

Executive Summary

# Rugby Europe: united and focused

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**Candidate President Rugby Europe**

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*to the plan “Rugby Europe: united and focused” for more detailed information.*



# Introduction

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- Rugby Europe's focus will be towards facilitating and supporting all member unions to grow and strengthen the sport in their countries. This will require a different management approach in order to change the effectiveness and results of the organization.
- As new President, I will stand for making this change by connecting people and leading the process to make Rugby Europe a dynamic and transparent organization, ready for sustainable growth, together with the Board, Committees, staff and the member unions.
- With my many years of experience of success in both the world of rugby and international business, alongside a great interest in Rugby Europe, I am openminded and unbiased enough to oversee the changes needed.
- My vision for Rugby Europe in 2032:
  - Overall growth of >10% of players
  - Women in rugby >30% of players and in board of unions
  - 12+ European countries in World Cup
  - Financially healthy and growing
  - Strong relationships with partners and institutions

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# Governance and management style

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- The President, Board and staff should have the relevant competencies, be cooperative, open-minded, communicative, decisive and act accordingly.
- The Board will be reviewed in terms of its size, the election process, its specific responsibilities and competencies, and the frequency of the meetings.
- The Committees are the ‘eyes and ears’ of the unions: make them stronger and redefine number, tasks and mandates.
- Rugby Europe will involve the unions more, through pro-active communication and set priorities.
- Rugby Europe will act more as a service provider and facilitator to the member unions and make more use of and show more appreciation of the volunteers.
- The visibility to the unions will be greatly enhanced, with the President and CEO regularly meeting the member unions / regions to share plans and discuss issues.



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# External institutions

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- President and CEO will regularly meet with World Rugby President / staff and 6 Nations Council to discuss and resolve emerging issues and explore new opportunities for cooperation.
- Rugby Europe will continue to build good relationships with EU and EOC to promote the values of rugby and to get access to subsidy funds for Rugby Europe, specific regions and individual unions.



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# One united Rugby Europe, but different support levels required

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- Rugby Europe will focus more on tailor-made support for the REC, Trophy and Conference countries.
- The REC countries will work together with Rugby Europe to further strengthen the commercial value of their competition.
- The site conditions for Trophy and Conference matches, as well as the tournament and penalty fee structure for all unions will be reviewed.
- Stimulate and facilitate the cooperation and knowledge sharing between the unions of the different categories.
- Build and facilitate a platform for all unions, to coordinate the availability of technical staff, training facilities, camps and tournaments.
- Rugby Europe will support the unions in targeting subsidies from local government for accommodation / facilities and youth support programs.



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# Opportunity for balanced growth



- In order to attract and retain young players of both sexes, a new Youth (sub) Committee will be established and tasked with creating a strategic Rugby Europe Youth Development Plan to lead this crucial part of the growth.
- We will draw up a new European Plan for Growth in Women's Rugby in order to encourage a substantial growth in the game for girls and women. The Women's Rugby World Cup in England 2025 offers a wonderful opportunity to promote this.
- In most countries, due to the number of female players, is 7-a-side the main format. However, 7-a-side is not an inclusive game for all types of players. Rugby Europe will look for temporary solutions to stimulate 15-a-side rugby during the growth phase where numbers are still low.

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# Competition formats

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- The main operational and financial focus will be on 15-and 7- a side rugby. Other formats to be promoted and facilitated but organized by regions or countries.
- After the introduction of 7- a side as an Olympic sport, the format attracts more specialized players and opens doors to Governments / Olympic Committees for subsidies.
- To make 7-a side tournaments more challenging and affordable for the Trophy and Conference unions, the set-up of the competition / tournaments should be reviewed.
- Every second year, review the balance between competitive matches and financial affordability for Trophy and Conference national 15 teams and adjust if required.
- To enable players from REC countries to compete in the Championship, Nations Cup, World Cup, Super Cup and their national competitions, we will improve the levels of coordination and cooperation between the individual participating unions, Rugby Europe and World Rugby.
- The purpose, structure and cost / benefit of the Super Cup will be reviewed.



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# Sound financial organization



- Rugby Europe has suffered budget deficits for the last few years. If this continues its future viability will be in doubt. Action is therefore needed.
- The new role of Treasurer will be created at Board level to ensure finance is at the heart of all considerations.
- Strict cost control and project focus will be implemented to achieve break-even in 2025/26 and positive result in the years after.
- Rugby Europe will explore closer cooperation with World Rugby and 6 Nations to share service and supporting functions.
- We will establish a new Business Committee which will explore opportunities with World Rugby and 6 Nations on sponsoring, income from broadcasting and EU subsidies.
- ROI Analysis to be made of current commercial investments.
- The current Rugby Europe TV broadcasting requirements will be reviewed per level of competition.
- For REC matches the opportunities between Rugby Europe TV and Rugby Pass will be explored.

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*“I hope to get your vote on November 8<sup>th</sup> and to be elected President. Together, we will successfully grow rugby in Europe!”*

Janhein Pieterse

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Protect Ukraine - Rugby Tournament in Lviv (Ukraine) on October 12<sup>th</sup>, 2024