

Rugby Europe: united and focused

Balanced growth of rugby in Europe

15. Sound financial organization

For the past few years, Rugby Europe has operated at a loss financially. If this continues the very existence of Rugby Europe could be called into question.

With all your help and support, urgent, decisive action therefore needs to be taken to achieve break even in financial year 2024/25 and positive results in the years after:

- The budget to be strictly based on the new strategic plan which should be defined into an operational year plan(s) with clear operational and financial priorities.
- Proper budget process with detailed information provided to the board and member unions
Quarterly financial reporting to the President and new Board Treasurer.
- Share expertise with the service departments of World Rugby and the 6 Nations.
- Team up with World Rugby (and 6 Nations) in broadcasting and sponsorship programs (E.g. European shirts sponsoring)
- Actively seek new institutional and commercial revenues

60-70% of cash income at Rugby Europe comes directly from World Rugby.

The income from sponsorship and broadcasting is limited.

The other income comes from union membership fees, penalty- and tournament fees, charged to the unions. New resources need to be explored.

The new Business Committee has an important role to explore opportunities with World Rugby and 6 Nations on sponsoring and income from broadcasting and the subsidy opportunities with international institutions like the EU.

Rugby Europe TV is a good initiative but is in the meantime partly overlapping with Rugby Pass from World Rugby. Serious and constructive discussions must be held with World Rugby on a potential fruitful collaboration on this topic.

The level of the broadcasting ambition should be adapted to the various levels and means of the member unions and the competitions. A REC competition should aim at a higher level of broadcasting, while Conference level may be more realistic and more comfortably situated with a live streaming or social media casting type of solution.