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photosport

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

Highlights of 2012

- Keven Mealamu, Ali Williams, Charlie Faumuina and Piri Weepu were selected for the All Blacks.
- Ofa Tu'ungafasi, Milford Keresoma, Junior Tofa Va'a and Jake Heenan were selected for the New Zealand Under-20 team.
- Northern Region titles were won by Under 18 West, Under 18 Divisional, Secondary School Girls, Under 16 East and Under 14 West and East teams
- St Kentigern College was crowned New Zealand's champion 1st XV team after defeating Otago Boys' High School. Onehunga High School won the national co-educational 1st XV title.
- Auckland Storm won their 12th national title, going through the NPC undefeated – yet again. Eleven members of the squad were selected for the Black Ferns: Eloise Blackwell, Rawina Everitt, Fiao Fa'amausili, Emma Jensen, Justine Lavea, Karina Stowers, Aroha Savage, Hazel Tubic, Charlene Halapua, Lydia Crossman and Aleisha Nelson.
- Grammar Carlton defeated Marist to claim the Gallaher Shield.
- Lolagi Visinia, Charles Piutau, Gareth Williams-Spiers, Bryce Heem and Iopu Iopu all played for the New Zealand Sevens team.
- Vince Aso, Tim Cleaver, Broc Hooper, Sinclair Dominikovich-Murray, Sootala Fa'aoso, Tom McHugh, Sam Thomas and Matt Vaega gained selection in the New Zealand Secondary Schools team while Bram Egli, Leon Fukofuka, Mitchell Karpik, Liam Polwart, Jack Falloon, TJ Faiane and Dillion Wihongi were selected for the Secondary Schools Barbarian team.
- Dave Morgan, Sam Marshall, Liam Steel, Wyatt McKay, Alex Tuala, Josh Townsend and Thomas Vaughan represented New Zealand Universities.
- Auckland referees Jonathon White, Ben Skeen, Sheldon Eden-Whaitiri and Shaun Elliot were selected in the National Squad.
- Charlene Halapua, Linda Itunu, Huriana Manuel, Kayla McAlister, Tyla Nathan-Wong and Portia Woodman were selected in the New Zealand Womens Sevens team.
- Daniel Braid played his 100th match for Auckland.
- Referee Jonathon White officiated his 100th first class match.



The Auckland Sevens team celebrate another national title.

List of Officers

Patrons

Sir Fred Allen OBE (*deceased*)

Vice-Patrons

JBS Hutchinson, W Jelicich

Life Members

FR Allen OBE (*deceased*), D Dalgleish MNZM, L Deas, M Dick, R Fisher, RH Graham, P Hall, JBS Hutchinson, W Jelicich, C Klink, D Mullins, W Nathan, K Nelson, T O'Hanlon, M Smith, S White, C Wilson, L Woodgate, W Yelavich

President

Lawrie Knight

Hon Solicitor

Kevin Kilgour

Auditors

KPMG

Board of Directors

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

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 Rovers), David Prendergast (Marist), Vui Vitale (Otahuhu), Barry Sharp (Papatoetoe), Ces Williams (Ponsonby), Jo Moore (Roskill Districts), Gary Donovan (Suburbs), Gary Froggatt (Te Papapa Mt Wellington), Jock McNeil (Teachers Eastern), Rob Taylor (Auckland University), Ken Rackham (Waiheke Island), Don Urquhart (Waitakere City), Terry Cope (Waitemata), Don Crawford (Referees), Howard Perry (Primary Schools), Alex Bing (Secondary Schools), Brian Francis (JRC), Tim Henwood (Auckland Maori), Lafitani Pouanga (Auckland Tonga), Peter Fatialofa (Auckland Samoa)



Carlton Juniors enjoy a game of Rippa Rugby.

Chairman's Report



Glenn Wahlstrom
Chairman, ARFU

It has been a pleasure to have served the stakeholders of Auckland Rugby in 2012 and deliver to you the 129th Annual Report of the union's affairs.

This year was a very important year post RWC 2011 to deliver on the legacy opportunities for Auckland Rugby.

Furthermore, the year gave us back some 'focus' on our core Auckland Rugby business, whereas previously leading up to RWC, many of our staff were dual-focused due to the requirements on many to help deliver a successful tournament.

Key Highlights for 2012:

- ITM Cup team reaching the 2012 national provincial final and our women's team winning their 12th national title.
- RWC 2011 legacies delivered to improve player, coach, referee and administrator numbers.
- The ARFU financial result was well above budget before extraordinary activities.
- The High Performance Academy continued to build on its talent identification and development strategy with excellent results.
- Establishing clear workplace values across the organisation to enhance our culture.
- Progress on the expression of interest around a new Blues licence to operate where ARFU takes a lead role.
- The identification and possibility for an International Academy run by ARFU, providing future new revenue streams.
- The finalisation of a new 'draft' constitution to be put before the 2012 ARFU AGM.

ITM CUP

Three years ago the HPA put in place a new strategy with a change in focus regarding Talent ID and player/coach models. Part of this change saw the appointment of Wayne Pivac as head coach of the

Auckland ITM Cup team with Paul Feeney as his assistant. Along with scrum coach Nick White, the trio put in a lot of work this year to work towards returning Auckland Rugby to its position as a leader in provincial rugby across New Zealand.

Setting realistic goals for 2012 under a new coaching leadership group, we surpassed our early goals for the season by reaching the ITM Cup final.

Whilst a beaten finalist against Canterbury, we still performed with credibility and the experience gained among a squad with an average age of only 21 years, means we are well placed to build on this in future years.

Another significant feature was the team's results during the round robin, winning all home fixtures at Eden Park in front of their loyal fan base, losing just two away pool games against Canterbury and Bay of Plenty.

Our results for the season were very much reflected in the demeanour of the players who as a working unit gelled well together and showed strong work ethics, embracing traditional values of the past. As a result our fans, sponsors and wider stakeholders became more engaged as the season progressed.

This year's dramatic improvements both on and off the field, were a result of good planning, execution, assessment and review. The work of head coach, Wayne Pivac, his management team and support staff deserves to be acknowledged.

Congratulations also goes to Daniel Braid our captain who was the 22nd player to achieve the 100 games milestone for Auckland. This is an outstanding achievement and we wish Daniel well for the future.

The flagship provincial rugby competition still comes with considerable challenges. ARFU's preference in the Competitions Review of 2010 was for a 10 team premierships competition. However, the end result was a 14 team format introduced last year, spread across two pools of competition (premiership and championship). While some of the challenges include crossover games, short turnarounds with little time for coaching, nor rehabilitation and recovery), poor crowds at midweek games in particular, we are committed to a trial period of three years in order to have given this competition a fair run.

The cost to serve a Provincial Union competition as we know it today is extremely challenging, and this is exacerbated by midweek games as well as

hosting semi and finals. In order to assist with this, some consideration to distributing NZRU funds for midweek matches and financial incentives for achieving semi-final/final status is deserved.

BLUES

This year was the second year of the expanded Super Rugby competition that saw some measured improvement on-field from all New Zealand franchises, except the Blues.

After ending the 2011 season as a home play-off qualifier, we all had visions of the Blues in 2012 knocking on the door for a final.

The team's season finished as one of the worst on record, with a final placing of 12th on the table (4 wins, 12 losses). Injuries to leading players seriously impacted on team selection. As a result, from week to week, the team failed to gain consistency or cohesion and confidence within the team environment fell away.

On a positive note , Auckland Rugby provided eight of the 13 new faces to this year's team . (Liaki Moli, Angus Ta'avao, Gareth Anscombe, George Moala, Ben Lam, Steven Luatua, Charles Piutau and Albert Nikoro). We also recognise Benson Stanley and Rudi

Wulf who reached the milestone of 50 caps for the Blues and Ali Williams played his 100th Super Rugby game.

A consequence of the team's poor on-field performances was to make the head coach's role in 2013 contestable. The end result was a new four-man coaching structure, led by Sir John Kirwan and selection of a relatively young squad for the next Blues season.

It is now up to us all, to embrace the changes and support the new regime, wishing them well for a considerably improved 2013 campaign.

Despite the results on-field, the Blues off-field financial performance was positive. This was largely due to innovative Blues ticketing packages, along with sponsorship and home match attendance.

BLUES LLP (License to Operate)

Late in 2011 the NZRU invited expressions of interest from interested parties to inject new capital monies into franchise rugby. Auckland Rugby engaged the services of Clavell Capital Ltd. (Merchant Bankers) and took a lead in this process, engaging also with our provincial union partners (North Harbour and Northland) and Eden Park Trust.



We set about creating a strategy for private equity investment and a Plan B level of interest for a consortium of sponsors who could come together and provide annuity funding for brand recognition returns.

To date, we have a number of international parties, predominantly rugby teams backed by international brands who have been provided due diligence information and terms of reference for equity participation.

Working closely with the NZRU, we don't expect any new changed Blues LLP structure for the 2013 season but we are committed to taking the time necessary to enable the best equity partnership or a sponsorship-led consortium that will provide a much stronger and guaranteed medium term financial position for future investments by the Blues.

ARFU HEADQUARTERS AND TRAINING FACILITIES

The need for a High Performance Training facility is paramount and continues to be a priority focus for the Board.

Currently three options are being investigated and we're confident of firming up one of these options in 2013.

EDEN PARK

Since the completion of Eden Park and the major event of RWC 2011, Auckland Rugby has continued to build the relationship with Eden Park Trust and its management, primarily to improve the experience of patrons, whilst we work together to make the park a viable proposition going forward. A number of challenges remain for all parties concerned.

Since September 2012, both Rugby and Cricket, as part of the legacy of the new Eden Park Trust, have two trustees each. Ken Baguley (along with Grant Carruthers) has been appointed by the board as our second nominee.

CONSTITUTION REVIEW

At the beginning of 2011, the Board agreed that updating the ARFU Constitution and Rules should be given priority and to this end a sub-committee consisting of five directors was established to undertake this task. The existing Constitution and Rules had been adopted in 1994 and thus did not contemplate the implications of the professional rugby era.



The Auckland Under 18 Girls in their final against Bay of Plenty.

Terms of Reference were to progress the production and publication of a draft Constitution and Rules for the Auckland Rugby Football Union to reflect its present and likely future operations and once a satisfactory framework had been approved by the ARFU Board of Directors, to submit the draft to formal legal scrutiny and construction. We were then in a position to present it to the members and other appropriate stakeholders of the ARFU for adoption. It requires a duly convened General Meeting (AGM 2012) at which a vote of a majority of two-thirds of the members present will be required for its adoption.

Specific objectives included:

- Compliance with the requirements of the NZRU in regards to retaining Incorporated Society status
- Inclusion of provisions that reflect the professional rugby era
- Retention of tax exemption status

Prior advice had been taken by the Board over the preceding several years and this advice was taken into account by the sub-committee in its deliberations in addition to using reference to other Provincial Constitutions and to the NZRU Constitution that was adopted in December 2009.

The Constitution Review sub-committee met monthly from February 2011 to July 2012 and presented monthly progress reports at Board meetings. Once the Board had agreed the changes included in the Draft Constitution and Rules, this draft as well as a summary of major changes were presented to Club chairmen and Delegates and Life Members, at separate meetings held in early September 2012. There was robust discussion in both of these forums but no changes ensued.

It should be noted that due to changes to the Incorporated Societies legislation, the draft presented with the Notice of Meeting for the 2012 Annual General Meeting refers to the Rules of Auckland Rugby Union Incorporated – the word ‘Constitution’ having been removed.

The existing Constitution and Rules (at Rule 21) states:

- 21 (i) This Constitution and Rules shall not be altered added to or rescinded except on a vote of a majority of two-thirds of the Members present at an Annual General Meeting or at a Special General Meeting duly convened.
- 21 (ii) Notice of any proposed alteration addition or rescission must be given in writing to the Chief Executive Officer at least twenty-one days before the meeting at which it is intended to propose such alteration addition or rescission.

The Board believes that the draft that has been circulated to members with the Notice of Meeting has met the Terms of Reference.

FINANCIAL

The Deloitte Sports review of the 14 provincial unions (in the championship and premierships competitions) highlighted the increasing pressures placed on unions charged with the operational and financial stewardship of the game. The report identified the availability of large corporate sponsorships in a commercial environment still recovering from the global financial crisis has diminished.

So now, more than ever, community participation and support is crucial to the ongoing success of provincial unions, including Auckland.

The 2012 budget approved by the board showed a consolidated operating surplus from core activities of \$76K.

This year we have produced a surplus result from core activities of \$362K and after factoring in extraordinary activities, a surplus of \$127K.

This financial result under very trying conditions is excellent, however it is on record that we must seek out new revenue streams, especially when the potential for gaming revenue is regularly challenged



George Moala busts through a tackle in Auckland's match against Waikato.

and traditional major sponsors (e.g. Breweries) have moved their sponsor funds away from the ITM Cup product.

I can state that through our strategy discussions we have identified some new sources of revenue and will give progress updates throughout the 2013 season.

Conversely, we are also cognisant of costs and best business structure, both of which are high on the agenda at board and executive level.

To ensure Auckland Rugby always remains strong, it is my view that we need to produce an annual operating surplus of at least \$500K. This allows for a buffer in leaner years but more importantly provides the opportunity for investment in the union's future activities.

Again, I wish to commend the financial stewardship of our Financial Controller, Warrick Nansett, along with the capable guidance given by our board finance sub committee of Grant Carruthers (chairman) and Mike Donovan.

AMATEUR RUGBY

Our club and school competitions have again been delivered with outstanding success.

The Waka Nathan and Sir Fred Allen Challenge Cups were both won by Papatoetoe, whilst the Alan McEvoy Memorial Trophy and Gallaher Shield were won by Grammar Carlton.

This year was the first time in eight seasons that a different set of colours hoisted the Gallaher Shield aloft.

Secondary School rugby also proved strong with St. Kentigern College 1st XV winning the Auckland and NZ Secondary schools title. Onehunga 1st XV did well to secure the Auckland B and national co-ed titles. A number of boys from these teams and others went on to higher selection honours.

Our representative teams from Development, Colts, Sevens, Age grade and the undefeated Womens (Storm) competed with distinction.

Credit must go to all the coaches and team management along with the dedication and focus of the High Performance unit within the union, ably led by Ant Strachan and Bevan Cadwallader.

Our referees across the grades continued to perform, including those selected for national honours at Heartland or ITM Cup level. We congratulate the prestigious achievement of our top referee Jonathon White, who this year refereed his 100th first-class fixture. Not only is this an outstanding milestone but Jonathon manages to fulfill his refereeing career with utmost professionalism, alongside his responsibilities as a cardiologist.

It was disappointing that our referees were again this year subject to abuse or in some cases assault. This type of behavior under any circumstances is totally unacceptable and the union will do all within its powers to eradicate it from the game.

The Council of Delegates, who predominantly deliver the amateur game within our province, did so under the guidance of chairman John Hunt and his deputy Brian Wilsher. We thank them both for representing the clubs interest at the Board table and aiding player, coach, and administrator increases across our union.

The ARFU is proud of its continued support to the clubs via the Amateur Support Agreement. The Board acknowledges this is vital for club health, but does caution there is no future guarantee of club grants should the distribution of income from Trust monies change.

We encourage clubs to continue to seek alternative means to gain greater financial independence.

In concluding, on behalf of the Board of Directors, I wish to thank the ARFU Executive, led by our CEO Andy Dalton, who keep Auckland Rugby Union delivering to its wide group of stakeholders at various levels of the code as well as at the top of the



Papatoetoe Captain Ben Masoe celebrates with the Waka Nathan Trophy.

game within New Zealand.

In 2012 the Board has worked diligently across all facets of the game and I thank them for their valued contributions, including our President Lawrie Knight.

A special thank you and acknowledgement goes to Grant Carruthers who is retiring this year and creates a director vacancy for 2013, after 12 years of service, since being elected back in 2001. Grant has passed through most sub-committees of the Board (invariably as chairman) including, Finance, Strategy, Referees, Union Projects Ltd., Eden Park (Board of Control & Eden Park Trust) and as a Trustee of the Seagull Trust.

Grant has given his time freely, with his legacy seeing ARFU today in a strong Balance Sheet position of circa \$7m in cash reserves. Grant, on behalf of the Board and Auckland Rugby, we sincerely thank you for your fine contribution and wish you well in your future endeavours.

Throughout the year we witnessed the passing of a number of our former members of our union. Special mention is made of Sir Fred Allen. Fred was our Patron at the time, after a most distinguished career in all aspects of our code, both at Auckland, national and international levels. More recently, Sir Wilson Whineray passed away, another national icon of our game. Both of these men hold a special place at the heart of Auckland Rugby and will be remembered for a long time to come.

The passing of former members of our union is detailed under Obituaries within this annual report.

GLENN WAHLSTROM
Chairman
Auckland Rugby Football Union



Sir Wilson Whineray

OBITUARIES

Ivan Rasmussen – Former Auckland player

AA Watson – Former Auckland player

John McDonald – Former Auckland player

Sir Fred Allen OBE – ARFU Patron, past President and former player, former All Black captain, selector and coach

Ken Bishop – Former ARFU Financial Controller

Mike Cormack – President of New Zealand Barbarians and Former Auckland player

John Brady – Former Auckland player

Berniw Sumich – Former ARFU Junior Advisory Board Chairman

Sir Wilson Whineray – All Black Captain and Former Auckland player

AP Simperingham – Former Auckland player

Jack Bourke – Former Auckland player

Dave Harker – Former Auckland player

Ron Whetton – Former Auckland player

Gerry Adams – Suburbs Rugby Club Life Member

Bob Scott – Former All Black and Auckland player



Sir Fred Allen OBE

Chief Executive's Report



Andy Dalton
Chief Executive Officer
ARFU

In the year following the highs of RWC 2011, it was always going to be interesting to see whether rugby maintained the high levels of interest it enjoyed as a result of the world cup win.

