

INTERNATIONAL

# RUGBY

BOARD



WOMEN'S RUGBY WORLD CUP

# HISTORY MAKERS



WOMEN'S RUGBY WORLD CUP 2010

# WINNERS





**IRB/EMIRATES RUGBY  
PHOTOGRAPH OF THE  
YEAR 2010**

This photograph by Richard Lane and entitled 'Bengal Khuki' won the IRB/Emirates Airline Rugby Photograph of the Year 2010 competition. It features a group of girls playing Rugby for the first time at an orphanage outside Kolkata in India and was selected by a panel of expert judges from over 300 entries depicting Rugby scenes in 26 countries, under the category Spirit of Rugby.

# GROWING THE

- 4 PROVIDING EXCELLENT SERVICE TO MEMBER UNIONS**
- 6 IRB Council and Committees
- 8 Key Council/EXCO decisions
- 10 Member Unions and Regional Associations

- 12 DEVELOPING THE GAME WORLDWIDE**
- 14 Strategic investment
- 16 Regional round up
- 20 Game analysis
- 22 Player welfare

- 24 DELIVERING RUGBY'S MAJOR TOURNAMENTS**
- 26 Women's Rugby World Cup
- 28 RWC – one year to go
- 30 RWC – Financial benefits
- 32 The road to New Zealand 2011
- 34 Olympic Games Rio 2016
- 36 IRB Sevens World Series



# GLOBAL RUGBY FAMILY

38	IRB Junior World Championship
40	IRB Junior World Rugby Trophy
42	ANZ Pacific Nations Cup
43	IRB Nations Cup
44	Other International tournaments

## 46 PROMOTING AND PROTECTING THE GAME AND ITS CORE VALUES

48	Match officials
50	Scrum first
51	One turf programme
52	Anti-doping

## 54 MEDIA AND COMMUNICATIONS

56	Online report
58	Total Rugby
60	IRB Awards 2010
62	IRB World Rankings
64	World results 2010
70	Key fixtures 2011

## 72 FINANCING THE INVESTMENT IN RUGBY'S GROWTH

74	Financing the global Game
76	Financial report and accounts
92	Meet the team

**A year ago we were celebrating Rugby Sevens' inclusion in the Olympic Games programme, starting with the 2016 Games in Rio de Janeiro.**

The overwhelming decision, which marked the beginning of another exciting chapter in the history of our Game, also achieved one of the five main goals of the original 2004 strategic plan and opened the way for the development of a new strategic plan that will provide the blueprint for global growth and development over the next 10 years.

Indeed the decade ahead promises to be exciting. Rugby will break new frontiers on and off the field of play as we look forward to Rugby World Cups in New Zealand in 2011, England in 2015 and Japan in 2019, as well as Olympic Games in 2016 and 2020.

A new groundbreaking 10-year Tours schedule will bring continuity and certainty to the playing calendar for Tier 1 and Tier 2 Unions, while the IRB will be investing record sums in the Game between now and 2012.

The ability for the IRB to map out the next decade will provide the Game with significant benefits and the opportunity to work in collaboration with our 117 Member Unions to implement a strategic plan that will provide vision, direction and leadership while ensuring that Rugby can continue to flourish in a crowded sports marketplace.

2010 was another remarkable year for the Game. I am delighted to say that planning for Rugby World Cup 2015 and 2019 is already underway. We are working with both host Unions to ensure that the appropriate processes, platforms and knowledge transfer elements are in place to deliver not only outstanding sporting spectacles, but tournaments that will advance the growth and competitiveness around the world.

Rugby Sevens' inclusion in the Olympic Games has already seen major benefits for our Member Unions. Many have forged strong relationships with their National Olympic Committees and we are working in collaboration with our Unions and the International Olympic Committee to ensure that our debut in Rio is a major success.

Inclusion will provide the impetus for growth within existing Rugby countries and also new Rugby nations and in 2011 the IRB will announce its strategic plan for Rugby Sevens, a blueprint that will benefit both Sevens and Fifteens rugby, while also delivering a new structure for the HSBC Sevens World Series and Olympic Qualification. These are challenging and exciting times.

Further building blocks were delivered in 2010 when the IRB Council approved a funding structure and regulatory amendments to allow Argentina to compete in a new Four Nations competition from 2012. This major development will mean that for the first time the Rugby World Cup 2007 bronze medallists will have a platform for an expanded programme of Test rugby and an opportunity to consolidate their position as a major player on the world stage.

The decision is the culmination of a process that began with the historic Working Forum in November 2007 where all stakeholders agreed that integration into a major competition structure was a priority for the Pumas. In making the dream a reality, I would like to thank SANZAR and the Australia, New Zealand and South Africa Unions for their full support in the process.

In May 2010, we announced that traditional tours will return to the international Rugby calendar after the IRB Council approved a new global 10 year playing schedule that will shape the Test landscape in the run-up to Rugby World Cup 2019 in Japan.

The schedule, which commences in 2012, will lead to more meaningful Tests between SANZAR and Six Nations Unions during the June window, providing an attractive and equitable commercial model that will see northern hemisphere Unions tour southern hemisphere Unions on a rotational basis.

Most years the schedule will involve a three-Test series against only one visiting nation in June, with midweek matches also set to be incorporated into the touring side's itinerary at the agreement of the respective Unions.

The new schedule meets the IRB's strategic goal of providing the platform to grow and increase the profile of the Game around the world while also recognising the commercial requirements of the Tier 1 and Tier 2 Unions.

A core component of the new schedule is an integrated Test schedule for targeted Strategic Investment Unions, providing the platform for increased competition and growth through the delivery of more ranking Tests between Tier 2 nations and matches against touring Tier 1 sides for the first time in several years, with Tests in North America, Japan and the Pacific Islands. Such commitment was underlined with 24 of the top 25 Unions in the IRB World Rankings all in action during November 2010.

Increased competition pathways will increase global competitiveness and as we look towards Rugby World Cup 2011 the IRB is confident that we will see improvements in performance from many of the so-called smaller nations.

Despite the challenging global economic climate the IRB maintained its commitment to investment in Rugby and between 2009 and 2012 some £48 million will be invested in the Game in the form of High Performance investment aimed at increasing global playing standards.

# BUILDING FOR

The total investment in global Rugby during the period will be upwards of £153 million and is only made possible by the commercial success of Rugby World Cup.

As we count down to Rugby World Cup 2011 in New Zealand, I am confident that the tournament will write another memorable chapter in the Rugby World Cup success story and will be an event that New Zealanders and the global Rugby family will be proud of.

The tournament, the seventh edition of Rugby's showcase event, will not just be the biggest sporting event of the year, it will also be the largest-grossing event ever hosted in New Zealand.

Ticket sales are on target and on budget with over 850,000 sold as of December 2010, while an estimated 85,000 visitors will experience a blend of world class Rugby, superb venues and a unique cultural festival as New Zealand is transformed into a country of four million hosts for seven weeks.

Rugby World Cup 2011 will attract over 85,000 overseas fans from upwards of 100 countries and deliver a global television audience of four billion, while the impact on the New Zealand economy is likely to be over NZD \$700 million. It will also lay the foundation for Rugby's growth through a strong commercial programme.

And so we look forward to 2011 and a year that will see the IRB celebrate its 125th anniversary and enjoy the best the Game has to offer at the Rugby World Cup in New Zealand during September and October.

I look forward to seeing you soon.



**Bernard Lapasset** IRB Chairman



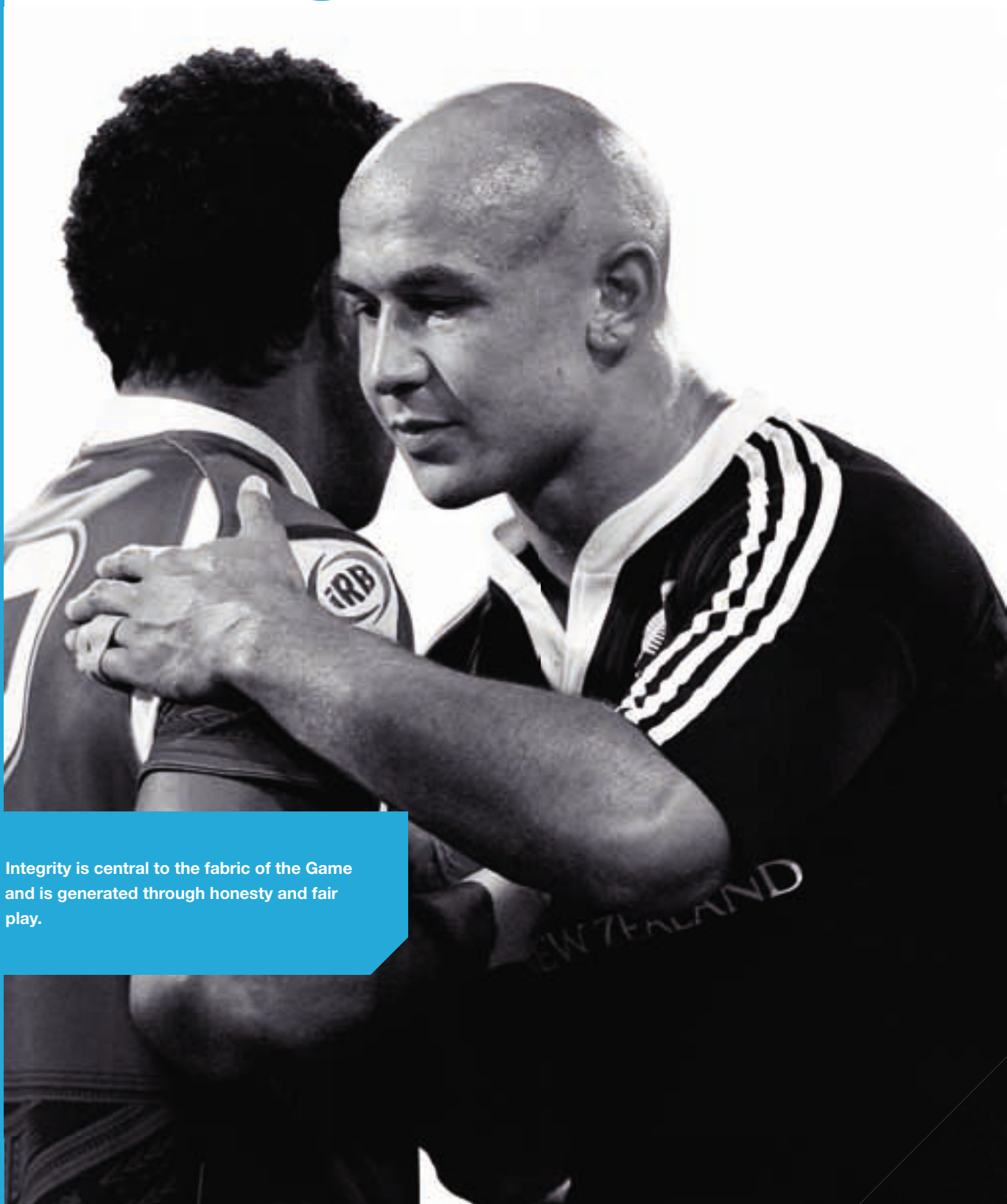
I am confident that Rugby World Cup 2011 will write another memorable chapter in the Rugby World Cup success story and will be an event that New Zealanders and the global Rugby family will be proud of.



# THE FUTURE

# OUR CORE VALUES

# INTEGRITY



Integrity is central to the fabric of the Game and is generated through honesty and fair play.

## **PROVIDING EXCELLENT SERVICE TO MEMBER UNIONS**

- 6 IRB Council and Committees
- 8 Key Council/EXCO decisions
- 10 Member Unions and Regional Associations



# IRB COUNCIL AND COMMITTEES

## IRB COUNCIL 2010

### Chairman

Bernard Lapasset (A,I)

### Vice Chairman

Bill Beaumont (A,I)

### Africa (CAR)

Abdelaziz Bougja (A,I)

### Argentina

Porfirio Carreras (A,I)

### Asia (ARFU)

Noboru Mashimo (A,I)

### Australia

Peter McGrath (A,I)

John O'Neill (A,I)

### Canada

Chris Le Fevre (A)

Graham Brown (I)

### England

Martyn Thomas (A,I)

Jonathan Dance (A,I)

### Europe (FIRA-AER)

Raul Martins (A,I)

### France

Pierre Camou (A,I)

Jacques Laurans (A,I)

### Ireland

Pat Whelan (A,I)

Peter Boyle (A,I)

### Italy

Giancarlo Dondi (A,I)

### Japan

Ichiro Kono (A,I)

### New Zealand

Graham Mourie (A,I)

Steve Tew (A,I)

### North American and Caribbean (NACRA)

Pearse Higgins (A,I)

### Oceania (FORU)

Harry Schuster (A,I)

### Scotland

Bill Nolan (A,I)

Gordon McKie (A)

John Jeffrey (I)

### South Africa

Oregan Hoskins (A,I)

Johan Prinsloo (A,I)

### South America (CONSUR)

Ricardo Paganini (A,I)

### Wales

David Pickering (A,I)

Gerald Davies (A,I)

(A) Annual Meeting

(I) Interim Meeting





**EXECUTIVE COMMITTEE**

Bernard Lapasset (Chairman)  
 Bill Beaumont  
 Peter Boyle  
 Giancarlo Dondi  
 Oregan Hoskins  
 Peter McGrath  
 Mike Miller  
 Graham Mourie  
 Bill Nolan  
 David Pickering

**RUGBY COMMITTEE**

**Chairman**  
 Graham Mourie

**Members**  
 Carol Isherwood  
 Chris Le Fevre  
 Bill Nolan  
 John O'Neill  
 Fabien Pelous  
 David Pickering  
 Pat Whelan  
 Jake White

**AUDIT & RISK COMMITTEE**

**Chairman**  
 Jacques Laurans

**Members**  
 Abdelaziz Bougja  
 Jonathan Dance  
 Noburo Mashimo  
 Peter McGrath  
 Steve Tew

**REGULATIONS COMMITTEE**

**Chairman**  
 Peter Boyle

**Members**  
 Gerald Davies  
 Giancarlo Dondi  
 Tim Gresson  
 Oregan Hoskins  
 Jean-Pierre Lux  
 Martyn Thomas

**COUNCIL MEMBERS RESPONSIBLE FOR SPECIFIC AREAS WITHIN THE GAME**

Bill Nolan *Laws*  
 Chris Le Fevre *Women's*  
 David Pickering *Referee Selection*  
 Bernard Lapasset *Medical*

**DESIGNATED MEMBERS FOR CLARIFICATIONS IN LAW**

**Chairman**  
 Bill Nolan

**Members**  
 Graham Mourie  
 David Pickering

**JUDICIAL PANEL**

**Chairman**  
 Tim Gresson

**IRB Council**

**Back row:** J. O'Neill (Australia), J. Dance (England), P. Higgins (NACRA), P. Whelan (Ireland), I. Kono (Japan), J. Prinsloo (South Africa), A. Bougja (CAR), R. Paganini (Argentina), M. Thomas (England), M. Miller (Chief Executive Officer)

**Middle row:** P. Camou (France), N. Mashimo (ARFU), G. Davies (Wales), G. McKie (Scotland), S. Tew (New Zealand), O. Hoskins (South Africa), P. Carreras (CONSUR), H. Schuster (FORU), R. Martins (FIRA-AER), C. Le Fevre (Canada)

**Front row:** P. McGrath (Australia), G. Dondi (Italy), J. Laurans (France), P. Boyle (Ireland), B. Lapasset (Chairman), B. Beaumont (Vice-Chairman), G. Mourie (New Zealand), D. Pickering (Wales), B. Nolan (Scotland)

**ANTI-DOPING ADVISORY COMMITTEE**

**Chairman**  
 Bernard Lapasset

**Members**  
 Dr Roger Evans  
 Tim Gresson  
 Dr Ismail Jakoet  
 Prof Ichiro Kono  
 Graham Mew  
 Gregor Nicholson  
 Bill Nolan  
 Dr Barry O'Driscoll

# LATEST NEWS



IRB STRATEGIC PLAN



PROMOTING CORE VALUES



ARGENTINA

## KEY COUNCIL/EXCO

### The Blueprint for Growth

The IRB Council approved a new 10-year IRB Strategic Plan that will deliver the blueprint for continued growth and sustainability as Rugby reaches out to more men, women and children in more countries than ever before.

Developed in collaboration with all Member Unions and approved by Council at its Annual Meeting, the Strategic Plan maps out the Rugby landscape up to and beyond Rugby World Cup 2019 in Japan – the first time that Rugby's showcase tournament has been hosted in Asia.

The Plan is centred around the vision Rugby, a sport for all, true to its values while the mission that drives the seven Strategic Goals and Operational Plan is Growing the global Rugby family. Central to the mission is the strategic goal of Protect and promote Rugby, its values, spirit and ethos.

Identified by delegates at the 2009 General Assembly as being the cornerstone of the Game as it expands into new territories and communities, the Core Values of Integrity, Passion, Solidarity, Discipline and Respect will be rolled out to the Game as part of a tournament-focused education programme in 2011.

The IRB Strategic Plan can be downloaded at [www.irb.com](http://www.irb.com)

### Amended Regulations Promote Player Welfare

The IRB introduced a revised version of Regulation 23 in October 2010.

The Regulation, which centres on the area of player insurance, delivers a fair and equitable solution to the transfer of liability to Unions for players released under Regulation 9.

The Regulation was introduced after a thorough period of consultation involving Unions, Premier Rugby Limited (PRL) and Ligue Nationale de Rugby (LNR) and is intended to ensure that the welfare of players is put first through the delivery of liability standards for players on international duty under Regulation 9.

At its Special Meeting in November, Council also approved amendments to Regulation 21 governing Anti-Doping and the acceptance of the 2011 WADA Code.

### Law Amendments that Put Players First

The IRB Council continued to crack down on illegal and foul play by approving two key Law Amendments in 2010 that will strengthen the welfare of players at all levels of the Game.

Following extensive consultation with Unions, amendments to Law governing the spear tackle and hand-off came into effect across the Game on December 1, providing greater clarity on the definition of each action and in turn delivering a stronger disciplinary position.

### Three Become Four as IRB Paves Way for Argentina to Join Four Nations

Argentina will join the Tri Nations in 2012 after the IRB Council approved two major

support measures to assist making the Pumas' dream a reality. In March, the IRB announced a crucial US\$10 million funding package that will substantially underwrite the Pumas' entry over the first four years. The funding is in addition to the multi-million dollar investment being made by SANZAR.

The IRB Council then paved the way to ensure the availability of Argentina's best players with an amendment to Regulation 9 governing player release. The change, set to take effect from June 1, 2012, will ensure that the release period for the new Four Nations aligns with the new dates for the competition from late August through until early October.

The delivery of the two pivotal support measures concludes a collaborative process that began with the Working Forum in November 2007 and has seen the global Rugby community unite behind the causes.

### Council Paves the Way for Return to Traditional Tours

At its Annual Meeting in May, Council approved a new global 10-year playing schedule that will shape the Test landscape in the run up to Rugby World Cup 2019 in Japan and open the opportunities for traditional tours.

The schedule, which commences in 2012, will lead to more meaningful Tests between SANZAR and Six Nations Unions during the June window, providing an attractive and equitable commercial model that will see northern hemisphere Unions tour southern hemisphere Unions on a rotational basis.



IRAN CELEBRATE



GEORGIAN SUPPORT



JOCK HOBBS

# DECISIONS 2010

Most years the schedule will involve a two or three Test series against only one visiting nation in June, with midweek matches also set to be incorporated into the touring side's itinerary at the agreement of the respective Unions.

#### SCHEDULE HIGHLIGHTS:

- Return to Test Series
- Opening the door to midweek Tour matches against representative or club sides
- Return of Tours to the Pacific Islands, North America and Japan
- Integrated Tier 2 schedule
- No change to the limit of Test matches under Regulation 9

#### Growing the Global Family

The IRB welcomed Iran as the 118th Union in membership of the IRB after Council approved in November the Union's status as an Associate Member. The Union is a growing force in the West Asia region and currently has over 1,700 registered players, while the men's team were the HSBC Asian 5 Nations Division III Champions in 2010. The Union also runs men's and women's Sevens programmes.

December 2010 also saw the IRB bid farewell to the Arabian Gulf Rugby Football Union after 23 years as the body covering West Asia to make way for a strategic restructuring of Rugby in the Region.

These are exciting times for the development of the Game in the strategically important Region with the transition to autonomous Unions beginning in 2011

including the establishment of the United Arab Emirates Rugby Association and the role out of new development and competition structures that will enable the Game to flourish throughout West Asia.

#### Taking Tournaments to New Territories

New ground was broken in 2010 when the IRB Council endorsed the EXCO recommendation that the IRB Junior World Rugby Trophy 2011 be awarded to the Georgian Rugby Union. It will be the first time a showcase IRB tournament has been hosted in Georgia and underlines the outstanding progress that the Union has made in driving the development of the Game throughout the country since Rugby World Cup 2007.

#### Council Opens the Way to 15 Minute Half Time

At its Interim Meeting in November, Council approved an amendment to Law 5 which will permit a match organiser, Member Union or recognised body with jurisdiction over the match to implement a half-time interval of up to a maximum of 15 minutes.

The amendment comes after extensive consultation with Member Unions, including an IRB sanctioned trial in the English Premiership in 2007-08, to establish whether there would be any change to the risk of injury by extending the half-time interval.

The analysis of the Premiership trial established that there was no additional injury

risk and that the extended half-time period could present player welfare benefits.

#### Protecting the Economics of Rugby

The economics of Rugby dominated Council and EXCO meetings in 2010 with the continued downturn in the global economic climate the centre of debate.

At its Interim Meeting in November, Council identified a need for a collaborative assessment of global Rugby economics and approved the hosting of an Economics of Rugby workshop to be held in 2011.

#### Changes on Council

Council welcomed former Scotland and British & Irish Lions flanker John Jeffery for its Special and Interim Meetings in November. Jeffery replaces SRU Chief Executive Officer Gordon McKie as Scotland's representative on Council alongside Bill Nolan.

In December, Jock Hobbs formally stood down as Chairman of the New Zealand Rugby Union and Rugby New Zealand 2011 Organising Committee to concentrate on his health. Jock's contribution to the growth of both New Zealand and global Rugby as a Council Member has been significant and on behalf of all on Council and the global Rugby family the IRB would like to extend its warmest wishes and support to Jock and his family.



# MEMBER UNIONS AND REGIONAL ASSOCIATIONS

## UNION (ENTRY YEAR) PLAYERS

1	Andorra (1991)	213
2	Armenia (2004)	Associate Member
3	Austria (1992)	1,573
4	Azerbaijan (2004)	Associate Member
5	Belgium (1988)	10,917
6	Bosnia & Herzegovina (1996)	911
7	Bulgaria (1992)	3,121
8	Croatia (1992)	2,142
9	Czech Republic (1988)	5,382
10	Denmark (1988)	2,606
11	England (1890)	1,075,472
12	Finland (2001)	374
13	France (1978)	313,877
14	Georgia (1992)	4,181
15	Germany (1988)	11,056
16	Greece (2009)	Associate Member
17	Hungary (1991)	2,207
18	Ireland (1886)	153,080
19	Israel (1988)	755
20	Italy (1987)	66,176
21	Latvia (1991)	795
22	Lithuania (1992)	1,544
23	Luxembourg (1991)	2,437
24	Malta (2000)	585
25	Moldova (1994)	2,610
26	Monaco (1998)	165
27	Netherlands (1988)	8,869
28	Norway (1993)	1,502
29	Poland (1988)	5,963
30	Portugal (1988)	5,270
31	Romania (1987)	9,612
32	Russia (1990)	14,519
33	Scotland (1886)	88,500
34	Serbia (1988)	1,352
35	Slovenia (1996)	480
36	Spain (1988)	20,016
37	Sweden (1988)	3,507
38	Switzerland (1988)	2,384
39	Ukraine (1992)	2,880
40	Wales (1886)	50,557

97

MEMBER UNIONS

20

ASSOCIATE MEMBER UNIONS

## UNION (ENTRY YEAR) PLAYERS

41	Bahamas (1994)	801
42	Barbados (1995)	301
43	Bermuda (1992)	558
44	Brit. Virgin Islands (2001)	Associate Member
45	Canada (1987)	23,853
46	Cayman Islands (1997)	2,200
47	Guyana (1995)	1,324
48	Jamaica (1996)	2,090
49	Mexico (2006)	3,454
50	St Lucia (1996)	Associate Member
51	St Vincent & the Grenadines (2001)	1,036
52	Trinidad & Tobago (1992)	5,060
53	United States of America (1987)	88,151

3.7

MILLION

PLAYERS WORLDWIDE

## UNION (ENTRY YEAR) PLAYERS

54	Argentina (1987)	102,789
55	Brazil (1995)	10,130
56	Chile (1991)	18,755
57	Colombia (1999)	5,414
58	Paraguay (1989)	3,568
59	Peru (1999)	950
60	Uruguay (1989)	6,065
61	Venezuela (1998)	2,415

### FIRA-AER

37 Member Unions 3 Associate Unions

Region Playing Numbers	1,945,161
World Playing Population Percentage	52.4%
World Population Percentage	11%

### NACRA

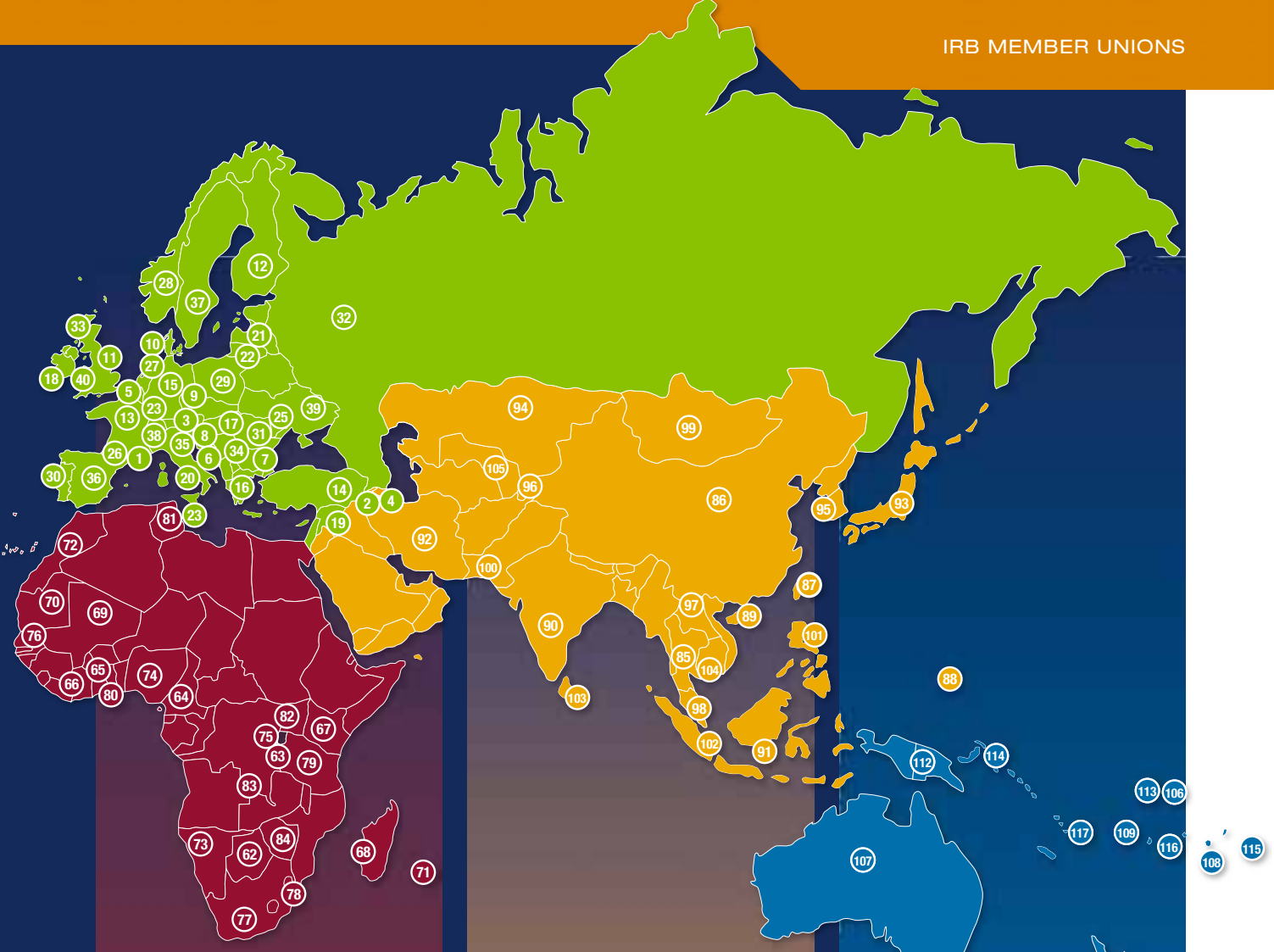
11 Member Unions 2 Associate Unions

Region Playing Numbers	128,828
World Playing Population Percentage	3.5%
World Population Percentage	7.2%

### CONSUR

8 Member Unions

Region Playing Numbers	150,086
World Playing Population Percentage	4.1%
World Population Percentage	8%



**UNION (ENTRY YEAR)**

**PLAYERS**

62 Botswana (1994)	5,395
63 Burundi (2004)	<i>Associate Member</i>
64 Cameroon (1999)	1,722
65 Ghana (2004)	<i>Associate Member</i>
66 Ivory Coast (1988)	5,383
67 Kenya (1990)	42,904
68 Madagascar (1998)	22,540
69 Mali (2004)	<i>Associate Member</i>
70 Mauritania (2003)	<i>Associate Member</i>
71 Mauritius (2004)	410
72 Morocco (1988)	7,331
73 Namibia (1990)	5,822
74 Nigeria (2001)	6,198
75 Rwanda (2004)	<i>Associate Member</i>
76 Senegal (1999)	3,350
77 South Africa (1949)	632,184
78 Swaziland (1998)	18,920
79 Tanzania (2004)	<i>Associate Member</i>
80 Togo (2004)	<i>Associate Member</i>
81 Tunisia (1988)	16,218
82 Uganda (1997)	14,110
83 Zambia (1995)	10,200
84 Zimbabwe (1987)	22,163

**CAR**

16 Member Unions 7 Associate Unions

Region Playing Numbers	814,850
World Playing Population Percentage	22%
World Population Percentage	13.8%

**UNION (ENTRY YEAR)**

**PLAYERS**

85 Cambodia (2004)	<i>Associate Member</i>
86 China, People's Republic of (1997)	5,430
87 Chinese Taipei (1988)	1,800
88 Guam (1998)	912
89 Hong Kong (1988)	7,525
90 India (1999)	22,282
91 Indonesia (2008)	<i>Associate Member</i>
92 Iran (2010)	<i>Associate Member</i>
93 Japan (1987)	122,598
94 Kazakhstan (1997)	2,620
95 Korea (1988)	2,620
96 Kyrgyzstan (2004)	<i>Associate Member</i>
97 Lao (2004)	<i>Associate Member</i>
98 Malaysia (1988)	60,030
99 Mongolia (2004)	<i>Associate Member</i>
100 Pakistan (2004)	4,012
101 Philippines (2004)	1,300
102 Singapore (1989)	9,690
103 Sri Lanka (1988)	103,325
104 Thailand (1989)	17,732
105 Uzbekistan (2004)	<i>Associate Member</i>

**ARFU**

14 Member Unions 7 Associate Unions

Region Playing Numbers	361,876
World Playing Population Percentage	9.8%
World Population Percentage	59%

**UNION (ENTRY YEAR)**

**PLAYERS**

106 American Samoa (2005)	<i>Associate Member</i>
107 Australia (1949)	86,952
108 Cook Islands (1995)	2,258
109 Fiji (1987)	36,030
110 New Zealand (1949)	137,835
111 Niue Island (1999)	405
112 Papua New Guinea (1993)	3,200
113 Samoa (1988)	23,372
114 Solomon Islands (1999)	3,158
115 Tahiti (1994)	1,617
116 Tonga (1987)	6,891
117 Vanuatu (1999)	2,520

**FORU**

11 Member Unions 1 Associate Union

Region Playing Numbers	304,238
World Playing Population Percentage	8.2%
World Population Percentage	1%

# OUR CORE VALUES

# PASSION



Rugby people have a passionate enthusiasm for the Game. Rugby generates excitement, emotional attachment and a sense of belonging to the global Rugby Family.

