
14 Sep	Northland	W 27-11
21 Sep	Auckland West	W 39-0
28 Sep	Bay Of Plenty	L 6-41

Played: 4 Won: 3 Lost: 1

Points For: 92 Points Against: 64

Coach: Leua Tamati Asst Coach: Helen Annafjeh

Manager: Kelly Bunce

U16 WEST

07 Sep	Auckland East	W 26-13
14 Sep	Northland South	W 48-7
21 Sep	Northland North	W 16-0
22 Sep	Auckland Central	W 17-11
28 Sep	Auckland South	W 12-6

Played: 5 Won: 5

Points For: 119 Points Against: 37

Coach: Ofisa Tonu'u Asst Coach: Brad Mika

Manager: Mike Perez

DATE	OPPOSITION	RESULT
------	------------	--------

U16 CENTRAL

07 Sep	Auckland South	D 15-15
14 Sep	Auckland East	L 17-18
21 Sep	Northland South	W 50-3
22 Sep	Auckland West	L 11-17
28 Sep	Northland North	W 29-0

Played: 5 Won: 2 Lost: 2 Drew: 1
Points For: 122 Points Against: 53
Coach: Duncan McGrory
Asst Coach: Prabhu Singh
Manager: Ken Johns

U16 SOUTH

07 Sep	Auckland Central	D 15-15
14 Sep	Northland North	W 17-10
21 Sep	Auckland East	W 23-7
22 Sep	Northland South	W 56-17
28 Sep	Auckland West	L 11-17

Played: 5 Won: 3 Lost: 1 Drew: 1
Points For: 122 Points Against: 66
Coach: Tasesa Lavea Asst Coach: Daniel Mitchell
Manager: Michael Hayes

U14 EAST

14 Sep	Auckland Central	L 5-31
22 Sep	Northland South	L 20-26
28 Sep	North Harbour	D 10-10

Played: 3 Lost 2 Drew: 1
Points For: 35 Points Against: 67
Coach: Jason Mclean Asst Coach: Simon Craig
Manager: Kevin Dick

DATE	OPPOSITION	RESULT
------	------------	--------

U14 WEST

14 Sep	North Harbour	W 37-7
21 Sep	Northland North	W 53-15
22 Sep	Auckland South	W 18-10
28 Sep	Northland South	W 25-10

Played: 4 Won: 4
Points For: 133 Points Against: 42
Coach: Nonu Sua-Ausage
Asst Coach: Chris McGarvey
Manager: Mathew(Blinky)Anderson

U14 CENTRAL

14 Sep	Auckland East	W 31-7
21 Sep	Northland South	L 27-29
28 Sep	Auckland South	L 10-24

Played: 3 Won:1 Lost: 2
Points For: 68 Points Against: 60
Coach: Mike Brough Asst Coach: Terry Kimi
Manager: Nathan Tao

U14 SOUTH

14 Sep	Northland North	W 37-12
21 Sep	North Harbour	W 36-5
22 Sep	Auckland West	L 15-53

Played: 3 Won: 2 Lost: 1
Points For: 88 Points Against: 70
Coach: Leon Busby Asst Coach: Doug Sanft
Manager: PJ Tsang-Yum

2013 National Honours

NATIONAL HONOURS

ALL BLACKS

Keven Mealamu, Charlie Faumuina, Piri Weepu, Charles Piutau, Steven Luatua

ALL BLACKS SEVENS

Ben Lam, Rocky Khan

MAORI ALL BLACKS

Piri Weepu, Luke Braid

NEW ZEALAND UNDER 20

Joe Edwards, Patrick Tuipulotu, Simon Hickey, Lolagi Visinia, Leroy van Dam, Christopher Vui, Scott Scrafton

NEW ZEALAND SCHOOLS

Mike Tamoaieta, Joshua Goodhue, Jamie Lane, Blake Gibson (c), Akira Ioane, Mitchell Karpik, Dillon Wihongi, George Taina, Johnathan Fa'auli, TJ Faiane, Nathaniel Apa

NEW ZEALAND SCHOOLS BARBARIANS

Willie Halafuka, Harry Fitzsimons, Fin Hoeata, Jack Sherratt, Lisati Milo-Harris, Josh Ioane, Jordan Trainor