Growth in player registrations, particularly at the junior and secondary school rugby levels, were pleasing to see and equally important

was the ability to attract match officials to the game.

Secondary school rugby across the union this season was of an exceptionally high standard and having two Auckland schools win both national titles was a wonderful result. The two national secondary school sides featured 15 Auckland players and both sides were captained by Auckland players. The health and depth of rugby in this development age-group across our union bodes well for the future of our flagship teams.

PERFORMANCE

The Blues 2012 season looked so promising prior to the campaign but the actual result was very disappointing – with a 12th place finish in the Investec Super Rugby competition.

This unacceptable placing resulted in the Head Coach role becoming contestable late in the season. A new coaching team has been in place since August and considerable work has been done by Sir John Kirwan and his support staff to prepare for 2013. Admittedly it is a young Blues squad for next year's Super Rugby campaign, however considerable resource has been put into ensuring JK and his coaching/management team are in the best position they can be at competition kick-off.

The fortunes were more favourable for the Auckland ITM Cup side who under the new coaching staff of Wayne Pivac, Paul Feeney and Nick White produced a very good campaign.

Not only was it a new coaching trio, but several new faces donned the blue and white hoops this year for Auckland, some of them in their first year out of school.

In a congested season, with minimal turnaround between matches, Pivac and his support staff managed the players extremely well, resulting in this team marching their way to the finals. Credit to the players, led by captain Daniel Braid (and Hadleigh Parkes his lieutenant) who were professional and committed, both on and off the field. Special mention must also go to Daniel who became an Auckland centurion at the final, after more than a decade playing for Auckland.

Other Auckland representative teams had strong seasons – all but one finishing in the top three of their respective competitions. Acknowledgement to Auckland Rugby High Performance Manager Ant Strachan and his team, who have continued to drive strategic change in recruitment and development programmes, delivering some outstanding results in 2012.

With more than 22,000 registered players taking to the fields across the city in this season, rugby was the core winter code for many households and Auckland Rugby gratefully acknowledges the time and effort put in by the thousands of volunteer coaches, officials, supporters and parents who make this happen.

BALANCED SCORECARD

2012 PERFORMANCE SUMMARY

Category	Assessed Score	Target	
Outstanding Leadership	10	6.25%	
Business Excellence	10	9.90%	
Match Operation	10	9.85%	
Growing the Game	10	7.00%	
On Field Performance	40	25.60%	
Community Delivery	10	9.5%	
Legacy of RWC2011	10	9%	
	100%	78.50%	

Each year the performance of the organisation is documented in the Balanced Scorecard which measures our progress in relation to the Strategic Plan.

BALANCED SCORECARD

GOAL-SETTING PROCESS				SELF-REVIEW PROCESS		
Outstanding Leadership		Total Weighting 10%				
Objective	Objective weighting	Responsibility	Target outcome	Final Position	Objective score	Comments
Review and update 2012 Annual Plan and sign off	10%	CEO / Board	Review completed & Plan signed off	Annual Plan Completed	10%	
Complete Strategic Plan for 2012 - 2015	15%	CEO/Board	Complete Strategic Plan and get Board sign off	Draft presented to Nov Board meeting	7.5%	
Complete ARFU Constitution review and present at 2012 AGM	10%	CEO / Board	Recommendations presented to Clubs + AGM	Review Completed	10%	
Determine long term options for ARFU team and administration headquarters	15%	CEO	Long term headquarters determined	Admin to say at Eden Park	5%	Finalising costs and design for the three identified options
Submit EOI to NZRU and develop RFP for ownership of the Blues Franchise	20%	CEO / Board	EOI submitted and RFP developed	EOI submitted and approved	10%	Final proposal will be for 2014
New Venue Hire Agreement negotiated with EPT	20%	CEO / Finance Manager	Agreement finalised and signed off	Operated on previous VHA	10%	Still an issue with ticketing rights
Establish KPIs for all senior mgmt staff	10%	CEO	KPIs agreed and set	KPI's agreed and signed off	10%	
Total Possible Score	100%			Total Score	62.5%	
				<i>Divide by 100 x 10</i>	Adjusted score: 6.25%	Maximum 10%

GOAL-SETTING PROCESS				SELF-REVIEW PROCESS		
Community Delivery		Total Weighting 10%				
Objective	Objective weighting	Responsibility	Target outcome	Final Position	Objective score	Comments
Develop and implement regional community programme to enhance Auckland Rugby flagship team and wider business	25%	Head of Comms	15 new initiatives added to community plan to be completed during club, school and ITM Cup season	Achieved	25%	Exceeded
Develop new ARFU website	30%	Head of Comms	New website designed and implemented	Mostly Achieved	25%	
Implement results from 2011 Media Survey to establish current performance levels	20%	Head of Comms	Results implemented	Achieved	20%	
Complete review of Charity partners	10%	Head of Comms	Charity partners reviewed / created	Achieved	10%	
Create internal and external digital media strategy to enhance Auckland Rugby profile	15%	Head of Comms	25% increase in social media followers and online users	Achieved	15%	Exceeded
Total Possible Score	100%			Total Score	95%	
				<i>Divide by 100 x 10</i>	Adjusted score: 9.5%	Maximum 10%

GOAL-SETTING PROCESS				SELF-REVIEW PROCESS		
Business Excellence	Total Weighting 10%					
Objective	Objective weighting	Responsibility	Target outcome	Final Position	Objective score	Comments
Budget surplus of \$76,818 AFTER Club grants of \$715,000 achieved / exceeded	30%	CEO / Finance Manager	Budget met /exceeded	Surplus of \$362,464 achieved	30%	BEFORE extraordinary items of (\$235,749) incurred
Achieve total ground membership renewal of 4,085 across EPGM and RugbyFirst products (1% off for every 100 down)	10%	Marketing Manager	Numbers met / exceeded	Total of 4,415 across RugbyFirst and EPGM achieved	10%	
Cash sponsorship budget achieved of \$1,333,500 (1% off every \$25,000 down)	10%	Sponsorship Manager	Budget meet / exceeded	\$1,339,142 achieved	10%	
Gaming grants achieved - \$3,000,000 (1% off for every \$50,000 down)	20%	CEO / Finance Manager	Budget meet / exceeded	\$2,975,000	20%	
Salary Cap compliance	10%	Finance Manager	No financial penalties incurred	Achieved, no penalties	10%	
Game Day Revenue of \$90,000 achieved over 5 round robin matches in ITM Cup	5%	Marketing Manager/ NPC BrandManager	Budget met / exceeded	\$83,173 achieved	4%	
Develop membership plan for 2013	10%	Marketing Manager	Plan developed and approved	Plan developed and rolled out	10%	
Develop Risk Management reporting and monitoring model	5%	CEO / Finance Manager	Model developed and approved by Board	Model developed and Policy approved by Board	5%	
Total Possible Score	100%			Total Score	99%	
				<i>Divide by 100 x 10</i>	Adjusted score: 9.90%	Maximum 10%



Auckland players visit KidzFirst Hospital during the ITM Cup season.

GOAL-SETTING PROCESS				SELF-REVIEW PROCESS		
On Field Performance		Total Weighting 10%				
Objective	Objective weighting	Responsibility	Target outcome	Final Position	Objective score	Comments
Win the ITM Cup competition	25%	NPC Coach	Win ITM Cup – full 25% Qualify Final – 15%	Qualified for final	15%	
A minimum of 6 All Blacks selected over calendar year	10%		Min 6 players selected	Four selected	6.5%	Ali Williams, Keven Mealamu, Charlie Faumuina, Piri Weepu
Win the Northern Region B competition	10%	B Coach	Win title	Not achieved	0%	Won by Counties Manukau
Win the National Sevens	10%	Sevens Coach	Win title	Achieved	10%	
Win Northern Region U20s	10%	U20s Coach	Win title	Not achieved	0%	Team was unbeaten but North Harbour won on bonus points
A minimum of 20 ARFU contracted Super Rugby players	10%		Min 20 players selected	Achieved	9%	19 selected plus an additional 6 replacements throughout year
A minimum of 4 players selected for NZ Colts	5%	HP Manager	Min 4 players selected	Achieved	5%	Milford Keresona, Junior Va'a Tofa, Ofa Tu'ungafasi, Jake Heenan
A minimum of 3 referees in the Northern Region Squad	5%	GM Referees	Min 3 referees selected	Two selected	3.5%	
A minimum of 4 referees in National Squad	5%	GM Referees	Min 4 referees selected	Achieved – four selected	5%	Jonathon White, Ben Skeen, Sean Elliott, Sheldon Eden Whararati
A Northern Region selector appointed	5%	GM Referees	Selector appointed	Achieved	5%	Mike Trevenan
A minimum of 8 referees in ARRA	Academy	5%	GM Referees 8 referees in ARRA Academy	Achieved	5%	
Total Possible Score	100%			Total Score	64%	
				<i>Divide by 100 x 40</i>	Adjusted score: 25.6%	Maximum 40%



Auckland Centre Malakai Fekitoa dives over for his first ITM Cup try.

GOAL-SETTING PROCESS				SELF-REVIEW PROCESS		
Growing the Game		Total Weighting 10%				
Objective	Objective weighting	Responsibility	Target outcome	Final Position	Objective score	Comments
Review and implement Club Rugby Strategic Plan	25%	Rugby Ops Manager	Plan implemented	Completed	25%	
Install XERO accounting package into over 70% of Premier Clubs in 2012	10%	Club Liaison Officer	70% of Premier Clubs operating Xero package	Achieved	10%	
Achieve 16 teams in U19 and U21 grades	10%	Rugby Ops Manager	16 teams in each U19 and U21 grades	U21 – 15 teams U19 – 12 teams	0%	
Increase total registered player numbers by 7.5% (2011 – 21,669)	15%	Rugby Ops Manager	7.5% increase met / exceeded	Increase of 1.55% Registered player 22,004	2.5%	Increase in U12 offset by drop in Senior & President grades
Total registered active match officials retention rate 85% (2011 – 220 registered)	10%	Referees Manager	Retention rate of 85% achieved	Not achieved – 80% retention	9.5%	
Recruit minimum of 40 registered match officials	10%	Referees Manager	40 match officials registered	Achieved - 40 new officials recruited	10%	
Total registered coach numbers will increase by 7.5% (2011 – 1,446)	15%	Coach Dev Manager	7.5% increase meet / exceeded	Achieved – 1,591 registered. 10% increase	15%	
Increase Volunteer base by 5% (2011- 880)	5%	Rugby Ops Manager	5% increase in Volunteer base	Achieved – 948 registered. 7.7% increase	5%	
Total Possible Score	100%			Total Score	77.0%	
				<i>Divide by 100 x 10</i>	Adjusted score: 7.0%	Maximum 10%



Blues fullback Charles Piutau in his first Super Rugby match.

GOAL-SETTING PROCESS				SELF-REVIEW PROCESS		
Match Operations	Total Weighting 10%					
Objective	Objective weighting	Responsibility	Target outcome	Final Position	Objective score	Comments
Deliver home Super Rugby fixtures to SANZAR match management standards	30%	Rugby Operations Manager	Matches delivered to SANZAR specifications	All matches delivered to SANZAR standards	30%	
Deliver home ITM Cup fixtures to ITM Cup match management standards	20%	Rugby Operations Manager	Matches delivered to ITM Cup specifications	All matches delivered to ITM Cup standards	20%	
Deliver quality Bledisloe Test match in line with NZRU Test match KPIs	15%	ROM, Marketing Mgr & Finance Mgr	Achieve maximum score under NZRU Test Match KPI schedule	KPI of 99% achieved	15%	
Deliver quality Irish Test match in line with NZRU Test match KPIs	15%	ROM, Marketing Mgr & Finance Mgr	Achieve maximum score under NZRU Test Match KPI schedule	KPI of 90% achieved	13.5%	
Deliver Club & Secondary School 1st XV finals	10%	Rugby Operations Manager	Exceed expectations of COD & Secondary School Committees	Very successful event at Eden Park	10%	
Deliver high quality Test match enhancement programmes	10%	Events Manager	Delivers against NZRU brief	Delivered within budget and to high KPI standard	10%	
Total Possible Score	100%			Total Score	98.5%	
				<i>Divide by 100 x 10</i>	Adjusted score: 9.85%	Maximum 10%



Children at Wymondley School accept a cheque on behalf of KidzFirst from Auckland players Dan Braid and Joe Edwards.

GOAL-SETTING PROCESS				SELF-REVIEW PROCESS		
Legacy of RWC 2011		Total Weighting 10%				
Objective	Objective weighting	Responsibility	Target outcome	Final Position	Objective score	Comments
(1) Participation - Increase the numbers of players and coaches	30%	Community Rugby GM	Increase all areas by 7.5%	Achieved with coaches and volunteers but not player numbers	20%	Players 1.55% Coaches 10.00% Volunteers 7.7%
(2) Facilities - Maximise use of RWC upgraded facilities for ARFU controlled fixtures: Eden Park, Waitakere Stadium, Western Springs & Bell Park	15%	Community Rugby GM	Ensure 4x facilities are utilised for ARFU controlled fixtures	Achieved	15%	Eden Park – Schools & Club Waitakere – incl. All Blacks Western Springs – Club & Rep Bell Park – Club & Rep
(3) Stakeholders - Strengthen relationships with EPT, AC, AT & NZ Police	10%	Community Rugby GM	Relationships with EPT, AC, AT & NZ Police are strong	Achieved	10%	
(4) JV Opportunities - Use RWC associations to develop JV opportunities	10%	Community Rugby GM & Finance Manager	Establish JV with Experience Group, EPT & ARFU for hospitality	Achieved	10%	
(5) Organisational Capability - Investigate options to market experience gained from RWC	10%	Community Rugby GM	New opportunities identified & developed	Achieved	10%	Developing opportunities for Cricket RWC
(6) Volunteer Base - Use RWC volunteer base to enhance services at Eden Park	15%	Community Rugby GM	Spectator Services implemented at Eden Park	Achieved	15%	Implemented and utilised for ISR and Test matches
(7) Accreditation - Retain and refine RWC accreditation model	10%	Community Rugby GM & Accreditation Manager	Implement the upgraded accreditation process for all Eden Park rugby fixtures	Achieved and implemented	10%	
Ensure matches and events scheduled pre RWC 2011 to "test" venues are successful and meet RNZ expectations at Northland and Eden Park	10%	CEO/Ops Manager	Matches completed successfully	Achieved	10%	
Total Possible Score	100%			Total Score	90%	
				<i>Divide by 100 x 10</i>	Adjusted score: 9%	Maximum 10%



Blues fans show their true colours at Eden Park.

SPONSORSHIP/MEMBERSHIP

Others will comment in this report about the valued commitment of our sponsors across many levels of the game. However, as CEO, I wanted to express my sincere gratitude to all of the businesses who join us to show their faith and support in our game and our union. Without you we could not develop, promote, facilitate, expand nor deliver the rugby experience to our stakeholders in the way we do and your assistance and commitment is appreciated at every level.

The same is said for our members – the loyal contingent of Auckland Rugby and Blues followers. This year some innovative ticketing packages were offered to deliver more flexible options for the busy modern fan and families. These were put in place to enhance our existing membership offering and as always, we appreciate the support our loyal members bring to our home fixtures.

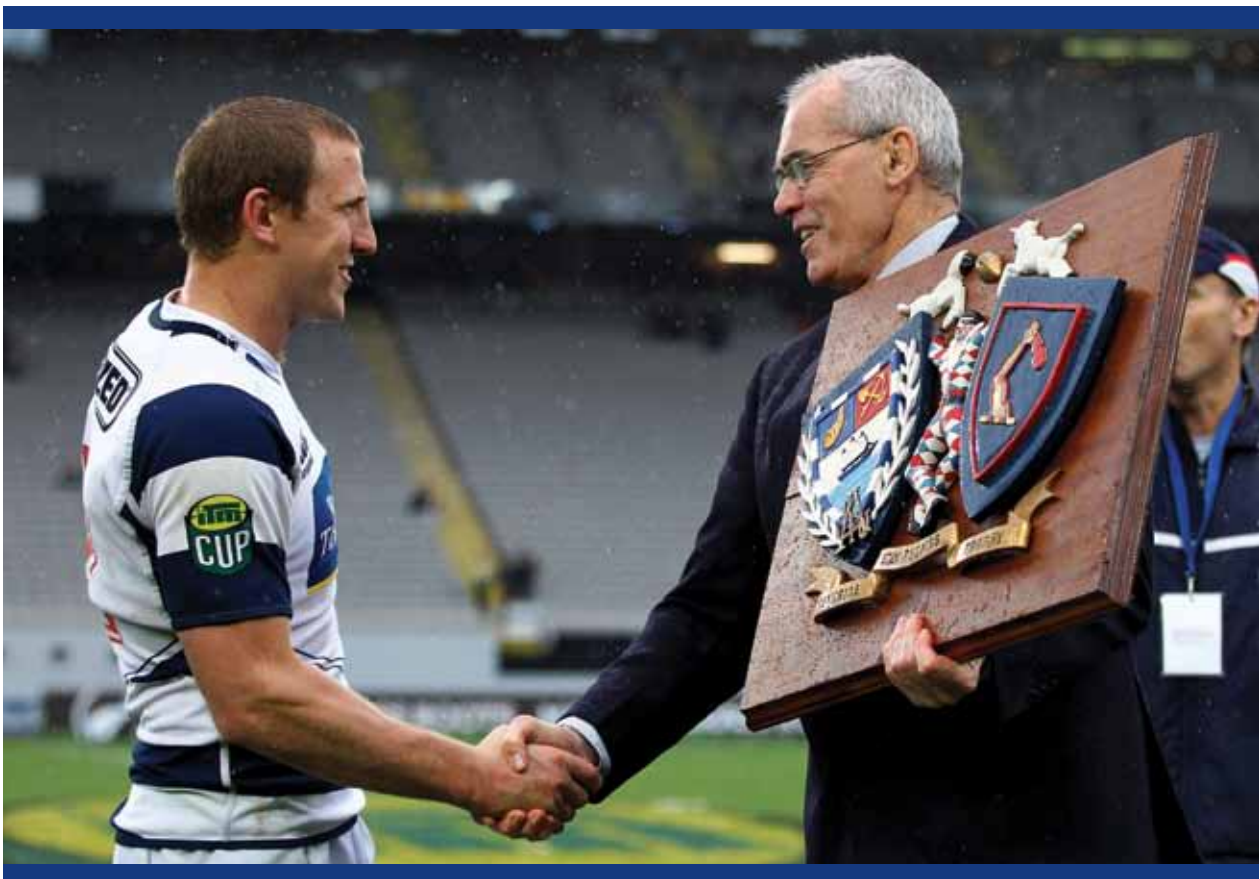
PLAYER DEVELOPMENT

In its third year since the restructure of the High Performance Academy, the staff involved with the

HPA continued to see gains, particularly in the focus areas of talent identification in development-aged players. A measure of this was many of our teenage players earned national honours this season.