## **DEVELOPING THE GAME WORLDWIDE**

14 Strategic investment

16 Regional round up

20 Game analysis

22 Player welfare

# GROWING THE GAME

**The second phase (2009-2012) of the IRB's £48 million Strategic Investment Programme saw the delivery of key initiatives aimed at increasing the competitiveness of the Game globally.**

Despite a challenging economic climate in 2010 the IRB reaffirmed its commitment to growing the Game across each of its Regions thanks to the investment certainty delivered by the continued commercial success of Rugby World Cup.

Development highlights included Argentina's inclusion in a new Four Nations competition from 2012, the funding of a High Performance centre in Samoa following the 2009 Tsunami; a new artificial pitch surface in Georgia's capital Tbilisi, and the establishment of a Major Markets Fund to invest specifically in Brazil, Russia, India, China and Mexico.

Overall progress continues to be strong across all of the Unions involved in the Strategic Investment Programme. The impact was evident during the year with Fiji, Samoa and Tonga all

posting impressive performances during a November schedule that saw 24 of the top 25 ranked teams in action.

Further progress of IRB investment could also be seen in the Rugby World Cup qualification process with Russia qualifying for the first time and Georgia continuing its excellent progress to qualify as top seed in Europe. Romania also recovered well to book their place at Rugby's showcase tournament, through the play-offs, while Japan and USA successfully negotiated the qualification process.

The IRB continues to invest heavily in Strategic Tournaments to deliver high level player and coach development pathways with the IRB Pacific Nations Cup, IRB Pacific Rugby Cup, IRB Nations Cup and Americas Rugby Championship all going from strength to strength in 2010.

## **Rugby World Cup – The Platform for Growth**

The IRB's £48 million second phase Strategic Investment Programme (2009-2012) was launched in 2009 and is aimed at delivering the platform for more nations to compete at the highest level of the Game.



Such levels of investment are made possible owing to the commercial success of Rugby World Cup, which is firmly established as one of the world's biggest sporting events. Record surplus from the 2007 tournament in France will continue to underpin the delivery of key tournaments, development and high performance programmes around the world within the four-year RWC cycle, all aimed at raising playing standards.

In overall terms, the IRB anticipates a total investment on Strategic Initiatives, Union grants, tournament grants, training, education and administration of the Game of approximately £150m during the period 2009-2012 inclusive. This is in addition to the previous cycle of strategic investment totalling £30 million aimed specifically at increasing global playing standards.

## PACIFIC ISLANDS

**As the Rugby World Cup year begins all eyes are on the Pacific Islands to see whether they can replicate the strong performances of France 2007.**

A solid base has been achieved within Fiji, Samoa and Tonga to ensure that each Union can continue to develop locally-based players and maintain match-winning performances on the international stage. This was certainly seen during November 2010 where Samoa and Fiji impressed against Tier 1 opposition.

Each Union performed well in the increasingly competitive IRB Pacific Nations Cup and IRB Pacific Rugby Cup competitions, both of which ensure there is an effective player pathway and competition format for elite players during the Rugby World Cup cycle.

The focus off the field in 2010 was to strengthen staffing structures in all three Unions with a greater emphasis on the quality and depth of the coaching resources and greater investment in sports science and sports medicine to ensure that the highest possible standards of player welfare and care are promoted.

Fiji now has five IRB funded training centres in operation throughout the Islands with over 80 players captured by the programmes for senior, junior and Sevens Rugby driving the development of locally-based players that will form the basis of international squads in the future.

In Samoa, the building of the state-of-the-art £1 million IRB funded High Performance Centre got underway in late 2010 with completion due in September, just ahead of Rugby World Cup 2011. The Centre will open its doors to over 70 Island-based players.

A stable Union platform was achieved in Tonga after a thorough review process undertaken by the IRB which led to the establishment of an Interim Board overseen by Bob Tuckey.





# WORLDWIDE

## ARGENTINA

**Argentina's platform to compete with the best in the world in a top annual international tournament was confirmed in 2010 when SANZAR formally announced that the Pumas would compete in a new Four Nations competition from 2012.**

The announcement, which has delivered a massive boost to the Game in the country, came after the completion of an IRB-led process that started at Woking in 2007 and will see the Game's Governing Body provide a crucial US\$10 million funding package to support the programme.

A further amendment to Regulation 9 will enable the Pumas' best players to be selected for the southern hemisphere's showcase annual international Rugby tournament.

With inclusion assured, the IRB's focus through its Strategic Investments continued to be on ensuring that the platform for stability and growth exists to maximise the Four Nations opportunity.

Marcelo Loffreda, the mastermind behind the Pumas' best ever RWC position in 2007, has returned as Director of Rugby while High Performance programmes have begun to bear

fruit two years into their implementation.

A dedicated national High Performance centre will be built in Tigre, Buenos Aires, while five regional centres are already up and running employing 50 full and part-time staff in the areas of coaching, administration, strength and conditioning, medical and sports science.

So far over 200 locally-based players between 18 and 20 years old are participating in programmes across the five centres, which also focus on academic education programmes. This next generation of home grown talent forms the backbone of the Argentina Junior World Championship squad that achieved a best-ever sixth place finish in 2010 on home soil, and are likely to progress to the Argentina Four Nations squad from 2012.

The focus on building for the future included contracting 40 senior players on full-time High Performance scholarships. These players were the core of the Jaguars and Pampas squads funded by IRB investment and are crucial to the ongoing success of the Pumas in the short term.

The Jaguars achieved success in winning the Americas Rugby Championship in 2010 and competed at the IRB Nations Cup. The strategy for the Jaguars is that they have 12-15 matches against high level opposition each year.

Argentina also continued to progress in the HSBC Sevens World Series with 20 players included in a Sevens High Performance programme ensuring player development and selection continuity.



## GEORGIA

**Rugby officially became the national sport of Georgia during 2010, underscoring the massive appetite and passion for the Game in the country and the progress made since a stellar Rugby World Cup campaign in 2007.**

Two new High Performance Centres opened in Tbilisi with the IRB underwriting the installation of an artificial pitch, the first of its kind in the country. This development will allow increased participation and minimal disruption during challenging weather conditions.

The Government continues to make significant investment in Rugby in Georgia and by 2014 it is anticipated that 12 new High Performance Centres will be in operation.

On the field, the national team enjoyed an unbeaten November Test campaign in 2010, defeating the higher ranked USA and Canada in Tbilisi having earlier in the year successfully defended their European Nations Cup title to qualify for Rugby World Cup 2011, as Europe 1.

The Academy programme continues to function well, delivering the next generation of players for the IRB Junior World Rugby Trophy squad. Georgia's Under 19s were also the outstanding team in the FIRA championship on their way to winning the title.

In 2011 Georgia will break new ground by hosting the IRB Junior World Rugby Trophy. It is the first time that the country has staged an IRB tournament and is recognition of the Union's excellent progress.



# 2010



# REGIONAL ROUND UP

## Global Development Priorities for 2011

- **Investment** of over £9.8 million in direct grant aid to the Full 97 Member Unions and six Regional Associations to support the growth of the Game.
- Ensure all IRB Regions have a robust and dynamic **strategic plan** in place
- Create **new partnerships** with National Olympic Associations in each Region ahead of Rugby Sevens' debut at the Olympic Games 2016 in Rio de Janeiro
- Ensure **growth** at all levels of the Game, in particular in Women's Rugby
- Administer and promote strategic competitions to improve **global competitiveness**
- Provide **support, resources and programmes** to our Member Unions and Regions to allow them grow the Game globally

## Overview

The IRB, working in close partnership with Regional Associations and the Regional staff invests significant resources to develop and expand Rugby globally. We support a wide range of initiatives including training and administration programmes operated by our Member Unions and Regions. The summary details in 2010 were:

Region	Investment in Regional Tournaments	IRB Developmental Grants	Total Investment	Total Players 2010
ARFU	475,000	949,950	1,424,950	366,551
CAR	545,000	913,150	1,458,150	814,850
CONSUR	365,000	527,000	892,000	150,086
FIRA	1,100,905	2,566,000	3,666,905	3,301,914
FORU	365,000	978,500	1,343,500	304,238
NACRA	358,000	690,750	1,048,750	129,258
<b>TOTAL</b>	<b>£3,208,905</b>	<b>£6,625,350</b>	<b>£9,834,255</b>	<b>5,066,897*</b>

\* Total supplied by Unions. All figures in STG.

# ARFU

Asian Rugby Football Union



Rugby is continuing to expand in Asia with many exciting developments being led and co-ordinated by the Asian Rugby Football Union (ARFU), who approved a new Strategic Plan in 2010 to focus on continuing this growth over the next 10 years. The plan sets out strategies that will ensure continued growth in the Game for men and women, boys and girls across the Region.

### Key Tournaments and Events

The Asian competitions are gaining in profile and value with another exciting series planned for 2011. Rugby Sevens is going from strength to strength with the establishment of an Asian Sevens Series building on the very successful Asian Games held in China, which included both men's and women's competitions, where daily crowds of over 30,000 watched the action. In an exciting initiative for Women's Rugby, Asia hosted the Asian Pacific Women's Sevens. The tournament, run alongside the Borneo Sevens, welcomed teams from Oceania with Kazakhstan taking the honours.

### Programmes and Initiatives

As part of the IRB's governance restructuring project in West Asia, we said farewell to the Arabian Gulf Rugby Football Union (AGRFU) on December 31, 2010. AGRFU was the body formed in 1974 by an extensive expatriate Rugby community in the GCC states and served both the Game and region considerably during its time. Notable achievements include staging the Emirates Airline Dubai Rugby Sevens, the annual opener of the HSBC Sevens World Series. Dubai also hosted an IRB Under 19 World Championship in 2006 and the hugely successful and ground-breaking Rugby World Cup Sevens 2009, which saw women compete alongside their male counterparts for the first time, at the breathtaking Emirates 7he Sevens Rugby Ground.

AGRFU will be replaced by a new United Arab Emirates Rugby Association, which is already a member of ARFU. The UAERA is joined under the ARFU umbrella by other new national governing bodies in the area, including the Qatar Rugby Federation and the Lebanese Rugby Union Federation. Maintaining historic cross-border Rugby in the area is a priority, while growing the Game significantly into new indigenous Arabic speaking youth markets. Relations with National Olympic Committees continue to flourish, and with Rugby Sevens' inclusion in the Olympic Games from 2016 now on the horizon, these are exciting developments providing solid and consistent governance across the region from which Rugby can continue to grow.

# CAR

Confédération Africaine de Rugby

The Confédération Africaine de Rugby (CAR) approved a series of exciting measures at the CAR General Assembly 2010 that will provide a further boost for the ongoing development of the Game in Africa and included the historic appointment of Gifty Annan-Myers (Ghana) as the first woman to the CAR Executive Committee.

### Key Tournaments and Events

The men's and women's competition model will be restructured throughout the region including the CAR Africa Cup which will be see a new four division competition starting in 2011. We also want to build on Kenya's successful hosting of the IRB Junior World Rugby Trophy 2009, which included a legacy programme targeted at introducing 100,000 children to Rugby over a four-year period. It is a template that other competitions in the Region will now follow in order to provide lasting benefits for hosts and enable Unions to attract major events in the future.

### Programmes and Initiatives

The key measures approved by the 23 Unions within the IRB Membership throughout the Region at the General Assembly meeting in Accra included the implementation of a new Strategic Plan, the approval of a new Operational Plan and restructuring of the Regional competition model.

The three actions will ensure that Africa is in the best possible position to optimise the benefits of Rugby's Olympic inclusion and will provide the blueprint for accelerated growth in both existing and emerging Rugby markets.

The new Strategic Plan will provide the blueprint for stability and is aimed specifically at increasing men's and women's participation and promoting elite competition success. There are currently 700,000 registered players in Africa, but the goal is to increase participation to 800,000 over the next five years.



# CONSUR

Confederación Sudamericano de Rugby

# FIRA-AER

Association Européenne de Rugby



The growth and development in the Region is led by the Confederación Sudamericano de Rugby (CONSUR) with increased participation in Rugby recorded across the Region. CONSUR are currently reviewing their Strategic Plan which will see further strategies adopted to ensure that the Game continues to grow for men and women, boys and girls, across the Region.

## Key Tournaments and Events

Argentina was the host for two major IRB tournaments in 2010, both of which involved significant legacy programmes aimed at increasing awareness and participation in the Game. The IRB Junior World Championship 2010 was hosted in the Littoral Region. The Americas Rugby Championship moved away from North America for the first time, as Argentina Jaguars hosted in Córdoba.

This complemented an exciting tournament programme for the Region, which included men's and women's Sevens tournaments played in Mar del Plata in January where Argentina triumphed in the men's event and Brazil emerged winners of the women's event, to bode well for the Olympic Games in 2016. A further women's Sevens event featuring Paraguay, Uruguay and Argentina was held in November following a wonderful Rugby Sevens exhibition match between Argentina and Brazil at the final day of JWC 2010.

There were three cross-border tournaments where Chile and Uruguay played three Argentinean provinces as part of an IRB High Performance strategic initiative with a further tournament for Brazil and Paraguay against Argentinean provinces funded by CONSUR.

## Programmes and Initiatives

Another groundbreaking move was the Senior B and Junior B competitions, with Peru taking the senior honours and hosts Colombia the juniors. Both competitions were played on a brand new artificial Rugby pitch, the first one in South America.

The UAR High Performance programme concluded its third year with five centres of excellence in place, providing high level equipment and facilities for both Argentina and the Argentina Jaguars. Seven players have already made the progression from the Jaguars to the Pumas since the programme began.

The IRB Training and Education Support scheme (TES) TES 2010 projects focused on Sevens development and providing IRB Level II coaching and officiating, with sessions held in Argentina, Uruguay, Venezuela, Brazil, Paraguay, Colombia and Peru.

The Association Européenne de Rugby (FIRA-AER) is the IRB's Regional Association which oversees the development and growth of the Game in Europe. The two priorities for FIRA-AER last year were to design and implement an improved competition model and to increase the education of coaches and match officials.

## Key Tournaments and Events

The improved competition model saw the European Nations Cup 2010 provide a qualification route for Rugby World Cup 2011. Following a dramatic tournament Georgia claimed the title and qualified for New Zealand 2011 with first-time Rugby World Cup qualifiers Russia.

To support the development of competitions, two major IRB Age Grade tournaments were awarded to the region in 2011 with Italy to host the IRB Junior World Championship in June and Georgia its sister competition, the IRB Junior World Rugby Trophy, in May.

In 2011, all Six Nations' Unions will participate in the 2011 European Under 18 Championship. In total, 28 unions will participate in this tournament, which will be hosted by the Comité Armagnac-Bigorre in the South of France at Tarbes, Lourdes from April 15 to 24.

A new Under 17 cross-border tournament will also be introduced preparation for the U18 European Championship.

The Region has developed a Women's Rugby competition model which includes a three Division Sevens league with over 30 countries participating. The Region also runs the European Women's Trophy, a fifteen-a-side event, which will be held in Spain in May 2011.

## Programmes and Initiatives

The IRB Training and Education Support scheme (TES) has supported many regional and national schemes across Europe, with nearly 2,000 coaches trained (an increase of 100% on last year) and more than 500 match officials attending training courses.

Many Unions have used their own IRB licensed educators to deliver the courses. As part of the Training and Education key performance indicators for Europe, female participation has been targeted. In 2010 a goal of having 10% female participation on Level 1 courses for coaches and match officials was made and already by the end of October this figure was at 12.3%.



# FORU

Federation of Oceania Rugby Union



Rugby in Oceania continues to grow with considerable work focusing on the development of the Game and strengthening Member Unions.

## Key Tournaments and Events

Significant work was done on the Legacy Programmes for the tournaments run in the region in 2010. Throughout the IRB Pacific Rugby Cup (hosted by Fiji), the ANZ Pacific Nations Cup (Samoa), the FORU Oceania U19 Championship (Samoa) and the FORU Oceania Sevens Championship (Australia), FORU and the IRB, together with the Host Unions, partnered with a number of high profile organisations to deliver targeted legacy programmes. These sustainable programmes covered areas of social awareness, environmental issues and Rugby.

Highlights of the Legacy Programme included:

- Mangrove Tree Planting in Aleipata village – one of the worst hit villages in the 2009 Samoa Tsunami. One mangrove tree was planted by participating teams for every life lost in the 2009 Tsunami (143).
- HIV/AIDS Education programmes delivered to teams and spectators at all tournaments
- Anti-Doping Education Programmes were delivered by the Oceania Regional Anti-Doping Office (ORADO) to all teams at all tournaments
- Millennium Development Goals (MDG) Awareness Program during the PNC and Oceania U19s
- 'Play Clean, Stay Green' Environmental Awareness Programme during the PRC
- Tree Planting Programme for over 1,000 trees during the PRC

## Programmes and Initiatives

The Annual Development Workshop was again a highlight with the week-long workshop held in Nadi in Fiji in August. The event attracted 52 delegates from all 11 Member Unions. The programme comprised six core areas:

- The Olympic Movement
- Growth of the Women's Game
- Administrators training through the Oceania Sports Education Programme
- IRB Trainers and Educators Course
- Trust Development Grant Meetings with Member Unions
- Level 1 Sevens Course

[www.oceaniarugby.com](http://www.oceaniarugby.com)

# NACRA

North America Caribbean Rugby Association



The IRB's Regional Association, the North America Caribbean Rugby Association (NACRA), together with the Development Team in North America and the Caribbean continue to make excellent progress in supporting new initiatives to grow and develop Rugby in the Region.

## Tournaments and Events

An extensive programme of tournaments and events were run in the NACRA Region throughout the year involving all the Unions.

## Programmes and Initiatives

In the largest Unions – USA, Canada and Mexico – the Game continues to expand, particularly in the USA with the introduction of the *Rookie Rugby* programme involving over 350,000 boys and girls in school programmes.

A key priority for the Region in 2010 was growing the Game for women and girls following NACRA's 2008 Strategic Planning Session, which identified several issues that affected the development of Women's Rugby in the region. The issues included the limited elite Rugby opportunities for leading players, the lack of playing numbers to form national 15-a-side teams and a lack of public awareness of Women's Rugby within some Unions.

As a step towards addressing these challenges, a Caribbean Selects Women's team was formed to compete in the 2010 NACRA Women's XVs Championship in Nassau, Bahamas. Players were gathered from Mexico, Guyana, St Vincent & The Grenadines, Barbados, Jamaica, British Virgin Islands and Bermuda. Many of the 24 players selected had experience playing Sevens Rugby at a competitive level, but only a handful had any experience playing 15-a-side Rugby, while two had played Touch Rugby regularly but had no experience with contact.

Conroy O'Malley, Jamaica's national men's coach and Scott Harland, the NACRA Regional Development Officer, helped to prepare the team over three days before they met the USA Under 20s, Canada Under 20s and the Bahamas Senior Women.



[www.nacrugby.com](http://www.nacrugby.com)

# THE RETURN OF RUNNING

TRIES UP **100%** ON  
TRI NATIONS 2009

KICKS REDUCED

AVERAGE NUMBER OF  
PASSES UP **35%** PER  
MATCH

# RUGBY

**Rugby returned to its breathtaking best in 2010 with the number of tries scored at international level on the increase for the first time in several years, thanks to a change in philosophy by coaches and referees with impressive consequences.**

The post-ELV tendency for aimless kicking to dominate matches prompted the IRB to proactively tackle the issues blocking space on the pitch and encourage players to attack with freedom and conviction. This was largely achieved by referees observing consistent application of Law in five key areas as instructed by the IRB:

- a) refereeing of offside at the ruck
- b) offside from kicks
- c) illegal maul formation causing obstruction
- d) slowing down of scrum engagement sequence
- e) accuracy of application of the tackle Law

However, a collaborative approach was needed from referees, players and coaches and that was achieved in May 2010 when the world's leading coaches endorsed the IRB's ongoing efforts to clean up the problematic areas of the Game.

The results were impressive and nowhere was the effect so stark as the 2010 Tri Nations where a compelling competition clearly demonstrated an alternative approach to the Game as the IRB Game Analysis Unit's report highlights.

2010 Tri Nations highlights include:

- Tries were up by almost 100% on the 2009 figure, reaching an average of 5.8 per match – the second highest in the 15-year history of the tournament.
- Margins of victory were as tight as 2009 with four matches having a winning margin in single figures and eight matches under 20 points. All teams scored more tries in 2010 than in 2009.
- There was a dramatic reduction in the number of kicks out of hand. The 2009 Tri Nations, in line with previous years, averaged around 60 kicks per Game – the 2010 Tri Nations averaged just 37.
- The number of unchallenged punt kicks to the opposition also reduced dramatically from an average of 23 in 2009 to just 11. In one Test there was just one such kick in the entire game.
- Ball in play time increased by 7% on 2009 levels, the number of rucks was up by 40% and the average number of passes per match up by 35%, illustrating the attacking intent of the three participating teams.
- The scoring ratio was one penalty goal to each try, while in 2009 the ratio was 2.5 penalty goals to each try.

The number of tries scored was not the only area of dramatic change in 2010. There was a substantial reduction in aerial kicks from hand. Whilst the 2009 Tri Nations, and earlier years, averaged around 60 per game, this year's Tri Nations averaged 37, the lowest recorded since detailed game analysis started some two decades ago.

In certain recent Tier 1 matches, the number of kicks into opposition territory where the receiving player had not been challenged or put under any pressure, has been as many as 53 in a single game. By contrast, in this year's Tri Nations, there was one game where there was only one such kick. In three others there were just six, seven and nine. The average per game was 11.

## Leading Reports

The Tri Nations was not the only report undertaken by the IRB's Game Analysis Unit in 2010. The Unit analysed every major international match played during the year, along with the RBS Six Nations, every round of the HSBC Sevens World Series, IRB Junior World Championship, IRB Junior World Rugby Trophy and Women's Rugby World Cup 2010.

The full range of statistical reports all available online at IRB.com and include detailed analysis of the performances of participating teams in all aspects of play, including scoring, winning margins, impact of penalty goals on match results, rate of try conceding, source of tries, try locations, timing of tries and penalty goals, ball in play and possession, passing, rucks and mauls, kick-offs and restarts, lineouts, free kicks, penalties conceded, penalty options taken and cards.

The IRB Game Analysis Unit provide comprehensive statistical analysis of all major tournaments throughout the year, including the Tri Nations, Six Nations, Women's Rugby, HSBC Sevens World Series, IRB Age Grade tournaments and every four years, Rugby World Cup, Women's Rugby World Cup and Rugby World Cup Sevens.

The Reports highlight the major trends in the Game, providing analysis of how tournaments have evolved over the past decade.

A full archive of Analysis Reports can be found here: <http://www.irb.com/newsmedia/mediazone/gameanalysis>

**The IRB continued its pioneering work in the area of Player Welfare throughout 2010, culminating in the second annual IRB Medical Conference which brought together leading figures from the Game to provide a strategic framework for injury prevention and education.**

Under the central theme of Putting Players First, the three-day Conference set out to tackle player welfare issues facing the Game at both the elite and community level. The forum also provided leading physicians from 25 Unions, along with independent specialists, playing, coaching and refereeing experts, with the opportunity to consider the latest research and medical opinion on injury prevention.

With expert presentations and workshops triggering discussions, the delegates outlined major focus areas relating to the important issue of injury prevention for the IRB to address through its Medical Strategies over the next 12 months. These recommendations follow the implementation of a suite of player welfare policies by the IRB as a result of the inaugural IRB Medical Conference in 2009.

**Education is key:** IRB *Rugby Ready* to be further developed and used as the vehicle for global best practice techniques for playing, coaching, officiating and administrating at all levels of the Game, with increased focus on correct tackling techniques.

**Rugby Ready website users**  
([www.rugbyready.com](http://www.rugbyready.com))

69,432 user registrations from 223 countries

7,744 (11.2%) are in the process of completing the exam

43,768 (63%) have completed the exam.

**Concussion Education:** Concussion risk, diagnosis, management and return to play education a priority for all levels of the global Game.

**Match Day Medical Support:** Global best practice guidelines should be developed for elite and community Rugby.

**Longitudinal Studies Required:** Definitive global study required to assess the long-term injury profile and post-Rugby career issues for elite players.

IRB Chairman Bernard Lapasset said:  
"The welfare of players at all levels of the Game is of critical importance to the IRB and all our 117 Member Unions. Collectively, a lot has

already been achieved. Policies devised by the specialist working groups established following the inaugural Medical Conference in 2009 are already benefiting the Game. We now have global policies in key areas, including global injury reporting, training and education best practice, cardiac screening, spinal injury reporting and we are close to a revised global policy for concussion management."

"Identification of these further focus areas reflects the continued commitment within the global Rugby family to Putting Players First. These Conference outcomes will drive policy making and the continued dissemination of best practice information to those playing, coaching and officiating the Game from grass roots to the elite level."

"We must always seek to ensure the highest possible standards and collectively we are committed to driving forward best-practice medical and player welfare strategies to reduce the risk of injury and I would like to thank the delegates for their full and honest contribution over the past three days."

Keynote speakers included Arsenal team doctor Gary O'Driscoll, Scotland and British & Irish Lions doctor James Robson, Professor Bill McKenna from UCL Partners and Risk Management specialist Dr Colin Fuller.

# PUTTING PLAYERS FIRST





## IRB Medical Conference 2010 Programme

The Conference opened with meetings of the four specialist IRB Medical Working Groups established as a recommendation from the 2009 Conference to drive best-practice policy in concussion management, spinal cord injury management, gender issues and implementation of cross-Union best-practice medical and player welfare policies.

**Concussion Working Group:** Delegates considered the latest work of the IRB Concussion Working Group driving forward the review of IRB Regulation 10.1. With a policy required that covers all levels of the Game across all 117 Member Unions, the new policy will centre on Game-wide risk and process education, diagnosis, management and return to play.

**Spinal Cord Injury Management Working Group:** A worldwide online catastrophic injury reporting system will be launched in 2011 via [www.irbplayerwelfare.com](http://www.irbplayerwelfare.com). The system will provide a global standard reporting procedure for spinal injuries and associated best-practice materials. The collated information will determine Game and type of injury focus areas and drive further policy making for injury prevention.

### Implementation Working Group:

The delegates commended the IRB on the launch of its global player welfare website [www.irbplayerwelfare.com](http://www.irbplayerwelfare.com) and endorsed IRB *Rugby Ready* as the hub for dissemination of all playing, coaching and officiating best-practice education across all levels of the Game.

**Gender Issues Working Group:** IRB Gender Identity Policy launched and operational via [www.irbplayerwelfare.com](http://www.irbplayerwelfare.com).

The programme for the second day provided the opportunity for physicians from 25 Unions, along with playing and refereeing representatives and independent medical experts, to consider

the latest research and expert medical opinion on injury prevention, cardiac screening and injury reporting and management.