BLACK FERNS

Fiao'o Fa'amausili (c), Karina Stowers, Vita Dryden, Eloise Blackwell, Lydia Crossman, Justine Lavea, Emma Jensen, Onjeurlina Leiataua, Mele Hufanga, Claire Richardson, Portia Woodman

NEW ZEALAND WOMENS SEVENS

Kayla McAlister, Huriana Manuel (c), Lina Itunu, Tyla Nathan-Wong, Portia Woodman

NEW ZEALAND UNIVERSITIES

David Ormrod, Liam Steele, Jordan Lay, Wyatt Mckay

AUCKLAND RUGBY CLUB AWARDS

BARRY CONNELL MEMORIAL TROPHY

(Volunteer Club Administrator of the year)

Stu Mather (University)

ASH EDWARDS MEMORIAL TROPHY

(Outstanding Contribution to Auckland Rugby)

Dave Syms (Auckland Rugby Union)

ALAN TOHILL MEMORIAL TROPHY

(Premier Grade: most tries by a forward)

Kara Pryor (Grammar Carlton)

GEORGE WHYE KICKING TROPHY

(Premier Grade: Most points gained from goal kicking)

Murray Williams (Ponsonby) and **Sam Vaevae** (Pakuranga)

TOP TRY SCORER

Vaha Fili (Marist)

TOP POINTS SCORER

Sam Vaevae (Pakuranga)

BEST & FAIREST PLAYER OF THE YEAR

Kara Pryor (Grammar Carlton)

WOMENS CLUB PLAYER OF THE YEAR

Karina Stowers (Marist)

REFEREE OF THE YEAR

Steven Piacun

ROOKIE OF THE YEAR

Vince Aso (Ponsonby)

CLUB PLAYER OF THE YEAR

Dave Whitecliffe-Davies (Pakuranga)

PROMISING COACH OF THE YEAR

Karl Nixon (Marist)

PREMIER CLUB COACH OF THE YEAR

Jim Dickin (University)

GALLAHER SHIELD WINNING COACH

Pita Alatini (Pakuranga)

REPRESENTATIVE AWARDS

MENS SEVENS PLAYER OF THE YEAR

Kali Hala

WOMENS SEVENS PLAYER OF THE YEAR

Portia Woodman

JUNIORS PLAYER OF THE YEAR

Marcel Renata

U20 PLAYER OF THE YEAR

Scott Scrafton

Bs PLAYER OF THE YEAR

Michael Faleafa

WOMENS NPC PLAYER OF THE YEAR

Fiao'o Fa'amausili

ITM CUP TEAM MAN OF THE YEAR

Sam Prattley

ITM CUP DEFENSIVE PLAYER OF THE YEAR

Malakai Fekitoa

ITM CUP PLAYER OF THE YEAR

Simon Hickey

SIR FRED ALLEN SUPREME AWARD

Fiao'o Fa'amausili

Club Competition 2013

TROPHY WINNERS

WINNER PRE-SEASON ROUND

Waka Nathan Cup – **Grammar Carlton**
Pollard Cup – **Marist**

WINNER ROUND ROBIN

Alan McEvoy Memorial Trophy – **Pakuranga**

CHALLENGE CUP

Sir Fred Allen Challenge Cup - **University**

WINNERS OF FINAL ROUND

PREMIER SECTION

Gallaher Shield – **Pakuranga**
Jubilee Trophy – **Marist**
Portola Trophy – **Papatoetoe**
Presidents Cup – **Maungarua**

PREMIER RESERVE CHAMPIONSHIP

George Nicholson Cup – **Marist**

U21

Whetton Brothers Cup (Round Robin winner) – **Marist**

Sir Wilson Whineray Memorial (Challenge Cup) – **Marist**

Arthur Bayliss Cup – **Marist**

U20

Keven Mealamu Challenge Cup – **College Rifles**
Challenge Cup – **College Rifles**

FIRST GRADE

Bryan Williams Challenge Cup - **Teachers Eastern**

Reuben O'Neill Cup - **Teachers Eastern**

Peter Hall Cup (1st Grade Plate) - **Ponsonby Black**

RESTRICTED 85KG

Maurice O'Connor Cup – **College Rifles Raiders**

WOMENS PREMIER

Coleman Shield – **Manuwera**

JRC GRADE CHAMPIONSHIP

U13

Russel Moonie Cup – **Marist Eastern**

U13 RESTRICTED

Tony Jane Cup – **Waitemata**

U12

Barry Smith Cup – **Manukau Rovers**

U12 RESTRICTED

Charles Klink Cup – **Carlton Black**

SPECIAL TROPHIES

SOUTHLAND SHIELD

JMB Grades: Average Championship Points for Best Three Teams – **College Rifles**