Highlights included:

- The ITM Cup team (with an average age of just 21) made the finals
- Nine players made their first-class debut this season for Auckland
- The club rugby window remained protected enabling full-strength sides to run out for their finals
- Two Auckland secondary schools won both national titles - Co-ed (Onehunga High School) and Open (St Kentigern College)
- 15 secondary school players were selected for the two national sides with Auckland players captaining both teams.
- The Auckland Women's team (Storm) won their 12th national title after another season undefeated.
- The establishment of the secondary schools 1C competition enabled more secondary school



Auckland President Lawrie Knight presents Hadliegh Parkes with the Stan Thomas Memorial Trophy.

students to play rugby for their school this winter

- Rippa Rugby (junior levels) and Sevens tournaments across school rugby increased both male and female participation
- Continued success of the Auckland age group representative teams

Representation in NZ squads:

- NZ Under 17 programme – Auckland has provided 32 players out of a total of 100 players from across New Zealand
- NZ Secondary Schools squads – 15 players from Auckland
- NZ Under 20 squad – four players, one of whom was nominated for Under-20 Player of the Year (Ofa Tu'ungafasi)
- 13 invited to participate in the NZ Under 20s camp from which the 2013 NZRU Under 20s team will be selected

FINANCIAL PERFORMANCE

The current economic climate continues to provide its challenges in regard to revenue generation and we are constantly looking for new revenue streams to support the operational costs of the Union.

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

- Maintained club grants at a level of \$717,000
- The successful launch of a revamped Membership scheme, with new categories established for RugbyFirst (all Rugby) and True Blues (Blues only)
- Achievement of KPI scores of 90% and 99% from the NZRU for the match management of the All Blacks matches at Eden Park v Ireland and Australia respectively
- Maintained overall sponsorship at a similar level to 2011
- Aligned player contract remuneration to a more feasible and prudent level to the revenue being generated that supports these payments

COMMUNITY ENGAGEMENT

The importance of our flagship teams connecting with the community is paramount. With the pressure and increasing demands on busy modern lifestyles, there is more competition for people's time and discretionary spend. We are cognisant of

the fact that supporters and fans are earned, they are not there by right and in return for their loyalty, teams must give back to the community.

Both the Blues and ITM Cup sides contributed more than 1500 hours to the community in 2012. These activities ranged from preparing breakfasts for primary school children alongside the Kids Kai Time programme, through to running skills and drills with club and rep rugby kids or visiting patients at KidzFirst Hospital.

While not all requests can be delivered, there is a genuine effort on both organisations' part to connect with our community - whether it is through the fast-growing and ever changing digital media space (40,000+ Facebook fans and 15,000+ Twitter followers), or through more traditional avenues such as those mentioned above, it is our commitment to exceed expectations in this important area of our business.

SPECIAL ACKNOWLEDGEMENTS

With thousands of participants in the various facets of the game, both on and off the field, rugby cannot successfully function without the commitment of supporters and volunteers at every level.

Along with the administration team at Auckland Rugby, it is the rugby community across the union who collectively play a part in ensuring all age-groups get their time on the pitch.

However, were it not for the match officials who front up each week to facilitate hundreds of games at different levels, there would be no games for parents, grandparents, teachers, coaches and kids to enjoy.

Yet it is often these 'match officials' (often Mums or Dads volunteering to take the whistle) who do not get the respect or gratitude they deserve due to unacceptable sideline behaviour. It is our collective responsibility to ensure our sport brings out the best in people. To lead by example as adults, so the next generation who will one day move from the field to the sideline will portray the standard of sportsmanship and role model behaviour expected.

This season, we have seen initiatives put in place targeting players, teams and schools who are repeat offenders in the area of on and off-field ill-discipline. I believe the fact that such a measure is required is a sad reflection on our society - and I urge the rugby community to work together to tidy up this aspect of the game. The energy and resources that go into this problem area only take away from more vital and

positive aspects of the game and this organisation.

On a more positive note, there are several groups within our Auckland Rugby structure that dedicate time to various committees to assist with running the code.

From the Auckland Rugby Board, though to the Technical and Standards Committees, the Council of Delegates through to the Adult Rugby committee, Supporters Club and beyond, we extend our gratitude for your services to the game.

Working alongside us is the Auckland Rugby Referees Association who with the extremely capable support of our Match Officials team (Smudge McNeilage and Kylie Marginson) continue to recruit, retain, administer and coach referees at all levels. The ARRA is ably led by chairman Don Crawford and we thank Don for another year of service.

As tenants of Eden Park, we thank our colleagues in the Eden Park office and their contributing network who work alongside us all year round at the various levels of business and operations. This is an extremely valuable and positive working partnership.

Last but not least, I extend my sincere thanks to the staff at Auckland Rugby. It has been a year of highs and lows of varying degrees, experienced at different levels of our game and business. The positive attitude and commitment given daily to Auckland Rugby by this small team of people who service thousands of stakeholders is a credit to all.

Finally, it is with sadness we saw the passing of some great friends of Auckland Rugby. People who made their mark yesteryear on our union and will leave long-lasting memories for those of us who are charged with keeping Auckland Rugby at the top of its game. Please take a moment to acknowledge these special people in the obituaries section.



Tom McCartney receives the John Drake Boot from Drake's family.

On behalf of the team at Auckland Rugby, I wish you all a safe and relaxing Christmas and New Year and we look forward to seeing you again in 2013.

Andy Dalton
Chief Executive Officer
AUCKLAND RUGBY FOOTBALL UNION

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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 Officer
General Manager Community Rugby
Operations Manager
Finance Manager
Accountant
Assistant Accountant
Marketing Manager
Sponsorship Manager
ITM Cup & Club Rugby Brand Manager
Events Manager
Sponsorship, Merchandise & Events Coordinator
Ticketing Services Manager

Head of Communications
Digital Media Manager
Community Rugby Reporter
Executive Assistant

Receptionist

Andy Dalton
Dave Syms
Matt McHardy
Warrick Nansett
Jacinta Caldwell
John Faamausili
Grant McKenzie
Jeremy Cameron
Kahn Hart
Michelle Nauer
Victoria Hunt
Victoria Hunt (until Aug 2012)
Pauline Williams (from Aug 2012)
Jo Coleman
James Rigby
Libby Gudmundsson
Julie Hirst (until May 2012)
Jo Godsolve (from May 2012)
Francie Stacey (until Sept 2012)
Toni Warn (from Sept 2012)

RUGBY DEVELOPMENT

High Performance Manager
Head Academy Trainer
Rugby Officer
Club Liaison Officer
Coach Development Manager
Community Rugby Development Manager
Community Rugby Development Officer
Education Manager
Pro Sport Assistant Teacher
Rugby Development Coach – Auckland East
Rugby Development Coach – Auckland Central
Rugby Development Coach – Auckland West
Rugby Development Coach – Auckland South

Ant Strachan
Brad Anderson
Kili Tabakau
John Gillies
Bevan Cadwallader
Scott Collins
Joe Royal
Gary Peach
Shirley Syman
Paul Wheeler
Lewis McClintock
Shane King
Waisake Sotutu

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Community Rugby & Referees Administrator

Smudge McNeilage
Kylie Marginson



Jeremy Cameron
Sponsorship Manager



Matt McHardy
Operations Manager



Michelle Nauer
Events Manager



Smudge McNeilage
Match Officials Manager



Julie Hirst
Executive Assistant

ITM CUP TEAM MANAGEMENT

Head Coach
Assistant Coach
Scrum Coach
Manager
Head Strength & Conditioning Coach
Assistant Strength & Conditioning Coach
Doctor
Physiotherapist
Muscular Therapist
Video Analyst
Assistant Video Analyst
Nutrition Programme Manager
Professional Development Manager
Mental Skills Specialist

Wayne Pivac
Paul Feeney
Nick White
Craig Lister
Johnny Claxton
Brad Anderson
Stephen Kara
Mark Plummer
Jon Dalton
Troy Webber
Craig Kilpatrick
Tracy Kirkcaldy
Ben Meyer
Tom Patrick

BLUES TEAM MANAGEMENT

Head Coach

Assistant Coach

Forwards & Kicking Coach
Technical Advisor & Defense Coach
Scrum Coach
Manager
Assistant Manager
Head Strength & Conditioning Coach

Assistant Strength & Conditioning Coach
Strength & Conditioning Intern
Doctor
Physiotherapist
Assistant Physiotherapist
Massage Therapist
Video Analyst
Nutrition Programme Manager
High Performance Manager
Professional Development Manager
Mental Skills Specialist

Pat Lam (until July 2012)
Sir John Kirwan (from August 2012)
Bryce Woodward (until July 2012)
Grant Doorey (from August 2012)
Mick Byrne (from August 2012)
Sir Graham Henry (from August 2012)
Mike Casey (until July 2012)
Bryce Anderson
Craig Lister
Mark Harvey (until July 2012)
Wally Rifle (from October 2012)
Johnny Claxton
Jason Price
Stephen Kara
Mark Plummer
Ashley Draper
Heather McCrae
Troy Webber
Tracy Kirkcaldy
Nick Sheppard
Ben Meyer
Tom Patrick

Across the Union

THE BLUES

After reaching the play-offs in 2011, there were high expectations for the Blues in 2012. The preceding season had been encouraging and there was considerable belief in the rugby community that the Blues would be the team to beat in 2012.

As was well documented throughout the Investec Super Rugby competition, those high expectations did not eventuate and the result was a disappointing 12th place finish out of 15 teams.

The team was without key players from the first round (Tony Woodcock and Ma'a Nonu), followed by season ending injuries early on to Jerome Kaino and Isaia Toeava which seriously compromised the player power of the team. Added to this, injuries kept players such as Anthony Boric, Rudi Wulf and Charlie Faumuina off the field for considerable periods of time.

While the injury toll was significant, resulting in extended use of the wider training group (and beyond), the lengthy run of defeats and 12th on the table, was an unacceptable outcome and resulted in new coaching staff brought in to lead the team into 2013.

Earlier in the season, Blues board chairman, Greg Muir stepped down from his role and board member Gary Whetton was elected to chair the board. This year was also the first time the international window interrupted the Super Rugby competition for three weeks. For non-All Blacks, this provided a window of recovery for niggling injuries but it did impact the returning interest of fans once the competition began again. As the Blues had a bye in the first week following the international window, it was a one month period of no Super Rugby games for the Blues.

This was the final Blues season for several players who moved offshore – Jerome Kaino, Isaia Toeava, Benson Stanley, Rudi Wulf, Alby Mathewson, Pauliasi Manu, Chris Lowrey, Tevita Mailau and Lachie Munro plus Tony Woodcock and Ma'a Nonu will head south to join the Highlanders next year. Long-time Strength & Conditioning coach Mark Harvey stepped down after several years of service to the Blues and joined the New Zealand Sevens side. His replacement is Wally Rife (from the Chiefs). This was the final season for team nutritionist Tracy Kirkcaldy – we extend our gratitude and best wishes to both Mark and Tracy. The new coaching panel of Sir John Kirwan, Grant Doorey, Sir Graham Henry and Mick Byrne was appointed in August who, along with Blues High

Performance Manager Nick Sheppard, immediately set about identifying and recruiting players for the 2013 season and beyond.

AUCKLAND ITM CUP

Wayne Pivac took the helm of the ITM Cup team for the 2012 season, ably assisted by Paul Fenney and Nick White.

Similar to last season, the competition was condensed into a 10 week window, with all the Eden Park matches played in the space of 27 days. With an average age of 21, the young squad performed very well exceeding their own goal of making the top four by qualifying for the final. Nine players made their Auckland debut this season in first class rugby.

Daniel Braid reached the remarkable milestone of playing 100 games for the union and Gareth Anscombe was the competition's top points scorer.

CLUB COMPETITIONS

The 2012 Premier club competition was once again an exciting and tightly-fought contest.

As with 2011, the Waka Nathan Challenge Cup was contested between Pakuranga and Papatoetoe in the pre-season and this year it was Papatoetoe who took the title.

The Alan McEvoy Memorial Shield round robin was a dramatic competition, with final placings going right down to the wire in the last round. Grammar Carlton emerged top of the table and carried that form through the finals, defeating Marist on Eden Park to win the Gallaher Shield.



Auckland fullback Charles Piutau makes a break against Taranaki.



Grammar Carlton had been beaten finalists in 2010 and 2011 and their coaches Richie Harris and Joe Snee must be commended for their efforts with their victorious young team in 2012.

In other championship grades the titles were shared around with Ponsonby claiming Premier Reserves; Pakuranga the Under-21s; Marist the Under-19s; Ponsonby the Senior 1 and 2.

In the women's division, Marist went one better than their 2011 result, beating the Ponsonby Fillies in the final, 18-13.

The Under-85kg restricted grade was again dominated by the College Rifles Raiders who have gone undefeated for two seasons. They won the Speight's Challenge Shield and Speight's Championship Cup.

Pakuranga was rewarded with the coveted Silver Football for the most successful club across all championship grades, highlighting their work to increase their depth and strength within the club.

SCHOOLS

Primary and Intermediate Schools

With the Rugby World Cup behind us the aim for 2012 was to build on the success of Auckland Rugby's development programmes.

Rippa Rugby experienced modest growth in 2012, with a number of new schools dipping their toes in the world of rugby through this non-contact version of the game.

The Rippa Rugby Challenge Cup served as the qualification tournament for the Rippa Rugby World Cup in 2011. For 2012 the Challenge Cup Series was again competed for in two grades for Year Five and Six students.

The Girls Challenge Cup Series saw the number of team entries increase from 2011 and with an ongoing commitment to developing the girl's game. This year as an added bonus the Girls Challenge Cup finals day was played as part of the pre-game entertainment for the Blues v Reds Super Rugby match. The final four were Pt England School (East), Koru School (South), Prospect School (West) and Mt Eden Normal (Central). After the single elimination



Grammar Carlton captain Dave Thomas celebrates with the Gallaher Shield.

finals it was Mt Eden Normal who was crowned Girl's Rippa Rugby Challenge Cup Champion.

The Mixed Challenge Cup Series also had an increase in the number of entries for 2012. The final four gathered at Eden RFC for their finals series with Holy Cross Papatoetoe (South), St Mary's Avondale (West) Balmoral School (Central) and Destiny School (East) vying for the title. The winner of this grade would represent Auckland at the National Rippa Rugby Championship and after some tight yet high scoring games, Holy Cross Papatoetoe was named Auckland Champion.

This team went on to represent Auckland at the National Rippa Rugby Championship held in Wellington in August. After finishing top of their pool, Holy Cross faced the Southland champs in the quarter final going down 25-20. A further loss to North Harbour (40-20) meant Holy Cross Papatoetoe played off against Tasman to finish in seventh place.

Another facet of Rippa Rugby development has

Auckland Rugby, in partnership with the North Harbour and Counties Manukau Rugby Football Unions, working to deliver the Auckland Regional Rippa Rugby Project. Funded by Kivisport, from Auckland's four regional sports trusts, Auckland Rugby has been working alongside two clubs (Marist and Suburbs) to help foster the game in their local focus areas. The clubs have combined to take the game to more than 1300 primary school children to date. This number is set to grow steadily over the three year project and 2013 will see new delivery points identified and new schools targeted.

During the winter season Auckland Rugby had 30 tournaments across Auckland booked for school terms two and three, however due to cancellations for weather and facility closures only 26 of these tournaments were completed. There was an increase in team entries this year across Intermediate and Primary School tournaments and in a growing trend more school teams are increasingly being made up of players that also feature in junior club rugby on the weekends.

The Auckland Primary Schools Champion of Champions tournament continues to go from strength to strength with 34 teams spread across four grades, including 13 of a potential 14 Under 50kg schools.