**Infectious Diseases:** Delegates were updated on policies produced on infectious disease, immunisation and infection prevention, education and management in Rugby. All policy documents are now available via [www.irbplayerwelfare.com](http://www.irbplayerwelfare.com).

**Sudden Cardiac Death:** Delegates were advised on the importance of cardiac screening for all players. Some Unions are already implementing programmes at elite level.

**Injury Prevention:** Delegates reiterated the need for the IRB's suite of educational player welfare and medical materials to drive best-practice techniques.

**Injury Surveillance:** Delegates were updated on IRB injury surveillance programmes to monitor medium and long term injury risk at all levels of international Rugby. 2011 studies will include RWC 2011, HSBC Sevens World Series, IRB Junior World Championship, IRB Junior World Rugby Trophy, ANZ Pacific Nations Cup and IRB Nations Cup.

The keynote speaker on day three was Andy Smith, who kicked off a workshop session on catastrophic injury and emergency care best practice, while the delegates also considered the player welfare benefits of GPS technology, best-practice match day medical protocols and scrum forces. In a conference first, Rob Nichol (IRPA), Didier Retiere (France forwards coach), Paddy O'Brien (IRB Elite Referee Manager) and Stuart Dickinson (IRB Referee) moderated a special player, coach and referee session to focus on issues relating to the playing of the Game.

“ We must always seek to ensure the highest possible standards and collectively we are committed to driving forward best-practice medical and player welfare strategies.

Bernard Lapasset, IRB Chariman ”

**Rugby World Cup 2011:** Delegates were updated on the practices, match day medical teams and facilities for the seventh Rugby World Cup in New Zealand.

**Best-practice match day medical staff management:** Delegates discussed guidelines for medical staffing at both elite and community levels, to set recommended standards.

**Emergency care:** Delegates discussed the need to ensure best-practice emergency care standards across the community Game.

**GPS Technology:** Delegates were updated on the use of GPS technology to monitor and manage player welfare for elite players as part of an IRB approved trial programme.

**Scrum Study:** Delegates were updated on a two-year study by the IRB and the University of Bath. Supported by the RFU, the study will provide an in-depth analysis of the biomechanical forces between all positions in the scrum, using controlled live and scrum machine situations in order to identify better playing, coaching and refereeing techniques for this key facet of the Game. France national team forwards coach Didier Retiere gave an overview of the FFR's front row passport programme and extensive elite and community scrum study.



# OUR CORE VALUES

# SOLIDARITY



Rugby provides a unifying spirit that leads to lifelong friendships, camaraderie, teamwork and loyalty which transcends cultural, geographic, political and religious differences.



## **DELIVERING RUGBY'S MAJOR TOURNAMENTS**

- 26 Women's Rugby World Cup
- 28 RWC – one year to go
- 30 RWC – Financial benefits
- 32 The road to New Zealand 2011
- 34 Olympic Games Rio 2016
- 36 IRB Sevens World Series
- 38 IRB Junior World Championship
- 40 IRB Junior World Rugby Trophy
- 42 ANZ Pacific Nations Cup
- 43 IRB Nations Cup
- 44 Other International tournaments



New Zealand	13
England	10



# WOMEN'S RUGBY ON TOP

**A truly memorable Women's Rugby World Cup 2010 in England was the most successful tournament to date, delivering record attendances, unprecedented broadcast and media coverage and a platform to grow the Women's Game around the globe.**

More than 30,000 fans attended the 17-day tournament which culminated in New Zealand winning their fourth successive Women's Rugby World Cup title, narrowly beating the hosts 13-10 in front of 13,253 passionate fans – a record for a Women's Rugby international fixture – at the Twickenham Stoop.

In addition to the fans in the ground, Women's Rugby World Cup 2010 was screened live in 127 territories to a potential audience of 227 million homes, smashing the previous benchmark set in Canada four years ago and pushing the boundaries of a tournament which captured the public imagination like no other outside a Rugby World Cup.

"We have witnessed not only a fantastic tournament of exceptional quality, skill and intensity, but more importantly a tournament that has truly redefined the frontiers of Women's Rugby," said IRB Chairman Bernard Lapasset.

"The tournament captured the hearts and minds of a nation and also positioned this great sport on an unprecedented global level. There is no doubt that through record broadcast, media and attendance, Women's Rugby has been able to inspire women and girls to join the Rugby family."

The reach of the tournament stretched far and wide, with a further 7,000 fans following all the action and getting to know their new heroines via the social network platforms Twitter and Facebook. More than 65,000 watched Nicole Beck's now legendary try-saving tackle on Fiona Pocock in the England v Australia semi final via YouTube.

The two best teams throughout the tournament fought ferociously in the final, but ultimately the Black Ferns were too streetwise, particularly at the breakdown, to give up their crown.

If New Zealand had relied on their skills of speed, handling and vision to reach the final it was patience and composure which saw them home as their territorial dominance and incredible defence ensured a worthy win.

The thrilling match was tied at 10-10 until the 66th minute when Kelly Brazier landed the winning penalty and the fly half would also finish the tournament as the leading points scorer on 48.

"I was pretty nervous, the crowd were making a lot of noise," admitted Brazier. "I just thought of it as another kick and thankfully it went straight through the posts."

England's players sank to their knees at the final whistle but even defeat didn't dim the performance of their star Maggie Alphonsi, who still appreciated the effect the tournament had on Women's Rugby.

"It is heartbreaking, we have worked for four years to achieve this and to come out with a loss is hard work," Alphonsi said. "But I have to look at the game, it was a great game of rugby and

## WOMEN'S RUGBY WORLD CUP ENGLAND 2010



# OF THE WORLD

advert for Women's Rugby. At the end of this tournament if you look at it we have got so many spectators who have seen some great Women's Rugby and hopefully we will get more girls taking up the sport."

Rugby World Cup Sevens champions Australia recorded their best-ever finish, beating France in the third place play-off. Previous winners USA claimed fifth place with an entertaining but slender 23-20 victory over their North American rivals Canada at Surrey Sports Park.

Ireland secured seventh place with an emphatic 32-8 victory over Scotland, an improvement on their eighth place finish at the last World Cup, with Wales finishing their campaign on a high as they avenged their pool stages defeat to South Africa with a 29-17 victory in the ninth place play-off.

Kazakhstan recorded their first win of the tournament on the last day with a 12-8 victory over Sweden, which means that the Asian champions matched their 11th place finish of 2006.

## England 2010

An extensive legacy programme run by the Rugby Football Union for Women (RFUW) included the delivery of 30 projects nationwide by 12 dedicated Women's Rugby World Cup Legacy Project Officers reaching out and attracting more youngsters to the sport than ever before.

The Legacy Project Officers had a goal to engage 200 new participants in each of the 12 regions, then to encourage 10 percent of these participants to move into local rugby clubs, and at the same time to significantly increase the number of volunteers in the Game.

Thirty programmes took place up and down the country and nearly 5,000 women and girls took part, with the tournament itself attracting more than 300 volunteers in various placements from hospitality to match reporting and team liaison officers.

- 3:** The three point winning margin is the closest any team has come to beating New Zealand in their four World Cup winning campaigns
- 7:** Leading try-scorers Carla Hohepa and Heather Moyse both scored seven apiece
- 9:** The number of players who scored four tries at WRWC 2010 – Ireland No. 8 Joy Neville was the only forward among them
- 19:** The number of consecutive World Cup matches won by the Black Ferns
- 312:** The number of players who stayed at the state-of-the-art multi-sport venue Surrey Sports Park (SSP)
- 30,000:** The number of fans who attended the 30 matches
- 30,000:** The number of yogurts eaten by squads at SSP, plus 6,000 bananas, 25,000 eggs and 10,000 mushrooms
- 31,500:** The number of individual meals served at SSP

“ We have witnessed not only a fantastic tournament of exceptional quality, skill and intensity, but more importantly a tournament that has truly redefined the frontiers of Women's Rugby.  
Bernard Lapasset,  
IRB Chairman ”

### FINAL STANDINGS

1	New Zealand	7	Ireland
2	England	8	Scotland
3	Australia	9	Wales
4	France	10	South Africa
5	USA	11	Kazakhstan
6	Canada	12	Sweden



**All roads lead to New Zealand. On September 9, 2011 New Zealand will take on Tonga in the first Rugby World Cup match to be played on New Zealand soil since the All Blacks lifted the coveted William Webb Ellis trophy in 1987.**

Much has changed since those pioneering days of a tournament that has now grown to become the third largest sporting event in the world, attracting a global television audience of over 4 billion and the financial platform for the development of the Game worldwide.

New Zealand 2011 will be the largest event ever held in the country, attracting over 85,000 international visitors and delivering a NZD \$700 million boost to the New Zealand economy. It will also put the country in the spotlight with the six-week festival showcasing all that a country steeped in Rugby and cultural heritage has to offer.

As the calendar clicks into 2011 we enter the final months of planning for Rugby's showcase event. Preparation is on schedule, ticket sales are on target and the commercial programme is on track with the Official Travel and Hospitality Programme sales to date exceeding initial forecasts. All of the key elements are coming

together to ensure that the tournament will write another memorable chapter in the Rugby World Cup success story.

All the major stadia redevelopments are either completed or nearing completion with the upgraded Eden Park already operating and Dunedin's Innovative Otago Stadium has its fixed roof in place and grass surface laid. These venue upgrades will leave a strong legacy for New Zealand Rugby and other major events in New Zealand that will be exploited for years to come.

By the start of 2011 public ticket sales had already exceeded those sold for the 2005 British and Irish Lions Tour, with targeted surplus

## TICKETING & VISITOR SNAPSHOT

Ticket sales to date:  
**864,000**

Ticket revenue to date:  
**NZD \$166m**

Expected international visitors from sales to date: **85,000**

Visitors through the Official Travel Programme:  
**30,000+**

Free and independent travellers (FIT): **55,000**

Almost **50%** arrive before Opening Match



# RWC 2011 THE WORLD AWAITS

**48 MATCHES**  
**23 TEAM BASES**  
**45 DAYS**  
**13 MATCH VENUES**  
**20 TEAMS**  
**1.65 MILLION TICKETS**  
**5,000 VOLUNTEERS**  
**10,000 CATERING STAFF**  
**2,000 MEDIA**  
**WORLD'S THIRD LARGEST  
SPORTING EVENT**  
**NZD \$700 MILLION  
ECONOMIC BOOST**  
**OVER 1 MILLION TICKETS  
SOLD THROUGH PUBLIC  
AND COMMERCIAL  
PROGRAMMES**  
**SALES CONFIRM AT LEAST  
85,000 INTERNATIONAL  
VISITORS**  
**TICKET SALES IN 85  
COUNTRIES**

expected to achieve NZD\$268 million for the Rugby New Zealand 2011 Limited Organising Body.

It is expected at least 55,000 international visitors will come via the public ticket programme, in addition to the 30,000 plus visitors who will attend one or more of the tournament's 48 matches through packages sold by the Official Travel Agents operating worldwide. The average length of stay for international fans is expected to be 23 days, which is a massive boost to the tourism industry.

The Teams and travelling fans will be treated to a truly memorable experience combining compelling action in great stadia with a

wonderful festival of sport and culture.

The country will be transformed into a stadium of 4 million welcoming hosts as regional initiatives and the nationwide REAL festival will add to the experience.

Key to the success of the tournament will be the delivery of the Volunteer Programme. A major highlight of France 2007, the Volunteer Programme is the very heartbeat of the tournament, the interface between fans, the teams and the tournament and an abiding memory of a truly exceptional experience.

New Zealand's programme has already attracted more than 12,000 applications for 5,000 places. Headed by RWC 1987 winner

and All Black great Michael Jones, the Team 2011 programme is a true demonstration that the whole of the country is behind the tournament and proud to be a part of a nationwide celebration and Rugby's pinnacle event.

The delivery of a tournament of the scale of Rugby World Cup could not be achieved without key stakeholder partnerships. A major highlight of New Zealand 2011 is that all stakeholders from RWCL, RNZ 2011, the New Zealand Government and the people of New Zealand are geared towards hosting a Tournament that New Zealanders and the global Rugby family can be proud of.

Average length of stay:  
**23 days**  
**44% will be visiting New Zealand for the first time**

Top visitor sources:  
Australia, UK and Ireland,  
France, South Africa, USA,  
Canada

**50% domestic ticket purchasers travel outside home region at least once**

**57% of international purchasers and 45% of domestic purchasers expect to buy more tickets**

# RWC

# COMMERCIAL DEVELOPMENTS

2010 proved to be a pivotal year for the Rugby World Cup Commercial Programme after the significant economic downturn at the end of 2008. In summary terms, Rugby World Cup Ltd (RWCL) contracted a total just short of £44 million for 2011 rights and £117.5m for 2015/19 rights across its Commercial Programme during the period. By comparison, RWCL agreed deals worth £5.5m for RWC 2011 and £8.75m for 2015 during the year 2009.



## Broadcast

It was an active year with television deals concluded in Ireland, Italy, Portugal, Japan, Georgia, Turkey, New Zealand (FTA), Hungary and Romania. Two significant agreements were in the UK with ITV for a combined £70m (2011 and 2015) and the USA where a break-through coverage deal was achieved with free-to-air provider Universal/NBC. The total 2011 revenue negotiated during 2010 was just short of £30m while 2015 revenue written during the period came to £47.5m.

## Sponsorship

After the virtual standstill of 2009, the sponsorship sector burst into life for RWCL with a number of contracts concluded again with strong blue-chip brands. These included ANZ, Societe Generale (including 2015) and DHL at Worldwide Partner level, Toshiba, Brancott Estate/Pernod Ricard and Land Rover (including 2015) at Official Sponsor level and Coca-Cola and KPMG at Supplier level. Total RWCL 2011 sponsorship revenue negotiated during 2010 amounted to £12.5m while 2015 revenue agreed during the period was just in excess of £14m.

## Travel and Hospitality

2010 saw the extension of RTH as RWC's exclusive master licensee for travel and hospitality rights through to the end of RWC 2019.

## Licensing and Merchandising

2010 saw LIM, RWC's master licensee, appoint 14 sub-licensees during the period covering the likes of children's publishing, calendars, diaries, memorabilia, undergarments and giftware. At the same time an additional six licensees were appointed in Europe and South Africa covering apparel, stamps, luggage and publishing. The total additional revenue negotiated during the period was £320k.

### RUGBY WORLD CUP 2011 WORLDWIDE PARTNERS



EDEN PARK, AUCKLAND



MCLEAN PARK, NAPIER



NORTHLAND EVENTS CENTRE, WHANGAREI



# 13 MATCH VENUES

# 4 MILLION CAPACITY

**NORTHLAND EVENTS CENTRE, WHANGAREI**

- \$18.5 million new multi-purpose events centre, 2km from Whangarei centre
- 20,000 capacity, conference and function facilities
  - Completed 2010

**EDEN PARK, AUCKLAND**

- \$256 million upgrade, including lighting, internal concourse, new South Stand
- Permanent capacity expanded to 50,000
  - Completed 2010

**STADIUM TARANAKI, NEW PLYMOUTH**

- Capacity expanded to 25,000
- Upgraded seating, media, coaches boxes, communications infrastructure
  - Completed 2010

**TRAFALGAR PARK, NELSON**

- \$7.5 million upgrade
- Turf replaced, upgraded lighting, turnstile, media and changing facilities
  - Completed 2010

**ARENA MANAWATU, PALMERSTON NORTH**

**WELLINGTON REGIONAL STADIUM**

**McLEAN PARK, NAPIER**

- New stand, upgraded lighting towers, seating, new corporate boxes
- Completed 2009

**NORTH HARBOUR STADIUM, AUCKLAND**

**WAIKATO STADIUM, HAMILTON**

**ROTORUA INTERNATIONAL STADIUM**

**STADIUM CHRISTCHURCH**

- \$60 million upgrade, including new internal concourse, lighting, function facilities
- New Deans Stand, boosting permanent capacity to 38,600
- Completed 2010

**OTAGO STADIUM, DUNEDIN**

- New \$198 million fully enclosed waterfront stadium
- Capacity 30,500,
- Ready August 2011

**RUGBY PARK STADIUM, INVERCARGILL**



STADIUM TARANAKI, NEW PLYMOUTH



ARENA MANAWATU, PALMERSTON NORTH



STADIUM CHRISTCHURCH

# THE ROAD TO RUGBY



**RUSSIA**



**GEORGIA**



**CANADA**



**SAMOA**

**The most comprehensive Rugby World Cup qualification path to date reached its conclusion in Bucharest on November 27, 2010 as Romania claimed the final spot in a thrilling encounter with Uruguay to preserve their ever-present record at the tournament.**

The final play-off game was match number 184 in the global process which had begun in Grand Cayman on April, 20 2008 and involved 80 nations across five continents. For the first time, the process incorporated established tournaments across the IRB's six Regions – Africa, North America Caribbean, South America, Europe, Asia and Oceania.

By region, Africa hosted 19 matches, the Americas 31, Asia 30, Europe 95 and Oceania 5, with four matches in the Final Place play-off.

The expanded process revealed the depth of emerging talent ready to take on the Game's elite, with Russia qualifying for their first ever Rugby World Cup following a superb showing in the European Nations Cup, the most competitive of the direct qualifying routes.

The Rugby Union of Russia was only established in 1992 following the break-up of the old Soviet Union and just 18 years later, the Bears were celebrating their RWC 2011 place after an historic 21-21 draw with Romania in Sochi on February 27, 2010.

The draw meant Russia were guaranteed a top two finish in the European Nations Cup and one of the region's two direct qualification places at

**184 MATCHES**

**19 AFRICA**

**30 AMERICAS**

**30 ASIA**

**95 EUROPE**

**5 OCEANIA**

**4 PLAY-OFFS**



RWC 2011. However, it would be another three weeks before results determined that they would enter Pool C with Australia, Ireland, Italy and USA, their first opponents in a mouth-watering superpowers clash at Stadium Taranaki in New Plymouth on September 15, 2011.

From Europe, the Russians were joined by Georgia in qualifying for the finals on the same weekend after they beat Spain 17-9 at the National Stadium in Tbilisi. It was the Los' seventh victory in their previous eight European Nations Cup matches and guaranteed them a third consecutive Rugby World Cup appearance.

The final day meeting between Georgia and Russia would not only decide the ENC champion, but also who qualified for RWC 2011 as Europe 1 and 2. Georgia defended the title after triumphing 36-8 and, in the process, booked their place in Pool B at with Argentina, England, Scotland and the Play-off Winner.

The first nation to emerge from the global qualification process to join the 12 nations pre-qualified from RWC 2007 was Canada after beating old rivals USA in a home and away play-off in July 2009.

Canada, who has appeared at every Rugby World Cup, narrowly lost the first leg 12-6 in Charleston but made the most of home advantage in Edmonton seven days later with a 41-18 victory that gave them a 47-30 aggregate triumph.

Victory confirmed Canada's place in Pool A alongside hosts New Zealand, France, Tonga and the Asian qualifier, which nearly a year later was confirmed as Japan, a side they drew 12-12 with at RWC 2007 in France.

The Samoans joined the party a week later than Canada. There was little doubt about their involvement after they had overwhelmed Papua New Guinea 115-7 in Apia in the first leg of their

# WORLD CUP 2011

*New Zealand 2011*



**USA**



**NAMIBIA**



**JAPAN**



**ROMANIA**

Oceania qualifier, and they rubber stamped their passage to RWC 2011 in the return game in Port Moresby with a 73-12 win, including a hat-trick from wing and Sevens star Mikaele Pesamino.

Samoa's reward for their efforts was a place in Pool D alongside South Africa, Wales, Fiji and Namibia, who were duly confirmed as the Africa 1 qualifier in November 2009.

The same month, the USA was presented with a second chance and did not disappoint at the second time of asking as Eddie O'Sullivan's side overcame Uruguay to become the Americas 2 qualifier.

The Eagles had narrowly beaten Los Teros 27-22 – surviving a late Uruguayan rally – in the first leg, but were far more convincing in the second at Broward County Regional Park in Lauderhill, Florida.

Namibia then became the fourth team to confirm their place with a two-leg 40-23 aggregate victory over Tunisia. A tight 18-13 triumph for Namibia in Tunis in the first leg left the outcome hanging in the balance, but a fortnight later they proved too strong for their

visitors as they battled to a crucial 22-10 victory in Windhoek.

May 2010 saw Japan confirmed as the 19th of the 20 nations to grace the Rugby World Cup stage in New Zealand after winning a third successive HSBC Asian 5 Nations title by overcoming the challenge of Kazakhstan, Hong Kong, Arabian Gulf and Korea.

Coached by former All Black wing and RWC 1987 winner John Kirwan, the Brave Blossoms were in dominant form throughout the competition and began their season with a 71-13 win over Korea. The Japanese never looked back and signed off with a 94-5 victory over Hong Kong in the Prince Chichibu Memorial Stadium in Tokyo.

The qualification maintained Japan's proud record of appearing in every Rugby World Cup and sent the RWC 2010 hosts through to Pool A to face the All Blacks, France, Tonga and Canada.

The final qualifier would be determined by the cross-continental play-off involving Romania, Uruguay, Tunisia and Kazakhstan. The dreams of a first ever appearance for Tunisia and Kazakhstan came to an end in July 2010 with



defeats by Romania (56-13) and Uruguay (44-7) respectively.

Four months later, Uruguay and Romania duly locked horns with the prize of a place at RWC 2011 awaiting the victor over two legs. A Hollywood director could not have written a better script with the first leg, in Montevideo on November 13, ending all square after hosts Uruguay fought back to draw 21-21.

The return leg was therefore a tense affair at the Stadionul National Arcul de Triumf in Bucharest a fortnight later, a partisan sell-out crowd cheering to see Romania triumph in a 39-12 win to join Argentina, England, Scotland and Georgia in Pool B and leave Uruguay licking their wounds after falling at this final hurdle for the second tournament in a row, after being edged by Portugal in the final RWC 2007 Qualifier hurdle.

“ I feel like I am flying now, it feels very good. It is a hard job that we start now, the hardest job. We will try to construct a very competitive team for the World Cup.

Romeo Gontineac,  
Romania Coach

POOL A	POOL B	POOL C	POOL D
New Zealand	Argentina	Australia	South Africa
France	England	Ireland	Wales
Tonga	Scotland	Italy	Fiji
Canada	Georgia	Russia	Samoa
Japan	Romania	USA	Namibia

# JOURNEY TO RIO 2016

**Planning for Rugby's return to the Olympic Games in Rio de Janeiro gathered pace in 2010 with the focus on the development of a new 10-year Sevens Strategic Plan and building stakeholder relationships.**

A year on from the historic Copenhagen vote, the IRB has completed a new Draft Sevens Strategic Plan, which sets out strategies for the development of Rugby Sevens and the continued growth of the Game and includes proposed qualification structures for the Olympic Games.

Final details of the qualifying process for the 2016 Olympic Games will be announced in 2014, following consultation across Unions and Regions and after International Olympic Committee (IOC) confirmation of the qualification principles and process.

The IRB is working closely with the IOC on preparations for Rugby's return to the Games as well as wider issues. The first formal meetings between the two organisations in May included working sessions on Games Management and National Olympic Committee (NOC) engagement.

"The meetings were very fruitful. A strong

co-operation is key to the success of Rugby Sevens' debut at the Games and we look forward to strengthening our relationship," said IOC Sports Director Christophe Dubi.

Senior members of the IRB team have also travelled to Rio de Janeiro for preliminary talks with the Rio 2016 Organising Committee. Among the subjects discussed was the proposed Games venue for the Sevens tournament in 2016.

Meanwhile the 117 IRB Member Unions have begun to engage in dialogue with their respective NOCs, with the objective of creating the correct Olympic framework in their country using a structured development, tournament and qualifying pathway.

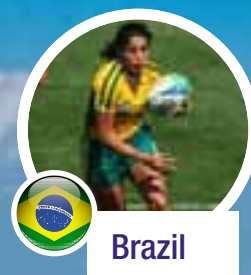
The IRB has also produced a toolkit to help Unions take advantage of the new opportunities created by Rugby's inclusion in the Olympic Games. The kit includes a range of template materials to be used in reaching out to new partners including NOCs and media.

2011 will mark a pivotal year in Rugby's readiness for Rio de Janeiro 2016 with the roll out of the IRB's Sevens Strategic Plan, decisions to be taken on the future landscape of the HSBC Sevens World Series and the selection of the Olympic Games Rugby Sevens venue.

## The Olympic Effect



In September USA Rugby succeeded in becoming a full Olympic Sport Member of the United States Olympic Committee.



The Brazilian National Olympic Committee has set aside funding to support the development of Women's Sevens in Brazil. Brazil's women ranked 10th at Rugby World Cup Sevens 2009 and the 2016 hosts will be targeting a medal.



The Asian Games Rugby Sevens in China enjoyed unprecedented success in 2010 with the inaugural women's tournament adding to an event that saw a capacity crowd of 80,000 attend over three match days.



# GATHERS PACE

## How Rugby has reached out to the Olympic Family



Iran

Iran, the latest addition to the IRB family, have been making waves in West Asia with the women's team undertaking a programme of Sevens competitions during 2010.



Russia

Russia, hosts of Rugby World Cup Sevens 2013, will benefit from the development of new Rugby-specific stadia, while the sport is now on the school curriculum in the Moscow region.



China

China's women continue to make progress, defeating USA in Hong Kong and claiming the silver medal at the Asian Games behind Kazakhstan.



Georgia

The development of Rugby in Georgia has been boosted by the injection of £6 million in Government funding between 2008 and 2012. This, combined with a new IRB-funded National Academy Centre, will enable Rugby to continue to grow in a country where it is now regarded as the national sport.

### Partnership Built on Values

The IRB is proud and honoured to have rejoined the Olympic Family. However, there is much more to being a good Olympic citizen than preparing to deliver an outstanding tournament. The IRB is already working with the IOC in discussing and guiding policy in key areas that effect Sport as a whole.

Aside from governance and competition structures, the IRB has been heavily involved in contributing to policies on youth, gambling and betting, insurance and athlete welfare. The IRB also presented at the Association of National Olympic Committees General Assembly in Mexico.



# SAMOA WIN SEVENS WORLD

## HISTORIC FIRST WIN FOR PACIFIC ISLAND NATION



**The 11th season of IRB Sevens World Series rugby dawned with the announcement by the IOC of Rugby Sevens' inclusion in the Olympic Games in Rio, in 2016, and the ensuing six months totally ratified that vote cast in Copenhagen.**

More spectators attended the eight tournaments than ever before, there were more record broadcast figures for the season; a first ever World Series sponsor HSBC waited in the wings before signing from the 2010/11 term onwards and, most importantly, the action on the pitch once again provided the best possible

advertisement for the global popularity and competitiveness of Rugby Sevens.

Indeed, by the end of 2010 journalists were left pondering whether the sport had provided the year's finest sporting triumph as the relatively miniscule Pacific island nation of Samoa trumped the likes of New Zealand, England, South Africa and neighbours Fiji to be crowned champions of the 2009/10 IRB Sevens World Series.

Samoa's 180,000 population could fit comfortably into Twickenham and the Melbourne Cricket Ground combined, but on May 30 at Murrayfield captain Lolo Lui scored a drop-goal penalty in the 14th energy-sapping minute of extra-time to win their semi-final against

England and secure the overall title for the first time.

Consider that Samoa's entire delegation of athletes at the 2008 Beijing Olympics totalled six, and that no Samoan has ever returned home with an Olympic medal, and the achievement grows in stature.

Earlier in the season, eight-time Series winners New Zealand had shown ominous signs of rebirth with victories in Dubai and South Africa. Even in Wellington, the Samoans were foiled in the final by Fiji but they soon struck gold at the first USA Sevens to be played in Las Vegas, a success which was also to prove a watershed.

With eventual IRB Sevens Player of the Year

- 1 DUBAI : **NEW ZEALAND** 24 - 12 SAMOA
- 2 SOUTH AFRICA : **NEW ZEALAND** 21 - 12 FIJI
- 3 WELLINGTON : **FIJI** 19 - 14 SAMOA
- 4 USA : **SAMOA** 33 - 12 NEW ZEALAND
- 5 ADELAIDE : **SAMOA** 38 - 10 USA
- 6 HONG KONG : **SAMOA** 24 - 21 NEW ZEALAND
- 7 LONDON : **AUSTRALIA** 19 - 14 SOUTH AFRICA
- 8 EDINBURGH : **SAMOA** 41 - 14 AUSTRALIA



**IRB SEVENS  
WORLD SERIES  
2009-2010**

# SERIES



“No other country of such a small size and with such limited resources has achieved what they have done. With the right strategic investment small countries can compete, especially in Sevens.  
Mark Egan, IRB Head of Development and Performance”

Mikaele Pesamino in irresistible form, Stephen Betham's side stormed all before them to take the next two titles in Adelaide and Hong Kong and, although they suffered a rare blip at Twickenham, where Australia took the London title, they were back to their brilliant best at the season-closing Edinburgh Sevens.

“Before this year our greatest sporting triumph was winning the 2007 Hong Kong Sevens... before that? I have no idea. I guess there hadn't been any major achievements,” said coach Betham, for whom the arrival home in Samoa will forever be a cherished memory as seemingly the entire population came to greet them as a national holiday was declared.

“It was unbelievable. When we arrived home we

had to have a police escort from the airport into town. We were mobbed by people at the airport and for the 30-35 minutes drive into town there were people lined up on both sides of the road all the way into town. It was great to see; old people and young children lining the road waving and cheering the team.”

Mark Egan, the International Rugby Board's Head of Development and Performance, went one further, describing Samoa's triumph as a milestone for the sport.

