One year to go

IMPACT BEYOND 2019

Programme Update

WORLD RUGBY™

Impact Beyond 2019

World Rugby

On behalf of World Rugby I would like to express my gratitude to everyone involved in the Impact Beyond 2019 programme. Launched in 2013, Impact Beyond is a major strategy in World Rugby's mission to grow the game globally, providing the platform for women and men, girls and boys to experience the game.

With one year to go until Rugby World Cup 2019 kicks off at the Tokyo Stadium it is very encouraging to see such widespread engagement with the Impact Beyond programme throughout Japan and across Asia. The hard work and collaboration of our excellent partners at Asia Rugby, the Japan Rugby Football Union and all participating unions has resulted in the outstanding achievement of reaching almost 900,000 new rugby participants in Asia so far.

The inclusion of the Tag Rugby programme in the PE curriculum of 1,982 schools in the Rugby World Cup host cities, with potential to reach 900,000 students and the training of 9,603 Tag Teachers ensures we are well on the way towards meeting the ambitious 'Asia 1 Million' target of attracting one million new rugby participants in Asia by 2020.

Creating a sustainable legacy is a central pillar in our major event planning and we are proud of the success of the Impact Beyond programme in playing a leading role in rugby's global growth story.

The programme was at the heart of a very special Rugby World Cup 2015 which saw 17 Rugby Europe member unions strategically partner with RFU Counties and 340,000 new rugby participants in England. Our Rio 2016 programme showed what can be achieved in developing rugby nations, engaging more than 175,000 players, coaches and match officials in Brazil alone.

It is a truly exciting time for rugby in Asia. In 2017 Asia boasted the highest number of Get Into Rugby participants - 721,800 girls and boys – an 18 per cent increase on 2016 in World Rugby's chief development programme which forms a core element of Impact Beyond. India, China and Japan were all represented in the top five performing unions worldwide.

The highly successful recent Rugby World Cup Trophy Tour visits to India, China, Hong Kong and the Philippines ahead of the three-month domestic tour of Japan have further highlighted the huge potential for the growth of rugby in Asia, the world's most populous region and home to 60 per cent of the world's youth.

Great people achieve great results and I would like to acknowledge the role of Asia Rugby, its unions and the masses of volunteers who are bringing the Impact Beyond programme to life. I would also like to thank Japan Rugby who are working to develop the game in the host country and JR 2019 who are dedicated to the delivery of a unique and inspiring RWC next year.

Japan 2019 is shaping up to be World Rugby's most successful mass participation legacy programme to date and is setting a gold standard across the sporting spectrum. Impact Beyond 2019 is a project that Asia and the global rugby community will be very proud of and I wish you all the best for the final year until the Rugby World Cup kicks off for the first time on Asian soil.

Bill Beaumont CBE DL
Chairman, World Rugby

Japan Rugby

It is our great pleasure to be able to report on our "Impact Beyond 2019" initiatives which World Rugby, Asia Rugby and Japan Rugby Football Union have been working on together, in the light of Rugby World Cup 2019.

"Impact Beyond 2019" which was announced in May last year, is a key programme for the strategy relating to growth of rugby. A wide variety of initiatives have been taking place with the leadership of and in collaboration with RWC2019 Organising Committee, Japan Rugby Football Union, the RWC2019 host cities, the local governments of the RWC2019 official team camps, and the local Rugby Football unions in different prefectures in Japan. We now have less than one year to go to RWC2019. We would like to continue to drive and execute on our "Impact Beyond 2019" goals going forward to ensure that we can get your support and understanding to make Japan Rugby valuable for all stakeholders during and after RWC2019.

I would like to express our appreciation to our stakeholders including World Rugby for all the support we have received and seek your continuous strong support for Japan Rugby.

Tadashi Okamura
President, Japan Rugby Football Union

Asia Rugby

As Asia Rugby President, firstly I would like to thank my predecessor, Koji Tokumasu, who helped launch the RWC2019 Impact Beyond Programme.

With one year to go to Rugby World Cup in Japan, I am proud to say that the game is growing significantly across Asia. The majority of our 31 Member Unions have invested heavily both in funding and time to deliver the Impact Beyond project through Get Into Rugby and other programmes in their respective countries.

I am pleased to report that we have reached over 400,000 new participants from investment in Project Asia 1 Million (A1M). This figure does not include those new participants which will emerge from A1M activities in the 12 RWC Host Cities.

Our continued focus will therefore be on improving the capacity and capability of our Member Unions through annual Leading Rugby and Growing the Game Workshops and providing more Training and Education opportunities for their staff and coaches. In addition, we will work with our Unions to help them retain as many new players, coaches, referees and other volunteers who want to stay in the game.

Thank you.