Results

Under 40kg:

St John's (Otara Cluster)

Runner up: Viscount School (Otahuhu/Mangere)

Under 50kg:

Pt England School (Tamaki)

Runner up: St Leonard's Rd School (Kelston)

Over 50kg:

Wymondley School (Otara)

Runner up: Holy Cross School (Papatoetoe)

Girl's: St John's (Otara)

Runner up: Mangere East School (Otahuhu/Mangere)
 Teachers Eastern RFC again hosted the Auckland Schools Super Tournament in the July school holidays. In the Walter Dickson Memorial section, Remuera and Eden progressed through from Pool A where they would meet Pakuranga and Henderson in the cross-over semi-finals. Both semi-finals were close affairs with Eden and Henderson winning to create the first all West Auckland final. The final was a see-saw match however Eden was able to take control in the final quarter running away with their first championship winning 23-10. In the Bill McLaren Championship Auckland South continued their domination of the open grade going through



The Auckland East Roller Mills team on their way to the final in the Roller Mills competition

the tournament undefeated to claim the trophy for a fourth straight year. Auckland Central retained third place beating West in the last match 32-10.

As well as hosting the Auckland Schools Super Tournament, Teachers Eastern RFC also hosted the NRM Roller Mills Tournament. The club last hosted the tournament in 1991 and it was Waikato that triumphed that year. In 2012 it was a matter of history repeating itself, for after a long week of challenging rugby, Waikato claimed their first Roller Mills title in 21 years. Auckland East and West were seeded into the same pool for 2012 and after both seeing off challenges from North Harbour and Counties Manukau, East was able to beat West in the last round to claim top spot with West in second. Waikato kept their challenge alive by seeing off Auckland West, while East took care of the junior Taniwha's to set up a repeat of the final from 1991. It was all one way traffic though in the final as East succumbed to the structure of Waikato going down 21-0 to be runner-up for the second year in a row. Auckland West claimed third spot, a huge improvement on the seventh place in 2011.

1st XV Rugby

The 1st XV competition continues to be the pinnacle of Auckland Secondary School Rugby and again proved itself as the toughest 1st XV competition in the country and one of the most popular, with ten games shown live as part of Sky TV's coverage of College Rugby.

In the 1A division, 2011 champions St Kentigern College were dominant all season, beating Moascar Cup holders Auckland Grammar in the final to complete an undefeated season and win back-to-back 1A titles. In the 1B Division, 2011 losing

finalists Dilworth managed to go one better and beat Papatoetoe to win their first 1B title. Both teams now earn the opportunity to play for promotion into the 1A division next season.

In an effort to further grow the game and provide an opportunity and pathway for all schools to play 1st XV rugby, the 1C grade was introduced for 2012. Six schools made the step up and it was Sir Edmund Hillary Collegiate who became the inaugural winners, beating Pakuranga College in the final and also finishing the season unbeaten.

The increasingly prominent National 1st XV Competition saw 1A Champions St Kentigerns defeat Westlake Boys High School (North Harbour Champions), Hamilton Boys High School (Chiefs Champions) and Otago Boys High School (South Island Champions) to win their first National 'Open' title, having won the Co-ed title for the previous two years. In the Co-ed Division, the highest placed Auckland Co-ed school, Onehunga High School (eighth in the 1A) beat Takapuna Grammar (North Harbour), Cambridge High School (Chiefs region) and St Andrews (South Island) to win their first National title.

The Auckland Rugby Union continues its ongoing support for this vital grade – hosting annual functions for team coaches, captains and school principals, whilst providing more than \$20,000 of additional funding assistance.



St Kents centre TJ Faiane in the National Final.

Grade Rugby

The grades below 1st XV continue to thrive – this was on display at the Grades Finals Day again hosted between Sacred Heart and Tamaki Colleges.

This was a massive day of school rugby with 20 finals of the various grades being played. The weather played its part and Unitec was a fantastic sponsor providing all players with boot bags filled with goodies as well as Player of the Day prizes.

Grade rugby was supported through Rugby Development Coaches continuing to deliver in-school coaching programmes during the season as well as our regional player development programme at Under-14 and Under-16 age groups.

Sevens Rugby

With the introduction of Sevens at the 2016 Olympics, this area of the game will continue to grow and is a great vehicle to develop the game in secondary school and girls areas. To test the potential of this, Auckland Rugby ran a Girls Tournament in April and also partnered College Rifles RFC in running a Girls Sevens Series at the completion of their season in August. Both were very successful and showed the popularity of the game, but also highlighted the need for more development opportunities for players and coaches as more participants join the game.

In its second year back as a regular fixture, Marist RFC again hosted the Auckland Schools Sevens Tournament, which grew to 16 boys teams and seven girls teams, ranging from 1A schools to 5B. The tournament displayed how Sevens can be a means to develop rugby and also introduce new participants as shown by Mt Albert Grammar School entering a girls team, despite not having a girls rugby team at the school and the likes of 1B schools Botany Downs and Mt Roskill Grammar beating more fancied opponents.

Mt Albert Grammar and Auckland Girls Grammar won their respective grades and now Mt Albert Grammar, Auckland Grammar School, Kelston Boys' High School, Auckland Girls' Grammar, Epsom Girls Grammar and Tamaki College teams have all qualified to go to the National Tournament hosted by Kelston Boys' High School on December 2nd.

Representative Teams

The Under-14 and Under-16 grades were again split into four regions, for extensive player development programmes throughout the year before squads were selected to take part in the Blues Tournament. This has again proved to be an outstanding initiative to increase the number of players involved at representative level.

Auckland West and East battled out a draw to share the Under 14 title, with South beating Central to finish third and fourth respectively.

The Under 16 grade was a six team round-robin with East meeting South in the last round to determine the winner. East won, South finish second, with West and Central third and fourth respectively.

In a change from previous years, the northern Region Under-18 'A' grade was split into two pools (Blues and Chiefs). The two Auckland teams were selected regionally as opposed to having A/B sides as well as excluding players from schools that were contesting national titles (St Kents and Onehunga). The West/Central team narrowly defeated East/South to top the Blues pool and went on to beat Chiefs Pool winners Counties Manukau to win the Northern Region title, while the East/South team defeated Waikato in the 3rd/4th play-off.

In the northern Region Under-18B Division, the Auckland Divisional side won back their title with a dominant season and also had the bonus of playing the lowest ranked 'A' Grade team on Finals Day, comfortably defeating Northland.

Auckland Rugby would 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.



Storm Captain Fiao'o Faamausili on the charge against Waikato.

WOMEN'S RUGBY

Primary and Intermediate School

Girls' rugby had a surge of activity at primary school level with Rippa Rugby again integrated into our cluster tournaments. The following clusters held tackle competitions; Otahuhu, Mangere, Kelston, Avon Bay Lynn, Te Atatu/Peninsula, Tamaki and Otara. At intermediate level, there was a steady run of competitions in the following zones; Central, Waitakere, East and South West.

Secondary School

The Monday night competition continues to thrive with eight 15-a-side teams and ten 10-a-side teams. In the 15s, Auckland Girls Grammar were dominant all season and in a repeat of the 2011 final, beat Tamaki College to retain the Girls Championship.

Auckland Girls then went on to contest the inaugural National Girls 1st XV Championship, beating James Cook High School (Chiefs Champions) in their semi-final before losing to Feilding High School in the final to finish credible runners-up.

With 10-a-side, in order to get all games completed on time the competition was a straight round robin format, with the highest placed team winning the title, and in a tight finish Epsom Girls Grammar edged out Mangere College by two competition points to retain their title for the second year.

Representative

The Girls Under-18 Northern Region Competition was split into two pools (Blues and Chiefs). Auckland A was dominant throughout the competition, winning the Blues Pool and then going onto beat Chiefs winners Bay of Plenty 31-0 to retain their Northern Region title. The girls B team beat Counties Manukau 20-17 in the play-off for fifth and sixth.

Club Rugby Competition

The ARFU wider women's division, saw 11 teams from across four unions compete for the Coleman Shield. Newcomers Waikato University posed a threat throughout the competition but 2012 saw the rise of the Ponsonby Fillies. The final came down to a Marist vs Fillies clash and on this occasion Marist proved to be superior to win the women's title once again.

Auckland Storm – Women's Provincial Championship

It was pleasing to see the Women's provincial com-

petition in its second year of reinstatement, as it is vital to the growth of women's rugby.

The competition ran parallel with the ITM Cup and the final was held as the curtain-raiser for the ITM Cup final in Christchurch.

The Storm went through their season undefeated before beating Canterbury 38-12 in the final, continuing their success by winning 12 of the last 13 national titles.

OTHER REP TEAMS

This year the Auckland Bs and Juniors played in a seven-team Northern Region competition. The Bs had a solid season but finished poorly, losing their final fixture to North Harbour while the Juniors started slowly and improved throughout the competition.

The Under-20s were unbeaten with victories against Wellington and Canterbury to cap off an excellent season.

Unfortunately the Under-85kg season was a short one, they did however retain the Challenge Trophy against North Harbour.

REGIONAL DEVELOPMENT COACHES

Our Regional Development Coaches (RDCs) have now firmly established relationships with 44 regional secondary schools and as a result are now receiving some very positive feedback. This has also created a fluid working relationship where the RDCs have been able to address issues that surface on a regular basis.

The Rugby Administrators In Schools (RAIS) programme managed by Lewis McClintock continues to be an important investment (more than \$130K – NZRU 75% - ARFU 25%) for the growth and sustainability of rugby within the Union. The programme provides effective relationships between ARFU and its schools and supports schools to be more efficient and self-managing to develop the game and ensure our registration process is efficient (player numbers increased by 314 players). The RDCs have made a massive contribution to the Player Development Talent Identification (TID) and skills development programmes as well as helping with the identification of Year 12 and Year 13 players for our ARFU Pre Academy and HPA programmes.

The Player Development Programme founded on our new teenage TID strategy around the philosophy

of “wider, longer” is now into its third season and continues to provide significant opportunities for our young talent from Under-14 to Under-18.

- Through Nick Sheppard, Chris Owen and the RDC team the Under-14 and Under-16 tournaments were a great success.
- Our Under-14 programme still only contains one team from North Harbour Rugby, which we hope will increase to two teams in 2013. The Under-16 programme still remains free of any North Harbour teams (preferring to stay in the Northern Region Under-16 Competition), again the hope is to get one or two sides involved next year.
- Coach Development pathway alignment has been excellent with another four coaches added to our succession plan.

The Under-18 Northern Region programme was trialed as a franchise-based competition this year with the Blues and Chiefs franchise teams playing a full round robin with the teams being seeded at the end of this. The teams were then matched against the opposition who finished in the same position (cross franchise) with the finals day held at Pukekohe’s Ecolight Stadium.

The TID programme is progressing well and Auckland had a significant number of players attend the inaugural Blues Under-17 and Under-18 camps held at St Kentigern College.

The Coach Development Programme has continued to evolve under the very astute leadership of Bevan Cadwallader, who now works directly alongside the Player Development and ARFU HPA Programme at Unitec.

HIGH PERFORMANCE ACADEMY

In its second year following the HPA restructure, the academy has had another successful 12 months. The new ARFU High Performance strategic plan is complete and this has enabled us to measure success with respect to player selection and through progressive development across our seven developmental pillars. We are also starting to see players graduating to higher representative honours.

The technical and tactical programme was far more comprehensive this year largely due to the significant input from Wayne Pivac and Paul Feeney. The RDC group alongside Bevan Cadwallader and ARFU flagship team coaches once again delivered a successful positional specific module during March and April. This included players from ITM Cup (non

Super Rugby) to Year 12 Pre-Academy players.

Two parent information evenings again enabled a fully inclusive environment as we advance our players personal and physical development. The introduction of mid-year reports was well received (a suggestion the players had brought to the table in the 2011 season review) and this was capped with the end of year reports and interviews which concluded at the end of October.

The Annual Breakfast at Unitec was an excellent way to close the season. Wayne Pivac and Paul Feeney spoke and Brandon Jackson was invited from our Under-20 programme. Most of our players have made gains this year and have galvanised into an impressive group during the season.

Our annual ARFU Club Coaches/RDO presentation at Unitec was led by Wayne Pivac outlining his philosophy alongside our HPA structure, and was very well received. Wayne made a concerted effort to reconnect with clubs both in terms of TID and integration with our coaches. Our ITM Cup coaching staff had become disenfranchised from our club coaches, so this was a significant change which made a massive difference.

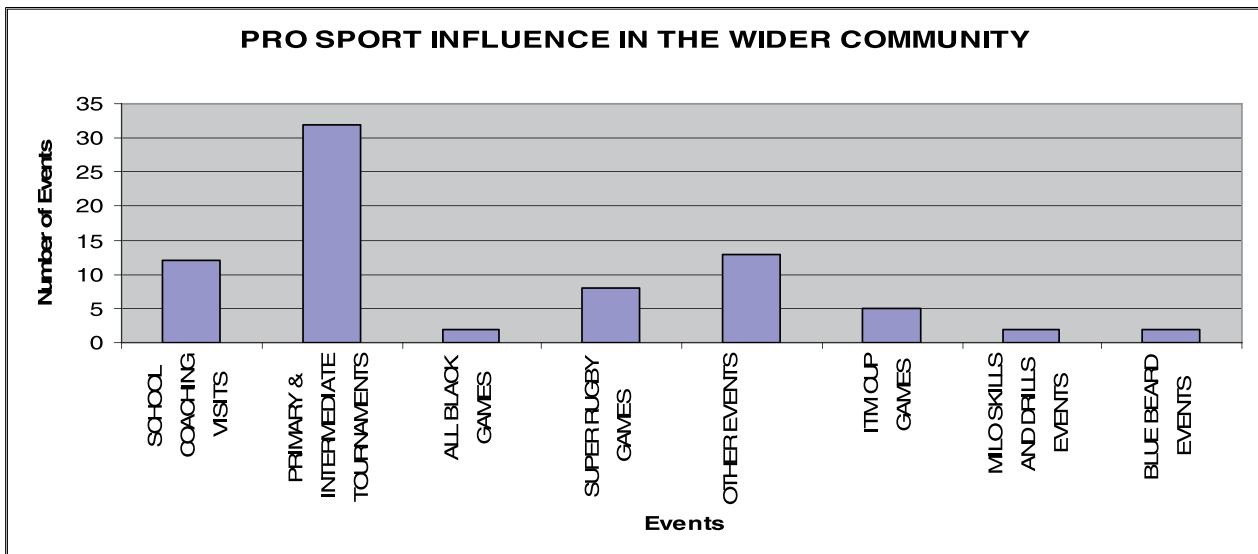
A comprehensive ARFU HPA review has been completed and planning is well underway. This programme will commence with an offsite camp at Maungawhai for December 2nd - 5th and will include a new group (13 first years from the 2012 ASSRU competition) as well as our carry-over Year Ones from 2012 (14, plus the addition of three players from our 2012 club/representative system).

Our 2012 Pre Academy programme was amended to reflect the congestion of our ASSRU school programme and was completed by May 2012. Again it was focused around providing personal and physical development including technical and tactical skills (position specific), strength and conditioning, nutrition and holistic support (contracting, budgeting, alcohol education etc).

The new Pre HPA structure is now a one year programme for Year 13 schoolboys only.

The Junior Rugby Foundation Bursary Scholarship programme has continued under the management of Waisake Sotutu and again many of these boys will be involved in our HPA in 2013.

The Pre HPA programme is formally managed by Shane King who has exclusively facilitated all facets



of the 2012 ARFU Pre HPA Support and Education Programme run at Unitec. This includes 24 elite Year 12–13 schoolboys.

PRO SPORT CAREER PROGRAMME

Pro Sport has continued to achieve documented and validated success. Over the past three years, the programme has annually exceeded the minimum Tertiary Education Commission (TEC) mandatory requirements in relation to learner outcomes (particularly for Maori and Pasifika students). As a result of this performance, the TEC have advised they will fund another student for 2013 which brings the total number of students who generate TEC funding to eight. This may seem insignificant but when this is compared to larger PTEs who have not increased funded places or have even lost funded positions, this result is extremely positive



Pro Sport 2012.

and is a reflection of the standards the programme is achieving and the ongoing efforts of both Andy Dalton and Dave Syms as they relentlessly lobby government ministries on our behalf.

The graph above illustrates the Pro Sport activity outside the classroom. This year has seen an increase in the number of tournaments where they have officiated and assisted with the event organisation. This has assisted with the increased junior registrations but has produced a catch-22 situation by having a negative effect on the number of opportunities where Pro Sport have been able to run in-school coaching/skills sessions. It is hoped that 2013 will see us able to balance the equation and attend more schools as these have proved extremely successful in the past.

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 (some have achieved extremely significant improvements). At the time of compiling this report it is pleasing to note that all six of the students who have applied for further tertiary study programmes at either Auckland University or Unitec, have been afforded interviews and all of those who have completed this process have been invited to enrol for under-graduate courses in 2013. Nestle is a very generous supporter of the Pro Sport programme and this year they have increased their involvement and support of the programme and the students. They are involved in national and local youth health and nutrition initiatives and have used the Pro Sport trainees as part of their statistics gathering in relation to young adults and

nutrition. As part of this process, the trainees have attended three cooking sessions at either Nestle or the Papatoetoe Youth Centre where the company is part of a DHB/Youth Line initiative. The results for the trainees were 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 effect very positive changes. This, coupled with the ongoing fitness regime and expectations of the programme in general, has seen these young adults develop in confidence and self esteem which has, in turn, supported their general well being and academic outcomes.

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

REFEREES

The Auckland Rugby Referees Association (ARRA) was proud to have four referees represented in the National squad.