“In terms of cup winning in global competition, it might be the single greatest achievement in the history of the sport,” he said.

“You might think of Fiji, but they've about five times the Samoan population. No other country

of such a small size and with such limited resources has achieved what they have done. With the right strategic investment small countries can compete, especially in Sevens.”



The first ever title sponsor for the Sevens World Series were unveiled in 2010 with HSBC securing naming rights to the HSBC Sevens World Series from the 2010/2011 season.

[www.irbsevens.com](http://www.irbsevens.com)





	New Zealand	62
	Australia	17

# STARS OF THE FUTURE



**THREE VENUES**  
**100,000 SPECTATORS**  
**RECORD COVERAGE**  
**SCINTILLATING RUGBY**  
**STARS OF THE FUTURE**



The record-breaking IRB Junior World Championship 2010 in Argentina attracted more than 100,000 spectators across three venues, received increased broadcast and media coverage and left a lasting legacy during an historic year for Rugby in the country.

The tournament was screened live by 19 broadcasters to 149 territories with a global potential reach of nearly 300 million homes as Host Broadcasters, ESPN Sur, provided extensive live coverage of a record 12 matches, which were streamed live and on-demand on [www.irb.com](http://www.irb.com).

Cheered on by their passionate supporters, Argentina achieved their best ever ranking of sixth after beating Ireland and Wales – the latter

by a first ever kicking competition after sudden-death extra-time could not break the 19-19 deadlock.

That the silverware remained in New Zealand's hands for a third year in a row was perhaps not all that surprising given their recent dominance of Age Grade Rugby, but the manner of their title-clinching victory over Australia was unexpected with the Baby Blacks crossing for seven tries in a dominant 62-17 victory.



**IRB JUNIOR WORLD  
CHAMPIONSHIP  
ARGENTINA 2010**


# SET ARGENTINA ALIGHT

Few people would have been brave enough to predict such a runaway victory, even after the Pool A winners had brushed aside the challenge of South Africa 36-7 in the semi-finals. Not least because Australia had been equally impressive in denying England a third successive final appearance only days after beating the Baby Boks 42-35 in a truly enthralling Pool C decider in Santa Fe.

Both finalists had played some great free-flowing rugby and a youthful Australian side, featuring a number of players with IRB Sevens World Series experience, were expected to truly test the Baby Blacks. In reality, New Zealand never looked like ending a 14-match winning run after hooker Liam Coltman touched down just 33 seconds into the final.

Captain Tyler Bleyendaal pulled the strings with another impressive display at fly half, creating two tries and scoring one himself in a 28-point haul to become the tournament's leading point scorer.

Tries from Tom Marshall, Sean Polwart and a Telusa Veainu hat-trick gave New Zealand a victory margin that in no way flattered them, but Australia deserve credit for refusing to throw in the towel as the scoreboard ticked over, instead continuing to play the brand of Rugby that had served them so well to that point.

It was also a fitting send off for New Zealand coach Dave Rennie, who has overseen all three successes and admitted it was "pretty close" to a perfect performance. Baby Blacks wing Julian Savea was named IRB Junior Player of the Year 2010, having at times been unstoppable en route to equalling Zac Guildford's record of eight tries in a single Championship.

The tournament continues to provide an important stepping stone and reached a significant milestone when Rhys Ruddock's debut for Ireland – having been called up from Argentina – against Australia meant that all 17 nations to have played in the Championship had given at least one JWC graduate their senior Test debut.

“It was pretty close to the perfect performance. You know we certainly felt that the boys had a lot more left in the tank. Our first half we were very accurate and immediately after half time we scored a couple of quick tries and the game was over really.”  
Dave Rennie, New Zealand coach

## FINAL STANDINGS

1	New Zealand	7	Wales
2	Australia	8	Fiji
3	South Africa	9	Ireland
4	England	10	Scotland
5	France	11	Tonga
6	Argentina	12	Samoa



# ITALY THRILL IN MOSCOW

## AS RUSSIA HOST FIRST MAJOR TOURNAMENT



**A memorable year for the Rugby Union of Russia (RUR) began with the national team securing Rugby World Cup qualification for the first time in February before playing host to a thrilling IRB Junior World Rugby Trophy in May, the first major 15-a-side tournament to be played in the country, which saw Italy crowned champions.**

The RUR welcomed the seven international Under 20 teams to Moscow knowing that the sport stands on the brink of an exciting decade in the country following the decision to admit Rugby Sevens to the Olympic Games in 2016, which has seen Rugby established on the school sport curriculum, and playing host again to Rugby World Cup Sevens 2013.

Italy, Japan, Canada and Uruguay were the four teams to drop down from the IRB Junior World Championship in a restructured format which ensured increased competition and some very close matches. The average winning margin overall was 17.6 points, compared to 29.4 in 2008 and 28.9 in 2009.

Italy may have already been guaranteed their return to the IRB Junior World Championship in 2011 as hosts, but they were determined to take their place among the world's elite nations by right as Trophy winners, and they made an emphatic start, sweeping aside Papua New Guinea. Victory over defending champions

Romania, 30-7, ensured their passage from Pool A.

Uruguay, the inaugural Trophy winners in 2008, proved stronger opposition and it was only a penalty try awarded at the death that enabled Italy to snatch a 16-12 victory and take their place in the final against Japan, the Pool B winners who also had to battle hard to reach the title decider.

Japan had begun their campaign with a 31-17 defeat of Russia, who would prove the tournament's surprise package securing third place on home soil, before drawing 20-20 with Zimbabwe and beating Canada 38-17 to reach the final.

Ultimately though Italy's Tommaso Benvenuti, the outside centre who would make his Test debut against Argentina in November, was one of 14 veterans of the JWC 2009 squad whose experience proved too much for the ambitious Japanese.

**IRB JUNIOR WORLD  
RUGBY TROPHY  
RUSSIA 2010**


Italy

36

Japan

7



“ We wanted badly to win this match, because we wanted to qualify by right, not by default, as the next World Championship will be held in Italy next year. I am delighted for my team and I am very proud of them.  
Tommaso Benvenuti,  
Italian captain

**FINAL STANDINGS**

1 Italy	5 Uruguay
2 Japan	6 Canada
3 Russia	7 Zimbabwe
4 Romania	8 Papua New Guinea

Japan may have missed out on the title, but manager Takashi Hasunuma knows the importance of the tournament for the Brave Blossoms. “Many of these boys will form the core of the Japan team who compete in Rugby World Cup 2019 in Japan. This is why the tournament is very important for us in so many ways.” One of those players could well be Takaaki Nakazuru, the tournament’s top try-scorer.

In the third place play-off, Russia defeated defending champions Romania 23-20 in a match which made history as the first 15-a-side international match to be decided via nail-biting sudden-death extra-time.

Russia played their dynamic game, based on a well-drilled pack with back row twins Veniamin and Yuri Vengerov working in perfect synchronicity. The scores were locked at 20-20 when fly half Denis Kukishev kept his cool, landing the penalty which secured third place.

The Rugby was not consigned just to the pitch as young Muscovites met their Under 20 heroes as part of the extensive tournament legacy programme. The activities also saw Papua New Guinea become the first ever international Rugby team to play in Red Square as they held a number of open sessions and played touch rugby with teams drawn from the junior Moscow selections.

# HOSTS SAMOA CLINCH FIRST WIN



	Samoa	WINNER
	Fiji	RUNNER-UP



**The ANZ Pacific Nations Cup crowned its first champion from outside New Zealand this year as Samoa dramatically overcame the odds to snatch the title from Fiji's grasp on home soil with a thrilling 41-38 victory.**

With all but the opening match between Fiji and Japan being hosted in Apia, it was Samoa who capitalised on the absence of defending champions, the Junior All Blacks, and saved their best performance of the tournament for when it mattered in a dramatic finale.

A new name was always set to be etched onto the trophy in the fifth instalment of the tournament and for the first time since its inception none of the three representative sides from Australia or New Zealand (Junior All Blacks, New Zealand Maori and Australia A) were involved.

But with a first ever IRB Sevens World Series title already secured, this triumph was another feather in the cap of Samoan Rugby in 2010. Fittingly, many of the Sevens winning squad starred for Fuimaono Tafua's team throughout the tournament and crucially in the title decider against the favourites, Fiji, who themselves had a 100% record heading into the match.

Having narrowly beaten Tonga 24-23 in the opening match, the hosts recovered from



a surprise 31-23 defeat to Japan to stage an impressive display against Fiji in the final match.

Substitute Alafoti Fa'osiliva came on and scored three tries in a blistering spell to seal the bonus point 31-9 win to pip Fiji to the title on point differential.

"I give credit to the players for their effort and this is a good building ground as we prepare for Rugby World Cup next year," said head coach Tafua.

Tonga's 26-23 defeat to Japan in the tournament's penultimate match meant they recorded their third losing bonus point and finished fourth in the tournament standings. The story, however, could have been very different as they lost by three or less points in each of their matches, demonstrating the PNC's continuing competitiveness.

For the first time in Pacific Nations Cup history, the second and third rounds of matches were streamed live on the IRB website and the 14-day tournament was a fundamental aspect of all four teams' Rugby World Cup 2011 preparations.

**"We knew Fiji was going to be strong so we had to be mentally and physically stronger than them. I give credit to the players for their effort and this is a good building ground as we prepare for Rugby World Cup next year. Fuimaono Tafua, Samoa head coach"**

**IRB NATIONS CUP  
ROMANIA 2010**

# NAMIBIA WIN UPSETS THE ODDS


**Namibia**
**WINNER**
**Romania**
**RUNNER-UP**


**Namibia had many reasons to be cheerful heading into the fifth IRB Nations Cup in June, but few would have tipped them for the title despite their impressive Rugby World Cup qualification performances over the previous 12 months.**

The eventual champions, however, certainly didn't have it all their own way in a hugely competitive tournament which provided fans in Bucharest with a number of upsets as defending champions Scotland A finished bottom of the standings without a win to their names.

Namibia, Romania and Georgia – who will all grace the RWC 2011 stage in New Zealand – sprung a surprise by claiming three of the top four positions at the June tournament with Italy A finishing third above the Georgians and the Argentina Jaguars fifth.

Were it not for an extraordinary try by Llewellyn Winkler at the death to seal a 21-17 win in Namibia's opening match against Romania then it could have been the hosts celebrating a first title, instead of being disappointed with a best ever second place because of this result.

Four days later Namibia had to endure a late rally by defending champions Scotland A to triumph 23-20. These two victories meant the

Africans had the title in their sights as they went into their final match with Georgia. However, they weren't the only ones as Italy A were also unbeaten, having edged the Jaguars 22-20 and Georgia 21-3.

Namibia were first to take the field on the final day at the stadionul National Arcul de Triumf and their encounter with Georgia was one of tremendous physicality. Georgia were reliant on the rock solid defence that had seen them beat Scotland A on day one, and it was the Lelos who led 13-0 at half time.

However, the loss of Georgia's inspirational captain Tedo Zibzibadze and his fellow centre Revaz Gigauri to injury allowed Namibia to grow in confidence and driven on by their captain and star player Jacques Burger they triumphed 21-16.

A few hours of nervous waiting later and Namibia could finally celebrate after a resilient new-look Romania beat Italy 27-22. The hosts adapted their style of play and, cheered on by partisan home support, attempted a more attacking approach, throwing off the defensive shackles usually associated with the team who are masters of the driving maul.

Romania's margin of victory allowed them to pip Italy A to second place in the standings, while at the same time helping to instil the belief that under new coaches Romeo Gontineac and Steve McDowall they could go on to achieve bigger and better things.

“

This is not the end, it's just the beginning as this team has a lot of potential to become a great team. I do believe they showed a lot of character after the break and I'm feeling great about this team.

Johan Diergaardt,  
Namibia coach

”

The IRB Nations Cup – held for a fourth successive year in the Romanian capital – again provided vital experience for the likes of Namibia and Georgia, both nations having confirmed their places at RWC 2011 over the preceding eight months.

The tournament also gave more established nations the chance to test new and exciting talent on the international stage, giving many players a chance to stake a claim for a place in their respective country's squads at next year's World Cup in New Zealand.

**FINAL STANDINGS**

<b>1</b>	<b>Namibia</b>	<b>4</b>	<b>Georgia</b>
<b>2</b>	<b>Romania</b>	<b>5</b>	<b>Jaguars</b>
<b>3</b>	<b>Italy A</b>	<b>6</b>	<b>Scotland A</b>

# ARGENTINA JAGUARS RETAIN THEIR ARC TITLE



Following a record-breaking IRB Junior World Championship in Argentina in June, the country played host to the second Americas Rugby Championship (ARC) in October as the Argentina Jaguars delighted home supporters in Córdoba by retaining their title with wins over Canada Select XV, USA Select XV and Tonga A.

Building on the success of the inaugural tournament, the 2010 edition featured international A teams as part of the IRB's global drive to provide Targeted High Performance Unions with access to an expanded high-level competition calendar.

The Jaguars opened their account in front of 3,000 fans at the Estadio Córdoba with a 49-14 victory over Canada Select XV. The crowd had already watched a much closer affair between USA Select XV and Tonga A, with the Americans recovering from an 8-3 deficit at half time to claim a 20-15 win. Match day two saw the Jaguars outclass USA Select XV 45-12, whilst Canada Select XV defeated Tonga A 32-16.

Drizzle, wind and significantly lower temperatures greeted the teams on the final day and inevitably curtailed the running rugby seen

during the first two rounds of the tournament. Canada Select XV adjusted to the difficult conditions better than USA Select XV to win 17-6 and claim second overall.

Tonga A then gave Argentina Jaguars their most difficult match before succumbing 28-20. This meant that Tonga A ended without any points, but this was not a concern for coach Feleti Faotusia after the match against the Jaguars. "We had a good game, the best in this ARC and go home happy at putting together a performance such as this against a very good team."

"This new-look ARC proved to be a very successful preparation platform for USA, Canada and Tonga in particular as they look to Rugby World Cup 2011," said IRB Head of Development and Performance Mark Egan.

"The move from a regional format to a competition featuring international A teams fits well with the strategic aims of the participating Unions and underlines the IRB's commitment to delivering an integrated schedule that combines IRB Strategic investment tournaments within a framework that also delivers regular international matches for targeted High Performance Unions," added Egan.

Argentina Jaguars	WINNER
Canada Select XV	RUNNER-UP



# FIJI WARRIORS DEFEND THEIR PACIFIC RUGBY CUP TITLE



The IRB Pacific Rugby Cup 2010 created history in more ways than one as the Fiji Warriors became the first team to successfully defend the title, beating the Fiji Barbarians 26-17 in the final at the National Stadium in Suva in May.

It was the Barbarians' first appearance in a PRC final, a stark contrast to last year when they finished bottom of the standings having fielded their Under 20 team in preparation for the IRB Junior World Championship. This ensured that all six sides have now competed in at least one final, demonstrating the ongoing competitiveness of the tournament in its five-year history.

The Warriors had to come from behind to secure their historic victory in a gripping final, and it was left to full back Taniela Rawaqa, the tournament's leading point scorer with 81, to inspire the comeback in his side's third appearance in a PRC final.

For the first time the PRC followed a more traditional single-hosting format with the Fiji

Rugby Union being awarded the hosting rights for the event that has become a showcase for emerging talent in the Pacific Islands.

Fiji hosted rounds two to five as well as the final.

Heading into the last round of pool matches Tongan side Tautahi Gold and Savai'i Samoa, both former champions, were both still in with a chance of making the final, but it was the two Fijian sides that recorded the victories they needed to finish with four wins and 19 points each to reach the title decider – the Warriors doing so in emphatic fashion scoring seven tries against the Tau'uta Reds in the tournament's biggest ever winning margin, 48-0.

An exciting new format looms for the IRB Pacific Rugby Cup in 2011 with Fiji Warriors, Samoa A and Tonga A taking on the cream of Australia and New Zealand's up and coming talent as Super Rugby sides provide opposition for the first time. The three-round Series across Australia, New Zealand and the Pacific Islands kicks off on February 19.

## IRB PACIFIC RUGBY CUP 2010

Fiji Warriors	26
Fiji Barbarians	17



## JAPAN WIN TO SECURE RUGBY WORLD CUP PLACE

There was far more than pride, or even silverware, at stake in the third instalment of the HSBC Asian 5 Nations as all five were acutely aware that the 2010 champions would qualify for Rugby World Cup 2011 in New Zealand.

Japan began as overwhelming favourites having won the inaugural competition in 2008 and defended their title in 2009, completing both campaigns unbeaten.

Coached by former All Black wing John Kirwan, Japan were simply irresistible throughout the tournament and their victory confirmed they would maintain their proud record of appearing at every World Cup since 1987.

The tournament kicked off in late April. Kazakhstan proved too strong for the Arabian Gulf in Almaty, but it was Hong Kong who started the competition with a surprise result and a 32-8 victory over Korea.

A week later the Japanese kicked off their title defence against Korea and made an immediate statement of intent with a crushing 71-13 victory over their hosts courtesy of five tries from flying wing Kosuke Endo.

The Arabian Gulf were the first of three visitors to the Prince Chichibu Memorial Stadium in

Tokyo and fell 60-5, but a week later the Brave Blossoms were simply irresistible as they ran riot to beat Kazakhstan 101-7.

It was still mathematically possible for Hong Kong to dethrone the Japanese as champions, but Japan knew a draw would be sufficient to ensure their place at RWC 2011. As it transpired, Japan were never troubled in front of a tournament record 10,000-strong crowd in Tokyo.

The Asian 5 Nations, though, is about more than just the region's elite going toe to toe with five other levels completing the pyramid.

In Division I, Sri Lanka earned promotion to the Top 5 after beating Singapore 23-16 in a thrilling final staged in the Yio Chu Kang Stadium.

In Division II it was the Philippines with cause to celebrate after beating India 34-12 in the final to secure another promotion, with Thailand finishing third.

Iran, who later in the year became the IRB's 118th Member Union, beat Guam and Pakistan to win Division III with Jordan triumphing in Division IV and Laos winning the three-team Regional tournament.

### ASIAN 5 NATIONS 2010

Japan

WINNER

Kazakhstan

RUNNER-UP



## ENGLAND SAXONS SAVOUR FIFTH CHURCHILL CUP WIN

England Saxons claimed a fifth Churchill Cup title in the tournament's eight-year history by beating Canada 38-18 at New Jersey's Red Bull Arena in the final in June and reclaimed the crown they lost to Ireland A last year.

Nick Abendanon and Alex Goode scored early tries, both converted by Stephen Myler, as the Saxons built an early 17-0 lead and although the impressive Canadians hit back through Matt Evans and Chauncey O'Toole some fluent running rugby led to further Saxons scores for Jon Clarke and Luke Narraway as they sealed victory.

"It's a fantastic achievement, three weeks ago we met in a Heathrow hotel with disappointed players who had not made the senior tour and young players who came in straight from the Premiership and collectively to put all that together and form a team is great, I'm really proud," said Saxons coach Stuart Lancaster.

"That's what international rugby is all about, we want to make sure these players have enough room to grow and develop so when they make the step to the senior stage they're ready."

In the other matches on the final day France A

proved too strong for Eddie O'Sullivan's US Eagles, running out 24-10 winners in the Plate final to finish in third place.

The French started well and scored a try inside the first 10 minutes from wing Julien Arias but the home crowd found their voice when second row Scott Lavalla crashed over on the half-hour mark to level the scores at 7-7, rounding off a superb counter-attack. The match was a close and keenly fought affair until Arias scored his second try late on to seal the win.

Russia, meanwhile, ended their first Churchill Cup experience on a high after putting in a muscular display to outplay Uruguay and cap a remarkable few months which saw them qualify for a first ever Rugby World Cup, the 38-19 win underlining their development.

"We have come a long way in 18 months but the goal setting is going well and over the next 18, as we head towards the World Cup, we will get better," said Steve Diamond, the Russian director of rugby. "The Churchill Cup has been great. The Russians have had a big eye opener about how to prepare for a top competition."

### CHURCHILL CUP USA 2010

England Saxons

38

Canada

18



# OUR CORE VALUES

# DISCIPLINE



Discipline is an integral part of the Game both on and off the field and is reflected through adherence to the Laws, the Regulations and Rugby's core values.



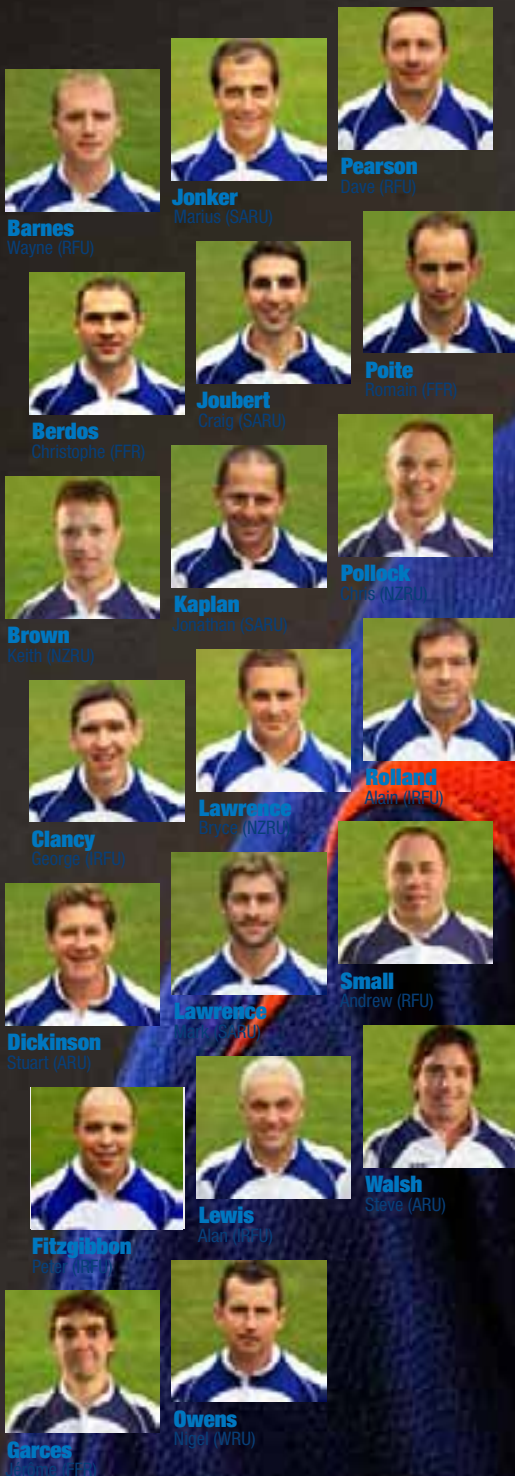


## **PROMOTING AND PROTECTING THE GAME AND ITS CORE VALUES**

- 48 Match officials
- 50 Scrum First
- 51 One Turf programme
- 52 Anti-doping

# REFEREES EYE RUGBY

## IRB REFEREE PANEL 2010



## IRB ASSISTANT REFEREE PANEL

- David **Changleng** (SRU)

---

- Carlo **Damasco** (FIR)

---

- Rob **Debney** (RFU)

---

- Christie **Du Preez** (SARU)

---

- Robin **Goodliffe** (RFU)

---

- Tim **Hayes** (WRU)

---

- James **Jones** (WRU)

---

- John **Lacey** (IRFU)

---

- James **Leckie** (ARU)

---

- Andrew **Macpherson** (SRU)

---

- Paul **Marks** (ARU)

---

- Simon **McDowell** (IRFU)

---

- Vinny **Munro** (NZRU)

---

- Francisco **Pastrana** (UAR)

---

- Neil **Paterson** (SRU)

---

- Stuart **Terhegge** (RFU)

---

- Cobus **Wessels** (SARU)

---

## IRB TMO PANEL

- George **Ayoub** (ARU)

---

- Giulio **De Santis** (FIR)

---

- Daniel **Gillet** (FFR)

---

- Matt **Goddard** (ARU)

---

- Graham **Hughes** (RFU)

---

- Johan **Meuwesen** (SARU)

---

- Iain **Ramage** (SRU)

---

- Tony **Redmond** (IRFU)

---

- Shaun **Veldsman** (SARU)

---

- Hugh **Watkins** (WRU)

---

- Geoff **Warren** (RFU)

---

- Jim **Yuille** (SRU)

---

# WORLD CUP 2011



**With nearly all Rugby World Cup 2011 bound teams in action in the northern hemisphere last November, the players were eager to confirm their places in team plans and coaches were looking to test combinations and tactics in the last series of cross-hemisphere matches prior to Rugby's showcase event.**

With the players and coaches having one eye on New Zealand 2011, the same is true of the IRB's International Match Officials who are also looking for selection as RWC 2011 referees, assistant referees and Television Match Officials.

The hard work for the referees started as soon as France 2007 finished. The IRB has continued to focus on consistency in decision-making, fitness levels and assessment to ensure that the panel of referees is properly prepared for the challenges and rigours of Rugby as it continues to evolve and quicken.

Four years ago the IRB Selection Committee adopted a streamlined panel approach for RWC 2007 with 12 referees appointed.

The reason was simple – to ensure greater consistency and uniform decision-making across the tournament's 48 matches.

The streamlined approach further underlines the IRB's commitment to ensuring greater consistency across the board. As the countdown continues, IRB Referee Manager Paddy O'Brien is confident that this approach is working with a focus on penalising the clear and obvious and being stricter in the areas relating to space on the field.

The streamlined policy will be followed for RWC 2011 where it is planned that 10 referees, seven assistant referees and four Television Match Officials will be selected for the showcase tournament. The referees will take control of more games than at previous World Cups, meaning they will take to the field for a similar number of matches as the players will during the seven-week tournament.

With competition for places tight, the 2011 RBS Six Nations, coupled with performances in the 2009 November Tests, will provide the final assessment for selection. It is expected the Match Officials for RWC 2011 will be named in May.

# SCRUM FIRST

**The International Rugby Board and the University of Bath unveiled a unique study of the scrum in 2010, specifically aimed at improving player welfare.**

The two-year study – the Biomechanics of the Rugby Scrum – is also supported by the Rugby Football Union, the governing body of the sport in England, and is being funded by the IRB to provide an in-depth analysis of the biomechanical forces between all positions in the scrum, using controlled live and scrum machine situations in order to identify better playing, coaching and refereeing techniques for this key facet of the Game.

Leading experts from the coaching, medical and scientific fields will drive the two-phase study which will analyse the whole spectrum of the rugby playing population, from elite professional teams to University, community club and school level.

With the safety and welfare of players central to the IRB's medical strategies, the programme will deliver a framework for a better understanding of the scrum, the loads that players are subjected to under a variety of conditions and the cause of associated issues such as collapses and how best to address key areas while ensuring that the welfare of

the player always comes first.

The project will be headed up by Dr Grant Trewartha and Dr Keith Stokes from the Sport, Health & Exercise Science group at Bath in collaboration with force monitoring experts Structural Statics Ltd and with medical input from Dr Mike England, Community Rugby Medical Director for the RFU who is also an Honorary Clinical Senior Lecturer in Sport and Exercise Medicine at the University.

The project will also regularly consult with and feed back to a number of rugby partners, including senior scrum coaches from major Unions and experienced scrum practitioners such as Rugby Players' Association Chairman and Bath Rugby prop David Barnes.

The first phase of the programme which has already begun, will focus on measuring scrum engagement forces with a study of elite and community packs scrummaging under a variety of strictly monitored conditions on an instrumented scrum machine. The second phase will involve live pack scenarios, during which the same groups who had previously used the machine will be tested under a variety of strictly controlled engagement sequences.

“The scrum is an integral area of the Game and the analysis will provide a comprehensive set of research and data that will shape a

better understanding of the dynamic forces at work in the set scrum, identify key focus areas and shape player welfare policy, promoting the best possible techniques for playing, coaching and refereeing this unique area of the Game”, said IRB Head of Technical Services Steve Griffiths.

Dr Grant Trewartha, principal investigator on the project, added: “We are excited to be involved in the project and look forward to providing data to inform future scrummaging practices. It's great to be involved with the IRB for such a large scale project which broadens our contribution to the science of rugby.”

Dr Mike England added: “Little is known about the forces and motions involved in rugby scrummaging, with very little objective data being collected since the advent of professionalism over 10 years ago. Along with the IRB we have identified a need to look at the biomechanical demands experienced by players during the rugby scrum, particularly during scrum engagement, with a view to understanding more about how to maximise performance and how to manage injury risk.

“The RFU is currently working with the Sport, Health & Exercise Science group on an injury surveillance project of grassroots clubs and we are pleased to be able to input into a new major project with the University and the IRB.”

“The scrum is an integral area of the Game and the analysis will provide a comprehensive set of research and data that will shape a better understanding of the dynamic forces at work in the set scrum.  
Steve Griffiths,  
IRB Head of Technical Services”



# ONE TURF PROGRAMME SET TO BOOST GLOBAL RUGBY PARTICIPATION

**A groundbreaking initiative has been launched that will redefine the use of artificial turf as a playing surface for Rugby and boost global Rugby participation.**

The One Turf programme will, for the first time, regulate and standardise the development, performance and maintenance of artificial turf worldwide through the appointment of Preferred Producers and Accredited Test Institutes to ensure that the highest possible player welfare and performance standards are achieved.

The programme now opens the way for Unions and clubs to install a surface produced to a global specification that satisfies all IRB Regulatory aspects and can be used for competition, training and community activity in a Rugby and multi-sport environment. The new regulated surfaces would yield at least 30 hours playing time per week.