JORDAN ROSEBOWL

Club with highest standard of event management, sideline behaviour and on field discipline – **Pakuranga**

SILVER FOOTBALL

All Championship Grades: Average Championship Points - **College Rifles**



Financial Statements

for the year ended 31 October 2013

Contents

PAGE


Auditor's report	52
Statement of Financial Performance	53
Statement of Movements in Retained Funds	54
Statement of Financial Position	55
Statement of Cash Flows	56
Notes to the Financial Statements	57-63

The Directors are pleased to present their annual report, including the financial statements, for the year ended 31 October 2013.

For and on behalf of the Board of Directors on 21 November 2013.



Glenn Wahlstrom
Chairman
Auckland Rugby Union



Mike Donovan
Director
Auckland Rugby Union

Independent Auditor's Report

To the members of Auckland Rugby Union Incorporated

Report on the parent and group financial statements

We have audited the accompanying financial statements of Auckland Rugby Union Incorporated ("the parent") and the group, comprising the parent and its subsidiaries, on pages 53 to 63. The financial statements comprise the statements of financial position as at 31 October 2013, the statements of financial performance, movements in retained funds and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information, for both the parent and the group.

Directors' responsibility for the parent and group financial statements

The Directors are responsible for the preparation of parent and group financial statements in accordance with generally accepted accounting practice in New Zealand that give a true and fair view of the matters to which they relate, and for such internal control as the Directors determine are necessary to enable the preparation of parent and group financial statements that are free from material misstatement whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on these parent and group financial statements based on our audit. We conducted our audit in accordance with international Standards on Auditing (New Zealand). Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the parent and group financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the parent and group financial statements. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial statements,

whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the parent and group's preparation of the financial statements that give a true and fair view of the matters to which they relate in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the parent and group's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates, as well as evaluating the presentation of the financial statements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Our firm has also provided other services to the parent and group in relation to general accounting services. Partners and employees of our firm may also deal with the parent and group on normal terms within the ordinary course of trading activities of the business of the parent and group. These matters have not impaired our independence as auditor of the parent and group. The firm has no other relationship with, or interest in, the parent and group.

Opinion

In our opinion the financial statements on pages 53 to 63:

- comply with generally accepted accounting practice in New Zealand;
- give a true and fair view of the financial position of the parent and the group as at 31 October 2013 and of the financial performance and cash flows of the parent and the group for the year then ended.



21 November 2013
Auckland

Statement of financial performance

for the year ended 31 October 2013

	Note	Group		Parent	
		2013 \$'000	2012 \$'000	2013 \$'000	2012 \$'000
Operating revenue					
ITM Cup		490	460	490	460
Sponsorship		1,431	1,716	1,431	1,716
North and South Trust Limited Grants	13	2,870	2,961	2,870	2,961
North and South Trust	13	-	8	-	12
Union Projects Joint Venture	3	-	22	-	22
Oceania Broadcast Joint Venture	3	123	106	123	106
Blues LP Joint Venture	3	18	-	18	-
Test Match Fees		322	477	322	477
NZRU Funding	3	1,723	1,560	1,508	1,455
Interest Revenue		354	423	354	423
Blues administration fee	3	909	909	909	909
Other Revenue		988	1,015	988	910
Distributions from Blues Trust	3	487	-	487	-
Total operating revenue		9,715	9,657	9,500	9,451
Expenditure					
ITM Cup		333	354	333	354
Sponsorship		614	597	614	597
Marketing		671	903	671	903
North and South Trust	13	-	68	-	-
Union Projects Joint Venture	3	-	9	-	9
Oceania Broadcast Joint Venture	3	130	103	130	103
Blues LP Joint Venture	3	110	-	110	-
Representative Teams		2,478	2,662	2,351	2,390
Amateur Rugby & Rugby Development		2,460	2,368	2,460	2,368
Administration		1,337	1,309	1,337	1,309
Depreciation		70	88	70	88
Other Expenses		278	460	278	460
Total expenditure		8,481	8,921	8,354	8,581
Net surplus before Rugby World Cup Activities and distributions to clubs	2	1,234	736	1,146	870
Represented by:					
Operating surplus of core ARU activities		1,234	807	1,146	870
North and South deficit	13	-	(71)	-	-
		1,234	736	1,146	870
Net income from Rugby World Cup Activities	3	-	108	-	108
Net surplus before distributions to clubs		1,234	844	1,146	978

The accompanying notes form part of these financial statements.