Jonathon White led the way, he was an Assistant Referee for the Australia v Wales Test and in addition he refereed six Super Rugby games during the year. Jonathon controlled five ITM Cup games; the last was a Ranfurly Shield match and his 100th First Class match.

Ben Skeen was the TV Match Official for the All Blacks v Australia Test at Eden Park, he also refereed one ITM Cup, two Heartland and a Ranfurly Shield match. Sheldon Eden-Whaitiri had three ITM Cup matches as well as four Heartland games. One of these was the dramatic Meads Cup final. Shaun Elliott refereed an ITM Cup match and five Heartland games.

Angus Mabey and Rob Harman were both included in the Zone squad with Angus named as one of seven included in the National Referee Development Group. This resulted in Angus refereeing his first two Heartland games. Chris Peoples was TMO for the ITM Cup Championship semi-final.

New referees for the year numbered 40, this strong recruitment rate was tempered by 27 referees leaving from 2011. Of those, half either went overseas or have long term injuries. However the ARRA met the NZRU retention rate target with 80% returning. Twelve referees sat the NZRU Level Two Test, with

11 passing and an average mark of 86%. Another 50 sat the exam in preparation and were marked locally. The average mark was 71% which while promising, highlights the need for a lot of work next year.

The Associate Referees course (which covers junior rugby) was held eight times throughout the year with 212 parents and coaches attending. Thirty-nine secondary students partook in the student referee programme and then refereed more than 100 mid-week games during the year.

AMI is our principal sponsor whom we are extremely grateful to. Their support remains strong and enables us to control more than 210 games a week during the height of the season.

EVENTS

2012 Blues Season

Pre-Season – Northland

The Blues 2012 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 and the whole squad headed out into town to visit sponsor sites and to meet patients in Whangarei Hospital. Following these visits, the Blues went to the centre of town for a Meet the Public session which attracted a large turnout with hundreds of people walking away with signed posters and giveaways from the team. That evening the Blues attended a fundraising dinner for Northland Rugby.

The following day after the Captains Run, we held our Northland Bluebeard Schools Day at Toll Stadium. We offered 10 schools from the wider Northland region the opportunity for 50 of their students to come and meet Bluebeard and the Blues players. This activity is very well received with all children enjoying the interaction with Bluebeard and the Blues players.

The Blues pre-season game was held on Saturday 4th February at Toll Stadium. Barfoot and Thompson were sponsors of this game and we ran a three heat Barfoot and Thompson Open Home Relay during the half time break with people from the crowd. This is a great interactive which captures the crowds attention.

Meet the Blues – Open Day

We continued the tradition of the past two years and ran the Meet the Blues Open Day on the weekend prior to our opening game. Sunday 19th February

at Okahu Bay on Auckland's waterfront saw more than 1200 fans turn out to meet their favourite Blues players.

The weather was spectacular and the morning was filled with activities for all ages including bouncy castles, face painting, slides and giant games of Jenga and Connect Four. A training skills and drills session run by Blues coach Pat Lam and all the players was extremely successful with hundreds of kids joining in. The morning ended with a Blues signing session which saw an extremely long queue spanning the whole field. The Blues players were very accommodating as they stayed on to sign posters for fans who had lined up for such a long time.



Blues players sign autographs at the Blues Open Day.

Match Enhancement

In 2012 the Blues had the opening match of the season against the Crusaders. We kicked off the season with fantastic covers band, 'The CVE', entertaining the crowd with well-known favourite tracks as they arrived at the park. We also had both the Blues and Crusaders giant jerseys provided by BNZ out on the field as the teams ran for the match.

Blues flags were prominent during all games with front of jersey sponsor BNZ, in conjunction with the Blues, providing 40,000 complimentary flags throughout the season. We continued to run Little Blues Rugby in 2012 and clubs from the Blues region entered their junior teams to win the opportunity to play at Blues home games. We ran a number of sponsor leveraging activities including the NZ Herald ball giveaway; SKYCITY Super Squares; Fuller Captains Mate; halftime activity for national sponsors PlaceMakers and Adidas; as well as our very own Blues Up and Under challenge. Some of

our match day sponsors took the opportunity to run on-field activities including the Ricoh Lucky Seat Prize; NZ Herald Kick for Cash and The Rock Undy Run. Bluebeard and his First Mate continued to act as a conduit between kids and the Blues team. They were very popular making their way around the field with gold covered chocolate pirate coins. They frequently went up into the Fullers Family Area to hang out with the kids. The offerings in the Fullers Family Area were enhanced this year with face painters at every game, a bouncy castle and our rugby skills and drills activities and three team members signing autographs at every game.

Pyrotechnics were used when the Blues team took the field and with every Blues try scored. We did not use the flames at the Lions game to save budget but their absence was certainly noticed and was commented on by a number of people.

Unfortunately we were unable to secure sponsorship to run the SKYCITY Cheer team in 2012. For three of our bigger games we paid for a performance group of both female and male dancers to perform both pre-match and half time. We also had free performances from the Mai FM hip hop team, Dance Dimensions and the Baxter Initiative dance troupe which helped to add to the entertainment offering without affecting the bottom line.

Bluebeard Schools Day – Auckland

The second of our regional Bluebeard Schools was scheduled to run on Monday 14th May at Ponsonby Rugby Club. We had invited a number of schools from the Auckland and North Harbour region but unfortunately the weather did not hold out for us and we had to cancel this event. We still delivered the posters and goody packs to the schools but it was disappointing we could not give the kids the experience of meeting the Blues players and participating in the skills and drills activities.

Bluebeard High Seas Adventure

The Bluebeard High Seas Adventure is an event run in conjunction with More FM and Fullers. It is held in the school holidays and comprises of a Fullers Ferry ride with Bluebeard and The Blues. More FM heavily promotes the event at no cost and Fullers provides the Ferry and staff free of charge. Tickets are sold at a minimal price and we sold out this year. We themed the boat with pirate equipment sourced from First Scene and many of the attendees dressed in pirate costumes. This is a great event which is run at break even, spending only what we receive in ticket sales to produce tickets, theme the event and provide goody packs and prizes.

Blues End of Season Function

The Blues End of Season Function was held on Friday 20th July in The Conservatory at the SKYCITY Grand Hotel. This function was an opportunity to acknowledge the seasons milestones with the presentation of cufflinks for the 1st game, commemorative caps for the 17th game and rings for Tom McCartney, Benson Stanley, Rudi Wulf for achieving their 50 games. We presented the four awards - Best Back, Best Forward, Team Man and Player's Player, and it was also an opportunity to farewell those players and management departing from the franchise.

Test Matches

ARFU hosted two Test Matches in 2012 – All Blacks v Ireland on Saturday 9th June in the Steinlager Series and All Blacks v Australia on Saturday 25th August in the Investec Rugby Championship.

The match enhancement for the Irish Test Match showcased the unique cultures of two great rugby nations. Features throughout the performance included a traditional Irish dance performed by dancers from the Connolly School of Dance as well as a modern take on kapa-haka and the entertainment concluded with one of New Zealand's most popular bands, OPSHOP. The anthems



Hadleigh Parkes is congratulated by team mates.

were performed by Sean Kelly (Ireland) and Will Martin (New Zealand). The match enhancement ran exceptionally smoothly but it was unfortunately missed by a great number of people in the crowd due to the sound system being difficult to hear.

A debrief on the night of the game, and subsequent meetings with Eden Park Trust saw them undertake robust testing of the sound system to see how best to configure it for optimum delivery with large crowds. Fortunately this was resolved for the Bledisloe Test in August.

The match enhancement for the Bledisloe Cup match commenced with a welcome from Maori performance group, Pounamu, highlighting New Zealand's unique Maori culture. Following this, much-loved Kiwi band Dragon performed some of their most popular songs while 30 professional dancers added a visual element with a flag performance (All Black and Wallabies flags) before revealing an enormous All Blacks flag in the middle of the field with pyrotechnics to conclude. The anthems were performed by Samantha Toner Green and Cassandra McCowan (Australian) and Nick Afoa (New Zealand).

ARFU also hosted the annual New Zealand Herald Test Match Breakfast on the Friday prior to the game. The breakfast, with more than 250 guests, was hosted by SKY TV's Scotty Stevenson and featured guest speaker James Horwill, the injured Wallabies captain. The breakfast was a great success with Scotty running a Q&A session with James including many questions provided from the audience. James was an excellent speaker and gave some key insights into the Wallabies and what makes him tick. It was fabulous to have James as our guest for the lead in to a Bledisloe Cup fixture.

ITM Cup Season

ITM Cup was back to a full schedule post RWC with 15 rounds and a full finals programme. At our five home games we took the opportunity to celebrate the success of our teams at all levels including celebrating the Auckland Rippa champions; the Championship winning Under-12 Restricted; Under-12 Capped and Under-13 Restricted teams; national co-ed champions Onehunga High School and national champions St Kentigern College. We also wished our two Roller Mills teams well prior to their tournament and celebrated women in rugby with secondary schools girls demonstration games and the Auckland Go4Gold women's sevens representatives in attendance. Once again major sponsors joined in with fun interactives that kept the

audience entertained with the ENZED Up and Under, and the Barfoot and Thompson Open Home relay.

Club Rugby was celebrated at the opening game with 20 teams playing in a junior tournament and the Auckland ITM team playing in their club socks. The Auckland Rugby Union Heritage Day was held on Saturday 8th September at the Waikato game. More than 250 past players, coaches and administrators attended a function in the Hall of Legends and it was a great opportunity for them to reminisce on their playing day memories. The team of 2012 joined them after their game.

The Annual Awards Dinner was back to its traditional format in 2012 after the changes due to RWC in 2011. We held the dinner on Level 4, South Stand at Eden Park. The formalities were hosted by Brendan Telfer from RadioSport and included the presentation of all club and representative awards. We introduced a new award in 2012 - the Sir Fred Allen Supreme Award. This award is for a player who epitomises the qualities and values of the Auckland Rugby Union to the highest standard. They are not only a skilled player, but also displays discipline, sportsmanship, professionalism on and off the field, has respect for the jersey, passion for the game and unity with his team and colleagues.

This award is selected from across the following representative teams - U18 West, East and Divisional, Under 20, Under 21, Auckland B, Under 85kg, Storm and ITM Cup, and in its inaugural year was presented to ITM Cup player, Hadleigh Parkes.

The night culminated in the presentation of the Ash Edwards Memorial Trophy for contribution to Auckland Rugby to Jim Lonergan for his tireless and substantial work in Secondary School rugby.

Pro Sport

In addition to the Blues and ARFU 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 an invaluable asset to The Blues and Auckland Rugby. It would be extremely difficult to run events without their contribution.

EXECUTIVE MARKETING & SPONSORSHIP SUMMARY

MARKETING

Blues

The Blues organisation approached the 2012 season with a sense of optimism. The team had finished fourth in the previous season and had an enhanced player roster for 2012 including the acquisitions of Piri Weepu and Ma'a Nonu.

The Blues' All Blacks had performed well in RWC 2011 and preseason fixtures, including a successful game in Whangarei, gave every indication that we were heading for a successful follow on from 2011. Post the 2011 season we undertook some market research which highlighted why attendance, particularly in the latter part of the season had dropped away.

Initial results pointed to the following top four reasons;

- Weather – (50%)
- Prefer to watch on TV
- Food and beverage too expensive
- Ticket prices too expensive

The top four reasons that would encourage attendance were;

- Improve cost/quality of food and beverage
- Game times – daytime options
- Better travel and transport options
- More family ticket options

The feedback was consistent and indicated that weather, in the latter part of the season, was the major factor that had influenced purchasing decisions.

There was also some strong feedback around affordability and scheduling of fixtures. We had to devise a strategy that addressed the major learnings from the research; "weather is the single biggest barrier to attendance".

We needed to take the emphasis away from selling tickets in the lead up towards games and concentrate on developing initiatives that got people to commit up front.

\$5 seats for kids

This \$5 offer applied to all seats except those held under the Eden Park Ground membership scheme. Children could now access a \$5 seat in 95% of the stadium.

What this meant was that adults could secure some of the best seats in the house for themselves and the kids could sit next to them for \$5 each which helped make attendance for families a more affordable option.

Price reductions in some key seating categories

Notably we lowered the cost of a gold covered stand seat by 25%. So when the weather inevitably turned inclement there was an affordable covered option especially when combined with a \$5 kid's ticket.

Concession pricing for secondary school and tertiary students plus pensioners

This was a new initiative designed to offer more flexible options for these customers.

Introduction of General Admission areas

These areas were situated in the bronze areas of the South stand and at the Eastern and Western ends of the stadium. We operate in the largest stadium in New Zealand so by introducing GA areas we were able to offer flexibility of seating ie; sit anywhere you like within this area, at a very affordable price - \$20 per adult and \$5 per child.

Integrated Ticketing

We reconfirmed our arrangement with Eden Park and Auckland Transport to provide free public transport to and from games. We included key messaging in all advertising to reinforce this benefit.

True Blue Ticketing Packages

In 2011 we had 5010 members under the Ground membership scheme. These customers had packages that included all rugby, being Super Rugby, Test matches and ITM Cup.

In 2012 we introduced a brand new product option specifically for Blues fans.

Four pack (General Admission) and Eight pack (GA & Reserved seat) options at extremely affordable prices. The Eight pack was priced at \$109 for an adult and \$40 for a child. The Four pack GA was priced at \$59 for an adult and \$20 for a child for four home games in the General Admission area.

These options were low cost to serve being web and email based.

Marketing Campaign

We had a two stage strategy to sell tickets. We looked to drive pre-sales via the new True Blue product to counter the reliance on single game purchasing which exposes us to the vagaries of team performance and mid-winter weather.

We launched True Blue in Nov/Dec in time for the Christmas gift market with a main True Blue sales focus in Jan/Feb 2012.

True Blue had a retail approach that led with price. We utilised high impact creative which was consistent across all media.

We then developed our in-season campaign that featured our star players particularly those who had performed with distinction in the RWC. We utilised a strong visual element with compelling headlines and incorporated True Blue product in press adverts in the early part of the season.

We utilised a combination of traditional media (outdoor, radio and press) plus online and Facebook advertising.

We also leveraged the increased engagement with Blues fans on Facebook (30,000) and Twitter (10,000) to drive interest, especially in True Blues.

As our star players became injured or were not performing to a level that commanded a lead communication image we incorporated groupings of key players whilst still retaining the headline element.

RESULTS

True Blue

The introduction of the True Blue ticketing packages has been a highlight of the 2012 season. We sold 1254 x eight-game packs and 3413 x four-game packs (total 4667).

These were essentially new customers who had previously purchased on a game by game basis.

Crowd Numbers

There was a marked increase in the numbers attending Super Rugby this season with 196,000 more people through the turnstiles than in 2011 across New Zealand.

The average crowd for the competition was up by 39.7% to 16,182 (the highest since 2007).

The Blues achieved the highest numbers at gate with 138,000 at an average of 17266 (+ 3.6%). The highest since 2008 and this was despite being last on the table for five weeks, whilst the Chiefs (+125%) and the Highlanders (+69.5%) had massive increases over 2011.

The Blues also had the highest individual crowd for the season against the Crusaders on 24 February (31,500). Crowds at Eden Park however declined by 11% with the North Harbour stadium crowd (Blues v Chiefs) boosting our overall result.

Attendance at home derby fixtures versus overseas teams was a positive for the Blues. Our average against NZ based teams was 22,375 which was 29% better than the season average of 16,667 and 84% better than the average against overseas teams of 12,150.

The trend of domestic fixtures outperforming matches against overseas teams continued with the game against the Chiefs at North Harbour Stadium being a season highlight with 20,200 through the

gate.

There was continued debate around the scheduling of fixtures during Super Rugby.

We are firmly stuck in the paradigm of playing rugby on Friday and Saturday nights whilst our biggest competitor in the Auckland market, the Warriors are not.

We have continued to lobby the NZRU for at least one Sunday afternoon fixture and we are delighted that we will be enjoying a Sunday afternoon match against the Bulls at Eden Park in March 2013.

TV Audiences

There were some outstanding results for the competition in regards to TV audiences in 2012. After 18 rounds and the conclusion of the round robin phase of the competition, cumulative Sky Viewership was up +48.3% (12.03m) on 2011. Average viewership per week was up +34.4% (668,000).

The Blues average audience was 193,000 and we rated third behind the Chiefs and the Crusaders. The highest rating game was Hurricanes v Crusaders in Round 18 with 322,000 viewers, while the highest rating Blues game was v Hurricanes in Round Five with 289,000.

Auckland Rugby

The ITM Cup 2012 saw Auckland being able to settle into a similar format to last season with 10 games being played within eight weeks and five home games played within just 27 days. The one difference in the competition structure from last season was that the semi-finals were reinstated after they were removed in 2011 due to the Rugby World Cup, this proved to work in Auckland's favour with a third place round robin finish. We then went on to beat Wellington in an away semi-final before ultimately losing to Canterbury in the final.

Auckland welcomed back coach Wayne Pivac who named a young but exciting side to contest the 2012 ITM Cup with 17 members of the squad gaining experience in the Blues squad in 2012 and eight players having turned out for New Zealand Under-20 sides in the last four years. Pre-season expectation was that the Auckland side would press for a place in the semi-finals.