IRB Chairman Bernard Lapasset said:

“The One Turf programme is a significant step forward for our sport with far reaching benefits. The IRB’s vision is to grow the Game in developed and emerging Rugby markets around the world over the next 10 years and we have a tremendous opportunity to do so with three Rugby World Cups and two Olympic Games

within the period. There is little doubt that this programme will boost participation while having distinct benefits for other sports.”

“The One Turf programme will deliver a unified framework for standards of production, installation and maintenance of artificial turf that will pave the way for Rugby matches from the community level up to the Test arena to be played on the surface, which has numerous benefits in countries where there are challenges with growing conditions or access to facilities is difficult.”

The launch comes after an exhaustive IRB review of artificial turf usage and performance around the world. Prior to the comprehensive programme being launched there was no global regulation of artificial turf production and maintenance, while teams or individual players could decline to play on the surface under IRB Regulations.

“The One Turf programme is a significant step forward for our sport with far reaching benefits. There is little doubt that this programme will boost participation.  
Bernard Lapasset,  
IRB Chairman

In order to ensure the highest possible player welfare, performance and durability standards, extensive development and testing was undertaken by IRB Accredited Test Institutes under a number of climatic conditions ensuring that the surface has no adverse player welfare implications. This was supplemented by extensive injury surveillance studies which determined that there is no additional risk of injury.

A Memorandum of Understanding has also been signed with FIFA, who initiated the Quality Turf Concept, ensuring that all research and development is beneficial to both Rugby and Football. The Rugby Football Union in England has worked very closely with the Football Association and the Football Foundation in driving forward and delivering dual purpose installations.

With the programme in place the process of appointing IRB Preferred Turf Producers is underway and leading artificial turf expert Limonta International has become the first IRB Preferred Turf Producer. Based in Italy, Limonta International has a long history and proven track record in providing artificial sports surfaces successfully across the world. The IRB will continue to work with other organisations in order to appoint further Preferred Turf Producers.

## TIMELINE

### 2009-2010:

Extensive testing and injury surveillance programmes undertaken in conjunction with the RFU to ensure that surface development has no player welfare implications and performs as closely as possible to natural grass. Testing involved pile heights, scrummaging, impact assessment and durability.

### April 2010:

IRB signs Memorandum of Understanding with FIFA to collaborate on the development and technical performance requirements.

### May 2010:

IRB Council removes a restrictive clause, which enabled players to decline playing on artificial turf, paving the way for the global application of Regulation 22.

### June 2010:

Accreditation of Test Institutes, selected against criteria, to ensure the highest possible standards of compliance with Regulation 22. Expert group, with a remit to continually review standards and global trends in artificial turf, is also appointed.

### August 2010:

Comprehensive review of the Artificial Turf Performance Specification undertaken. Establishment of the Artificial Turf Expert Group.

### January 2011:

Launch of the IRB Preferred Turf Producer Scheme for all Member Unions.



#### IRB Anti-Doping Ambassadors

Brian Habana (South Africa)

Carla Hohepa (New Zealand)

Felipe Contepomi (Argentina)

George Smith (Australia)

Heather Moyse (Canada)

Humphrey Kayange (Kenya)

James Hook (Wales)

Vincent Clerc (France)

“It’s an honour of course to be an Ambassador. It’s all about keeping an even playing field out there and making sure that everyone is giving 100 percent naturally. For me it’s just about being 100 percent pure Kiwi, a natural talent. Carla Hohepa, IRB Anti-Doping Ambassador”

The IRB is committed to a zero-tolerance policy towards the use of prohibited substances, methods and drug cheats in the Game. This is achieved through its extensive testing and educational programmes across various levels of the Game supported by a regulatory system which is in compliance with the World Anti-Doping Code.

#### Keep Rugby Clean Website

Following the launch of the IRB’s Anti-Doping website [www.keeprugbyclean.com](http://www.keeprugbyclean.com) in English, French and Spanish in December 2009, it has proved a great success with a number of resources and further information added in 2010. The website houses the Anti-Doping Regulations, the WADA Prohibited List, Therapeutic Use Exemption process and other information on the sample collection procedure and supplements. There are also educational fact sheets available on Prohibited Substances. The site also contains a number of other resources including quizzes and interactive video modules which are available for Member Unions, players, player support personnel and the Rugby family to download.

The website was used by over 12,300 people from 145 countries and territories in 2010.

#### Real Winner Interactive Video Education

This is a new addition to the website and consists of five interactive video modules of 5-10 minutes each, produced in six languages: English, French, Spanish, Italian, Russian and Romanian. On successful completion of the five modules users receive an IRB certificate. This programme was successfully introduced at the IRB’s Age Grade tournaments and Women’s Rugby World Cup in 2010 where it was widely endorsed by both players and support personnel.

#### Outreach Education Sessions

The IRB continues to raise awareness on Anti-Doping through its successful Outreach and *Keep Rugby Clean* campaigns which have been developed and are run in partnership with WADA.

These programmes target players at IRB tournaments around the world and were successfully delivered at the IRB Junior World Championship in Argentina, IRB Junior World Rugby Trophy in Russia and at the Women’s Rugby World Cup in England. Over 500 of the Game’s future Rugby World Cup stars and 300 Women’s players participated in the IRB’s Outreach Education Initiative in 2010.

#### World Anti-Doping Agency (WADA) Involvement

The IRB maintains a strong partnership with WADA through a number of areas including the *Keep Rugby Clean* awareness programmes. The WADA *In partnership with* and *Keep Rugby Clean* logos were branded on

# KEEPING RUGBY

## Stars of Rugby Unite To Keep Rugby Clean

For the first time in 2010, the IRB’s *Keep Rugby Clean* campaign welcomed two stars of the Women’s Game to join the Ambassadors programme, joining the likes of Felipe Contepomi of Argentina in promoting a drug-free sport. The new Ambassadors are IRB Women’s Personality of the Year, New Zealand wing Carla Hohepa and Canada flyer and Olympic bobsleigh champion Heather Moyse who were also joined by Sevens star Humphrey Kayange from Kenya in their support of the campaign.

The new Ambassadors are IRB Women’s Personality of the Year, New Zealand wing Carla Hohepa and Canada flyer and Olympic bobsleigh champion Heather Moyse.

“First of all I was flattered and I felt really

honoured. I feel privileged to send this message because it’s something I’ve felt strongly about for a long time,” said Moyse.

“The more doping control there is out there and the more apparent it is the more confident I will be that it is a fair game. It’s fair for everybody and if I beat them then I know I’ve beaten them clean and if they’ve beaten me then I know I have nothing to complain about except my own work that’s gone into it.”

Hohepa is equally committed to the programme and sending out the message that there is no place in sport for doping.

The two Ambassadors, along with their teammates and the other participating nations at Women’s Rugby World Cup 2010, plus all the

match and training balls for the Women's Rugby World Cup, IRB Junior World Championship, IRB Junior World Rugby Trophy, the ANZ Pacific Nations Cup and IRB Pacific Rugby Cup in 2010.

The IRB was again recognised by WADA in 2010 by the selection of IRB Anti-Doping Manager Tim Ricketts to co-chair a WADA Independent Observer (IO) Team that attended the Tour de France. He was responsible for leading a team of doping control experts in observing and reviewing the anti-doping programme of Cycling's biggest event and compiling a report. The WADA IO report from the Tour de France is available for download on WADA's website [www.wada-ama.org](http://www.wada-ama.org)

**IRB Test Programme**

The IRB conducted 1,288 tests in 2010. The programme consisted of 443 (34%) tests In Competition and 845 tests (66%) Out of Competition.

"The IRB maintained a similar number of tests conducted in 2010 compared to 2009. There was a slight increase in the number of In Competition tests being conducted as a result of Women's Rugby World Cup and a large number of RWC 2011 Qualification matches (36) being hosted during the year."

The IRB Junior World Championship, IRB Junior World Rugby Trophy and Women's Rugby World Cup saw pre-tournament testing programmes occur in participating team's countries prior to their departures. This was a move away from testing teams on their arrival to the country hosting the tournament and all returned negative results as did the testing during these showcase events.

The IRB operates an anywhere, anytime testing policy and players have been tested Out of Competition at their training venues, gyms, place of residence and while in camp or on tour with their national teams.

**IRB Anti-Doping Rule Violations**

In 2010 the IRB recorded five Anti-Doping rule violations (Cannabis x 2), (Anabolic Agent x 3) as a direct result of its testing programme.

The following sanctions were applied to the cases that were under IRB result management.

Tonga	Cannabis	5 months
Malaysia	Cannabis	6 months
Ukraine	Anabolic Agent (Stanozolol)	2 years
Kazakhstan	Anabolic Agents (Stanozolol and Trenbolone)	2 years

One case for an Anabolic Agent remains outstanding.

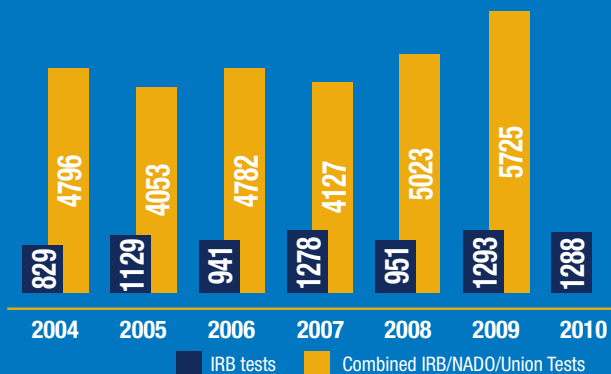
During the period from 2004 to 2010 the IRB has handed down sanctions to 38 players who committed Anti-Doping rule violations. These sanctions are in addition to 262 Players who committed Anti-Doping rule violations under the jurisdiction of Member Unions during the same period.

**2010 IRB Testing Programme**

Discipline	In Competition	Out of Competition	Total
Rugby World Cup 2011*	124	425	559
Sevens	176	231	407
Under 20	49	99	148
Women's Rugby World Cup	31	68	99
Strategic Tournaments**	63	12	75
<b>Total</b>	<b>443</b>	<b>845</b>	<b>1,288</b>

\*Includes RWC 2011 Qualifier Matches that form part of Regional Championship tournaments

\*\* Includes IRB Pacific Rugby Cup, ANZ Pacific Nations Cup, IRB Nations Cup, Americas Rugby Championship, Churchill Cup



# CLEAN

players at other IRB tournaments throughout the year including the IRB Junior World Championship in June and the IRB Junior World Rugby Trophy in May, have taken part in the IRB's Outreach programme.

Now in its eighth year and designed to increase anti-doping awareness among players of all ages, to date the programme has been delivered to 7,400 players at IRB tournaments.

Participating teams received specific education and advice on the dangers of drugs, including social drugs, the sample collection programme, nutritional supplements and information on therapeutic use exemptions.



Heather Moyse (Canada) and Carla Hohepa (New Zealand)

# OUR CORE VALUES

# RESPECT



Respect for team mates, opponents, match officials and those involved in the Game is paramount.



## **MEDIA AND COMMUNICATIONS**

56 Online report

58 Total Rugby

60 IRB Awards 2010

62 IRB World Rankings

64 World results 2010

70 Key fixtures 2011



# IRB.COM GOES SOCIAL

**The main focus of the IRB websites in 2010 has been to harness new and emerging technologies to further the promotion and development of the Game worldwide, whilst continuing delivery of the core elements that rugby fans expect of a world governing body's website.**

## **Video and social networking**

In order to increase visibility of the sport through our sites in 2010, we offered live and on-demand video coverage of Women's Rugby World Cup 2010, the IRB Junior World Championship and the ANZ Pacific Nations Cup, whilst offering highlights from these tournaments, and the IRB Sevens World Series 2009/10 season.

We have also used YouTube, with its millions of potential viewers, to offer tournament coverage, the best of the IRB's weekly *Total Rugby* TV programme and highlights from the Rugby World Cup archive.

The video generated has contributed to the Facebook and Twitter sites that we set up around Rugby World Cup 2011, Women's Rugby World Cup and the IRB Junior World Championship. Investment in these social networking platforms have two main objectives – to attract people who might otherwise not have come across these tournaments, and to encourage them to visit the official tournament websites to find out more. In both areas, they have proved to be successful.

## **Integrated approach**

We have invariably worked alongside tournament organisers with a single tournament website and a combined social networking strategy. We have found that, although the tournament organisers' objectives have

sometimes varied from those of the IRB, these aims have been complimentary rather than competitive.

For the Women's Rugby World Cup website, and for the new HSBC Sevens World Series website, we have integrated the relevant social networking platforms into the tournament website. This has allowed users to move in both directions between the tournament sites and their related social networking sites, and has increased usage on both platforms.

## **Portal for specialist IRB sites**

The IRB has created and improved a number of specialist sites during 2010, related to player welfare, the Laws of the Game and training and education. Irb.com has become an important referrer for these sites, promoting them through key pages throughout the site. We hope to increase the integration between these platforms in 2011.

**IRB.COM**

Visits 2010 (up to 25 Nov)

**3,400,000**

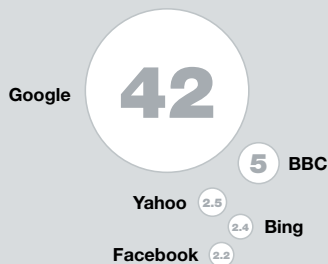
Visits 2009 (up to 25 Nov)

**2,800,000**

Most popular content 2010 (%):



Top referencing sites 2010 (%):



**RUGBY WORLD CUP 2011**

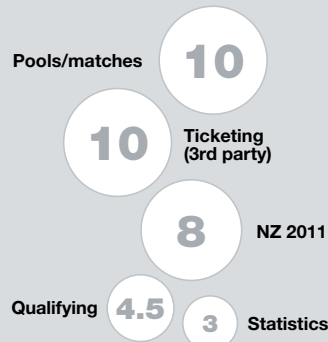
Visits 2010 (up to 25 Nov)

**2,400,000**

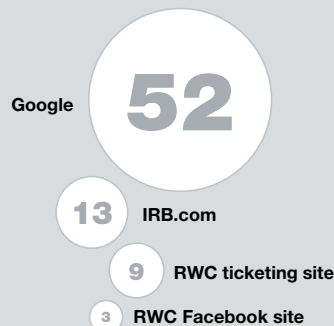
Visits 2009 (up to 25 Nov)

**900,000**

Most popular content 2010 (%):



Top referencing sites 2010 (%):



**JWC 2010**

Visits 2010 (up to 25 Nov)

**388,000**

Most popular content 2010 (%):

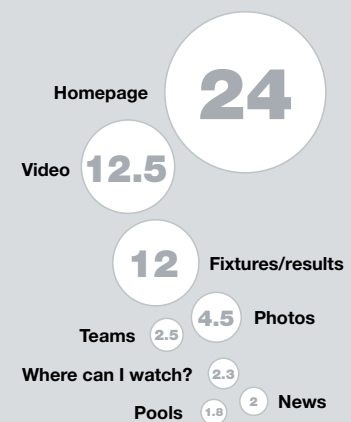


**WOMEN'S RUGBY WORLD CUP 2010**

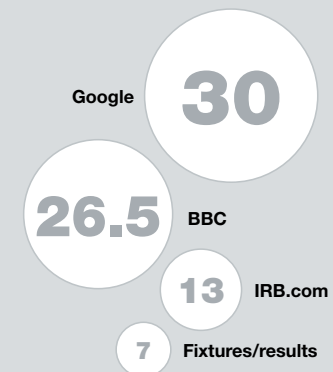
Visits 2010 (up to 25 Nov)

**456,000**

Most popular content 2010 (%):



Top referencing sites 2010 (%):



IrB.com has also become the home for another important initiative aimed at promoting the game – the IRB Media Match Previews. Using information derived from the IRB's unrivalled database of the international game, we produce full editorial and statistical

previews ahead of all matches involving any of the top 25 teams in the world.

With the explosion of interest in Sevens and Rugby World Cup 2011, we expect that 2011 will be another record year for the IRB websites.





# **TOTAL RUGBY BRINGS FANS CLOSER TO THE ACTION**

**2010 was a stellar year for *Total Rugby* the IRB's weekly magazine television programme with increased reach, social interactivity and a new fan base all achieved.**

A new multi-year partnership with Endemol Sport to produce and distribute *Total Rugby* provided the platform for the show to break new ground while retaining the winning formula that has proven so popular with the global Rugby family.

Endemol Sport immediately set about increasing global cross platform and digital distribution of *Total Rugby* to build new audiences, fan communities and enhanced interactivity across television, social media, and online platforms, while increasing the distribution reach to over 150 countries worldwide.

The show offers fans across all platforms the very latest news, features and views and action from all the major games around the world.

A key strategy is the delivery of *Total Rugby* Facebook and Twitter platforms that will provide viewers with the opportunity to fully engage with

the show, voice their opinions and help drive the content, ensuring that it is topical and addresses the issues that fans really want to know about.

A central audio visual hub will be launched in 2011 to allow viewers to pick and choose their content and interact with the IRB via the show, while the countdown to Rugby World Cup 2011 will be a central theme of the programming.

*Total Rugby* will continue to look to the global Rugby family for suggested feature content. For all editorial enquiries please contact Martin Cross, Executive Producer, *Total Rugby* at [martin.cross@endemolsport.com](mailto:martin.cross@endemolsport.com).



## TOTAL RUGBY RADIO

The television programme's sister product, *Total Rugby Radio*, continues to go from strength to strength, offering the global Rugby Family a unique 26-minute one-stop-shop for the international Game all 52 weeks of the year.

Now entering its seventh year, *Total Rugby Radio* provides a balanced mix of interviews, features and debates on all aspects of the Game, from the might of the Six Nations and Tri Nations and the views of Rugby's key decision-makers to the lesser-known developing rugby nations and those working hard to take the Game to new places, such as Rwanda and Swaziland in Africa or Guam and Cambodia in Asia.

A new era for *Total Rugby* radio will also begin in 2011 as Endemol Sport take over the production following a successful year at the helm of the TV show, marrying the two shows together again in one production house. *Total Rugby Radio* will benefit from increase in cross platform and digital distribution as well as the established social network communities already following the TV show.

*Total Rugby Radio* show can be heard on stations in over 100 countries worldwide, is one of the most popular sporting podcasts on i-Tunes and is also available as an online webstream. For any information, please contact [radio@irb.com](mailto:radio@irb.com).

### Radio Station Testimonials

“The programme is wonderful... the Tongan and Samoan audience went bonkers for it. Your coverage is going down really well on Radio Australia throughout the Pacific! Had the Samoan PM on the phone yesterday requesting more! My goodness, they're mad for it there!  
ASIA-PACIFIC – Radio Australia

It's a great programme with great content. Listeners said they really enjoy TRR. Rugby really is massive here: on a par with football, if not higher.  
UAE – Dubai Eye 103.8

The programming has been great of late... There is a sizable expat population here and although there are just a few people playing rugby, there is a lot of interest in it.  
SEYCHELLES – Paradise FM



## THE TOTAL RUGBY YEAR IN QUOTES

‘WE’VE ALWAYS HOPED THAT AMERICA, THE GIANT, WOULD WAKE UP BECAUSE IF THAT HAPPENS AND THEY

**EMBRACE RUGBY,**  
CAN YOU IMAGINE WHAT THE NEXT RUGBY WORLD CUPS WOULD LOOK LIKE?’

**Francois Pienaar** at the premiere of *Invictus* (January)

‘RUGBY IN GUYANA IS DEFINITELY GOING PLACES

AND YOU NEED TO GET ON THE BANDWAGON’

**Theo Henry**, Guyana Player (February)

‘I LOST MY MUM AND I WAS ON MY OWN WHEN I WAS 12 AND I WENT TO THE SECONDARY SCHOOL AND THAT’S WHERE I FOUND RUGBY AND FOUND MANY FRIENDS’

**Juma Adams**, Captain Rwanda (April)

‘I’M REALLY EXCITED

TO WIN THE RACE, BUT PEOPLE ARE OFTEN AMAZED WHEN I CAN HAND MY MEDAL OVER TO PEOPLE, SURE PUT IT ON, SEE WHAT IT FEELS LIKE WHEN YOU WIN YOUR OWN, MAYBE IT’S BECAUSE I DON’T CONSIDER IT FAME’

**Heather Moyse**, Canadian Rugby Player and Olympic Gold Medallist (April)

‘WE DON’T DO IT FOR THE MONEY – WE DO IT FOR THE HEART AND THAT’S ENOUGH. RUGBY IS LIFE, WE PLAY FOR THE PRIDE OF OUR PEOPLE’

**Semo Sititi**, Samoan Legend (July)

‘WE HAD ONE YOUNGSTER WHO’S FATHER WAS KILLED ON A WEDNESDAY. ON THE THURSDAY HE CAME TO RUGBY PRACTICE AND WHEN I SAID WOULDN’T YOU RATHER BE AT HOME WITH YOUR FAMILY HE SAID YOU ARE MY FAMILY NOW’

**Michael Collinson**, founder Skrum Charity (October)

‘ALL THE TOURISTS WILL BE COMING IN, WE’LL TREAT THEM LIKE KINGS AND QUEENS, THEY’LL BE ABLE TO GO AND WATCH THE MATCHES AND THE INAUGURAL EVENT IN LAS VEGAS AS FAR AS RUGBY WITH THE SEVENS AND I THINK THIS IS AS COOL AS IT GETS’

**Oscar Goodman**, Major of Las Vegas (February)

‘RUGBY TODAY IS SPECTACULAR, RUGBY TODAY IS NOT ONLY FOR THE PLAYERS, IT’S FOR EVERYBODY’

**Hugo Porta**, Former Argentina Captain (April)

‘RUGBY SEVENS WILL BRING ADDED VALUE TO THE OLYMPIC GAMES

AND VICE VERSA, THE GAMES WILL BRING ADDED VALUE TO RUGBY SEVENS AND THE DEVELOPMENT OF THE SPORT’

**Jacques Rogge**, IOC President (April)

‘I’VE BEEN PLAYING RUGBY SINCE I WAS A KID. I LOVE RUGBY AND WHAT IT STANDS FOR AND THAT’S WHY WE’VE EMBARKED ON THIS EXPEDITION’

**Tom Hudson**, cycling to the Rugby World Cup with Jodie Burton (July)

‘I KNOW THE NEW ZEALAND TRIATHLON ASSOCIATION IS LOOKING CLOSELY AT ME AFTER TODAY’S PERFORMANCE SO WE’LL SEE WHAT HAPPENS. THERE’S ALWAYS LIFE AFTER RUGBY’

**Sean Fitzpatrick** on competing in the London Triathlon (August 2010)

‘THE THING ABOUT BEING A LEADER IS THAT IT DOESN’T REALLY EXIST UNLESS YOU’VE GOT PEOPLE WILLING TO FOLLOW AND THE THING ABOUT THIS TEAM IS THAT IT’S A FAMILY THAT’S BEEN CREATED

AND BEING ABLE TO LIVE IN THIS FAMILY FOR THE PAST 6 YEARS HAS BEEN AN INCREDIBLE JOURNEY’  
**John Smit**, on Springboks (August)



IRB Awards in association with Emirates Airline

# CELEBRATING A

A HISTORIC THIRD WIN FOR THE NEW ZEALAND CAPTAIN

**New Zealand may have cleaned up the big three IRB Awards in association with Emirates Airline in 2010, but there was excellence and inspiration throughout what was another moving and inspirational year.**

Richie McCaw, Graham Henry and the dominant All Blacks completed a New Zealand clean sweep of the IRB Player of the Year, Coach of the Year and Team of the Year Awards. There was further recognition of what was a hugely successful year for New Zealand Rugby with Carla Hohepa named the IRB Women's Personality of the Year and Julian Savea named IRB Junior Player of the Year.

Once again the IRB Awards in association with Emirates Airline recognised excellence in all facets of the Game from playing, coaching and officiating to administration and development while acknowledging those who demonstrate the values which forge the fellowship and sportsmanship central to the Game.

## **IRB PLAYER, COACH AND TEAM OF THE YEAR IN ASSOCIATION WITH EMIRATES AIRLINE**

### **Winning Feeling for New Zealand**

New Zealand's dominance in the Test arena during 2010 was reflected in the top three Awards as Richie McCaw, Graham Henry and the All Blacks were named IRB Player, Coach and Team of the Year.

For All Blacks captain McCaw it was a special year as he became the first player to receive the prestigious IRB Player of the Year accolade three times, including twice in a row, to cement his position as one of the greats of the Game.

The inspirational flanker again faced stiff competition for the Award with some of Rugby's giants – namely teammate Mils Muliaina, South Africa's World-Cup winner Victor Matfield and France's stalwart Imanol Harinordoquy – joined in the shortlist by two of the Game's brightest young stars in David Pocock and Kurtley Beal from Australia.

Henry and New Zealand were named Coach and Team of the Year, both for a record fourth

time, following an exceptional 12 months when the world's number one ranked team won 13 of their 14 Tests in 2010, including a clean sweep of the Tri Nations.

## **IRB WOMEN'S PERSONALITY OF THE YEAR IN ASSOCIATION WITH EMIRATES AIRLINE**

### **Hohepa Stars in Record Year for Women's Rugby**

Carla Hohepa was presented with her Award after helping New Zealand beat hosts England to win a record fourth successive title in London.

The 25-year-old *Keep Rugby Clean* Ambassador finished the tournament as joint leading try scorer with seven and played a massive part in New Zealand's successful title defence during what was a watershed tournament for the Women's Game.

With standards reaching an all-time high, Hohepa fought off stiff competition to take the coveted Award from England duo Maggie Alphonsi and Danielle Waterman and Australia's Nicole Beck.

## **IRB JUNIOR PLAYER OF THE YEAR IN ASSOCIATION WITH EMIRATES AIRLINE**

### **Savea Steals the Show**

Julian Savea was presented with his IRB Junior Player of the Year Award by IRB Vice Chairman Bill Beaumont in Argentina after helping New Zealand win a third successive IRB Junior World Championship title.

He became the third New Zealander in succession to win the coveted Award, following in the footsteps of Luke Braid in 2008 and Aaron Cruden in 2009.

The 19-year-old powerful and athletic wing scored eight tries during the tournament to equal the record of countryman Zac Guildford, set in 2009, and now looks set to star at Test level.

## **IRB SEVENS PLAYER OF THE YEAR IN ASSOCIATION WITH EMIRATES AIRLINE**

### **Sevens' Heaven for Pesamino**

The first IRB Award in association with Emirates Airline to be presented in 2010 went to Samoa's Mikaele Pesamino, who was named

IRB Sevens Player of the Year immediately after his team had secured an historic first-ever IRB Sevens World Series crown.

The leading try-scorer in the 2010 IRB Sevens World Series with 56, Pesamino emerged from a shortlist including countrymen Lolo Lui and Alafoti Fa'osiliva and England's Ben Gollings to win the Award.

## **IRB DEVELOPMENT AWARD IN ASSOCIATION WITH EMIRATES AIRLINE**

### **Coaching Excellence Recognised as O'Shea is Honoured**

Australian Brian O'Shea was presented with the IRB Development Award in October in recognition of his exceptional contribution to the global development of the Game in a career spanning more than 50 years.

O'Shea has excelled in a range of coaching and development positions in his native Australia, having a significant impact on participation and best-practice coach education.

His former roles include Australian Rugby Union High Performance Manager, Waratahs coach, and Australia Institute of Sport senior coach as well as coach of Toyota in Japan and selector for his native Newcastle and New South Wales.

## **SPIRIT OF RUGBY AWARD IN ASSOCIATION WITH EMIRATES AIRLINE**

### **Spirit of Virreyes Rugby Club Shines Through**

In November, Virreyes Rugby Club received the prestigious Spirit of Rugby Award for their outstanding work in supporting children throughout the local community in Buenos Aires, Argentina.

Founded in 2002 by Marcos Julianes, the Club provides a key partnership between education and sport, offering care, food and a focus for youngsters which is linked to attendance and dedication at school. The Club is built on the values of good discipline and developing positive life skills, allied to the values of Rugby. "Virreyes is a wonderful example of how a Rugby Club can be the heartbeat of its community and ensure young children fulfil

# SPECIAL YEAR

their hopes and aspirations through the Game,” said IRB Chairman Bernard Lapasset.

“The club is built on the principles of education, promoting good health and social wellbeing and encourages teamwork, unity, respect and personal development. It is a truly worthy recipient of this wonderful Award.”

## IRB REFEREE AWARD FOR DISTINGUISHED SERVICE 2010 IN ASSOCIATION WITH EMIRATES AIRLINE

### Career High for Distinguished Referee

November also saw Colin High receive the IRB Referee Award for Distinguished Service 2010 in association with Emirates Airline.

During a 57-year Rugby career High has made an exceptional contribution at all levels of the Game, from playing to refereeing domestic fixtures and Test matches before establishing a reputation as one of the world’s foremost Referee Assessors.

“The IRB Referee Award for Distinguished Service recognises those who have contributed significantly to the area of officiating and there are few who have given more to Referee development than Colin High. His contribution to the Game over nearly six decades as a player,

Referee, Referee Manager and IRB Referee Assessor is nothing short of exceptional,” said IRB Chief Executive Mike Miller, who was in London to present High with his Award.

## THE VERNON PUGH AWARD FOR DISTINGUISHED SERVICE

### Jean-Claude Baque honoured with prestigious Award

The Vernon Pugh Award for Distinguished Service was presented to Jean-Claude Baque in December in a special ceremony at the FIRA-AER General Assembly. The Award recognised the Frenchman’s significant contribution as a pioneering coach and administrator, and a true champion of international Age Grade Rugby and the development of the Game within Europe.

“I am delighted that this Award is going to a man who has contributed so much to the development of Rugby throughout Europe and someone who truly embodies the attributes of integrity, passion, determination and dedication that are central to the IRB Vernon Pugh Award for Distinguished Service,” said IRB Chairman Bernard Lapasset.