Statement of movements in retained funds

for the year ended 31 October 2013

	Group		Parent	
	2013	2012	2013	2012
	\$'000	\$'000	\$'000	\$'000
Net surplus before distribution to clubs	1,234	844	1,146	978
Less: distribution to clubs	(713)	(717)	(713)	(717)
Net movement in retained funds	<u>521</u>	<u>127</u>	<u>433</u>	<u>261</u>
Retained funds at 1 November	9,102	8,975	9,208	8,947
Retained funds at 31 October	<u><u>9,623</u></u>	<u><u>9,102</u></u>	<u><u>9,641</u></u>	<u><u>9,208</u></u>

The accompanying notes form part of these financial statements.

Statement of financial position

for the year ended 31 October 2013

	Note	Group		Parent	
		2013 \$'000	2012 \$'000	2013 \$'000	2012 \$'000
Current assets					
Bank		1,168	381	1,065	363
Bank deposit	4	800	800	800	800
Current term deposit		4,000	2,523	4,000	2,523
Bond investments	14	-	2,000	-	2,000
Trade receivables		263	732	224	665
Receivable from related parties	3	607	602	645	640
Prepayments		161	133	138	96
Loans and advances	6	95	192	95	192
Other current assets	5	322	693	322	693
		<u>7,416</u>	<u>8,056</u>	<u>7,289</u>	<u>7,972</u>
Non-current assets					
Bond investments	14	2,174	1,174	2,174	1,174
Loans and advances	6	1,043	1,043	1,062	1,062
Investments in subsidiaries	8	-	-	5	5
Intangible assets	11	107	-	107	-
Property, plant and equipment	7	216	223	216	223
		<u>3,540</u>	<u>2,440</u>	<u>3,564</u>	<u>2,464</u>
Total assets		<u>10,956</u>	<u>10,496</u>	<u>10,853</u>	<u>10,436</u>
Current liabilities					
Creditors and accruals		520	635	504	538
Employee entitlements		547	494	442	416
Payable to related parties	3	46	14	46	23
Deferred income		220	251	220	251
		<u>1,333</u>	<u>1,394</u>	<u>1,212</u>	<u>1,228</u>
Total liabilities		<u>1,333</u>	<u>1,394</u>	<u>1,212</u>	<u>1,228</u>
Net assets employed		<u>9,623</u>	<u>9,102</u>	<u>9,641</u>	<u>9,208</u>
Represented by:					
Accumulated funds		<u>9,623</u>	<u>9,102</u>	<u>9,641</u>	<u>9,208</u>

The accompanying notes form part of these financial statements.

Statement of cash flows

for the year ended 31 October 2013

	Note	Group		Parent	
		2013	2012	2013	2012
		\$'000	\$'000	\$'000	\$'000
Cash flows from operating activities					
Cash was provided from:					
Receipts from customers, funding & sponsorship		7,259	6,488	7,000	6,304
Grants received from North and South Trust		-	-	-	14
Grants received from North and South Trust Limited		2,870	2,961	2,870	2,961
Net receipts from Rugby World Cup Activities		-	108	-	108
Interest received		329	441	329	441
		<u>10,458</u>	<u>9,998</u>	<u>10,199</u>	<u>9,828</u>
Cash was disbursed to:					
Payments to suppliers and employees		(8,472)	(9,265)	(8,298)	(9,111)
Net cash inflow from operating activities	9	<u>1,986</u>	<u>733</u>	<u>1,901</u>	<u>717</u>
Cash flows from investing activities					
Cash was provided from:					
Repayment of bonds		<u>1,000</u>	-	<u>1,000</u>	-
		1,000	-	1,000	-
Cash was applied to:					
Investment in Rugby Holdings Limited Partnership		(461)	-	(461)	-
Purchase of property, plant and equipment		(25)	(36)	(25)	(36)
Current term investment		<u>(1,000)</u>	-	<u>(1,000)</u>	-
		<u>(1,486)</u>	<u>(36)</u>	<u>(1,486)</u>	<u>(36)</u>
Net cash inflow/ (outflow) from investing activities		<u>(486)</u>	<u>(36)</u>	<u>(486)</u>	<u>(36)</u>
Cash flows from financing activities					
Cash was applied to:					
Distributions to clubs		<u>(713)</u>	<u>(717)</u>	<u>(713)</u>	<u>(717)</u>
		<u>(713)</u>	<u>(717)</u>	<u>(713)</u>	<u>(717)</u>
Net cash (outflow) from financing activities		<u>(713)</u>	<u>(717)</u>	<u>(713)</u>	<u>(717)</u>
Net increase/(decrease) in cash held		<u>787</u>	<u>(20)</u>	<u>702</u>	<u>(36)</u>
Add: Opening bank brought forward		<u>381</u>	<u>401</u>	<u>363</u>	<u>399</u>
Closing bank at 31 October		<u><u>1,168</u></u>	<u><u>381</u></u>	<u><u>1,065</u></u>	<u><u>363</u></u>