Aga Hussain
President, Asia Rugby

Key pillars

1 / GROWING THE GAME IN JAPAN
Target: More than 200,000 active participants at all levels in Japan

2 / GROWING THE GAME IN ASIA
Target: Over 1 million new players in Asia with a total of 2 million players by 2020

3 / GROWING THE BROADCAST MARKET IN ASIA
Target: More rugby widely available on all platforms

4 / GROWING THE GAME GLOBALLY
Target: Maximise the impact of the RWC2019 to grow the game globally to over 11 million players

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GROWING THE GAME IN JAPAN

With one year to go until the Rugby World Cup commences in Japan, the Japan Rugby Football Union (JRFU) are working to spread the game into all regions of the nation. Many new initiatives have been developed and implemented such as the introduction of three new Rugby Development Officers, the Rugby Introduction Days in 47 prefectures, the inclusion of rugby education on the volunteer roadshow, the introduction of rugby in elementary schools and Get Into Rugby initiatives throughout the country. There are numerous other projects and initiatives being implemented but some of the key highlights are:

- Over 230,000 kids were introduced to rugby through Get Into Rugby programmes since 2016. These programmes have been implemented throughout Japan and will continue at pace on the run up to next years tournament.
- Recent research carried out by the JRFU and the Japan Sports Agency (Ministry of Sport) indicates that Tag Rugby has been included in the PE curriculum of 1,982 schools and to date over 200,000 students have participated.
- Over 9,603 'Tag Teacher' licences have been awarded in Japan

Japan Rugby Initiatives

With the help of the key stakeholders in Japan, Japan Rugby is implementing numerous initiatives throughout the country. A sample of two such initiatives are outlined below.

Paddy Field Rugby

Incorporating Japanese traditional paddy field culture, Paddy Field Rugby invites participants of all ages, gender and level to come together and play rugby, binding local communities ever closer through the introduction of the game. The event has been held 11 times in 2018 with a total of 1,500 participants experiencing this unique version of the sport.

The vision for Paddy Field Rugby is to expand the game, along with Asia Rugby into other Asian countries who are rich in rice culture including Laos, Thailand and Indonesia.

Events in 2018

- Saitama /Fujimi city
- Chiba /Kashiwa city
- Shizuoka/Hamamatsu city
- Aichi/Nishin city
- Ishikawa/Komatsu city
- Fukui/Obama city
- Kyoto/Fukuchiyama city
- Kyoto/Kyoto city (Mukaijima)
- Tokushima/Mima city
- Okayama/Sojya city
- Oita/Oita city

Introduction to Rugby Programmes

Rugby schools in 12 Host Cities carried out introduction to rugby events from April to June 2018 targeting preschool children, elementary school children and junior high school students. Approximately 3,000 children from 178 schools participated in events where they experienced everything rugby has to offer. The response to the programme has been promising with children of all ages enjoying rugby.

GROWING THE GAME IN ASIA

2

Asia Rugby is working hard to achieve the goal of the Asia 1 Million Project, to gain 1 million new participants in rugby by 2020. By implementing many new initiatives, including the flag ship programme Get Into Rugby run in 28 countries throughout the continent, Asia Rugby has managed to engage almost 900,000 new rugby participants (430, 000 in Japan and 469,000 throughout the rest of Asia).

Project Asia 1 Million

With the help of the key stakeholders in Asia, Asia Rugby is implementing numerous initiatives throughout the continent. A sample of two such initiatives are outlined here:

Philippines

When Philippines Rugby Football Union (PRFU) launched its Asia 1 Million project in January 2017 over 200 schools in the Davao Province were earmarked to be involved in a schools programme as part of an agreement between the Davao Education Department and PRFU. Progress was delayed for over six months due to martial law being declared in that part of the Philippines. The PRFU trained teachers in preparation for the anticipated roll out of the A1M project. To date 146 teachers were trained in the Davao area. PRFU also transferred its focus to the Province of Negros Occidental and trained 134 teachers and implemented the Get Into Rugby programme in 72 schools.

The project was launched in 123 schools. The participation numbers rose dramatically leading to 17,227 students playing the game of rugby in the last nine months.

The success of the Asia 1 Million project in Davao gave the PRFU the opportunity to show-case the project to other provinces and the Department of Education Districts of Manila City, Negros Occidental and Cebu City, are now drafting agreements with the PRFU to join the programme.

Pakistan

Project Asia 1 Million continues to excel with Get Into Rugby spreading rugby into all regions in Pakistan. The programme has been greeted with open arms as rugby has been introduced to 158,502 children in hundreds of schools nationwide. Education is at the core of the programme with 178 coaches and teachers, 52% of which are female, being officially trained and educated on all aspects of the sport. The most encouraging element of the Get Into Rugby programme within the area, is the exceptional gender mix, giving balance to both males and females within the sport. This gender equality is emphasised by the national U18's women's team who stand as role models to the future of women's rugby in Pakistan. From 157 girls in 2013 and 1,342 in 2014 to 32,788 girls in 2017 and now 47,173 females taking part in programmes, the rate of growth within the region is exceptional.