“The global Rugby family is extremely grateful for his immense contribution.”

## 2010 WINNERS

- 1 IRB Player of the Year  
**Richie McCaw (New Zealand)**
- 2 IRB Team of the Year  
**New Zealand**
- 3 IRB Coach of the Year  
**Graham Henry (New Zealand)**
- 4 IRB Junior Player of the Year  
**Julian Savea (New Zealand)**
- 5 IRB Sevens Player of the Year  
**Mikaele Pesamino (Samoa)**
- 6 IRB Women’s Personality of the Year  
**Carla Hohepa (New Zealand)**
- 7 Spirit of Rugby Award  
**Virreyes Rugby Club (Argentina)**
- 8 Vernon Pugh Award for Distinguished Service  
**Jean-Claude Baque (France)**
- 9 IRB Development Award  
**Brian O’Shea (Australia)**
- 10 IRB Referee Award for Distinguished Service  
**Colin High (England)**
- 11 IRPA Try of the Year  
**Chris Ashton (England)**



# ALL BLACKS STAY

MANY NATIONS CLIMB TO HIGHEST EVER POSITIONS DURING 2010

**The IRB World Rankings may have a familiar look to them with New Zealand still occupying the top spot, but below the All Blacks there have been plenty of rises and falls with a number of nations realising their highest ever positions over the course of 2010.**

Scotland, Japan, Namibia, Kenya, Senegal, Malaysia, India, Israel and Andorra all rose to new heights, and while some stays at these lofty positions were brief and lasted only a week, others continued to show strides being made by developing nations.

This is particularly true for Malaysia, who matched their 2009 gain by climbing another 11 places to 57th. Malaysia, though, weren't the only Asian nation to enjoy climbs into double figures with Sri Lanka, India and Thailand all rising 10 places.

The catalyst for the climbs of India and Thailand were emphatic victories over China in Division II, results which contributed to the Chinese becoming the year's biggest fallers with a 19 place drop to an all-time low of 67th.

Chinese Taipei and Korea also suffered significant falls of 11 and seven places respectively after disappointing A5N campaigns, but they weren't alone with Switzerland and Hungary sliding 10 places and Norway also falling nine in Europe, while the Cayman Islands slid nine places after losing to Bermuda and Colombia fell by the same.

Colombia's fall to 64th was the consequence of home defeats by lower ranked Venezuela and Peru in the South American B Championship in November, and was in complete contrast to 2009 when they had climbed nine places over the calendar year.

While Colombia fell, though, there was plenty to smile about for Peru, who followed up their 13-5 victory over Venezuela with a 21-7 defeat of their hosts to climb 13 places in a single week. They would gain another place to be the year's biggest climbers.

A number of other nations enjoyed climbs into



**PERU +14**

double figures with Kenya and Sweden also rising 10 places, while Slovenia, Israel – who climbed nine places in 2009 – and Austria all gained nine places and Andorra eight with Senegal jumping seven places to 56th.

Returning to the summit of the World Rankings, it was a year to remember for New Zealand with 13 victories in 14 Tests, the only blip being the 26-24 loss to Australia in Hong Kong at the end of October.

Had it not been for James O'Connor's conversion of his last gasp try then New Zealand would have surpassed Lithuania's record of 18 consecutive Test match victories against Wales in November.

They would also have set a new record for the biggest advantage at the top of the IRB World Rankings, surpassing the 9.41 cushion they enjoyed over France on 25 June 2007. Even with the loss, New Zealand still ended 2010 having increased their cushion as the number one side by 2.66 rating points over the 12 months.

While New Zealand remained stationary at the top, three nations in the top 10 did end 2010 in a higher position than they began it with Australia climbing above South Africa into second and England and Scotland rising two places to fourth and seventh respectively.

Only two other nations in the top 20 enjoyed a climb, Samoa swapping places with Italy to take over 11th after beating Japan at the end of October and Georgia rising two places to 15th following victories over Canada and USA in Tbilisi.

The IRB World Rankings were introduced in October 2003 and are published every Monday on [www.irb.com](http://www.irb.com).



**SLOVENIA +9**



**SRI LANKA +10**



**THAILAND +10**



## RANKINGS 2010

## TOP

**Position**  
(change in ranking  
during 2009)

**Rating  
Points**

1 (-)	New Zealand	93.19
2 (▲1)	Australia	87.45
3 (▼1)	South Africa	86.44
4 (▲2)	England	82.48
5 (▼1)	Ireland	81.79
6 (▼1)	France	81.66
7 (▲2)	Scotland	81.20
8 (▼1)	Argentina	78.97
9 (▼1)	Wales	77.04
10 (-)	Fiji	74.05
11 (▲1)	Samoa	74.02
12 (▼1)	Italy	73.31
13 (-)	Japan	71.45
14 (-)	Canada	69.19
15 (▲2)	Georgia	68.21
16 (-)	USA	67.69
17 (▼2)	Tonga	67.35
18 (-)	Russia	65.56
19 (-)	Romania	65.54
20 (-)	Uruguay	60.94
21 (-)	Portugal	60.94
22 (-)	Namibia	60.66
23 (-)	Spain	58.64
24 (-)	Chile	56.68
25 (▲6)	Belgium	56.44
26 (▲6)	Morocco	56.11
27 (▲1)	Kazakhstan	55.20
28 (▲1)	Brazil	54.56
29 (▼2)	Ukraine	54.35
30 (▼4)	Germany	54.26



**MALAYSIA +11**



**ISRAEL +9**



**INDIA +10**

31 (▲2)	Czech Republic	53.30	64 (▼9)	Colombia	41.73
32 (▼7)	Korea	53.03	65 (▼6)	Serbia	41.67
33 (▲10)	Kenya	52.85	66 (▼1)	Guyana	41.52
34 (▲4)	Moldova	52.84	67 (▼19)	China	41.39
35 (▼5)	Tunisia	52.24	68 (▼10)	Switzerland	41.36
36 (▲3)	Hong Kong	51.57	69 (▼2)	Denmark	41.17
37 (▼2)	Poland	51.33	70 (▼1)	Niue Islands	41.11
38 (▲6)	Arabian Gulf	50.41	71 (▼9)	Cayman	40.97
39 (▼3)	Paraguay	50.23	72 (▲9)	Israel	40.44
40 (▼3)	Lithuania	49.83	73 (▲9)	Zambia	39.97
41 (▲10)	Sweden	49.71	74 (▼10)	Hungary	39.68
42 (▼8)	Netherlands	48.63	75 (▲10)	India	39.61
43 (▲10)	Sri Lanka	48.62	76 (▼3)	St. Vincent & The Grenadines	39.30
44 (▼3)	Croatia	48.15	77 (▼2)	Barbados	39.21
45 (▼3)	Uganda	48.13	78 (▼2)	Solomon Islands	39.06
46 (▼6)	Ivory Coast	47.52	79 (-)	Cameroon	38.21
47 (▼2)	Trinidad & Tobago	47.19	80 (▼6)	Botswana	38.17
48 (▼1)	Madagascar	46.45	81 (▼1)	St. Lucia	37.57
49 (-)	Papua New Guinea	46.19	82 (-)	Bulgaria	37.12
50 (▼4)	Zimbabwe	46.15	83 (▲9)	Austria	36.87
51 (▲3)	Singapore	45.03	84 (▼1)	Guam	36.80
52 (▲5)	Bermuda	44.74	85 (▼1)	Swaziland	36.68
53 (▲3)	Cook Islands	44.61	86 (-)	Jamaica	36.61
54 (-)	Malta	44.44	87 (▼9)	Norway	36.36
55 (▲6)	Latvia	43.85	88 (▼1)	Bahamas	36.33
56 (▲7)	Senegal	43.83	89 (▼2)	Tahiti	36.25
57 (▲11)	Malaysia	43.05	90 (▼1)	Bosnia & Herzegovina	36.18
58 (▲8)	Andorra	42.91	91 (▼1)	Nigeria	35.29
59 (▲1)	Venezuela	42.88	92 (▼1)	Monaco	35.17
60 (▲10)	Thailand	42.70	93 (-)	Vanuatu	34.77
61 (▼11)	Chinese Taipei	42.58	94 (-)	Luxembourg	32.49
62 (▲9)	Slovenia	42.12	95 (-)	Finland	27.70
63 (▲14)	Peru	41.98			



# WORLD



# RESULTS 2010



6 FEB

Russia  
Portugal

13 Feb	France	33 - 10	Ireland
14 Feb	Italy	12 - 17	England
26 Feb	Wales	20 - 26	France
27 Feb	Italy	16 - 12	Scotland
27 Feb	Germany	0 - 69	Portugal
27 Feb	Georgia	17 - 9	Spain
27 Feb	Russia	21 - 21	Romania
27 Feb	Greece	31 - 10	Finland
27 Feb	England	16 - 20	Ireland

## Mar 2010

6 Mar	Cyprus	59 - 0	Azerbaijan
13 Mar	Greece	17 - 9	Luxembourg
13 Mar	Romania	22 - 10	Georgia
13 Mar	Ireland	27 - 12	Wales
13 Mar	Russia	48 - 11	Germany
13 Mar	Spain	15 - 33	Portugal
13 Mar	Scotland	15 - 15	England
14 Mar	France	46 - 20	Italy
20 Mar	Wales	33 - 10	Italy
20 Mar	Germany	17 - 21	Spain
20 Mar	Georgia	36 - 8	Russia
20 Mar	Portugal	9 - 20	Romania
20 Mar	Ireland	20 - 23	Scotland
20 Mar	France	12 - 10	England
27 Mar	Romania	48 - 3	Spain
27 Mar	Cyprus	15 - 0	Bosnia & Herzegovina
03 Mar	Czech Rep	16 - 19	Belgium

## Apr 2010

3 Apr	Armenia	26 - 17	Andorra
9 Apr	Tunisia	25 - 22	Arabian Gulf
10 Apr	Czech Rep	27 - 16	Ukraine
10 Apr	Armenia	20 - 19	Serbia
10 Apr	Israel	50 - 10	Bulgaria
14 Apr	Chinese Taipei	7 - 37	Sri Lanka
14 Apr	Singapore	22 - 20	Malaysia
17 Apr	Netherlands	19 - 0	Malta
17 Apr	Israel	39 - 0	Greece
17 Apr	Latvia	31 - 27	Sweden
17 Apr	Chinese Taipei	8 - 35	Malaysia

## January 2010

23 Jan	Namibia	15 - 30	Russia
--------	---------	---------	--------

## February 2010

6 Feb	Ireland	29 - 11	Italy
6 Feb	Georgia	77 - 3	Germany
6 Feb	Russia	14 - 10	Portugal
6 Feb	England	30 - 17	Wales
7 Feb	Scotland	9 - 18	France
13 Feb	Wales	31 - 24	Scotland
13 Feb	Romania	67 - 5	Germany
13 Feb	Portugal	10 - 16	Georgia
13 Feb	Spain	20 - 38	Russia



14 FEB

Italy  
England



21 FEB

Georgia  
Spain



24 APR

Hong Kong  
Korea

17 Apr	Singapore	16 - 23	Sri Lanka
24 Apr	Croatia	16 - 14	Netherlands
24 Apr	Denmark	24 - 13	Austria
24 Apr	Malta	27 - 10	Latvia
24 Apr	Serbia	5 - 77	Lithuania
24 Apr	Moldova	28 - 19	Ukraine
24 Apr	Belgium	29 - 8	Poland
24 Apr	Hong Kong	32 - 8	Korea
24 Apr	Kazakhstan	43 - 28	Arabian Gulf
24 Apr	Bulgaria	18 - 15	Greece
30 Apr	Arabian Gulf	16 - 9	Hong Kong

May 2010

1 May	Korea	13 - 71	Japan
1 May	Sweden	17 - 14	Croatia
1 May	Hungary	34 - 17	Norway
1 May	Luxembourg	17 - 19	Israel
2 May	Cayman Islands	15 - 26	Bermuda
8 May	Andorra	10 - 0	Switzerland
8 May	Lithuania	16 - 27	Ukraine
8 May	Japan	60 - 5	Arabian Gulf
8 May	Hong Kong	19 - 15	Kazakhstan
13 May	Brazil	10 - 26	Uruguay
13 May	Chile	42 - 6	Paraguay
14 May	Lebanon	27 - 8	Jordan
14 May	Arabian Gulf	21 - 19	Korea
15 May	Japan	101 - 7	Kazakhstan
15 May	Slovenia	14 - 12	Denmark
15 May	Austria	19 - 17	Hungary
16 May	Paraguay	14 - 47	Uruguay
16 May	Chile	31 - 8	Brazil
19 May	Paraguay	18 - 23	Brazil
19 May	Chile	19 - 36	Uruguay
21 May	Argentina	38 - 0	Uruguay
22 May	Japan	94 - 5	Hong Kong
22 May	Korea	25 - 32	Kazakhstan
22 May	Norway	13 - 16	Slovenia
22 May	Ukraine	3 - 33	Romania
23 May	Argentina	48 - 9	Chile

Jun 2010

2 Jun	China	5 - 94	India
-------	-------	--------	-------



27 FEB

England  
Ireland



27 MAR

Cyprus  
Bosnia & Herzegovina

2 Jun	Thailand	33 - 53	Philippines
5 Jun	Canada	48 - 6	Uruguay
5 Jun	Wales	31 - 34	South Africa
5 Jun	USA	39 - 22	Russia
5 Jun	China	3 - 56	Thailand
5 Jun	Romania	61 - 7	Ukraine
5 Jun	Australia	49 - 3	Fiji
5 Jun	India	12 - 34	Philippines
9 Jun	Mongolia	21 - 29	Jordan
9 Jun	Guam	11 - 44	Iran
9 Jun	Pakistan	13 - 11	Indonesia
11 Jun	Namibia	21 - 17	Romania
12 Jun	Jordan	28 - 3	Uzbekistan
12 Jun	Guam	49 - 12	Indonesia
12 Jun	South Africa	42 - 17	France
12 Jun	Kenya	11 - 10	Zimbabwe
12 Jun	Finland	6 - 13	Israel
12 Jun	Samoa	24 - 23	Tonga
12 Jun	Fiji	22 - 8	Japan
12 Jun	Argentina	16 - 24	Scotland
12 Jun	Iran	19 - 6	Pakistan
12 Jun	Australia	27 - 17	England
12 Jun	New Zealand	66 - 28	Ireland
15 Jun	Morocco	60 - 3	Cote D'Ivoire
15 Jun	Tunisia	12 - 11	Senegal
19 Jun	Russia	38 - 19	Uruguay
19 Jun	Fiji	41 - 38	Tonga
19 Jun	Cote D'Ivoire	6 - 21	Senegal
19 Jun	South Africa	29 - 13	Italy
19 Jun	Argentina	9 - 13	Scotland
19 Jun	Samoa	23 - 31	Japan
19 Jun	Tanzania	13 - 21	Mauritius
19 Jun	Uganda	24 - 15	Zimbabwe
19 Jun	Morocco	29 - 6	Tunisia
19 Jun	New Zealand	42 - 9	Wales
19 Jun	Australia	20 - 21	England
20 Jun	Cambodia	9 - 10	Brunei
20 Jun	Georgia	16 - 21	Namibia
23 Jun	Laos	23 - 5	Brunei
26 Jun	Japan	26 - 23	Tonga
26 Jun	Laos	12 - 3	Cambodia



**22 MAY** Japan  
Hong Kong



**26 JUN** New Zealand  
Wales



**13 NOV** Uruguay  
Romania

26 Jun	South Africa	55 - 11	Italy
26 Jun	Argentina	41 - 13	France
26 Jun	Fiji	9 - 31	Samoa
26 Jun	New Zealand	29 - 10	Wales
26 Jun	Australia	22 - 15	Ireland
30 Jun	Madagascar	36 - 18	Zambia
30 Jun	Zimbabwe	84 - 10	Botswana

#### Jul 2010

3 Jul	Zambia	27 - 14	Botswana
3 Jul	Zimbabwe	28 - 22	Madagascar
3 Jul	Uganda	25 - 33	Kenya
10 Jul	Kenya	21 - 5	Uganda
10 Jul	New Zealand	32 - 12	South Africa
17 Jul	Uruguay	44 - 7	Kazakhstan
17 Jul	Zimbabwe	18 - 23	Kenya
17 Jul	Niger	23 - 6	Congo
17 Jul	Burkina Faso	3 - 20	Mali
17 Jul	New Zealand	31 - 17	South Africa
17 Jul	Romania	56 - 13	Tunisia
18 Jul	Ghana	31 - 0	Benin
20 Jul	Congo	0 - 21	Burkina Faso
20 Jul	Benin	5 - 12	Togo
21 Jul	Niger	6 - 3	Mali
24 Jul	Mali	17 - 8	Ghana
24 Jul	Congo	53 - 17	Benin
24 Jul	Australia	30 - 13	South Africa
24 Jul	Burkina Faso	17 - 0	Togo
31 Jul	Australia	28 - 49	New Zealand

#### August 2010

7 Aug	New Zealand	20 - 10	Australia
21 Aug	South Africa	22 - 29	New Zealand
28 Aug	South Africa	44 - 31	Australia

#### September 2010

4 Sep	South Africa	39 - 41	Australia
11 Sep	Australia	22 - 23	New Zealand
29 Sep	Chile	30 - 32	Tonga

#### October 2010

2 Oct	Switzerland	30 - 27	Armenia
9 Oct	Czech Republic	20 - 15	Poland



**28 AUG** South Africa  
Australia



**30 OCT** Israel  
Hungary

9 Oct	Finland	10 - 18	Luxembourg
9 Oct	Andorra	22 - 7	Slovenia
16 Oct	Hungary	22 - 16	Austria
16 Oct	Norway	14 - 14	Denmark
23 Oct	Croatia	13 - 32	Sweden
23 Oct	Slovenia	33 - 3	Serbia
24 Oct	Colombia	61 - 6	Costa Rica
25 Oct	Bosnia & Herzegovina	45 - 21	Slovakia
25 Oct	Venezuela	5 - 13	Peru
26 Oct	Algeria	50 - 0	Libya
26 Oct	Egypt	10 - 5	Mauritania
27 Oct	Venezuela	29 - 6	Costa Rica
27 Oct	Colombia	7 - 21	Peru
28 Oct	Azerbaijan	5 - 25	Slovakia
29 Oct	Egypt	0 - 50	Algeria
29 Oct	Libya	5 - 10	Mauritania
30 Oct	Colombia	26 - 28	Venezuela
30 Oct	Israel	23 - 14	Hungary
30 Oct	Lithuania	9 - 6	Malta
30 Oct	Japan	10 - 13	Samoa
30 Oct	Latvia	12 - 14	Croatia
30 Oct	Australia	26 - 24	New Zealand
30 Oct	Peru	61 - 5	Costa Rica
31 Oct	Bosnia & Herzegovina	38 - 17	Azerbaijan

#### November 2010

6 Nov	Sweden	26 - 22	Lithuania
6 Nov	Denmark	21 - 20	Hungary
6 Nov	Malta	26 - 33	Latvia
6 Nov	Japan	75 - 3	Russia
6 Nov	Wales	16 - 25	Australia
6 Nov	England	16 - 26	New Zealand
6 Nov	Bulgaria	25 - 22	Greece
6 Nov	Belgium	12 - 43	Canada
6 Nov	Austria	15 - 9	Norway
6 Nov	Ireland	21 - 23	South Africa
13 Nov	Czech Republic	12 - 24	Belgium
13 Nov	Armenia	15 - 12	Andorra
13 Nov	Ireland	20 - 10	Samoa
13 Nov	Wales	25 - 29	South Africa



20 NOV

France  
Argentina

13 Nov	England	35 - 18	Australia
13 Nov	Italy	16 - 22	Argentina
13 Nov	Portugal	17 - 22	USA
13 Nov	Luxembourg	8 - 18	Bulgaria
13 Nov	Spain	22 - 60	Canada
13 Nov	Uruguay	21 - 21	Romania
13 Nov	Scotland	3 - 49	New Zealand
13 Nov	France	34 - 12	Fiji
13 Nov	Poland	25 - 36	Moldova
19 Nov	Wales	16 - 16	Fiji
20 Nov	Serbia	18 - 15	Switzerland
20 Nov	Greece	13 - 33	Cyprus
20 Nov	Georgia	22 - 15	Canada
20 Nov	Germany	17 - 22	Poland
20 Nov	Netherlands	13 - 25	Czech Rep
20 Nov	Scotland	21 - 17	South Africa
20 Nov	England	26 - 13	Samoa
20 Nov	Portugal	24 - 12	Namibia
20 Nov	Italy	14 - 32	Australia
20 Nov	Ireland	18 - 38	New Zealand
20 Nov	France	15 - 9	Argentina
24 Nov	Rwanda	39 - 13	Burundi
26 Nov	Burundi	6 - 19	Rwanda
27 Nov	Georgia	19 - 17	USA
27 Nov	Scotland	19 - 16	Samoa
27 Nov	Netherlands	10 - 29	Germany
27 Nov	England	11 - 21	South Africa
27 Nov	Italy	24 - 16	Fiji
27 Nov	Portugal	20 - 23	Canada
27 Nov	Spain	33 - 20	Namibia
27 Nov	Romania	39 - 12	Uruguay
27 Nov	Wales	25 - 37	New Zealand
27 Nov	France	16 - 59	Australia
28 Nov	Ireland	29 - 9	Argentina

## December 2010

11 Dec	Germany	34 - 13	Hong Kong
15 Dec	Norway	17 - 59	Hong Kong

## WOMEN'S RUGBY WORLD CUP 2010

Winner	New Zealand
Runner up	England



## Pool A

20 Aug	Wales	12 - 26	Australia
20 Aug	New Zealand	55 - 3	South Africa
24 Aug	Wales	10 - 15	South Africa
24 Aug	New Zealand	32 - 5	Australia
28 Aug	New Zealand	41 - 8	Wales
28 Aug	Australia	62 - 0	South Africa

## Pool B

20 Aug	USA	51 - 0	Kazakhstan
20 Aug	England	27 - 0	Ireland
24 Aug	USA	12 - 22	Ireland
24 Aug	England	82 - 0	Kazakhstan
28 Aug	Ireland	37 - 3	Kazakhstan
28 Aug	England	37 - 10	USA

## Pool C

20 Aug	Canada	37 - 10	Scotland
20 Aug	France	15 - 9	Sweden
24 Aug	France	17 - 7	Scotland
24 Aug	Canada	40 - 10	Sweden
28 Aug	Scotland	32 - 5	Sweden
28 Aug	France	23 - 8	Canada

## 9th Place Semi Final

01 Sep	South Africa	25 - 10	Kazakhstan
01 Sep	Wales	32 - 10	Sweden

## 5th Place Semi Final

01 Sep	Canada	41 - 0	Scotland
01 Sep	Ireland	3 - 40	USA

## Semi Finals

01 Sep	New Zealand	45 - 7	France
01 Sep	England	15 - 0	Australia

## 11th Place Play-off

05 Sep	Sweden	8 - 12	Kazakhstan
--------	--------	--------	------------

## 9th Place Play-off

05 Sep	Wales	29 - 17	South Africa
--------	-------	---------	--------------

## 7th Place Play-off

05 Sep	Ireland	32 - 8	Scotland
--------	---------	--------	----------

## 5th Place Play-off

05 Sep	USA	23 - 20	Canada
--------	-----	---------	--------

## 3rd Place Play-off

05 Sep	France	8 - 22	Australia
--------	--------	--------	-----------

## Final

05 Sep	New Zealand	13 - 10	England
--------	-------------	---------	---------

## IRB JUNIOR WORLD CHAMPIONSHIP 2010

Winner **New Zealand**  
 Runner up **Australia**



### Pool A

05 Jun	Wales	22 - 13	Samoa
05 Jun	New Zealand	44 - 11	Fiji
09 Jun	Wales	31 - 3	Fiji
09 Jun	New Zealand	77 - 7	Samoa
13 Jun	New Zealand	43 - 10	Wales
13 Jun	Samoa	12 - 15	Fiji

### Pool B

05 Jun	France	25 - 22	Ireland
05 Jun	Argentina	22 - 48	England
09 Jun	England	36 - 21	Ireland
09 Jun	Argentina	23 - 31	France
13 Jun	England	17 - 9	France
13 Jun	Argentina	24 - 21	Ireland

### Pool C

05 Jun	South Africa	40 - 14	Tonga
05 Jun	Australia	58 - 13	Scotland
09 Jun	Australia	67 - 5	Tonga
09 Jun	South Africa	73 - 0	Scotland
13 Jun	Scotland	27 - 3	Tonga
13 Jun	South Africa	35 - 42	Australia

### 9th Place Semi-Final

17 Jun	Ireland	37 - 10	Samoa
17 Jun	Scotland	28 - 8	Tonga

### 5th Place Semi-Final

17 Jun	Wales	19 - 19	Argentina
17 Jun	France	44 - 9	Fiji

### Semi-Final

17 Jun	Australia	28 - 16	England
17 Jun	New Zealand	36 - 7	South Africa

### 11th Place Play-off

21 Jun	Samoa	3 - 23	Tonga
--------	-------	--------	-------

### 9th Place Play-off

21 Jun	Ireland	53 - 23	Scotland
--------	---------	---------	----------

### 7th Place Play-off

21 Jun	Wales	39 - 15	Fiji
--------	-------	---------	------

### 5th Place Play-off

21 Jun	Argentina	23 - 37	France
--------	-----------	---------	--------

### 3rd Place Play-off

21 Jun	England	22 - 27	South Africa
--------	---------	---------	--------------

### Final

21 Jun	Australia	17 - 62	New Zealand
--------	-----------	---------	-------------

## IRB JUNIOR WORLD RUGBY TROPHY 2010

Winner **Italy**  
 Runner up **Japan**



### Pool A

18 May	Italy	74 - 0	Papua New Guinea
18 May	Uruguay	12 - 15	Romania
22 May	Uruguay	42 - 14	Papua New Guinea
22 May	Italy	30 - 7	Romania
26 May	Romania	48 - 12	Papua New Guinea
26 May	Italy	16 - 12	Uruguay

### Pool B

18 May	Canada	22 - 6	Zimbabwe
18 May	Russia	17 - 31	Japan
22 May	Japan	20 - 20	Zimbabwe
22 May	Russia	17 - 15	Canada
26 May	Russia	21 - 19	Zimbabwe
26 May	Canada	17 - 38	Japan

### 7th Place Play-off

30 May	Papua New Guinea	22 - 46	Zimbabwe
--------	------------------	---------	----------

### 5th Place Play-off

30 May	Uruguay	13 - 11	Canada
--------	---------	---------	--------

### 3rd Place Play-off

30 May	Romania	20 - 23	Russia
--------	---------	---------	--------

### Final

30 May	Italy	36 - 7	Japan
--------	-------	--------	-------

## IRB NATIONS CUP 2010

Winner **Namibia**  
 Runner up **Romania**



11 Jun	Namibia	21 - 17	Romania
11 Jun	Argentina Jaguars	20 - 22	Italy A
11 Jun	Scotland A	21 - 22	Georgia
15 Jun	Italy A	21 - 3	Georgia
15 Jun	Scotland A	20 - 23	Namibia
15 Jun	Romania	24 - 8	Argentina
20 Jun	Georgia	16 - 21	Namibia
20 Jun	Argentina Jaguars	33 - 13	Scotland A
20 Jun	Italy A	22 - 27	Romania

## ANZ PACIFIC NATIONS CUP 2010

Winner **Samoa**

Runner up **Fiji**



12 Jun	Samoa	24 - 23	Tonga
12 Jun	Fiji	22 - 8	Japan
19 Jun	Fiji	41 - 38	Tonga
19 Jun	Samoa	23 - 31	Japan
26 Jun	Japan	26 - 23	Tonga
26 Jun	Fiji	9 - 31	Samoa

## CHURCHILL CUP 2010

Winner **England Saxons**

Runner up **Canada**

05 Jun	Canada	48 - 6	Uruguay
05 Jun	USA	39 - 22	Russia
09 Jun	England Saxons	49 - 17	Russia
09 Jun	France A	43 - 10	Uruguay
13 Jun	USA	9 - 32	England Saxons
13 Jun	Canada	33 - 27	France A

### Bowl Final

19 Jun	Russia	38 - 19	Uruguay
--------	--------	---------	---------

### Plate Final

19 Jun	USA	10 - 24	France A
--------	-----	---------	----------

### Final

19 Jun	England Saxons	38 - 18	Canada
--------	----------------	---------	--------

## TRI NATIONS 2010

Winner **New Zealand**

Runner up **Australia**

10 Jul	New Zealand	32 - 12	South Africa
17 Jul	New Zealand	31 - 17	South Africa
24 Jul	Australia	30 - 13	South Africa
31 Jul	Australia	28 - 49	New Zealand
07 Aug	New Zealand	20 - 10	Australia
21 Aug	South Africa	22 - 29	New Zealand
28 Aug	South Africa	44 - 31	Australia
04 Sep	South Africa	39 - 41	Australia
11 Sep	Australia	22 - 23	New Zealand

	P	W	D	L	F	A	PD	BP	Pts.
New Zealand	6	6	0	0	184	111	73	3	27
Australia	6	2	0	4	162	188	-26	3	11
South Africa	6	1	0	5	147	194	-47	3	7