The accompanying notes form part of these financial statements.

Notes to the financial statements

for the year ended 31 October 2013

1. STATEMENT OF SIGNIFICANT ACCOUNTING POLICES

A. BASIS OF PREPARATION

Auckland Rugby Union Incorporated ('ARU') is an incorporated entity under the Incorporated Societies Act 1908.

The financial statements have been prepared in accordance with generally accepted accounting practice in New Zealand. They comply with approved Financial Reporting Standards (FRSs) and Statements of Standard Accounting Practice (SSAPs) as appropriate for entities that qualify for and apply differential reporting concessions. The ARU have delayed the mandatory adoption of NZ IFRS for certain small entities in line with the Accounting Standards Review Board (ASRB) Release 9.

The financial statements comprise statements of the following: significant accounting policies; financial performance; movements in retained funds; financial position; cash flows; as well as notes to these statements.

The accounting principles recognised as appropriate for the measurement and reporting of earnings and financial position on a historical cost basis are followed by Auckland Rugby Union Incorporated and its subsidiaries and controlled entities.

In terms of the framework for differential reporting an entity is exempt from certain financial reporting standards if it satisfies the criteria specified in the framework; such an entity is called a qualifying entity. ARU qualifies for differential reporting exemptions as it has no public accountability and is not large in terms of the criteria set out in the Differential Reporting Framework. All available differential reporting exemptions allowed under the framework for differential reporting have been adopted with the exception that the financial statements have been prepared so that all components are stated exclusive of GST except for receivables and payables which are stated inclusive of GST.

The accounts are prepared on a going concern basis and have been presented in thousands of New Zealand dollars.

B. SPECIFIC ACCOUNTING POLICIES

The following specific accounting policies which materially affect the measurement of financial performance and financial position have been applied:

Consolidation

The consolidated financial statements include Auckland Rugby Union Incorporated and its subsidiaries and controlled entities which are accounted for using the purchase method.

Auckland Rugby Union Incorporated's share of the assets, liabilities, revenues and expenses of joint ventures are incorporated into the parent and consolidated financial statements on a line-by-line basis using the proportionate consolidation method.

In the parent financial statements, investments in subsidiaries are stated at cost.

Revenue

Test match fees are shown net in these financial statements as revenue from the New Zealand Rugby Union (NZRU).

ITM Cup income is recognised on an accruals basis, when the matches occur.

Funding from the NZRU is recognised as revenue in the period to which the funding relates.

Distributions including grants from associated parties are recognised when they are declared by the associated party.

Merchandise shop revenue is recognised as a sale arises.

Interest income from loans and investments is recognised on an accrual basis.

Notes to the financial statements

for the year ended 31 October 2013

ARU have various sponsorship contra arrangements, whereby the transactions are not settled by cash, but through offsetting services/products supplied. Non-cash contra revenue is recognised at normal commercial rates in the period it arises. Cash sponsorship is recognised on an accrual basis.

Property, plant and equipment

All property, plant and equipment has been valued at cost less accumulated depreciation and has been depreciated on a straight line basis over their estimated lives.

Buildings	10 years
Furniture & Equipment	5-10 years
Transport Equipment	5 years
Advertising Equipment	5 years

Where property, plant and equipment is disposed of, the gain or loss recognised in the Statement of Financial Performance is calculated as the difference between the sale price and the carrying amount.

Inventory

Inventories are valued at the lower of cost, determined on a first in first out basis, and net realisable value.

