

# Get Into Rugby

## Encouraging players of all ages to Try, Play and Stay in Rugby

The aim of the World Rugby's Get Into Rugby programme is to encourage people of all ages to practice rugby and to promote its values of respect, solidarity, passion and discipline.



<b>Location</b>	Worldwide
<b>Organisation</b>	World Rugby (WR)
<b>Start-end date</b>	December 2012 – ongoing
<b>Target group</b>	All ages
<b>Reach</b>	175,000 participants, one-third of which are girls
<b>Partners</b>	WR Member Unions, IOC (through IF Development Grant), various equipment manufacturers
<b>Key facts</b>	Get Into Rugby is expanding rapidly and now available in over 1000 locations (clubs and schools) and will be operational in 50 Unions globally by the end of 2013 and 70 by the end of 2014.
<b>For inspiration</b>	<a href="http://www.getintorugby.worldrugby.org">www.getintorugby.worldrugby.org</a>



## Summary

The Get Into Rugby programme is the WR's development programme which aims to grow the game of rugby across the world in partnership with its Member Unions and introduce people globally to rugby. The programme promotes the values of the game – Integrity, Respect, Solidarity, Passion and Discipline – and ensures boys and girls are encouraged to TRY-PLAY-STAY in Rugby in a safe, enjoyable and progressive way. Unions who deliver the Get Into Rugby programme have access to equipment in the form of a toolkit, training, education and interactive online resources. The Get Into Rugby Toolkit contains balls, bibs and tag belts and serves as an integral part of the programme.

## Keys to success

### A three-phase programme

The programme is divided in three phases: TRY, PLAY and STAY. The initial phase of the programme is to get children to TRY rugby in clubs, schools and local communities in order to learn and experience the values, passion, principles and skills of the game. In the second phase, players progress to PLAY the game in a safe, fun environment – in leagues, festival events and programmes, after an initial training period. The focus of STAY, the final stage is to support players to progress and stay in rugby as a player, coach, referee, administrator, volunteer or fan by joining teams, clubs, communities and National Unions.

### Educated coaches and free resources

The three phases of the programme are delivered by WR / Union educated coaches, teachers or development officers. The primary focus is to introduce children to the principles of the game and allow them to experience rugby with a coach or teacher, using the resources and materials provided by the WR. There are free games for teachers and coaches to use.





## Sport for All objectives

### Promote sport and physical activity

Promoting the practice of sport and rugby in particular is one of the main aims of Get Into Rugby. This is further facilitated by providing coaches and teachers with many instructional tools and aids. The programme's ultimate goal is the development of rugby with the aim of significantly increasing the number of players, coaches and referees by 2016.

### Improve public health and well-being

Rugby is valued as a sport for men and women, boys and girls, with the Olympic values at its heart: it builds teamwork, understanding, co-operation and respect for fellow athletes. In an age in which many traditional sporting qualities are being diluted or even challenged, rugby is proud of its ability to retain high standards of sportsmanship, ethical behaviour and fair play. The programme places a strong emphasis on imparting these values to participants so that they can be taken back into their own communities and lived on a daily basis.

## How is the programme communicated?

The communication strategy uses a mix of channels to promote the programme. Traditional channels include features and interviews on Total Rugby TV and Radio and social media channels such as YouTube and Facebook. The dedicated WR Get Into Rugby website is available for detailed information and registering.

## How is the programme evaluated?

The programme is evaluated online. Each Regional Association and Union completes an online application via the dedicated programme website. To be involved in the programme targets are set in the application and details of each location where the programme will operate need to be provided. Each participating organisation then reports after each session to update the number of participants and the Member Unions complete monthly and annual reports online.



“Through Get Into Rugby, we want to ensure that men, women and children in every nation have as much opportunity as possible to get involved in rugby’s.”

Bernard Lapasset – World Rugby Chairman



## Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



### Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



### Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



### Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



### Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



### Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

## Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

**Get inspired** by more than 45 projects around the world

**Learn more** about best practices with our toolkit

**Create your project** based on proven academic research and experience of organisations

**Share your experience** and lead the way to inspire more projects

**Connect with a vast network** fueled by inspired partners

### Find more information

-  Sports and Active Society Programmes
-  A Guide to Implementation
-  [www.olympic.org](http://www.olympic.org)
-  [activesociety@olympic.org](mailto:activesociety@olympic.org)