Auckland would once again play its home games in the world-class Eden Park and this created a similar issue to the last season - how to create atmosphere

2012 SEASON

Fix 28 Feb 7:35 pm v Crusaders, Eden Park
 Fix 2 Mar 7:35 pm v Chiefs, Makara Stadium
 Sun 11 Mar 6:35 pm v Bulls, Loftus Versfeld
 Sat 17 Mar 6:35 pm v Stormers, Newlands Stadium
 Fix 23 Mar 7:35 pm v Hurricanes, Eden Park
 Thu 29 Mar 6:35 pm v Lions, AAMI Field
 Fix 13 Apr 7:35 pm v Sharks, Eden Park
 Sat 20 Apr 7:35 pm v Highlanders, Group 14
 Fix 27 Apr 7:35 pm v Brumbies, Eden Park
 Fix 4 May 7:35 pm v Hurricanes, Westpac Stadium
 Fix 10 May 7:35 pm v Lions, Eden Park
 Sat 19 May 7:35 pm v Crusaders, Christchurch Stadium
 Sat 26 May 7:35 pm v Highlanders, Eden Park
 Sat 2 Jun 7:35 pm v Chiefs, Nix Harbour Stadium
 Sat 7 Jul 7:35 pm v Force, Eden Park
 Sat 14 Jul 7:35 pm v Stormers, Carleton Stadium

Tickets for home games available from
 1800 888 888

www.theblues.co.nz
 www.facebook.com/theblues
 @bluesrugby

PLAYERS:
 (in alphabetical order)
 Gareth Anscombe, Anthony Beale,
 Daniel Brade, Luke Brade,
 Charles Erasmus, Michael Hickey,
 Jerome Katoa, Chris Larmann,
 Tom Mackintosh, Declan Meehan,
 Alby Mathewson, Tom McCartney,
 James Macdonald, Brad Miller,
 George Mokal, Liam Millar, Lachie Murray,
 Maro Ikonu, Vito Poni, David Robinson,
 Steve Sargent, Peter Sells,
 Benson Smiting, Shaneli Sisonu,
 Angus Stewart, Siale Tamea,
 Aki Williams, Tony Woodcock,
 Piri Weepu, Russ Welf

in a stadium that seats 48,000 people, with modest crowds projected.

Provincial Rugby continues to be a success in provinces without access to Super Rugby, however the ITM Cup again struggled for relevance in the main cities. Provinces such as Bay of Plenty, Northland and Taranaki saw strong home support.

New initiatives for the season were that children under 14 were free to all home games and there were three and five game ticket packs available for purchase.

Marketing

Our press and radio advertising campaigns took a slightly different approach than previous seasons where the focus was on heritage, localness, loyalty and hard fought matches against long standing rivals.

After the February-to-August marathon of Super Rugby comes the short sharp sprint that is the ITM Cup. Auckland was to play its five home games in a 27-day period. It's tough on the players, but easier on the fans who can see five great games within a month, and at very affordable prices.

We opted to drive home this message of 'five home games in 27 days', encouraging fans to really get behind their local team for this short time.

And to show that the players are going to give it everything, our imagery revealed players bursting out of the frame and into the section of the ads reserved for match and ticketing information.

On the back of the highly successful True Blues four and eight pack offerings from Super Rugby season, we decided to trial a similar offering for the ITM Cup, these packs were given the name 'Blue and White 3 and 5 Packs'. The Blue and White 3 and 5 packs were communicated in a below the line campaign using the Auckland Rugby email database, social media channels and website. The uptake was encouraging with more than 300 packs sold.

To ensure the link between club rugby and provincial rugby was upheld, the first game of the season against Manawatu was 'Club Day'. The Manawatu match also fell on Father's Day so a special Fathers Day offer of a premium covered seat and merchandise, combined with the junior tournament ensured that the Manawatu match was one of our strongest crowds of the season.

The integrated ticketing programme was continued for 2012, this provided free transport to and from

games on public trains and selected buses.

Crowd Figures

Auckland had five home games, two of which were played Saturday and one each on Wednesday, Friday and Sunday.

Auckland's average match attendance was 6385 which was up 19 per cent on 2011. The biggest crowd was achieved against Wellington (7850) where Barfoot and Thompson used 1000 tickets they received as part of their sponsorship to bring 10 groups of school children along to the game which created a great atmosphere.

Average Rugby First membership attendance was 22% which was a six per cent increase on last year and compares to an average membership attendance rate of 55% at Super Rugby games.

Viewership

The cumulative total number of viewers for live ITM Cup matches after the round robin stage was 5.25 million. This number is slightly down on last season's total of 5.59 million viewers.

The table below looks at the average viewership audience for major provincial unions in the round robin phase of the competition.

	Auckland	Waikato	Wellington	Canterbury	Otago
Total	751,300	708,300	801,800	903,700	801,300
Average per match	75,230	70,830	80,180	90,370	80,130

Auckland's ITM games were viewed by 751,300 people, which was the fourth highest result for the major unions. Canterbury was the most watched team in the country with 903,700 viewers.

SPONSORSHIP

Blues

Whilst the 2012 season presented some difficult challenges due to the performance of the team, the sponsorship programme continued to be successful in regard to revenue generation and creative leverage concepts. Sponsorship revenue was up 6 per cent on the previous year and clearly demonstrates that despite tough economic conditions, Super Rugby is a platform that delivers a solid commercial return to our partners.

We have continued to work very closely with our sponsorship family to ensure they leverage their

partnership to its maximum potential. Again, in-stadia activation proved a real highlight and off-field activation provided us with a platform for our sponsors and the squad to be able to reach the community throughout the region. Many of these 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 only makes sense for further inter-sponsorship 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 celebrated their 15th year of partnering with The Blues.

We continue to receive excellent ongoing support from our media partners at both the NZ Herald and Mediaworks. We welcomed Placemakers onboard in 2012 for the first time and look forward to developing this relationship further. Ricoh, Speights (Lion) and Barfoot and 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 continues to be 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 in a tough season for the franchise. You are all an integral part of the cause and we look forward to working closely with you and turning things around in 2013.

Auckland

2012 proved to be a successful campaign for a young and largely inexperienced squad who made the final. 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 now and we make special mention of Barfoot and Thompson, ENZED, Unitec, Speight's and Canterbury of New Zealand as our official apparel sponsors.

The digital media space is clearly becoming a crucial component of any partnership and we have worked with our sponsors to create new and innovative leveraging properties in this area. This will continue to be a key focus moving into 2013 and we will be partnering sponsors in exciting new initiatives that will provide a far greater reach to the market.

We are delighted that Canterbury of New Zealand, Winger Hyundai and New Zealand Couriers have elected to extend their long-standing relationships with Auckland Rugby and look forward to building on these relationships and others over the course of the next few years. We also welcome Gilbert to our family of sponsors and as the official supplier of balls to Auckland Rugby. Special mention is also made of the contribution by The Radio Network of whom we share a long association with.

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. This was well supported and delivered an excellent platform for our sponsors to be able to build relationships in a relaxed environment. A couple of early kick off times made for a family friendly atmosphere. It is important to acknowledge the time demands that people regularly face so to be able to provide an environment that meant sponsors and guests could more easily include families we felt was important.

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 in 2013 and beyond.

Council of Delegates' Report



John Hunt, Chairman
Council of Delegates

Clubs enjoyed a season knowing their players were available to play throughout the grade competitions and into the finals. The only players not available were those on national duty during the club window.

The High Performance Academy (HPA) manager and ITM Cup team coach maintained close liaison with clubs and their HPA

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

The Gallaher Shield and other marquee teams finals are 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 grade finals while providing

the ITM team a two week preparation period before the first ITM Cup match. The clubs appreciated the co-operation of the ITM Cup team coach in allowing the club finals to be played at full strength.

The Council of Delegates is pleased its objective of a sacrosanct club window for the 2012 season became a reality. Clubs have maintained that representative teams will benefit with the players developing their rugby skills with their club peers throughout the season.

The Council of Delegates has reviewed the grade competitions format to ensure the format and grades were current with the changing pattern of player requirement and age group movements.

Suggestions were forwarded from the club administrators' forum which were generally accepted with some minor tweaks.

The Amateur Support Agreement between the clubs and ARFU has been reviewed, in particular the clubs' usage of charitable trust funding. Consultation with the clubs will be reflected in the revised document



College Rifles and Marist pack a scrum in the Alan McEvoy Memorial Shield round robin.

which is anticipated to be distributed to the clubs in early December. Compliance with this document is necessary for the Department of Internal Affairs audit purposes to ensure grants from North and South Trust Limited are being used for the proper purposes.

ADULT RUGBY

The pre-season Waka Nathan Challenge Trophy tournament opened the club season in early March for the premier grade teams. Club coaches used the tournament as preparation for the Alan McEvoy Memorial Trophy round of the Premier grade competition. Congratulations to Papatoetoe who won the Waka Nathan Trophy after a challenging match with Pakuranga.

The Alan McEvoy Memorial Trophy is a Premier grade tournament played among senior clubs which meet the premier grade criteria. Teams play in a round robin format to decide which teams play in the Championship round. The top four teams challenge for the Gallaher Shield; teams 5-8 play for the Jubilee Trophy; teams 9-12 play off for the Portola Trophy and the final group of teams 13-16 challenge each other for the President's Cup.

The 15 week Alan McEvoy Memorial Trophy round robin provided some good rugby and slowly developed a distinct pattern of a top nine group and a bottom seven group. During the second half of the round any of the top nine teams could have won each week, which kept a high degree of interest in each match as the finals drew closer. This proved difficult for those trying to predict the playing order for the Gallaher Shield final eight teams. Six of the top teams could have won the Alan McEvoy Memorial Trophy right up to the final round. Grammar Carlton beat Marist 6-3 in the final round to win the Alan McEvoy Memorial Trophy.

At the end of round 15 the top eight clubs in order were Grammar Carlton, Papatoetoe, Pakuranga, Marist, College Rifles, Ponsonby, University and Suburbs. After the quarter finals, Grammar Carlton beat University 45-11 and Marist beat Ponsonby 20-12 in the semi finals sending Grammar Carlton and Marist to Eden Park for the final. The final was won by Grammar Carlton 30-9 who took home the Gallaher Shield for 2012 and in doing so broke the eight year hold of Ponsonby on the trophy. The curtain-raiser for the Gallaher Shield was played between the Marist and Pakuranga Under-21 teams; Pakuranga won the final 29-19 winning the Arthur Bayliss Cup for 2012.

After all the grade championship finals had been played and points awarded, Pakuranga won the Silver Football which is awarded to the club with the highest aggregate championship points overall. Congratulations to Grammar Carlton whose Premier team went through the season unbeaten and to Pakuranga for winning the Silver Football.

The COD introduced photograph identification (ID) policy for the Under-21 and Under-19 grade players for the 2012 season. The policy required team managers to carry a player photograph ID sheet for proof of player ID at the request of the opposing team. The introduction of the policy had its teething problems until club administrators grasped the method of placing photographs on the NZ Rugby Union's database. The 2013 Rules of Competition will include refined regulations for the player photograph ID policy which will be used again for the Under-21 and Under-20 grades. The player photo ID registration requirement helped with correct identification of players on the field and prevented teams from entering the competition until they had completed their photo identification sheets. The Adult Rugby Committee will consider introducing the policy to other teams including Premier grade teams after 2013.

Auckland Maori Rugby had good support from clubs this season, but the organising of the Northern Region tournament was not successful. As a result of the ARFU Maori Rugby Committee request for a review of Maori rugby, the NZRU Maori Rugby Committee set up a review committee which has submitted to NZRU a recommendation to improve Maori rugby. The Maori Rugby delegate, Tim Henwood, attends COD meetings which assists the Auckland Maori Committee to keep abreast of club rugby matters and increases their contact with club Maori players.

DISCIPLINE

The 2012 disciplinary hearings were conducted under new ARFU Discipline hearing 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 officials abuse. Clubs have been requested to take a more proactive role in promoting good sideline behaviour by their supporters and on-field discipline by their teams. Despite ARFU discipline promotions the Discipline Committee was required to deal with verbal and, more seriously, physical

abuse of match officials. The COD will support the ARFU judicial process to ensure those who bring the game of rugby into disrepute will be dealt with accordingly.

The public perspective of rugby has a major impact on junior player recruitment and public attendance at Saturday matches. The COD, as club representatives in the Auckland rugby community, has a responsibility to ensure the goodwill rugby gained from the RWC 2011 continues to grow our player and supporter numbers. The rugby community can help to quell ill discipline on the sideline at all levels of club and school rugby by reporting incidents to their club or the ARFU.

The Standards Committee had an active year ensuring the level of discipline, both on and off the field, of players, club members and the public was of an acceptable standard. In 2013 the Standards Committee's role will include maintaining a Standards log of all discipline reporting which will give the COD a history of incidents at Secondary School, JRC and COD matches. The committee cannot cover all match venues each week which means they rely on complaints being received from the clubs and community. All complaints and reported incidents will be logged and investigated.

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 ARFU 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 included in the annual review of our regulations.

COACHING

This year we had an excellent record of club coaches attending the Rugby Smart coaching clinics held throughout the Union. It is an NZRU requirement for coaches to attend the Rugby Smart courses each year where important aspects of safety and coaching techniques have become part of the coaches' resource package.

The ARFU 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, Front Row Factory, Tackle Box, Rugby Smart for all coaching levels, Development Rugby Coaches IRB level 2 and the Advanced Coaching IRB level 3 course which is designed for premier grade and provincial coaches.

JUNIOR RUGBY ADVISORY COMMITTEE

The Junior Rugby Committee (JRC) is an advisory committee which reports to the COD. The success of RWC 2011 and "the good feel for rugby" legacy had a positive influence with the rise in junior club player registrations .

Once again, I extend the Clubs' appreciation to Nestle, our major sponsor who have continued their valuable support to Auckland Junior Rugby.

I thank Brian Francis, JRC Chairman, his Deputy Dave Hickey and the JRC delegates for their work in organising the huge number of junior players into their various grade matches on Saturday mornings. The delegates' time spent on checking team sheets and weighing players each week and during finals days is appreciated by the COD and ARFU executive staff; your efforts do not go unnoticed.

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



John Hunt presents Simon Hickey with the Club Player of the Year award.

officials. More effort with the clubs will be needed to educate our junior grade coaches and supporters in the current regulations so they can understand refereeing decisions and set the appropriate example for those in their charge.

PACIFIC ISLANDS

The COD granted the Pacific Island communities a window from Saturday 25 August to Saturday 20 October to hold their 15-a-side and Sevens tournaments. All club players were released to their respective clubs from Monday 22 October to allow clubs to select their Sevens teams and prepare for the ARFU Club Sevens tournament on Saturday 3 November. With Sevens becoming an Olympic sport in 2016, a new emphasis has been given to Club Sevens to help develop growth at club level with a specific window from Labour Weekend in October to 31 January. Club players are encouraged to play for their clubs during this window to give our provincial Sevens selectors a better opportunity to observe the complete player selection base.

APPRECIATION

I thank all Club delegates for their support during the year. Delegates have attended monthly COD and bi-weekly JRC meetings and also spent time attending sub-committee meetings and carrying out liaison duties.

The COD appreciates the support from clubs and schools with representation on the COD and JRC. The CEO Andy Dalton and the executive team have provided strong support to the COD, both Secondary and Primary Schools Associations and the Auckland Rugby Referees Association through the club rugby office and match officials manager. I express my personal thanks to Matt McHardy, Kili Tabakau, John Gillies, Smudge McNeilage and Kylie Marginson from the Rugby and Referees office and Bevan Cadwallader, Scott Collins, Joe Royal and the four RDCs from the rugby development office for their dedicated support to club and school rugby throughout the year.

The executive team's support is reflected in the continuing support of the Board of Directors, their



Keven Mealamu, Gareth Anscombe and Charlie Faumuina with junior club players from Ponsonby and Eden.

financial assistance and attendance at club annual general meetings.

At the time of writing, I am only aware that the University Club's delegate, Rob Taylor, will not be continuing as a delegate next year. I thank Rob for his service to Auckland Rugby and to any other delegates who will be retiring this year. Your loyalty and good service to Auckland amateur rugby has been greatly appreciated.

John Hunt

Chairman

Council of Delegates

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), Eleanor Turner (Mt Wellington), Tommy Roache (Otahuhu), Greggs Smith (Pakuranga), Theo Valk (Pakuranga), Rick Steedman (Papatoetoe), Bev Taoho (Papatoetoe), Geoff Buchanan (Ponsonby), Craig Watt (Ponsonby), Saulala Fononga (Roskill Districts), Dave Johnson

(Suburbs), Terry O'Meara (Teachers Eastern), John Faamausili (Te Papapa), Bill McGarry (Auckland University), Pat Regan (Waiheke Island), Bella Brame (Waitakere), Shane Willoughby (Waitemata), Bruce Young (Primary Schools).

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

Disciplinary Committee: Martin Devoy (con-venor), 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 Dalgleish (Convener), Ces Wilson (Administrator), John Fellowes, 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.



University fullback Simon Healy is tackled mid-air in a match against Teachers Eastern.