Investments

Investments are carried at amortised cost as they are held to maturity. Interest and rental income is recognised in the Statement of Financial Performance as it accrues.

Accounts Receivable

Accounts receivable are stated at their estimated realisable value.

Taxation

ARU is exempt from income tax under the promotion of amateur sport exemption of the Income Tax Act 2004.

Operating leases

Payments made under operating leases are recognised in the Statement of Financial Performance on a basis representative of the pattern of benefits expected to be derived from the leased asset.

Employee Entitlements

A provision for employee entitlement is recognised as a liability in respect of benefits earned by employees but not yet received at balance date. Employee benefits include salaries, wages and annual leave. The provision is the estimated amount expected to be paid by the entity.

Intangible assets

Intangible assets are amortised over the period of expected benefit, not exceeding 10 years.

Cash and Cash Equivalents

For the purpose of the statement of cash flows, cash comprises cash balances (net of bank overdrafts) and demand deposits.

Comparatives

Certain comparatives have been reclassified to conform with the current period's presentation.

C. CHANGES IN ACCOUNTING POLICIES

Uniform accounting policies have been applied throughout the Group and on a consistent basis with those of the previous period.

Notes to the financial statements

for the year ended 31 October 2013

2. NET SURPLUS BEFORE DISTRIBUTIONS TO CLUBS

	Group		Parent	
	2013	2012	2013	2012
	\$'000	\$'000	\$'000	\$'000
The net surplus is arrived at after charging:				
Audit fee	27	27	21	21
Other fees to auditors	6	6	6	6
Operating lease expenses	263	339	263	339
Depreciation				
Buildings	14	22	14	22
Furniture and fittings	56	66	56	66
Transport Equipment	-	-	-	-
Advertising Equipment	52	18	52	18

Included in depreciation charge are amounts with respect to proportionately consolidated joint ventures which are presented in the Statement of Financial Performance as expenses from the respective joint venture. The depreciation charge in respect of the joint ventures for both Group and Parent is \$51,699 (2012: \$18,445).

3. TRANSACTIONS WITH RELATED PARTIES

During the financial year ended 31 October 2013 the following transactions were undertaken with significant related parties.

Eden Park Trust – ARU hire the Eden Park Stadium from the Eden Park Trust and have provided the Trust with loans, the terms of which are set out in note 6.

Auckland Rugby Clubs – ARU operates for the benefit of amateur rugby and provides funding to affiliated rugby clubs.

New Zealand Rugby Union (NZRU) – Auckland Rugby Promotions Limited (ARPL), a subsidiary of ARU, transact with the NZRU in respect of the contracting of professional rugby players. ARU transact with the NZRU in respect of the staging of test matches at Eden Park. ARU received a bulk funding payment of \$1,006,017 (2012: \$959,205) based upon current registered player numbers. The bulk funding grant is received from the NZRU on a calendar year basis. Other grants of \$716,983 (2012: \$601,054) were also received from the NZRU during the year.

Blues Trust – The Auckland, North Harbour and Northland Rugby Unions work with the NZRU to run the Blues franchise which competes in the SANZAR Super 15 Competition. ARU has a beneficial interest in the trust on a distribution formula agreed at the discretion of the trustee company. The trust is managed by a joint board with administration and support being provided by ARU under a management contract. Management and other fees payable to ARU in the year to 31 October 2013 amounted to \$908,824 (2012: \$908,824). ARU received a distribution from Blues Trust for the 2013 Blues season of \$335,297 (2012: \$nil) and an additional distribution being in respect of an assignment of debt on 17 June 2013 for \$151,800.

On the 17th October 2013 the Trustees of the Blues Trust entered into an agreement to wind up the Blues Trust.

Rugby Holdings Limited Partnership (RHLP) and Blues Limited Partnership (BLP) – During the year, ARU (64.8%) entered into an agreement with North Harbour Rugby Union (29.4%) and Northland Rugby Union (5.8%) to establish RHLP. The purpose of RHLP is to hold a 60% ownership interest in the BLP to which the NZRU has granted the license to operate the Blues Super Rugby franchise from the 2014 season. RHLP had no income or expense in the period to 31 October 2013. BLP replaces the former Blues Trust as the license holder.