Project Asia 1 Million continues to work towards reaching its goal of engaging 1 million new participants by 2020, programmes in Pakistan are on track to make an impact and provide an ongoing legacy for rugby throughout the country.

1 August 2016–31 July 2018	Numbers
Male participants	84329
Female participants	74173
GIR sessions in boys schools	268
GIR sessions in girls schools	414
Schools involved with Union	220
Coaches trained	178

GROWING THE BROADCAST MARKET IN ASIA

3

Increasing rugby's reach in Asia

To truly increase rugby participation in Asia, it is vital that people have access to consume competitive rugby, to see how unique and compelling the sport is. Therefore one of the key pillars of the Impact Beyond 2019 programme is the Asia Broadcast Strategy. World Rugby and Asia Rugby have been working together since 2016, to develop a strategy to increase rugby's broadcast reach in Asia.

The key objectives of the strategy are to:

- Increase the free-to-air reach across the continent
- Deliver continuous, good quality, rugby content
- Deliver localised content

The media rights sales strategy of RWC2019 will focus on finding the best platform and/or distribution plan to showcase the tournament to the widest audience possible.

In Japan, all matches will be available on NHK (state broadcaster), NTV (free-to-air) and J Sports; with more than 50% of the matches available on a free-to-air basis.

In the sales process for South East Asia which is currently taking place, World Rugby is seeking coverage of at least one match per week ("Match of the Week") and daily highlights on free-to-air, or on a free-to-view basis via World Rugby's own streaming platform. World Rugby is also seeking local language broadcast in key markets and to work with broadcast partners, via promotional content on social media, to signpost the availability of matches in each territory

More broadly, and using RWC2019 as a platform, World Rugby is seeking to develop a long-term broadcast and content strategy for Asia that will see more rugby available to more fans in more countries. Investment in a Direct-to-Consumer (OTT) platform has been confirmed by the World Rugby Executive Committee and work is progressing in this area. Combined with stronger relationships with national and regional broadcasters in Asia, this approach will enable a significant increase in the broadcast of rugby in the region.

GROWING THE GLOBAL GAME

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While the Impact Beyond 2019 programme focuses primarily on Asia, the RWC2019 tournament has an opportunity to stimulate interest globally, through the delivery of a unique and inspiring tournament and initiatives such as the RWC2019 Trophy Tour. The Trophy has just completed its 2018 global tour, where it was met with great excitement and enthusiasm. The tour is implemented to generate interest in Rugby World Cup and rugby and therefore has an important role in the development of the game.

Growing the game globally

Participation in Rugby continues to thrive with global participation rates amounting to 9.1m players worldwide. World Rugby's goal of reaching 11m participants by 2020 is well and truly underway with exposure of the game being at an all time high. The Get Into Rugby and Sprit of Rugby programmes have been a leading force in spreading the game, exposing the sport and its values in a sustainable manner to almost 2,150,000 participants in 2017.

Spirit of Rugby partners:

Terres en Mêlées
Khelo Rugby
SOS Kit Aid
Trust Rugby International
Rio Rugby FC

Rugby World Cup 2019
Trophy Tour

URUGUAY • SPAIN • FIJI • HONG KONG
CHINA • MALAYSIA • PHILIPPINES • INDIA
NEPAL • IRELAND • FRANCE • SOUTH AFRICA
USA • CANADA • PAKISTAN • BRAZIL • CHILE

INVESTMENT

The following investment has been allocated to grow the game in Asia:

World Rugby

World Rugby allocates an annual development investment amounting to £2.027m to the JRFU, Asia Rugby and the 17 member Asian Unions, including £0.55m for competitions in 2017.

World Rugby's total planned investment to Asia Rugby and member Unions will amount to £8.5m minimum up to 2020.

Asia 1 Million (A1M) project

World Rugby and Asia Rugby will invest a further £534,000 in the A1M project up to 2020.

Asia Rugby and Member Unions

The combined expenditure of the 17 World Rugby full member unions in 2017 was £59.5m. Asia Rugby's expenditure was £1.844m

Japan

Japan Rugby and its partnership with various Japanese Government Agencies have led to a substantial investment in various international rugby development projects. JRFU is organising these projects both domestically and abroad, collaborating with agencies such as JICA (volunteer programme), JENESYS (youth exchange programme) and Sport for Tomorrow (sports exchange programme) as part of the Asian Scrum Project.

ChildFund Pass It Back

US$2.3m (£1.96m) has been committed to the ChildFund Pass it Back programme since July 2015 for curriculum development, implementation, child safeguarding and gender inclusion support for the sport.

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