Blues 2012



Back row (left to right): Liaki Moli, Angus Ta'avao, Anthony Boric, Filo Paulo, Steven Luatua, Andrew Van der Heijden, Chris Lowrey, Ma'a Nonu

Fifth row: Heather McCrae (Massage Therapist), Troy Webber (Technical Analyst), Johnny Claxton (Asst. Strength & Conditioning Coach), Charlie Faumuina, Michael Hobbs, Daniel Pryor, Ben Lam, Peter Saili, Hadleigh Parkes, Jason Price (Strength & Conditioning Intern), Ash Draper (Asst. Physiotherapist), Tracy Kirkcaldy (Nutritionist)

Fourth row: Gareth Anscombe, Tom McCartney, Albert Nikoro, Benson Stanley, Sean Polwart, George Moala, Pauliasi Manu, James Parsons

Third row: Mark Harvey (Head Strength & Conditioning Coach), Mark Plummer (Physiotherapist), Francis Saili, David Raikuna, Lachie Munro, Rudi Wulf, Tevita Mailau, Charles Piutau, Craig Lister (Assistant Manager), Stephen Kara (Team Doctor)

Second row: Gary Whetton (Blues Chairman), Orene Ai'i, Bryce Anderson (Manager), Wayne Ngaluafe, Sherwin Stowers, Rene Ranger, Alby Mathewson, Piri Weepu, Jeff Wilson (Assistant Coach), Isaia Toeava, Andy Dalton (Blues CEO)

Front row: Tony Woodcock, Ali Williams, Michael Casey (Scrum Coach), Keven Mealamu (Captain), Pat Lam (Head Coach), Luke Braid, Daniel Braid, Bryce Woodward (Assistant Coach), Brad Mika, Jerome Kaino

Blues Results

DATE	VERSUS	VENUE	RESULT	FOR	AGAINST
February 24	Crusaders	Eden Park	L	18	19
March 2	Chiefs	Hamilton	L	14	29
March 10	Bulls	Pretoria	W	29	23
March 16	Stormers	Cape Town	L	17	27
March 23	Hurricanes	Eden Park	L	25	26
April 5	Rebels	Melbourne	L	23	34
April 13	Sharks	Eden Park	L	23	29
April 20	Highlanders	Dunedin	L	27	30
April 27	Reds	Eden Park	L	11	23
May 4	Hurricanes	Wellington	L	19	35
May 11	Lions	Eden Park	W	25	3
May 19	Crusaders	Christchurch	L	12	59
May 26	Highlanders	Eden Park	L	27	20
June 2	Chiefs	North Harbour	L	34	41
July 7	Western Force	Eden Park	W	32	9
July 14	Brumbies	Canberra	W	30	16

Played	16
Won	4
Lost	12
Points For	366
Points Against	421



Charlie Faumuina bumps off Jason Eaton.

Auckland 2012



Winners of Dan Bryant Trophy, Newstalk 1ZB Trans-Harbour Cup, Brian Purdy Memorial Battle-of-the-Bridge Trophy, Fred Lucas Cup, Stan Thomas Memorial Trophy and Lindsay Colling Memorial Trophy

Back row (left to right): Jason Price (Assistant Trainer), Liaki Moli, Angus Ta'avao, Steven Luatua, Ofa Tu'ungafasi, Nathan Hughes, Sean Brookman, Brad Anderson (Head Trainer)

Third row: Troy Webber (Technical Analyst), Ben Lam, Joe Edwards, Gareth Anscombe, Sean Polwart, Nathan Vella, Lolagi Visinia, Glenn Wahlstrom (ARFU Chairman), Tracy Kirkcaldy (Nutritionist)

Second row: John Dalton (Muscular Therapist), Mark Plummer (Physiotherapist), Simon Hickey, Alby Mathewson, Malakai Fekitoa, Scott Patterson, Siosua Halanukonuka, Charles Piutau, Tony Fenner, Stephen Kara (Doctor), Andy Dalton (ARFU CEO)

Front row: Craig Lister (Manager), Nick White (Assistant Coach), Dave Thomas, Ali Williams, Hadleigh Parkes(vice captain), Daniel Braid (captain), Tom McCartney, Andrew Van der Heijden, Pauliasi Manu, Wayne Pivac (Head Coach), Paul Feeney (Assistant Coach)

Absent: George Moala, Peter Saili, Piri Weepu, Charlie Faumuina, Nepia Fox-Matamua

Auckland Results

DATE	VERSUS	VENUE	RESULT	FOR	AGAINST
August 23	Hawke's Bay	Napier	W	36	29
August 29	Canterbury	Christchurch	L	11	33
September 2	Manawatu	Eden Park	W	59	16
September 8	Waikato	Eden Park	W	32	22
September 14	Bay of Plenty	Rotorua	L	16	37
September 19	Taranaki	Eden Park	W	43	32
September 22	Wellington	Eden Park	W	43	30
September 28	Coutrnies Manukau	Eden Park	W	22	18
October 7	North Harbour	North Harbour	W	36	16
October 11	Otago	Dunedin	W	24	19
Semi Final					
October 20	Wellington	Wellington	W	33	22
Final					
October 27	Canterbury	Christchurch	L	18	31

Played	12
Won	9
Lost	3
Points For	323
Point Against	204



Auckland Captain Daniel Braid with the Lin Colling Memorial Trophy after victory over Otago.

Auckland Sevens 2012



Winners of the Pub Charity National Sevens

Back row (left to right): Tenina Sauileoge, Joe Tupe, Nathan Hughes, Lolagi Visinia, Alex Samoa

Middle row: Paul Feeney (Assistant Manager), Andrw Wilson (trainer), Iosua Timoteo, Malakai Fekitoa, Fred Lait (Physiotherapist), William Geel (Physiotherapist)

Front row: Wayne Pivac (Coach), Auvasa Faleali'i, Edwin Cocker (Captain), Rocky Khan, Derek Sampson (Manager)

Absent: Tom Iosefo, Benjamin Lam

Auckland Storm 2012



Winners of the National Provincial Championship and JJ Stewart Trophy

Back row (left to right): Bella Milo, Charlene Halapua, Leilani perese, Kelani Matapo, Eloise Blackwell, Aleisha Nelson, Rawinia Everitt

Third row: Mark Duncan (Manager), Kahurangi Peters, Lydia Crossman, Justine Lavea, Marama Davis, Aroha Savage, Aldora Itunu, Rona Mulitalo, Leanne Thompson, Ema Pene ((Physiotherapist)

Second row: Nico Nomani (Assistant Coach), Hazel Tubic, Te Kura Ngata-Aerengamata, Jo O'Sullivan, Marina Apfel, Stacey Brown, Karley Te Kawa, Kallum Adams (Head Coach)

Front row: Arihiana Marino, Karina Stowers, Chanelle Tuigamala, Kate Bradshaw, Emma Jensen (co Captain), Fiao'o Fa'amausili, Onjeurlina Leaiataua, Mele Hufanga, Chloe Clarke

Absent: Charmaine McMenamin, Jade Le Pesq

Representative Results

DATE OPPOSITION RESULT

Bs

1 Sep	Bay Of Plenty	W 62-27
8 Sep	Waikato	W 31-22
15 Sep	Northland	W 52-26
22 Sep	Auckland Juniors	W 34-27
29 Sep	Counties Manukau	D 13-13
06 Oct	North Harbour	L 21-26

Played: 6 Won: 4 Drew: 1 Lost: 1
Points For: 212 Points Against: 141

Coach: Craig Hall
Asst Coach: Grant Keenan
Manager: Paul Gianotti

UNDER 20

18 Aug	Hawkes Bay	W 36-20
1 Sep	Bay Of Plenty	W 52-0
8 Sep	Waikato	W 26-14
15 Sep	Northland	W 41-6
22 Sep	North Harbour	D 22-22
29 Sep	Counties Manukau	W 90-7
10 Oct	Canterbury	W 25-22
13 Oct	Wellington	W 38-13

Played: 8 Won: 7 Drew: 1
Points For: 328 Points Against: 96
Coach: Brandon Jackson Asst Coach: Darryl Menzies
Manager: Brent Matchett

JUNIORS

25 Aug	Counties Manukau	L 8-47
1 Sep	North Harbour	L 24-28
15 Sep	Bay of Plenty	W 13-9
22 Sep	Auckland B	L 27-34
29 Sep	Waikato	W 19-12
05 Oct	Northland	W 36-15

Played: 6 Won: 3 Lost: 3
Points For: 127 Points Against: 145
Coach: Andrew Hewittson
Asst Coach: Andrew Snee Manager: John East

DATE OPPOSITION RESULT

STORM

08 Sep	Canterbury	W 10-7
22 Sep	Manawatu	W 57-15
29 Sep	Wellington	W 65-0
6 Oct	Waikato	W 52-7
13 Oct	Hawkes Bay	W 73-0
20 Oct	Otago	W 28-17
27 Oct	Canterbury-Final	W 38-12

Played: 7 Won: 7
Points For: 323 Points Against: 51
Coach: Kallum Adams
Asst Coach: Nico Nemani
Manager: Mark Duncan

RESTRICTED UNDER 85KG

22 Aug	North Harbour	W 26-8
8 Sep	Auckland Fire Fighters	W 38-10
15 Sep	Wellington (Babas 20/20)	L 20-13
15 Sep	North Harbour (Babas 20/20)	L 12-7
16 Sep	Waikato (Babas 20/20)	W 20-0
16 Sep	Thames Valley (Babas 20/20)	W 17-12

Played: 6 Won: 4 Lost: 2
Points For: 133 Points Against: 50
Coach: Richard Inglis
Asst Coach: Ben Steele
Manager: Dave Edgar

SEC SCHOOLS U18 EAST

8 Sep	North Harbour	W 27-11
15 Sep	Northland	W 13-8
22 Sep	Auckland West	L 9-12
29 Sep	Waikato	W 23-21

Played: 4 Won: 3 Lost: 1
Points For: 72 Points Against: 52
Coach: Kane Wilson
Asst Coach: Paul Wheeler
Manager: Michael Marnewick

DATE	OPPOSITION	RESULT
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SEC SCHOOLS U18 WEST

8 Sep	Northland	W 57-7
15 Sep	North Harbour	W 41-13
22 Sep	Auckland East	W 12-9
29 Sep	Counties Manukau	W 25-13

Played: 4 Won: 4

Points For: 135 Points Against: 42

Coach: Walter Alvarez

Asst Coach: Brett Kingstone

Manager: Graham Edwards

SEC SCHOOLS U18 DIV XV

25 Aug	Thames Valley	W 35-3
1 Sep	North Harbour	W 33-6
8 Sep	King Country	W 60-3
15 Sep	Harlequins	W 26-15
22 Sep	Vikings	W 79-0
29 Sep	Northland	W 31-24

Played: 6 Won: 6

Points For: 264 Points Against: 51

Coach: Darren Jardine Coach: Rob Taylor

Manager: Grant Wilson

SEC SCHOOLS U18 GIRLS A

1 Sep	Northland	W 41-15
08 Sep	Auckland B	W 42-0
15 Sep	North Harbour	W 68-5
22 Sep	Bay Of Plenty	W 31-0

Played: 4 Won: 4

Points For: 182 Points Against: 20

Coach: Rob Kahui Asst Coach: Chantal Baker

Manager: Kelly Bunce

DATE	OPPOSITION	RESULT
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SEC SCHOOLS U18 GIRLS B

01 Sep	North Harbour	W 37-6
08 Sep	Auckland A	L 0-42
15 Sep	Northland	L 10-27
22 Sep	Counties Manukau	W 20-17

Played: 4 Won: 2 Lost: 2

Points For: 67 Points Against: 92

Coach: Leua Tamati Asst Coach: Helen Anafjeh

Manager: Leigh Henry

UNDER 16 EAST

1 Sep	Auckland Central	W 30-21
8 Sep	Auckland West	W 24-14
15 Sep	Northland South	W 39-0
22 Sep	Northland North	W 30-23
29 Sep	Auckland South	W 19-18

Played: 5 Won: 5

Points For: 142 Points Against: 76

Coach: Dean Bickerton

Asst Coach: Deon Wagner

Manager: Veronica Bickerton

UNDER 16 WEST

1 Sep	Auckland South	L 22-35
8 Sep	Auckland East	L 14-24
15 Sep	Auckland Central	W 22-17
22 Sep	Northland South	W 15-10
29 Sep	Northland North	W 8-3

Played: 5 Won: 3 Lost: 2

Points For: 81 Points Against: 89

Coach: Ofisa Tonu'u Asst Coach: James Hantz

Manager: Monique Sell

DATE	OPPOSITION	RESULT
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UNDER 16 CENTRAL

1 Sep	Auckland East	L 21-30
8 Sep	Northland North	W 15-13
15 Sep	Auckland West	L 17-22
22 Sep	Auckland South	L 5-20
29 Sep	Northland South	W 22-19

Played: 5 Won: 2 Lost: 3
Points For: 80 Points Against: 104
Coach: Winston Hiliau
Asst Coach: Prabhu Singh
Manager: Barry MacDonald

UNDER 16 SOUTH

1 Sep	Auckland West	W 35-22
8 Sep	Northland South	W 35-5
15 Sep	Northland North	W 24-5
22 Sep	Auckland Central	W 20-5
29 Sep	Auckland East	L 18-19

Played: 5 Won: 4 Lost: 1
Points For:132 Points Against: 56
Coach: Graeme Phillips Asst Coach: Wally Ropati
Manager: Shane Mikaere

UNDER 14 EAST

8 Sep	North Harbour	W 46-14
15 Sep	Northland North	W 36-0
22 Sep	Auckland Central	W 31-5
29 Sep	Auckland West	D 15-15

Played: 4 Won:3 Drew: 1
Points For: 128 Points Against: 34
Coach: Andrew Mailei Asst Coach: Simon Craig
Manager: Ben Salt

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

UNDER 14 WEST

15 Sep	Northland South	W 45-12
22 Sep	Auckland South	W 24-0
29 Sep	Auckland East	D 15-15

Played: 3 Won:2 Drew: 1
Points For:84 Points Against: 27
Coach: Nonu Sua-Ausage
Asst Coach: Mike Bridgeford
Manager: Mathew(Blinky)Anderson

UNDER 14 CENTRAL

8 Sep	Northland North	W 25-12
15 Sep	North Harbour	W 13-11
22 Sep	Auckland East	L 5-31
29 Sep	Auckland South	L 10-34

Played: 4 Won: 2 Lost: 2
Points For: 53 Points Against: 88
Coach: Mike Brough
Asst Coach:Terri Kimiangatau
Manager: Nathan Tao

UNDER 14 SOUTH

8 Sep	Northland South	W 29-14
22Sep	Auckland West	L 0-24
29 Sep	Auckland Central	W 34-10

Played: 3 Won: 2 Lost: 1
Points For: 63 Points Against: 48
Coach: Jamie Hodgetts Asst Coach: Tokkie Kotz

2012 National Honours

NATIONAL HONOURS

ALL BLACKS

Keven Mealamu, Charlie Faumuina, Ali Williams, Piri Weepu

NZ SEVENS

Lolagi Visinia, Charles Piutau, Gareth William-Spiers, Iopu Iopu

NZ UNDER 20

Junior Tofa Va'a, Milford Keresoma, Ofa Tu'ungafasi, Jake Heenan

NZ SCHOOLS A

Vince Aso, Tim Cleaver, Broc Hooper, Sinclair Dominikovich-Murray, Sootala Fa'aoso, Tom McHugh, Sam Thomas, Matt Vaega

NZ SCHOOLS BABARIANS

Bram Egli, Leon Fukofuka, Mitchell Karpik, Liam Polwart, Jack Falloon, TJ Faiane, Dillion Wihongi

NZ BLACK FERNS

Eloise Blackwell, Rawina Everitt, Fiaoo Fa'amausili, Emma Jensen, Justine Lavea, Karina Stowers, Aroha Savage, Hazel Tubic, Charlene Halapua, Lydia Crossman, Aleisha Nelson

NZ WOMENS SEVENS

Charlene Halapua, Linda Itunu, Huriana Manuel, Kayla McAlister, Tyla Nathan-Wong, Portia Woodman

NZ UNIVERSITIES

Dave Morgan, Sam Marshall, Liam Steel, Wyatt McKay, Alex Tuala, Josh Townsend, Thomas Vaughan

AUCKLAND RUGBY CLUB AWARDS

BARRY CONNELL MEMORIAL TROPHY

(Volunteer Club Administrator of the year)
Aaron Pascoe (Te Papapa Mt Wellington)

ASH EDWARDS MEMORIAL TROPHY

(Outstanding Contribution to Auckland Rugby)
Jim Lonergan (Macleans College)

ALAN TOHILL MEMORIAL TROPHY

(Premier Grades: most tries by a forward)
Ben Masoe (Papatoetoe)

GEORGE WHYE KICKING TROPHY

(Premier Grades: most points gained from goal kicking in the first round)
Tony Fenner (Pakuranga)

TOP TRY SCORER

Jona Tuitoga (Pakuranga)

TOP POINTS SCORER

Tony Fenner (Pakuranga)

BEST & FAIREST PLAYER OF THE YEAR

Ben Masoe (Papatoetoe)

WOMENS CLUB PLAYER OF THE YEAR

Jade Le Pesq (College Rifles)

REFEREE OF THE YEAR

Steve Piacun

ROOKIE OF THE YEAR

Simon Hickey (Grammar Carlton)

CLUB PLAYER OF THE YEAR

Simon Hickey (Grammar Carlton)

PROMISING COACH OF THE YEAR

Duncan McGrory (Pakuranga U21)

PREMIER CLUB COACH OF THE YEAR

Darryl Suasua (Marist)

GALLAHER SHIELD WINNING COACH

Richie Harris (Grammar Carlton)

REPRESENTATIVE AWARDS

SEVENS PLAYER OF THE YEAR

Malakai Fekitoa

WOMENS NPC PLAYER OF THE YEAR

Jade Le Pesq

JUNIORS PLAYER OF THE YEAR

Liam Steel

UNDER 20 PLAYER OF THE YEAR

Gafatasi Sua

Bs PLAYER OF THE YEAR

Ben Suisala

ITM CUP TEAM MAN OF THE YEAR

Angus Ta'avao

ITM CUP DEFENSIVE PLAYER OF THE YEAR

Malakai Fekitoa

SIR FRED ALLEN SUPREME AWARD

Hadleigh Parkes

ITM CUP PLAYER OF THE YEAR

Charlie Piutau

Club Competition 2012

TROPHY WINNERS

WINNER PRE-SEASON ROUND

Waka Nathan Cup – **Papatoetoe**
Pollard Cup – **Marist**

WINNER ROUND ROBIN

Alan McEvoy Memorial Trophy – **Grammar Carlton**

CHALLENGE CUP

Sir Fred Allen Challenge Cup - **Papatoetoe**

WINNERS OF FINAL ROUND

PREMIER SECTION

Gallaher Shield – **Grammar Carlton**
Jubilee Trophy – **Pakuranga**
Portola Trophy – **Waitemata**
Presidents Cup – **Teachers Eastern**

PREMIER RESERVE CHAMPIONSHIP

George Nicholson Cup – **Ponsonby**

SENIOR 1 CHAMPIONSHIP

Reuben O'Neill Cup – **Ponsonby EP**

SENIOR 2 CHAMPIONSHIP

Peter Hall Cup – **Ponsonby Black**

UNDER-21

Whetton Brothers Cup (Round Robin winner) -

College Rifles

Arthur Bayliss Cup (Champions) – **Pakuranga**

UNDER-19

Challenge Cup – **Marist**

RESTRICTED 85KG

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

WOMENS PREMIER

Coleman Shield – **Marist**

WOMENS DEVELOPMENT

ARFU Plate – **Waikato Uni Yellow**

JRC GRADE CHAMPIONSHIP

UNDER-13

Russel Moonie Cup – **Otahuhu Titans**

UNDER-13 RESTRICTED

Tony Jane Cup – **Ponsonby Black**

UNDER-12

Barry Smith Cup – **Papatoetoe Dragons**

UNDER-12 RESTRICTED

Charles Klink Cup – **Waitemata**

SPECIAL TROPHIES

BERT PALMER MEMORIAL TROPHY

Under-11 to Under-15 Grades: Highest Aggregate Points Awarded by Auckland Rugby Referees Association – **Papatoetoe Dragons**

SAM BURCHER MEMORIAL TROPHY

Under-6 to Under-10 Grades: Highest Aggregate Points Awarded by Auckland Rugby Referees Association – **No Awards**

SOUTHLAND SHIELD

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

SILVER FOOTBALL

All Championship Grades: Average Championship Points - **Pakuranga**



Bryan Williams presents Hadleigh Parkes with the Sir Fred Allen Supreme Award.