Notes to the financial statements

for the year ended 31 October 2013

Bolton Equities Limited holds the other 40% interest in BLP. At 31 October 2013, BLP has called \$1,576,000 of its initial \$4,000,000 partner's funds. In the event that BLP calls each of RHLP and Bolton Equities' remaining contributions, RHLP has the ability to satisfy part of its contribution (\$424,000) through the transfer of further intangible assets. These assets have not been recognised as an asset because it is not probable that future economic benefits embodied in the assets will eventuate as at 31 October.

During the year the Blues Trust sold fixed assets totalling \$89,700 to BLP at book value. By virtue of ARU's 64.8% interest in RHLP, the ARU holds an indirect 38.9% interest in BLP. Included within Blues LLP JV income is \$16,848 of funding from the NZRU (2012: \$nil). During the period to 31 October, ARU's share of BLP's income was \$17,678 and of expenses, \$110,125. BLP has a balance date of 31 August.

Oceania Broadcast Joint Venture - In 2012 an agreement was made with Oceania LED Systems to form a joint venture company. ARU and Oceania LED Systems both have an equal 50% equity share and voting rights in the joint venture. The objective of the venture is to operate the big screen displays at major sporting and cultural events in New Zealand. Revenues of \$122,856 (2012: \$105,488) and expenses of \$130,437 (2012: \$103,128) are included from the Oceania Broadcast joint venture.

Union Projects Joint Venture - In 2006 an agreement was made with four other Provincial Unions to form a joint venture company, Union Projects Joint Venture. The objective of the venture is to own and operate the scrolling advertising signs and big screen productions at the Provincial Unions grounds. There was no activity in the Joint Venture in 2013 and the Board resolved to wind up the venture as of the 31st July 2013.

Rugby Sales (LP) Joint Venture – a joint venture with Experience Group and the Eden Park Trust whose principal activity was acting as an agent for the sale of ticket and accommodation packages for the Rugby World Cup 2011. Included within "Income from Rugby World Cup Activities" in the Statement of Financial Performance is the following:

	Group	Parent
	2013	2012
	\$'000	\$'000
ARU share (33.3%) of surplus in Rugby Sales (LP) JV	-	108
	<u>-</u>	<u>108</u>

The Board intend to wind up Rugby Sales LP during the 2014 financial year.

All Directors are required to disclose all possible conflicts of interest at the Board of Directors' meetings and are required to abstain from any vote on those proceedings. ARU complies with all requirements of the Companies Act 1993 in terms of registers and notices for Directors' conflict of interest. There have been no dealings with Directors or parties related to the ARU Directors on terms other than in the ordinary course of business.

Directors' remuneration

	2013	2012
	\$'000	\$'000
Included within administration expense is the following amount of time reimbursements authorised for Directors:	\$'000	\$'000
G Wahlstrom – Chairmanship	<u>36</u>	<u>36</u>

4. RUGBY UNION HOUSE TRUST

Proceeds from the sale of Rugby Union House in 1985 were invested as bank term deposits and now stand at \$800,000 as shown in the Statements of Financial Position (2012: \$800,000).

5. OTHER CURRENT ASSETS

	Group		Parent	
	2013	2012	2013	2012
	\$'000	\$'000	\$'000	\$'000
Merchandise Shop Inventory	114	80	114	80
Other	208	613	208	613
	<u>322</u>	<u>693</u>	<u>322</u>	<u>693</u>

Notes to the financial statements

for the year ended 31 October 2013

6. LOANS AND ADVANCES

	Group		Parent	
	2013 \$'000	2012 \$'000	2013 \$'000	2012 \$'000
Current				
Loans to Eden Park Trust	47	47	47	47
Other	48	145	48	145
Total Current	<u>95</u>	<u>192</u>	<u>95</u>	<u>192</u>
Non-Current				
Loans to subsidiaries	-	-	19	19
Loans to Eden Park Trust	1,043	1,043	1,043	1,043
Total Non-Current	<u>1,043</u>	<u>1,043</u>	<u>1,062</u>	<u>1,062</u>

Current loans to Eden Park Trust are in respect of the Gate 24 Kiosk have no fixed repayment date as long as the merchandise shop remains rent-free. Non-current loans to Eden Park Trust have no fixed repayment date and are interest free and ARU has no intention of recalling these loans within the next financial year.