## RBS SIX NATIONS 2010

Winner **France**

Runner up **Ireland**

06 Feb	Ireland	29 - 11	Italy
06 Feb	England	30 - 17	Wales
07 Feb	Scotland	9 - 18	France
13 Feb	Wales	31 - 24	Scotland
13 Feb	France	33 - 10	Ireland
14 Feb	Italy	12 - 17	England
26 Feb	Wales	20 - 26	France
27 Feb	Italy	16 - 12	Scotland
27 Feb	England	16 - 20	Ireland
13 Mar	Ireland	27 - 12	Wales
13 Mar	Scotland	15 - 15	England
14 Mar	France	46 - 20	Italy
20 Mar	Wales	33 - 10	Italy
20 Mar	Ireland	20 - 23	Scotland
20 Mar	France	12 - 10	England

	P	W	D	L	F	A	PD	TF	Pts.
France	5	5	0	0	135	69	66	13	10
Ireland	5	3	0	2	106	95	11	11	6
England	5	2	1	2	88	76	12	6	5
Wales	5	2	0	3	113	117	-4	10	4
Scotland	5	1	1	3	83	100	-17	3	3
Italy	5	1	0	4	69	137	-68	5	2

# KEY FIXTURES

# 2011

## January 2011

3 Jan	Women's International	Spain v Scotland	Madrid
28 Jan	Friendly	Scotland A v Irish Wolfhounds	Galashiels
29 Jan	Friendly	England Saxons v Italy A	

## February 2011

4 Feb	RBS Six Nations	Wales v England	Millennium Stadium
4 Feb	Women's Six Nations	France v Scotland	Viry Chatillon
4 Feb	Friendly	Scotland A v Italy A	Galashiels
4 Feb	Friendly	England Saxons v Irish Wolfhounds	Belfast
4/5 Feb	IRB Sevens World Series	Leg 3	Wellington
5 Feb	RBS Six Nations	Italy v Ireland	Aviva Stadium
5 Feb	RBS Six Nations	France v Scotland	Stade de France
5 Feb	ENC Div 1A	Spain v Russia	Madrid
5 Feb	ENC Div 1A	Portugal v Romania	Lisbon
5 Feb	ENC Div 1A	Georgia v Ukraine	Tbilisi
6 Feb	Women's Six Nations	Wales v England	Bridgend RFC
6 Feb	Women's Six Nations	Italy v Ireland	Rovigo
11 Feb	Women's Six Nations	Ireland v France	Ashbourne RFC
12 Feb	RBS Six Nations	England v Italy	Twickenham
12 Feb	RBS Six Nations	Scotland v Wales	Murrayfield
12 Feb	Women's Six Nations	England v Italy	Esher RFC
12 Feb	ENC Div 1A	Georgia v Spain	Tbilisi
12 Feb	ENC Div 1A	Russia v Portugal	Sochi
12 Feb	ENC Div 1A	Ukraine v Romania	Odessa
12 Feb	ENC Div 1B	Belgium v Moldova	
12/13 Feb	IRB Sevens World Series	Leg 4	Las Vegas, USA
13 Feb	RBS Six Nations	Ireland v France	Aviva Stadium
13 Feb	Women's Six Nations	Scotland v Wales	Glasgow
19 Feb	Pacific Rugby Cup	Australia Series: Day 1	
19 Feb	ENC Div 2B	Andorra v Serbia	Andorra La Vella
23 Feb	Pacific Rugby Cup	Australia Series: Day 2	
26 Feb	RBS Six Nations	Italy v Wales	Stadio Flaminio
26 Feb	RBS Six Nations	England v France	Twickenham
26 Feb	Women's Six Nations	Scotland v Ireland	Lasswade RFC
26 Feb	ENC Div 1A	Portugal v Georgia	Lisbon
26 Feb	ENC Div 1A	Romania v Russia	Bucharest
26 Feb	ENC Div 1A	Spain v Ukraine	Madrid
27 Feb	RBS Six Nations	Scotland v Ireland	Murrayfield
27 Feb	Women's Six Nations	Italy v Wales	La Spezia
27 Feb	Women's Six Nations	England v France	Worcester
28 Feb	Pacific Rugby Cup	Australia Series: Day 3	

## March 2011

4/5 Mar	Pacific Rugby Cup	New Zealand Series: Day 1	
5 Mar	ENC Div 2B	Slovenia v Switzerland	Ljubljana (TBC)
9 Mar	Pacific Rugby Cup	New Zealand Series: Day 2	
12 Mar	RBS Six Nations	Italy v France	Stadio Flaminio
12 Mar	RBS Six Nations	Wales v Ireland	Millennium Stadium
12 Mar	ENC Div 1A	Georgia v Romania	Tbilisi
12 Mar	ENC Div 1A	Ukraine v Russia	Odessa
12 Mar	ENC Div 1A	Spain v Portugal	Madrid
12 Mar	ENC Div 1B	Poland v Belgium	Gdynia

12 Mar	ENC Div 1B	Germany v Czech Republic	Heidelberg
12 Mar	ENC Div 2D	Cyprus v Bulgaria	Paphos
13 Mar	RBS Six Nations	England v Scotland	Twickenham
13 Mar	Women's Six Nations	England v Scotland	Twickenham
13 Mar	Women's Six Nations	Wales v Ireland	Bridgend RFC
13 Mar	Women's Six Nations	Italy v France	Benevento
14 Mar	Pacific Rugby Cup	New Zealand Series: Day 3	
18 Mar	Women's Six Nations	Ireland v England	Ashbourne RFC
19 Mar	RBS Six Nations	Scotland v Italy	Murrayfield
19 Mar	RBS Six Nations	Ireland v England	Aviva Stadium
19 Mar	RBS Six Nations	France v Wales	Stade de France
19 Mar	Women's Six Nations	France v Wales	Bourgoin-Jallieu
19 Mar	ENC Div 1A	Russia v Georgia	Sochi
19 Mar	ENC Div 1A	Romania v Spain	Bucharest
19 Mar	ENC Div 1A	Portugal v Ukraine	Lisbon
19 Mar	ENC Div 1B	Belgium v Germany	Brussels / Vise
19 Mar	ENC Div 1B	Moldova v Czech Republic	Chisinau
19 Mar	ENC Div 2B	Switzerland v Andorra	Nyon (TBC)
19 Mar	Pacific Rugby Cup	Pacific Island Series: Day 1	
20 Mar	Women's Six Nations	Scotland v Italy	Meggetland
22 Mar	Pacific Rugby Cup	Pacific Island Series: Day 2	
25/26/27	IRB Sevens World Series	Leg 5	Hong Kong
26 Mar	ENC Div 2D	Cyprus v Finland	Paphos
26 Mar	Pacific Rugby Cup	Pacific Island Series: Day 3	

## April 2011

2 Apr	ENC Div 1B	Moldova v Germany	Chisinau
2 Apr	ENC Div 2D	Greece v Luxembourg	Athens
2/3 Apr	IRB Sevens World Series	Leg Six	Adelaide
9 Apr	International Match	Sweden v Denmark	
9 Apr	ENC Div 2C	Israel v Austria	Netanya
10 Apr	Heineken Cup	Quarter Finals	
16 Apr	ENC Div 1B	Poland v Netherlands	Krakov
23 Apr	HSBC Asian 5 Nations	Top 5 - Sri Lanka v UAE	
23 Apr	HSBC Asian 5 Nations	Top 5 - Kazakhstan v Hong Kong	
23 Apr	ENC Div 1B	Netherlands v Belgium	Amsterdam
29 Apr	HSBC Asian 5 Nations	Top 5 - UAE v Kazakhstan	
30 Apr	HSBC Asian 5 Nations	Top 5 - Hong Kong v Japan	Hong Kong
30 Apr	ENC Div 1B	Moldova v Netherlands	Chisinau
30 Apr	ENC Div 2A	Lithuania v Latvia	Klaipeda
30 Apr	ENC Div 2A	Malta v Croatia	La Valetta
30 Apr	European Women's Trophy	Day 1	Coruna

## May 2011

2 May	European Women's Trophy	Day 2	Coruna
4 May	HSBC Asian 5 Nations	Div 2: Chinese Taipei v Iran	Thailand
4 May	HSBC Asian 5 Nations	Div 2: India v Thailand	Thailand
4 May	European Women's Trophy	Day 3	Coruna
7 May	HSBC Asian 5 Nations	Top 5 - Kazakhstan v Japan	Bangkok
7 May	HSBC Asian 5 Nations	Top 5 - Sri Lanka v Hong Kong	
7 May	HSBC Asian 5 Nations	D 2: 3rd place play-off & final	Thailand
7 May	ENC Div 2A	Croatia v Lithuania	Split
7 May	ENC Div 2A	Sweden v Malta	Stockholm
7 May	ENC Div 2B	Serbia v Armenia	Belgrade (TBC)



7 May	ENC Div 2C	Denmark v Israel	Odense
7 May	ENC Div 2D	Luxembourg v Cyprus	Luxembourg
7 May	European Women's Trophy	Finals Day	Coruna
10 May	HSBC Asian 5 Nations	D 4: Uzbekistan v Kyrgyzstan & Winner v Lebanon	UAE
10 May	HSBC Asian 5 Nations	Div 4: Jordan v Qatar	UAE
13 May	HSBC Asian 5 Nations	Top 5 - UAE v Japan	
13 May	HSBC Asian 5 Nations	Div 4: 3rd place play-off	UAE
13 May	HSBC Asian 5 Nations	Div 4: Final	UAE
14 May	HSBC Asian 5 Nations	Top 5 - Kazakhstan v Sri Lanka	
14 May	ENC Div 2A	Latvia v Sweden	Riga
14 May	ENC Div 2C	Austria v Denmark	Vienna
14 May	ENC Div 2C	Norway v Israel	Oslo / Bergen
14 May	ENC Div 2D	Bulgaria v Finland	Pernik
21 May	HSBC Asian 5 Nations	Top 5 - Japan v Sri Lanka	
21 May	HSBC Asian 5 Nations	Top 5 - Hong Kong v UAE	
21/22 May	IRB Sevens World Series	Leg 7	Twickenham
23.05-04.06	CONSUR	CONSUR A Championship	Argentina
24 May	JRWT 2011	Day 1	Georgia
28 May	JRWT 2011	Day 2	Georgia
28/29 May	IRB Sevens World Series	Leg 8	Murrayfield

## June 2011

1 Jun	HSBC Asian 5 Nations	Div 1: Singapore v Malaysia	Korea
1 Jun	HSBC Asian 5 Nations	Div 1: Korea v Philippines	Korea
1 Jun	JRWT 2011	Day 3	Georgia
4 Jun	HSBC Asian 5 Nations	D 1: 3rd place play-off & final	Korea
4 Jun	Friendly	Wales v Barbarians	Millennium Stadium
4 Jun	ENC Div 2C	Hungary v Norway	Budapest
5 Jun	JRWT 2011	Finals Day	Georgia
8 Jun	HSBC Asian 5 Nations	Div 3: China v Indonesia	
8 Jun	HSBC Asian 5 Nations	Div 3: Pakistan v Guam	
10 Jun	JWC 2011	Day 1	Italy
10 Jun tbc	Nations Cup	Match Day 1	Romania
11 Jun	HSBC Asian 5 Nations	D 3: 3rd place play-off & final	
11 Jun	ENC Div 2D	Finland v Greece	Helsinki
14 Jun	JWC 2011	Day 2	Italy
15 Jun tbc	Nations Cup	Match Day 2	Romania
18 Jun	JWC 2011	Day 3	Italy
19 Jun tbc	Nations Cup	Match Day 3	Romania
21-25 Jun	Africa Cup North		Ivory Coast
22 Jun	HSBC Asian 5 Nations	Div 5: Laos v Cambodia	Brunei
22 Jun	HSBC Asian 5 Nations	Div 5: Mongolia v Brunei	Brunei
22 Jun	JWC 2011	Day 4	Italy
25 Jun	HSBC Asian 5 Nations	D 5: 3rd place play-off & Final	Brunei
26 Jun	JWC 2011	Finals Day	Italy

## July 2011

2 Jul	Pacific Nations Cup	Tonga v Fiji	Tokyo
2 Jul	Pacific Nations Cup	Japan v Samoa	Tokyo
8 Jul	Pacific Nations Cup	Tonga v Samoa	Tokyo
8 Jul	Pacific Nations Cup	Fiji v Japan	Tokyo
13 Jul	Pacific Nations Cup	Samoa v Fiji	Tokyo
13 Jul	Pacific Nations Cup	Japan v Tonga	Tokyo
17 Jul	International Match	Australia v Samoa	Sydney
23 Jul	Tri Nations	Australia v South Africa	Sydney
23-27 Jul	CAR	CAR Trophy	Mali
30 Jul	Tri Nations	New Zealand v South Africa	Wellington

## August 2011

6 Aug	Tri Nations	New Zealand v Australia	Eden Park
6 Aug	International Match	Scotland v Ireland	Murrayfield
6 Aug	International Match	England v Wales	Twickenham
12 Aug	International Match	Fiji v Tonga	Suva
13 Aug	Tri Nations	South Africa v Australia	Durban (TBC)
13 Aug	Friendly	France v Ireland	Marseille

13 Aug	International Match	Italy v Japan	
13 Aug	International Match	Wales v England	Millennium Stadium
20 Aug	International Match	Tonga v Fiji	Nuku'alofa
20 Aug	Tri Nations	South Africa v New Zealand	Port Elizabeth tbc
20 Aug	Friendly	Ireland v France	Aviva Stadium
20 Aug	Friendly	Scotland v Italy	Murrayfield
20 Aug	International Match	Wales v Argentina	Millennium Stadium
27 Aug	Tri Nations	Australia v New Zealand	Suncorp Stadium
27 Aug	International Match	Ireland v England	Aviva Stadium

## September 2011

9 Sep	RWC 2011	Pool A: New Zealand v Tonga	Eden Park
10 Sep	RWC 2011	Pool B: Scotland v Romania	Invercargill
10 Sep	RWC 2011	Pool D: Fiji v Namibia	Rotorua
10 Sep	RWC 2011	Pool A: France v Japan	North Harbour
10 Sep	RWC 2011	Pool B: Argentina v England	Christchurch
11 Sep	RWC 2011	Pool C: Australia v Italy	Christchurch
11 Sep	RWC 2011	Pool C: Ireland v USA	New Plymouth
11 Sep	RWC 2011	Pool D: South Africa v Wales	Wellington
14 Sep	RWC 2011	Pool D: Samoa v Namibia	Rotorua
14 Sep	RWC 2011	Pool A: Tonga v Canada	Whangarei
14 Sep	RWC 2011	Pool B: Scotland v Georgia	Dunedin
15 Sep	RWC 2011	Pool C: Russia v USA	New Plymouth
16 Sep	RWC 2011	Pool A: New Zealand v Japan	Hamilton
17 Sep	RWC 2011	Pool B: Argentina v Romania	Invercargill
17 Sep	RWC 2011	Pool D: South Africa v Fiji	Wellington
17 Sep	RWC 2011	Pool C: Australia v Ireland	Eden Park
18 Sep	RWC 2011	Pool D: Wales v Samoa	Hamilton
18 Sep	RWC 2011	Pool B: England v Georgia	Christchurch
18 Sep	RWC 2011	Pool A: France v Canada	Napier
20 Sep	RWC 2011	Pool C: Italy v Russia	Nelson
21 Sep	RWC 2011	Pool A: Tonga v Japan	Whangarei
22 Sep	RWC 2011	Pool D: South Africa v Namibia	North Harbour
23 Sep	RWC 2011	Pool C: Australia v USA	Wellington
24 Sep	RWC 2011	Pool B: England v Romania	Dunedin
24 Sep	RWC 2011	Pool A: New Zealand v France	Eden Park
25 Sep	RWC 2011	Pool D: Fiji v Samoa	Eden Park
25 Sep	RWC 2011	Pool C: Ireland v Russia	Rotorua
25 Sep	RWC 2011	Pool B: Argentina v Scotland	Christchurch
26 Sep	RWC 2011	Pool D: Wales v Namibia	New Plymouth
27 Sep	RWC 2011	Pool A: Canada v Japan	Napier
27 Sep	RWC 2011	Pool C: Italy v USA	Nelson
28 Sep	RWC 2011	Pool B: Georgia v Romania	Palmerston North
30 Sep	RWC 2011	Pool D: South Africa v Samoa	North Harbour

## October 2011

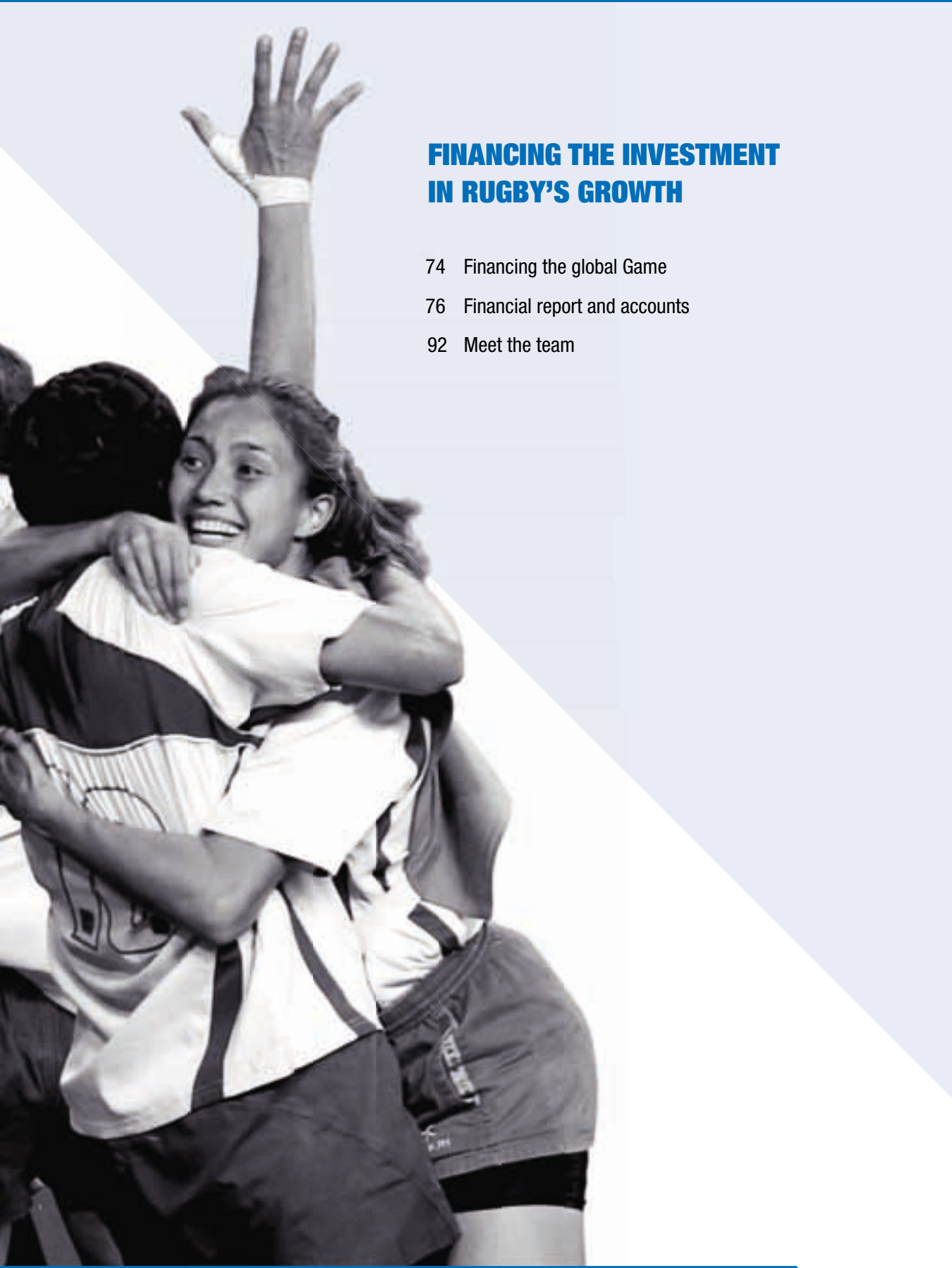
1 Oct	RWC 2011	Pool C: Australia v Russia	Christchurch
1 Oct	RWC 2011	Pool A: France v Tonga	Wellington Regional
1 Oct	RWC 2011	Pool B: England v Scotland	Eden Park
2 Oct	RWC 2011	Pool B: Argentina v Georgia	Palmerston North
2 Oct	RWC 2011	Pool A: New Zealand v Canada	Wellington Regional
2 Oct	RWC 2011	Pool D: Wales v Fiji	Hamilton
2 Oct	RWC 2011	Pool C: Ireland v Italy	Carisbrook
8 Oct	RWC 2011	QF1: W Pool C v RU Pool D	Wellington Regional
8 Oct	RWC 2011	QF2: W Pool B v RU Pool A	Christchurch
9 Oct	RWC 2011	QF3: W Pool D v RU Pool C	Wellington Regional
9 Oct	RWC 2011	QF4: W Pool A v RU Pool B	Christchurch
15 Oct	RWC 2011	SF: W QF1 v W QF2	Eden Park
16 Oct	RWC 2011	SF: W QF3 v W QF4	Eden Park
21 Oct	RWC 2011	Bronze Final	Eden Park
23 Oct	RWC 2011	FINAL	Eden Park
28/29 Oct	Pan American Games	Rugby Sevens	Guadalajara

## November 2011

8-12 Nov	CAR	Development Trophy	Mauritania
----------	-----	--------------------	------------

# CELEBRATE RUGBY





## **FINANCING THE INVESTMENT IN RUGBY'S GROWTH**

- 74 Financing the global Game
- 76 Financial report and accounts
- 92 Meet the team

# FINANCING THE

## The International Rugby Board

The International Rugby Board (IRB) is the owner of Rugby World Cup. It manages the Tournament through a wholly-owned company, Rugby World Cup Limited, which has an IRB appointed Board of Directors. The IRB is therefore the beneficiary of the surpluses generated by the Rugby World Cup. The financial success of the tournament has enabled the IRB to be at the forefront of Rugby development, enabling it to implement and fund the development of the Game worldwide.

The IRB is responsible for developing the Game across the world, the Laws of the Game and promoting the essential core values of Rugby through the Game's Charter. With a current membership of 117 Unions across six Regional Associations, the IRB's primary objective is to grow Rugby worldwide across all territories promoting participation at all levels of the Game. In simple terms its objective is to have more people playing, supporting and enjoying Rugby across the world. To emphasise the impact of a RWC tournament, the playing population across the world has increased from two million to three million in the past 10 years.

This approach is founded upon the respect for the principles of fair play and

sportsmanship and the values of a drug-free Game. It is built upon the fact that Rugby is a sport for all shapes and sizes, all religions, men, women and children, and above all is a sport that can be enjoyed both as an individual and as a team.

## Growth of Rugby World Cup

Rugby is experiencing unprecedented global growth in participation, interest and support and the Rugby World Cup has been at the heart of this growth.

RWC 2003 generated a surplus of £64.3 million while RWC 2007 recorded a surplus of £122.4 million reflecting the continued growth and popularity of the Tournament.

Indeed Rugby World Cup 2007 was the most successful tournament in Rugby World Cup history. The tournament sold two million tickets (for the first time in RWC history), a full corporate sponsorship inventory (for the first time) and unprecedented corporate hospitality sales with around 100,000 packages sold (greater than the previous two tournaments combined).

## Development of the Global Game

While Rugby World Cup continues to reach new heights with each tournament in terms of ticket sales, commercial revenue and

broadcast reach, significantly it is responsible for the development of global Rugby.

The generation of a large surplus from the tournament is now allowing unprecedented investment in the Game. It must be remembered that the Tournament is responsible for around 95 percent of the IRB's income and this income is only generated once every four years.

The Rugby World Cup 2007 net surplus has already been committed by the IRB to underwrite major funding initiatives, including annual Union grants and the Strategic Investment Programme that, in the years between RWC tournaments targets specific development programmes to increase the competitiveness of the Game. For example, in August 2005 the IRB launched a three-year £30 million global Strategic Investment Programme aimed specifically at increasing global playing standards through a number of high performance, Union management and tournament structure initiatives. Then, in 2008 following RWC 2007, the IRB announced that a further £48 million would be invested through the next round of strategic investment between 2009 and 2012.

The IRB utilised its reserves to fund the initial 2005-2008 Strategic Investment Programme.

GROWTH OF RUGBY WORLD CUP	1987 New Zealand	1991 England	1995 South Africa	1999 Wales	2003 Australia	2007 France
Participating Unions	16	31	52	69	82	94
Total ticket sales	600,000	1,000,000	1,100,000	1,700,000	1,900,000	2,200,000
Pool match ticket sales	270,000	649,000	617,000	1,000,000	1,450,000	1,650,000
Television reach (countries)	17	103	124	209	193	200
Television reach (audience)	230 million	1.4 billion	2.3 billion	3.1 billion	3.4 billion	4.2 billion



# GLOBAL GAME

The IRB must fund and retain a sufficient balance in its reserves in order to meet annual Union grants, administration costs and other funding in the event of a Rugby World Cup tournament not taking place due to some unforeseen circumstances.

Rugby World Cup surplus revenue is utilised annually in several ways:

1. Payment of annual development and tournament grants to Member Unions and Regional Associations with around £12 million paid out each year.
2. Implementation of the IRB's global Strategic Investment Programme (high performance, Union management and new tournament structures including the IRB Pacific Rugby Cup, IRB Pacific Nations Cup, IRB Nations Cup and

Development grants	£7.35m
Regional tournaments	£3m
IRB tournaments	£3m
JWC, JWRT, HSBC Sevens World Series, World Games	

Americas Rugby Championship). To date £78 million has been committed via these programmes between 2005 and 2012.

3. Underwriting major tournaments including the IRB Junior World Championship, IRB Junior World Rugby Trophy, HSBC Sevens World Series, Men's and Women's Rugby World Cup Sevens and Women's Rugby World Cup. (RWC Sevens qualifiers included in £3m above. Women's RWC an additional £750,000 in 2010)
4. Delivery of global educational programmes, training and development initiatives to all our Member Unions. This includes major training and educational programmes such as *Rugby Ready*.
5. Costs associated with Test match officials and judiciary officers.
6. Hosting of IRB meetings; Rugby World Cup Board, IRB Executive Committee, IRB General Assembly, IRB Council and working committees and the Women's Conference on the Game.

7. Promotion of the Game globally via broadcasting, internet and electronic publications.

8. Costs associated with the day-to-day running of the IRB, including its nine Regional Development Managers.

All of this equates to an annual expenditure of over £25 million.

## IRB Member Union Grants

Each year the IRB distributes grants to all of its Member Unions around the world. This is in addition to the Strategic Investment Programme.

The individual annual grants for Union development and infrastructure initiatives increased to £7.35 million in 2008 and included a number of new initiatives aimed at aiding the growth of the Game both on and off the pitch. The increase in Development Grant expenditure between 2007 and 2008 was 13.7% (£6.3m to £7.2m), while the increase between 2008 and 2009 was 2.5% (£7.2m to £7.35m).

The funding for regional tournaments increased to £3 million across all six regions to help subsidise a raft of key tournaments that provide Unions with access to regular high level competition which is necessary for player development. This is in addition to the £3 million annually invested in key tournaments such as the record-breaking IRB Sevens World Series and key player development tournaments, the IRB Junior World Championship and the IRB Junior World Rugby Trophy.

All grants are based upon detailed reviews and recommendations of Member Unions by IRB Management, the Regional Development Managers in the respective regions and the relevant Regional Associations. Investments are prioritised to cover Senior Men's, Age Grade, Men's and Women's Rugby Sevens and Women's fifteens competition programmes. The increase in funding for Women's competitions and the introduction of the inaugural Women's RWC Sevens in 2009 are in line with the *Women's Strategic Plan* that was launched in April 2006.

RWC TOURNAMENT REVENUES (£m)	1995 South Africa	1999 Wales	2003 Australia	2007 France
<b>Host Union Revenues</b>				
Gate receipts	15.1	55	80.5	147
Tournament costs	10.6	25	62.3	133
Host Union/s surpluses	4.5	30	18.2	14
<b>RWC Revenues</b>				
Broadcasting	18.8	44	60	82
Sponsorship	7.7	18	16	28
Other commercial revenues	3.8	8	5.8	36
Tournament fee	-	-	13.3	55.6
<b>Total revenue</b>	<b>30.3</b>	<b>70</b>	<b>95.1</b>	<b>201.6</b>
<b>RWC costs*</b>	<b>12.7</b>	<b>23</b>	<b>30.8</b>	<b>79.2</b>
<b>RWC surplus</b>	<b>17.6</b>	<b>47</b>	<b>64.3</b>	<b>122.4</b>

\* Includes the costs of participation fees, qualifying rounds and tournaments, agency commissions, and other costs. 1987 surplus was £1.0m, 1991 surplus was £4.1m

## GENERAL INFORMATION

### Council Members as at 31 December 2009

B Lapasset	Independent Chairman
W Beaumont	Independent Vice Chairman
J Dance	England
M Thomas	England
W Nolan	Scotland
G McKie	Scotland
P Boyle	Ireland
P Whelan	Ireland
D Pickering	Wales
G Davies	Wales
P McGrath	Australia
J O'Neill	Australia
G Mourie	New Zealand
S Tew	New Zealand
O Hoskins	South Africa
J Prinsloo	South Africa
P Camou	France
J Laurans	France
P Carreras	Argentina
C Le Fevre	Canada
G Dondi	Italy
I Kono	Japan
R Martins	FIRA-AER
N Mashimo	ARFU
A Bougja	CAR
H Schuster	FORU
R Paganini	CONSUR
P Higgins	NACRA

### Chief Executive Officer

M Miller

### Principal Bankers

Bank of Ireland  
St Stephen's Green  
Dublin 2

### Auditors

PricewaterhouseCoopers  
Chartered Accountants and Registered Auditors  
One Spencer Dock  
North Wall Quay  
Dublin 1

### Statement of Council's responsibilities in respect of the financial statements

The International Rugby Board (IRB) is the world governing and law making body of Rugby Union. It is made up of 98 Member Unions and 19 Associate Member Unions. The decision making body of the IRB is the IRB Executive Council which has a current representation of 26 voting members and an Independent Chairman and Independent Vice Chairman.