Financial Statements

for the year ended 31 October 2012

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The Directors are pleased to present their annual report, including the financial statements, for the year ended 31 October 2012.

For and on behalf of the Board of Directors on 21 November 2012.



Glenn Wahlstrom
Chairman
Auckland Rugby Football Union



Mike Donovan
Director
Auckland Rugby Football Union

Independent Auditor's Report

To the members of Auckland Rugby Football Union Incorporated

Report on the parent and group financial statements
We have audited the accompanying financial statements of Auckland Rugby Football Union Incorporated ("the parent") and the group, comprising the parent and its subsidiaries, on pages 57 to 67. The financial statements comprise the statements of financial position as at 31 October 2012, 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 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 is 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 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 57 to 67:

- 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 2012 and of the financial performance and cash flows of the parent and the group for the year then ended.



21 November 2012
Auckland

Statement of financial performance

for the year ended 31 October 2012

	Note	Group		Parent	
		2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000
Operating revenue					
ITM Cup		460	696	460	696
Sponsorship		1,716	1,770	1,716	1,770
North and South Trust Limited Grants	12	2,961	1,660	2,961	1,660
North and South Trust	12	8	5,195	12	1,150
Union Projects Joint Venture	3	22	95	22	95
Oceania Broadcast Joint Venture	3	106	-	106	-
Test Match Fees		477	254	477	254
NZRU Funding	3	1,560	1,655	1,455	1,480
Merchandise Shop		129	153	129	153
Interest Revenue		423	396	423	394
Blues administration fee	3	909	909	909	909
Other Revenue		886	740	781	698
Surplus in equity accounted Rugby Hospitality JV	3	-	2	-	2
Total operating revenue		9,657	13,525	9,451	9,261
Expenditure					
ITM Cup		354	397	354	397
Sponsorship		597	631	597	631
Marketing		903	794	903	794
North and South Trust	8	68	3,568	-	-
Union Projects Joint Venture	3	9	129	9	129
Oceania Broadcast Joint Venture	3	103	-	103	-
Representative Teams		2,662	3,065	2,390	3,006
Amateur Rugby & Rugby Development		2,368	2,260	2,368	2,260
Administration		1,273	1,308	1,273	1,301
Depreciation		88	568	88	101
Director's Remuneration	3	36	39	36	39
Merchandise Shop		100	110	100	110
Interest Expenses		-	98	-	-
Other Expenses		360	179	360	107
Total expenditure		8,921	13,146	8,581	8,875
Net surplus before Rugby World Cup Activities and distributions to clubs	2	736	379	870	386
Represented by:					
Operating surplus of core ARFU activities		807	528	870	386
North and South (deficit)/ gain		(71)	(149)	-	-
		736	379	870	386
Net income from Rugby World Cup Activities	3	108	231	108	231
Net surplus before distributions to clubs		844	610	978	617

The accompanying notes form part of these financial statements.

Statement of movements in retained funds

for the year ended 31 October 2012

	Group		Parent	
	2012	2011	2012	2011
	\$'000	\$'000	\$'000	\$'000
Net surplus before distribution to clubs	844	610	978	617
Less: distribution to clubs	(717)	(704)	(717)	(704)
Net movement in retained funds	127	(94)	261	(87)
Retained funds at 1 November	8,975	9,069	8,947	9,034
Retained funds at 31 October	9,102	8,975	9,208	8,947

The accompanying notes form part of these financial statements.

Statement of financial position

for the year ended 31 October 2012

	Note	Group		Parent	
		2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000
Current assets					
Bank		381	401	363	399
Bank deposit	4	800	800	800	800
Current term deposit		2,523	2,500	2,523	2,500
Bond investments	13	2,000	-	2,000	-
Trade receivables		732	764	665	700
Receivable from related parties	3	602	598	640	606
Prepayments		133	162	96	112
Loans and advances	6	192	372	192	372
Other current assets	5	693	579	693	579
Assets held for sale		-	151	-	16
		<u>8,056</u>	<u>6,327</u>	<u>7,972</u>	<u>6,084</u>
Non-current assets					
Bond investments	13	1,174	3,174	1,174	3,174
Loans and advances	6	1,043	1,043	1,062	1,062
Investments in subsidiaries	8	-	-	5	5
Property, plant and equipment	7	223	169	223	169
		<u>2,440</u>	<u>4,386</u>	<u>2,464</u>	<u>4,410</u>
Total assets		<u>10,496</u>	<u>10,713</u>	<u>10,436</u>	<u>10,494</u>
Current liabilities					
Creditors and accruals		635	541	538	417
Employee entitlements		494	806	416	785
Finance lease – secured		-	55	-	-
Payable to related parties	3	14	79	23	88
Deferred income		251	257	251	257
		<u>1,394</u>	<u>1,738</u>	<u>1,228</u>	<u>1,547</u>
Total liabilities		<u>1,394</u>	<u>1,738</u>	<u>1,228</u>	<u>1,547</u>
Net assets employed		<u>9,102</u>	<u>8,975</u>	<u>9,208</u>	<u>8,947</u>
Represented by:					
Accumulated funds		<u>9,102</u>	<u>8,975</u>	<u>9,208</u>	<u>8,947</u>

The accompanying notes form part of these financial statements.

Statement of cash flows

for the year ended 31 October 2012

	Note	Group		Parent	
		2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000
Cash flows from operating activities					
Cash was provided from:					
Receipts from customers		6,488	11,459	6,304	5,823
Grants received from North and South Trust		-	-	14	1,150
Grants received from North and South Trust Limited		2,961	1,660	2,961	1,660
Distribution received from Rugby Hospitality Joint Venture		-	-	-	3
Net receipts from Rugby World Cup Activities		108	231	108	231
Interest received		441	300	441	298
		<u>9,998</u>	<u>13,650</u>	<u>9,828</u>	<u>9,165</u>
Cash was disbursed to:					
Payments to suppliers and employees		(9,265)	(12,958)	(9,111)	(8,596)
Interest paid		-	(98)	-	-
		<u>(9,265)</u>	<u>(13,056)</u>	<u>(9,111)</u>	<u>(8,596)</u>
Net cash inflow from operating activities	9	<u>733</u>	<u>594</u>	<u>717</u>	<u>569</u>
Cash flows from investing activities					
Cash was provided from:					
Sale of property, plant and equipment		-	1,625	-	-
Repayment of loan to Rugby Sales LP		-	1,880	-	1,880
Repayment of loans advanced		-	160	-	100
Repayment of bonds		-	996	-	996
		<u>-</u>	<u>4,661</u>	<u>-</u>	<u>2,976</u>
Cash was applied to:					
Purchase of property, plant and equipment		(36)	(1)	(36)	(1)
Other loans and advances		-	-	-	(35)
Current term investment		-	(2,500)	-	(2,500)
		<u>(36)</u>	<u>(2,501)</u>	<u>(36)</u>	<u>(2,536)</u>
Net cash inflow/ (outflow) from investing activities		<u>(36)</u>	<u>2,160</u>	<u>(36)</u>	<u>440</u>
Cash flows from financing activities					
Cash was applied to:					
Loans repaid		-	(385)	-	(385)
Finance lease repayments		-	(1,887)	-	-
Distributions to clubs		(717)	(704)	(717)	(704)
		<u>(717)</u>	<u>(2,976)</u>	<u>(717)</u>	<u>(1,089)</u>
Net cash (outflow) from financing activities		<u>(717)</u>	<u>(2,976)</u>	<u>(717)</u>	<u>(1,089)</u>
Net increase/(decrease) in cash held		<u>(20)</u>	<u>(222)</u>	<u>(36)</u>	<u>(80)</u>
Add: Opening bank brought forward		<u>401</u>	<u>623</u>	<u>399</u>	<u>479</u>
Closing bank at 31 October		<u><u>381</u></u>	<u><u>401</u></u>	<u><u>363</u></u>	<u><u>399</u></u>

The accompanying notes form part of these financial statements.

Notes to the financial statements

for the year ended 31 October 2012

1. STATEMENT OF SIGNIFICANT ACCOUNTING POLICES

A. BASIS OF PREPARATION

Auckland Rugby Football Union Incorporated ('ARFU') and Group 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 ARFU have delayed the mandatory adoption of NZ IFRS for certain small entities inline 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 Football 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. ARFU 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 Football Union Incorporated and its subsidiaries and controlled entities which are accounted for using the purchase method.

Auckland Rugby Football 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.

Auckland Rugby Football Union Incorporated does not exercise sufficient control over Rugby Sales (LP) for this joint venture to be consolidated. Therefore this joint venture is accounted for on an equity basis in these financial statements.

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 Football 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.

Notes to the financial statements

for the year ended 31 October 2012

Merchandise shop revenue is recognised as a sale arises.

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

ARFU 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

ARFU 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.

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 2012

2. NET SURPLUS BEFORE DISTRIBUTIONS TO CLUBS

	Group		Parent	
	2012	2011	2012	2011
	\$	\$	\$	\$
The net surplus is arrived at after charging:				
Audit fee	33	36	21	25
Other fees to auditors	6	6	-	-
(Gain) / Loss on disposal of property, plant and equipment	-	60	-	-
Operating lease expenses	339	369	339	321
Depreciation				
Buildings	22	36	22	36
Furniture and fittings	66	64	66	64
Gaming machines	-	468	-	-
Transport Equipment	-	1	-	1
Advertising Equipment	18	30	18	30

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 \$18,445 (2011: \$31,475).

3. TRANSACTIONS WITH RELATED PARTIES

During the financial year ended 31 October 2012 the following transactions were undertaken with significant related parties.

Eden Park Trust – ARFU 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 – ARFU 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 ARFU, transact with the NZRU in respect of the contracting of professional rugby players. ARFU transact with the NZRU in respect of the staging of test matches at Eden Park. ARFU received a bulk funding payment of \$959,205 (2011: \$959,124) based upon current registered player numbers. The bulk funding grant is received from the NZRU on a calendar year basis. Other grants of \$601,054 (2011: \$696,921) were also received from the NZRU during the year.

Blues Trust – The Auckland, North Harbour and Northland Rugby Football Unions work with the NZRU to run the Blues franchise which competes in the SANZAR Super 15 Competition. ARFU 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 ARFU under a management contract. Management and other fees payable to ARFU in the year to 31 October 2012 amounted to \$908,824 (2011: \$908,824). ARFU did not receive a distribution from Blues Trust for the 2012 Blues season (2011: \$nil).

Oceania Broadcast Joint Venture - In 2012 an agreement was made with Oceania LED Systems to form a joint venture company. ARFU 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.

Notes to the financial statements

for the year ended 31 October 2012

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.

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
	2012	2011
	\$'000	\$'000
ARFU share (33.3%) of surplus in Rugby Sales (LP) JV	108	434
Match Management Fees	-	650
Less: Direct costs incurred	-	(853)
	<u>108</u>	<u>231</u>

The Rugby Sales LP will remain open until such time the entity is fully wound-down.

All Directors are required to table all possible conflicts of interest at the Board of Directors’ meetings and are required to abstain from any vote on those proceedings. ARFU 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 ARFU Directors on terms other than in the ordinary course of business.

Directors’ remuneration

The following amounts of time reimbursements were authorised for Directors:

	2012	2011
	\$'000	\$'000
K Baguley – Chairmanship	-	3
G Wahlstrom – Chairmanship	36	36
	<u>36</u>	<u>39</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 (2011: \$800,000).

5. OTHER CURRENT ASSETS

	Group		Parent	
	2012	2011	2012	2011
	\$'000	\$'000	\$'000	\$'000
Merchandise Shop Inventory	80	135	80	135
Other	613	444	613	444
	<u>693</u>	<u>579</u>	<u>693</u>	<u>579</u>

Notes to the financial statements

for the year ended 31 October 2012

6. LOANS AND ADVANCES

	Group		Parent	
	2012 \$'000	2011 \$'000	2012 \$'000	2011 \$'000
Current				
Loans to associated football clubs	-	29	-	29
Loans to Eden Park Trust	47	47	47	47
Other	145	296	145	296
Total Current	<u>192</u>	<u>372</u>	<u>192</u>	<u>372</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 Trust have no fixed repayment date and while the merchandise shop remains rent-free. Non-current loans to Eden Park Trust have no fixed repayment date and are interest free.

7. PROPERTY, PLANT AND EQUIPMENT

Group and Parent	Cost	Accum	Book	Cost	Accum	Book
	2012 \$'000	Depn 2012 \$'000	Value 2012 \$'000	2011 \$'000	Depn 2011 \$'000	Value 2011 \$'000
Buildings	1,107	1,096	11	1,102	1,074	28
Furniture & fittings	1,156	1,036	120	1,220	1,094	126
Transport Equipment	10	10	-	10	10	-
Advertising Equipment	110	18	92	15	-	15
	<u>2,383</u>	<u>2,160</u>	<u>223</u>	<u>2,347</u>	<u>2,178</u>	<u>169</u>

8. INVESTMENT IN SUBSIDIARIES

Significant subsidiaries	Percentage Held		Balance Date
	2012	2011	
Potters Park Limited	100%	100%	31 October
Gallaher Investments Ltd	100%	100%	31 October
Auckland Blues Ltd	100%	100%	31 October
Auckland Rugby Promotions Limited	100%	100%	31 October
Controlled entities			
The North and South Trust	-	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 Football Union Inc.

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for the year ended 31 October 2012

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

During the 2012 the North and South Trust was dissolved and the entity no longer exists at balance date.

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

	Group		Parent	
	2012	2011	2012	2011
	\$'000	\$'000	\$'000	\$'000
Surplus before distribution to clubs	844	610	978	617
Non cash items				
Accrued interest receivable	(77)	(95)	(77)	(96)
Depreciation	88	568	88	101
	<u>11</u>	<u>473</u>	<u>11</u>	<u>5</u>
Movement in working capital:				
(Increase) / Decrease in current assets	222	(307)	134	(510)
Increase / (Decrease) in current liabilities	(344)	(182)	(406)	457
	<u>(122)</u>	<u>(489)</u>	<u>(272)</u>	<u>(53)</u>
Net cash flows from operating activities	<u>733</u>	<u>594</u>	<u>717</u>	<u>569</u>

ARFU 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	Parent
	2012	2011
	\$'000	\$'000
Operating lease commitments		
Non-cancellable operating lease rentals are payable as follows:		
Not later than one year	217	206
Later than one year but not later than two years	175	92
Later than two years but not later than five years	171	101
	<u>563</u>	<u>399</u>

Capital Commitments

There are no capital commitments at 31 October 2012 (2011: \$nil).

11. GUARANTEES ISSUED

ARFU have not issued guarantees in the ordinary course of business (2011: \$nil).

12. EXPENDITURE OF GRANTS PAID TO ARFU 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

Notes to the financial statements

for the year ended 31 October 2012

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 The North and South Trust and North and South Trust Limited have been appropriately used for the authorised purpose of the promotion and support of amateur rugby.

13. BOND INVESTMENT

The bond investments held by ARFU are carried at their cost value as they are held to maturity. To recognise them at their fair value would result in a loss of \$217,513 being recognised in the statement of operating performance (2011: \$42,725).

14. SUBSEQUENT EVENTS

There have been no subsequent events between balance date and the approval of these financial statements by the Directors (2011: Nil).