7. PROPERTY, PLANT AND EQUIPMENT

Group and Parent	Cost	Accum	Book	Cost	Accum	Book
	2013 \$'000	2013 \$'000	2013 \$'000	2012 \$'000	2012 \$'000	2012 \$'000
Buildings	1,127	1,110	17	1,107	1,096	11
Furniture & fittings	958	837	121	1,156	1,036	120
Transport Equipment	13	10	3	10	10	-
Advertising Equipment	119	44	75	110	18	92
	<u>2,217</u>	<u>2,001</u>	<u>216</u>	<u>2,383</u>	<u>2,160</u>	<u>223</u>

8. INVESTMENT IN SUBSIDIARIES

Significant subsidiaries	Percentage Held		Balance Date
	2013	2012	
Potters Park Limited	100%	100%	31 October
Gallaher Investments Limited	100%	100%	31 October
Auckland Blues Limited	100%	100%	31 October
Auckland Rugby Promotions Limited	100%	100%	31 October

The principal activity of Auckland Rugby Promotions Limited is to act as the employer of professional players and coaching staff of Auckland Rugby Union Inc.

Potters Park Limited, Gallaher Investments Limited, and Auckland Blues Limited were non-trading entities during the 2013 financial year (2012: non-trading).

Notes to the financial statements

for the year ended 31 October 2013

9. RECONCILIATION OF CONSOLIDATED SURPLUS WITH CASH FLOW FROM OPERATING ACTIVITIES

	Group		Parent	
	2013	2012	2013	2012
	\$'000	\$'000	\$'000	\$'000
Surplus before distribution to clubs	1,234	844	1,146	978
Non cash items				
Depreciation	70	88	70	88
Non-cash distribution from Blues Trust	(152)	-	(152)	-
	<u>1,152</u>	<u>932</u>	<u>1,064</u>	<u>1,066</u>
Movement in working capital:				
Decrease / (Increase) in current assets	895	145	853	57
(Decrease) / Increase in current liabilities	(61)	(344)	(16)	(406)
	<u>834</u>	<u>(199)</u>	<u>837</u>	<u>(349)</u>
Net cash flows from operating activities	<u>1,986</u>	<u>733</u>	<u>1,901</u>	<u>717</u>

ARU have various sponsorship contra arrangements, whereby the transactions are not settled by cash, but through offsetting services/products supplied. As these items are non cash, they are shown net in the cash flow.

10. COMMITMENTS

Group and Parent	2013	2012
	\$'000	\$'000
Operating lease commitments		
Non-cancellable operating lease rentals are payable as follows:		
Not later than one year	350	217
Later than one year but not later than two years	189	175
Later than two years but not later than five years	110	171
	<u>649</u>	<u>563</u>

Capital Commitments

There were no capital commitments at 31 October 2013 (2012: \$nil).

11. INTANGIBLE ASSETS

As a result of the new ownership structure put in place to operate the Blues Super Rugby franchise in 2014, the Blues Limited Partnership (BLP) acquired certain intangible assets from Rugby Holdings Limited Partnership, which were contributed by Rugby Holdings Limited Partnership's partners (as outlined in note 3). ARU proportionately consolidates its effective share of BLP, including these assets, which are amortised over their expected useful life, a period of not longer than seven years being the term of the Franchise Licence with the NZRU (to September 2020).

12. GUARANTEES ISSUED

ARU have not issued guarantees in the ordinary course of business (2012: \$nil).

Notes to the financial statements

for the year ended 31 October 2013

13. EXPENDITURE OF GRANTS PAID TO ARU BY THE NORTH AND SOUTH TRUST AND NORTH AND SOUTH TRUST LIMITED

Under the terms of the deed of trust of The North and South Trust Incorporated and the authorised purpose statement of North and South Trust Limited, the grants paid are required to be used to support and encourage amateur games or sport where the game or sport is conducted for the benefit of the general public. All gaming machine grants paid by North and South Trust Limited have been appropriately used for the authorised purpose of the promotion and support of amateur rugby.

Prior to 2013, the North and South Trust was 100% consolidated into the ARU Group, but was deconsolidated as a result of a reorganisation resulting in the formation of North and South Trust Limited during 2012.

14. INVESTMENTS IN BONDS

The bond investments held by ARU are carried at amortised cost as they are held to maturity. Had they been measured at fair value, this would result in a loss of \$153,250 being recognised in the statement of financial performance (2012: \$217,513 loss)

15. SUBSEQUENT EVENTS

There have been no subsequent events between balance date and the approval of these financial statements by the Directors (2012: none).

