

# Rugby Europe: united and focused

## Balanced growth of rugby in Europe

### 13. Opportunity for balanced growth

The growth in Europe must come from:

1. Attracting and retaining young people of both sexes
2. Women's rugby

#### Attracting and retaining young people

A lot of attention was given to the project "Get into Rugby". A lot of kids at schools participated but only a few kids started playing rugby and became members of local clubs.

However, numerous rugby clubs across the countries and national unions provide excellent examples of good practice in their campaigns to get young people excited about playing rugby.

The success of these campaigns does not lie solely in the game itself, but also, significantly, through their focus on its wider 'culture' – through the values of friendship, inclusivity, and self-discipline, as well as international exposure, and promotion by 'stars' on social media.

To retain young people past the age of 15/16, more special attention should be given to international exposure of emerging talents and rugby events/tournaments in general.

#### Women's rugby

In most countries, the number of female players counts for less than 20% of the total number. This can and has to be increased substantially in the years to come.

It is perceived by the unions that limited attention and budget has been allocated to the growth of women's rugby in Europe.

In the 6 Nations and most REC countries the number of women playing rugby is increasing. They have a well-structured national 15s competitions and national 15 a side teams.

However, in most of the other countries, the number of girls and women playing rugby is small, therefore the focus in these countries is on women's 7s.

To challenge and motivate women and girls to keep playing rugby, there should be a well-structured 15-a-side international competition for the different age grades.

We need to be more flexible and enable unions with smaller numbers of female players can form cross-border teams and participate in tournaments.

One of the Board members in Rugby Europe should be the point of contact for Women's rugby and be part of the Women's Committee.