The Council is required to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the IRB and of its profit or loss and cash flow for that period. In preparing those financial statements, the Council is required to:

- select suitable accounting policies and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;
- comply with applicable accounting standards, subject to any material departures disclosed and explained in the financial statements; and
- prepare the financial statements on the going concern basis, unless it is inappropriate to presume the association will continue its objectives.

The Council is responsible for maintaining records which disclose with reasonable accuracy the financial position of the association and its subsidiaries and to enable the Council to ensure that the financial statements have been properly prepared. The Council is also responsible for safeguarding the assets of the association and its subsidiaries and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

**B Lapasset, Chairman**

**M Miller, CEO**

## Independent auditors' report to the Council of the International Rugby Board

We have audited the consolidated financial statements for the year ended 31 December 2009 which comprise the Consolidated Income Statement, the Consolidated Balance Sheet, the Consolidated Cash Flow Statement, the Consolidated Statement of Change in Equity and the related notes. These financial statements have been prepared under the accounting policies set out therein.

### Respective responsibilities of Council members and auditors

The responsibilities of the Council members for preparing the financial statements in accordance with International Financial Reporting Standards (IFRSs) are set out in the Statement of Council's Responsibilities.

Our responsibility is to audit the financial statements in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland). This report including the opinion, has been prepared for and only for the Council members as a body and for no other purpose. We do not, in giving this opinion, accept or assume responsibility for any other purpose or to any other person to whom this report is shown or into whose hands it may come save where expressly agreed by our prior consent in writing.

We report to you our opinion as to whether the consolidated financial statements give a true and fair view, in accordance with IFRSs as adopted by the European Union.

We read the statement of Council's responsibilities and consider the implications for our report if we become aware of any apparent misstatements within it.

### Basis of audit opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board and generally accepted in Ireland. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgments made by the Council members in the preparation of the consolidated financial statements, and of whether the accounting policies are appropriate to the association's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the consolidated financial statements are free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements.

### Opinion

In our opinion the consolidated financial statements give a true and fair view in accordance with IFRSs, of the state of affairs of the consolidated balance sheet as at 31 December 2009 and of the consolidated loss and cash flows for the year then ended.

PricewaterhouseCoopers  
Chartered Accountants and Registered Auditors  
Dublin

16 May 2010

## CONSOLIDATED INCOME STATEMENT Year Ended 31 December 2009

	Notes	2009 Stg£	2008 Stg£
Revenue		2,397,848	2,248,666
Administration expenses	5	(14,951,966)	(14,549,808)
Tournament expenses		(7,046,725)	(6,323,818)
Other gains/(losses) - net	6	(3,094,857)	6,283,014
Other income	7	5,260,868	5,909,029
Other expenses	8	(22,087,802)	(14,406,911)
Loss before income tax		(39,522,634)	(20,839,828)
Income tax expense	10	(32,963)	(30,598)
Loss for the year		(39,555,597)	(20,870,426)

The notes on pages XX to XX are an integral part of these consolidated financial statements.

**B Lapasset, Chairman**

**M Miller, CEO**

## CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME Year Ended 31 December 2009

	Notes	2009 Stg£	2008 Stg£
Loss for the year		(39,555,597)	(20,870,426)
Fair value gain/(loss) on available for sale financial assets		3,686,945	(3,564,611)
Total comprehensive income/(loss) for the year		(35,868,652)	(24,435,037)

The notes on pages 81 to 91 are an integral part of these consolidated financial statements.

**B Lapasset, Chairman**

**M Miller, CEO**



## CONSOLIDATED GROUP BALANCE SHEET As at 31 December 2009

	Notes	2009 Stg£	2008 Stg£
<b>ASSETS</b>			
<b>Non-current assets</b>			
Property, plant and equipment	11	422,556	478,898
Intangible assets	12	77,002	120,183
Deferred expenditure	13	2,886,926	1,426,786
Available-for-sale financial assets	14	80,673,949	25,501,846
Deposits	16	–	4,000,000
	84,060,433	31,527,713	
<b>Current assets</b>			
Trade and other receivables	15	3,297,853	1,168,285
Current income tax		1,411	2,775
Deposits	16	9,211,826	45,014,981
Cash and cash equivalents	16	43,670,359	70,335,382
	56,181,449	116,521,423	
Total assets		140,241,882	148,049,136
<b>EQUITY</b>			
<b>Capital and reserves</b>			
Retained earnings	19	85,587,537	121,456,189
<b>LIABILITIES</b>			
<b>Non-current liabilities</b>			
Deferred revenue	17	44,887,495	21,808,589
<b>Current liabilities</b>			
Trade and other payables	18	9,766,850	4,784,358
<b>Total liabilities</b>		54,654,345	26,592,947
<b>Total equity and liabilities</b>		140,241,882	148,049,136

The notes on pages 81 to 91 are an integral part of these consolidated financial statements.

**B Lapasset, Chairman**

**M Miller, CEO**

## CONSOLIDATED CASH FLOW STATEMENT Year Ended 31 December 2009

	Notes	2009 Stg£	2008 Stg£
<b>Cash flows from operating activities</b>			
Cash generated from operations	20	(1,074,758)	8,473,813
Income tax paid		(31,599)	(40,282)
Net cash generated from operating activities		(1,106,357)	28,433,531
<b>Cash flows from investing activities</b>			
Purchases of property, plant and equipment		(119,080)	(254,019)
Purchase of available for sale financial assets		(8,659,216)	(10,868,754)
Proceeds on disposal of available for sale financial assets		7,636,546	8,340,351
Interest received		5,260,868	5,909,029
Net cash generated from investing activities		4,119,118	3,126,607
<b>Cash flows from financing activities</b>			
Increase in deposits		(10,950,731)	(15,624,240)
Grant Payments		(18,206,140)	(15,341,563)
Net cash used in financing activities		(29,156,871)	(30,965,803)
<b>Net (decrease)/increase in cash and cash equivalents</b>			
Exchange gains on cash and cash equivalents		(520,913)	2,240,291
Cash and cash equivalents at beginning of the year		70,335,382	67,500,756
<b>Cash and cash equivalents at end of the year</b>		<b>43,670,359</b>	<b>70,335,382</b>

The notes on pages 81 to 91 are an integral part of these consolidated financial statements.

**B Lapasset, Chairman**

**M Miller, CEO**

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

### 1 General information

The International Rugby Board (IRB) is the world governing and law making body of Rugby Union. It is made up of 98 Member Unions and 19 Associate Member Unions.

The International Rugby Board is resident in Dublin at Huguenot House, St Stephen's Green.

These consolidated financial statements have been approved for issue by the Council of the International Rugby Board on 11 May 2010.

### 2 Summary of significant accounting policies

The principal accounting policies applied in the preparation of these consolidated financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

#### A Basis of preparation

These consolidated financial statements have been prepared in accordance with International Financial Reporting Standards and IFRIC interpretations adopted by the European Union (EU). The consolidated financial statements have been prepared under the historical cost convention, as modified by the measurement of the fair value of available for sale financial assets. A summary of the more important group accounting policies is set out below.

The preparation of financial statements in conformity with IFRS requires the use of certain critical accounting estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Although these estimates are based on management's best knowledge of the amount, event or actions, actual results ultimately may differ from those estimates.

#### *New and amended standards adopted by the IRB*

IAS 1 (revised) "Presentation of financial statements - effective 1 January 2009. This revised standard prohibits the presentation of items of income and expenses in the statement of changes in equity, and requires such items to be included in a Statement of Comprehensive Income. As a result, these financial statements now include a Statement of Comprehensive Income and comparative information has now been represented so that it is also in conformity with the revised standard."

#### *Standards, amendments and interpretations effective in 2009 but not relevant to the IRB's operations*

The following standards, amendments and interpretations are mandatory for the IRB for accounting periods beginning on or after 31 December 2009 but are not relevant to the IRB's operations:

IFRS 8	"Operating Segments"
IAS 23 (Revised)	"Borrowing Costs"
IAS 3a and IFRS 7 (Amendments)	"Reclassification of Financial Assets"
IFRS 2 (Amendment)	"Share Based Payments"
IAS 32 (Amendment)	"Financial Instruments: Presentation"
IFRS 1 (Amendment)	"First Time Adoption of IFRS"
AS 27	"Consolidated and Separate Financial Statements"
IFRS 7 (Amendment)	"Financial Instruments Disclosure"
IFRIC 9 and IAS 39 (Amendment)	"Embedded Derivatives"
IFRIC 13	"Customer Loyalty Programme"
IFRIC 15	"Agreements for Construction of Real Estate"
IFRIC 16	"Hedges of a Net Investment in a Foreign Operation"

#### *Standards and Interpretations to existing standards that are not yet effective and have not been early adopted by the IRB*

The following standards, amendments to and interpretations to existing standards have been published and are mandatory for future accounting periods and have not been early adopted:

International Financial Reporting Standards (IFRS)		Effective financial period beginning on or after
IFRS 1 (Revised)	"First time adoption of IFRS"	1 January 2010
IFRS 2 (Amendment)	"Share Based Payment"	1 January 2010
IFRS 3 (Revised)	"Business Combinations"	1 July 2009
IFRS 5	"Non Current Assets held for Sale and Discontinued Operations"	1 July 2009
IAS 27	"Consolidated and Separate Financial Statements"	1 July 2009
IAS 32 (Amendment)	"Classification of Rights Issues"	1 February 2010
IAS 39 (Amendment)	"Financial Instruments - Recognition and Measurement" (Eligible Hedged Items)	1 July 2009
IFRS 9	"Financial Instruments"	1 January 2013
IAS 24 (Amendment)	"Related Party Disclosures"	1 January 2011

## International Financial Reporting Interpretation Committee (IFRIC)

IFRIC 14	"Prepayments of a Minimum Funding Requirement"	1 January 2012
IFRIC 17	"Distribution of Non Cash Assets to Owners"	1 July 2009
IFRIC 18	"Transfers of Assets from Customers"	1 July 2009
IFRIC 19	"Extinguishing Financial Liabilities with Equity Instruments"	1 July 2010

It is not anticipated that the adoption of these standards and interpretations will have a material impact on the consolidated financial statements in the period of initial adoption.

## B Consolidation

Subsidiaries are all entities over which the International Rugby Board has the power to govern the financial and operating policies generally accompanying a shareholding of more than one half of the voting rights. The existence and effect of potential voting rights that are currently exercisable or convertible are considered when assessing whether the International Rugby Board controls another entity. The International Rugby Board is made up of a number of subsidiaries, which are listed below:

**IBFB Services (Ireland) Limited** – the company is engaged in providing financial and administrative services to various entities within the IRB group.

**IB Tournaments Limited** – the principal activity of the company is the promotion of Rugby Union and the organisation and administration of Rugby Union tournaments.

**Rugby World Cup Limited** – the company's principal activity is the licensing of rights emanating from the ownership of the Rugby World Cup.

**Rugby World Cup 2003 Limited** – dormant company previously involved in the organisation of Rugby World Cup 2003.

**IRB Trust** – the Trust is established for the sole purpose of the promotion and development of Rugby Union worldwide.

**RWC Tournaments Limited** – dormant company previously involved in the organisation of Rugby World Cup 1999.

**International Rugby Development Limited** – this company is the Corporate Trustee of the IRB Trust.

Inter-company transactions, balances and unrealised gains on transactions between group companies are eliminated. Unrealised losses are also eliminated but considered an impairment indicator of the asset transferred. Accounting policies of subsidiaries have been changed where necessary to ensure consistency with the policies adopted by the International Rugby Board.

## C Foreign currency translation

### (a) Functional and presentation currency

Items included in the financial statements of each of the International Rugby Board's entities are measured using the currency of the primary economic environment in which the entity operates ('the functional currency'). The consolidated financial statements are presented in STGE, which is the International Rugby Board's functional and presentation currency.

### (b) Transactions and balances

Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transactions. Foreign exchange gains and losses resulting from the settlement of such transactions and from the translation at year-end exchange rates of monetary assets and liabilities denominated in foreign currencies are recognised in the income statement.

Changes in the fair value of monetary securities denominated in foreign currency classified as available for sale are analysed between translation differences resulting from changes in the amortised cost of the security, and other changes in the carrying amount of the security. Translation differences are recognised in profit or loss, and other changes in carrying amount are recognised in equity. Translation differences on non-monetary financial assets such as equities classified as available for sale are included in the fair value reserve in equity.

## D Property, plant and equipment

The IRB does not hold any property. All plant and equipment is stated at historical cost less depreciation. Historical cost includes expenditure that is directly attributable to the acquisition of the items. Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the IRB and the cost of the item can be measured reliably. All repairs and maintenance are charged to the income statement during the financial period in which they are incurred.

Depreciation on plant and equipment is calculated using the straight-line method to allocate their cost to their residual values over their estimated useful lives, as follows:

Fixtures and fittings	5 years
Computer equipment	3 years
Plant and equipment	25 years
Motor vehicles	5 years

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at each balance sheet date.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with carrying amount. These are included in the Income Statement.

## **E Intangible assets**

### ***Rugby World Cup Logo***

The Rugby World Cup logo represents costs incurred in registering the logo. The logo is regarded as having an indefinite useful life because, based on an analysis of all relevant factors, there is no foreseeable limit to the period over which the asset is expected to generate net cash inflows to the entity. The logo is not subject to amortisation and is tested annually for impairment. An impairment loss is recognised for the amount by which the asset's carrying value exceeds its recoverable amount.

The recoverable amount is the higher of an asset's fair value less costs to sell and value in use. To date an impairment loss has not arisen.

Website development costs

The costs incurred in developing the International Rugby Board's website are capitalised and amortised over 3 years.

## **F Financial assets**

### ***Available-for-sale financial assets***

The International Rugby Board classifies all of its investments into the available-for-sale category. They are included in non-current assets unless management intends to dispose of the investment within 12 months of the balance sheet date.

Regular purchases and sales of investments are recognised on trade-date – the date on which the IRB commits to purchase or sell the asset. Investments are initially recognised at fair value plus transaction costs. Available-for-sale financial assets are subsequently carried at fair value. Investments are derecognised when the rights to receive cash flows from the investments have expired or have been transferred and the IRB has transferred substantially all risks and rewards of ownership.

Changes in the fair value of monetary securities classified as available-for-sale and non-monetary securities classified as available-for-sale are dealt with in the statement of comprehensive income.

When securities classified as available-for-sale are sold or impaired, the accumulated fair value adjustments recognised in equity are included in the income statement as 'gains and losses from investment securities'. Interest on available-for-sale securities calculated using the effective interest method is recognised in the income statement. Dividends on available-for-sale equity instruments are recognised in the income statement when the Group's right to receive payments is established.

The fair values of quoted investments are based on current bid prices.

The IRB assesses at each balance sheet date whether there is objective evidence that a financial asset or a group of financial assets is impaired. In the case of equity securities classified as available-for-sale, a significant or prolonged decline in the fair value of the security below its cost is considered as an indicator that the securities are impaired. If any such evidence exists for available-for-sale financial assets, the cumulative loss – measured as the difference between the acquisition cost and the current fair value, less any impairment loss on that financial asset previously recognised in profit or loss – is removed from equity and recognised in the income statement. Impairment losses recognised in the income statement on equity instruments are not reversed through the income statement.

## **G Trade receivables**

Trade receivables are recognised initially at fair value and subsequently measured at amortised cost using the effective interest method, less provision for impairment. A provision for impairment of trade receivables is established when there is objective evidence that the International Rugby Board will not be able to collect all amounts due according to the original terms of receivables. Significant financial difficulties of the debtor, probability that the debtor will enter bankruptcy or financial reorganisation, and default or delinquency in payments are considered indicators that the trade receivable is impaired.

The amount of the provision is the difference between the asset's carrying amount and the present value of estimated future cash flows, discounted at the effective interest rate. The carrying amount of the asset is reduced through the use of an allowance account, and the amount of the loss is recognised in the income statement within administration expenses. When a trade receivable is uncollectible it is written off against the allowance account for trade receivables. Subsequent recoveries of previously written off amounts are credited against administration expenses in the income statement.

## **H Cash and cash equivalents**

Cash and cash equivalents includes cash in hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts.

## **I Employee benefits**

### ***Pension obligations***

The IRB operates a defined contribution pension plan. A defined contribution plan is a pension plan under which the IRB pays fixed contributions into a separate entity. The International Rugby Board has no legal or constructive obligations to pay further contributions if the fund does not hold sufficient assets to pay all employees the benefits relating to employee service in the current and prior periods.

The contributions are recognised as an employee benefit expense when they are due. Prepaid contributions are recognised as an asset to the extent that a cash refund or a reduction in the future payments is available.

### **J Provisions**

Provisions for restructuring costs and legal claims are recognised when the International Rugby Board has a present legal or constructive obligation as a result of past events; it is more likely than not that an outflow of resources will be required to settle the obligation; and the amount has been reliably estimated.

Provisions are measured at the present value of the expenditures expected to be required to settle the obligation using a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the obligation. The increase in the provision due to passage of time is recognised as interest expense.

### **K Revenue recognition**

Royalties from the licensing of television rights to broadcast the Rugby World Cup are recognised on the successful completion of the respective Rugby World Cup tournament. Instalments received prior to this date are deferred as they may be repayable, in whole or in part, at any time up to the completion of the Rugby World Cup upon the occurrence, for any reasons, of one or more of the following conditions specified in the contract agreements:

- Cancellation and/or rescheduling of the events and/or non availability of feed of events to the licensee.
- Either party has committed a material breach of any of its obligations which cannot be remedied.
- Either party has committed a material or repeated breach of any of its obligations and fails to remedy such breach.
- The other party goes into liquidation or an administrator or receiver is appointed over the whole or any part of that other party's assets.
- The other party ceases or threatens to cease to carry on business or is removed from the relevant register of companies.

Interest earned on instalments received is for the benefit of the International Rugby Board and is recorded as interest income.

### ***Other revenue***

Other revenue is generated from the sale of sponsorship rights, hospitality rights and licensing rights. Those which are related to the Rugby World Cup tournament are deferred to the year in which the event is held as they may be repayable in whole or in part upon the occurrence of similar conditions which apply to the broadcasting rights agreements. Revenues related to other tournaments are recorded in the period in which the relevant tournament takes place.

### ***Financial income***

Interest income is recognised on an effective yield basis and dividend income is recognised when the right to receive payment is established.

### **L Leases**

The IRB has no finance leases of property, plant and equipment where the Group has substantially all of the risks and rewards of ownership.

All leases undertaken by the IRB are operating leases in which a significant portion of the risks and rewards are retained by the lessor. Payments made under such operating leases, excluding contingency payments, are charged to the income statement on a straight – line basis over the period of the lease.

### **M Grants**

The IRB distributes discretionary investment grants through the IRB Trust. These are charged to the Income Statement in the year in which the liability to distribute the grant falls due. Unpaid investment grants are accrued for two years only. Grants which remain unpaid after that date, because of non-compliance with the terms and conditions applying to their payment, are credited back to the income statement.

## **3 Financial risk management**

### **Financial risk factors**

The International Rugby Board's activities have the potential to expose it to a variety of financial risks including foreign exchange risk, credit risk and interest rate risk. Its overall risk management programme seeks to minimise potential adverse effects on the International Rugby Board's activities. The IRB uses derivative financial instruments to hedge certain risk exposures.

Risk management is carried out by the International Rugby Board Finance Department under policies approved by the Council of the International Rugby Board. The Council provides written principles for overall risk management, as well as written policies covering specific areas, such as foreign exchange risk, interest rate risk, credit risk, use of derivative financial instruments and non-derivative financial instruments, and investment of excess liquidity.

**(a) Foreign exchange risk**

The IRB operates internationally and is exposed to foreign exchange risk arising from various currency exposures, primarily with respect to the pound sterling. Foreign exchange risk arises from future commercial transactions and recognised assets and liabilities.

To manage their foreign exchange risk arising from future commercial transactions and recognised assets and liabilities and when considered appropriate and necessary, entities in the Group use forward contracts, transacted with the Finance Department. Foreign exchange risk arises when future commercial transactions, recognised assets or liabilities are denominated in a currency that is not the entity's functional currency. There were no forward contracts outstanding at the year end date.

**(b) Credit risk**

The IRB has no significant concentrations of credit risk. Substantially all of its revenues are generated from the licensing of television broadcasting rights and other commercial rights and the IRB believes that all amounts due under such rights are fully collectible.

**(c) Interest rate risk**

The IRB does not have any significant concentrations of interest rate risk.

**(d) Liquidity risk**

The IRB holds significant cash deposits and as a result does not have any significant liquidity risk.

#### 4 Critical accounting estimates and judgements

Estimates and judgements are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The International Rugby Board makes estimates and assumptions concerning the future. The resulting accounting estimates will, by definition, seldom equal the related actual results. However the International Rugby Board considers that there are no significant estimates, judgements or assumptions applied in the current financial year as a result of which there is a risk of causing a material adjustment to the carrying amounts of assets and liabilities.

#### 5 Administration expenses by nature

	2009 Stg£	2008 Stg£
Depreciation and amortisation (notes 11 and 12)	218,603	252,613
Employee benefit expense (note 9)	6,083,834	5,070,388
Development expenses	2,888,047	1,179,274
Finance and administration expenses	1,882,959	1,997,335
Member services	1,764,282	1,052,783
Other expenses	1,990,610	4,676,633
Commercial expenses	123,631	320,782
Total administrative expenses	14,951,966	14,549,808
	2009 Number	2008 Number
Number of employees	64	58
	2009 Stg£	2008 Stg£
Finance and administration expenses include		
Audit fee	19,505	25,504
Council member attendance fees	364,357	390,171

## 6 Other gains/(losses) - net

	2009 Stg£	2008 Stg£
Losses arising on the disposal of available for sale financial assets	(291,399)	(471,029)
Foreign exchange (loss)/gain	(2,803,458)	6,754,043
	<u>(3,094,857)</u>	<u>6,283,014</u>

## 7 Other income

Income from financial assets		5,260,868
		<u>5,909,029</u>

## 8 Other expenses

During 2009 the International Rugby Board incurred £22,087,802 of grant expenditure, which was distributed to tournaments and member unions. (2008: £14,406,911).

## 9 Employee benefit expense

	2009 Stg£	2008 Stg£
Wages and salaries	5,205,800	4,468,255
Social security costs	582,352	328,202
Pension costs – defined contribution plans	295,682	273,931
Total employment benefits expense	<u>6,083,834</u>	<u>5,070,388</u>

## 10 Income tax expense

Income tax expense	32,963	30,598
--------------------	--------	--------

Under Irish tax law the International Rugby Board is largely exempt from paying tax. A minimal taxation expense was incurred in the current financial period. This expense arose within the following entities:

- IRFB Services Limited
- RWC 2003 Limited
- IB Tournaments Limited

## 11 Property, plant and equipment

	Vehicles Stg£	Furniture, fittings and equipment Stg£	Total Stg£
<b>Year ended 31 December 2008</b>			
Opening net book amount	12,517	400,042	412,559
Additions	–	254,019	254,019
Depreciation charge (note 5)	(7,825)	(179,855)	(187,680)
Closing net book amount	<u>4,692</u>	<u>474,206</u>	<u>478,898</u>



**At 31 December 2008**

Cost	100,025	1,715,528	1,815,553
Accumulated depreciation	(95,333)	(1,241,322)	1,336,655
Net book amount	4,692	474,206	478,898

**Year ended 31 December 2009**

Opening net book amount	4,692	474,206	478,898
Additions	–	119,080	119,080
Depreciation charge (note 5)	(4,692)	(170,730)	(175,422)
Closing net book amount	–	422,556	422,556

**At 31 December 2009**

Cost	100,025	1,834,608	1,934,633
Accumulated depreciation	(100,025)	(1,412,052)	(1,512,077)
Net book amount	–	422,556	422,556

The depreciation expense has been charged entirely within “administration expenses”.

**12 Intangible assets**

	Rugby World Cup Logo Stg£	Website development Stg£	Total Stg£
<b>Year ended 31 December 2008</b>			
Opening net book amount	77,002	108,114	185,116
Amortisation charge (note 5)	–	(64,933)	(64,933)
Closing net book amount	77,002	43,181	120,183
<b>At 31 December 2008</b>			
Cost	77,002	360,369	437,371
Accumulated amortisation and impairment	–	(317,188)	(317,188)
Net book amount	77,002	43,181	120,183
<b>Year ended 31 December 2009</b>			
Opening net book amount	77,002	43,181	120,183
Amortisation charge (note 5)	–	(43,181)	(43,181)
Closing net book amount	77,002	–	77,002
<b>At 31 December 2009</b>			
Cost	77,002	360,369	437,371
Accumulated amortisation and impairment	–	(360,369)	(360,369)
Net book amount	77,002	–	77,002

The Rugby World Cup Logos are considered to have an indefinite life because it is considered that there is no foreseeable limit to the period over which this asset is expected to generate cash flows. As the cash inflows to the IRB as a result of the successful completion of the World Cup tournaments are expected to be significantly in excess of the net book amount of these intangible assets no impairment is considered to have taken place.

### 13 Deferred expenditure

	2009 Stg£	2008 Stg£
Broadcasting	2,217,559	1,143,268
Sponsorship	581,002	283,518
Merchandising	88,365	–
	<hr/> 2,886,926	<hr/> 1,426,786
Beginning of the year	1,426,786	–
Deferred during the period	1,460,140	1,426,768
End of the year	<hr/> 2,886,926	<hr/> 1,426,786

### 14 Available-for-sale financial assets

Beginning of the year	25,501,846	19,507,681
Additions	8,659,216	10,868,753
Disposals	(7,927,944)	(8,811,380)
Revaluation surplus/(deficit) transfer to equity	3,686,945	(3,564,610)
Reclassification	50,753,886	7,501,402
End of the year	<hr/> 80,673,949	<hr/> 25,501,846

There were no impairment provisions on available-for-sale financial assets in 2009 or 2008.

	2009 Stg£	2008 Stg£
Available-for-sale financial assets includes the following:		
Listed securities:		
– Equity securities – eurozone countries	2,342,389	2,281,689
– Equity securities – US	4,481,455	3,359,237
– Equity securities – UK	13,887,103	9,970,121
– Equity securities – other	2,291,710	2,322,856
	<hr/> 23,002,657	<hr/> 17,933,903
– Interest securities – eurozone countries	17,133,306	2,512,165
– Interest securities – US	16,114,494	1,615,918
– Interest securities – UK	21,230,835	3,116,098
– Interest securities - other	3,192,657	323,762
	<hr/> 57,671,292	<hr/> 7,567,943
	<hr/> 80,673,949	<hr/> 25,501,846

At 31 December 2009 retained earnings included a surplus of Stg£3,651,269 (2008 deficit: Stg£35,676) in respect of unrealised fair value gains on available for sale financial assets.

The maximum exposure to credit risk at the reporting date is the fair value of the debt securities classified as available for sale.

**15 Trade and other receivables**

	2009 Stg£	2008 Stg£
Trade receivables	2,852,411	1,566,746
Less: provision for impairment of receivables	(428,768)	(907,061)
Trade receivables – net	2,423,643	659,685
Prepayments	874,210	508,600
	<u>3,297,853</u>	<u>1,168,285</u>

There is no difference in the fair value of trade and other receivables and the amounts stated above. The movement and the provision for impairment of receivables reflects a credit to the income statement during the year which was included in "administration expenses". Given the nature of the IRB's operations standard credit terms do not apply. At the year end date none of the unimpaired trade receivables above were considered to be overdue. Prepayments do not contain any impairment assets. The maximum exposure to credit risk is the fair value of each receivable noted above. The IRB does not hold any collateral as security.

**16 Cash and cash equivalents**

	2009 Stg£	2008 Stg£
Cash at bank and in hand	3,481,784	3,292,083
Short-term bank deposits	40,188,575	67,043,299
	<u>43,670,359</u>	<u>70,335,382</u>

The effective interest rate on short-term bank deposits was 1.6% (2008: 3.5%); these deposits have an average maturity of 18 days (2008: 23 days).

The effective interest rate on deposits with maturity between 3 to 12 months was 2.6% (2008: 4%); these deposits have an average maturity of 46 days (2008: 121 days).

The effective interest rate on deposits with maturity in excess of 1 year was 3% (2008: 4%); these deposits have an average maturity of 3 years (2008: 3.5 years).

Cash at bank and in hand and all deposits are held with financial institutions with either a Standard and Poor's AA or A rating.

**17 Deferred revenue**

	2009 Stg£	2008 Stg£
Broadcasting	32,744,185	16,008,589
Sponsorship	11,200,000	5,800,000
Merchandising	943,310	–
	<u>44,887,495</u>	<u>21,808,589</u>
Beginning of the year	21,808,589	–
Deferred during the period	23,078,906	21,808,589
End of the year	<u>44,887,495</u>	<u>21,808,589</u>

## 18 Trade and other payables

	2009 Stg£	2008 Stg£
Trade payables	463,076	374,797
Accrued expenses	9,303,774	4,409,561
	<u>9,766,850</u>	<u>4,784,358</u>

There is no difference in the fair value of trade and other payables and the amounts stated above.

## 19 Retained earnings

	2009 Stg£	2008 Stg£
Balance at start of year	121,456,189	145,891,226
Total comprehensive income/(loss)	(35,868,652)	(24,435,037)
Balance at end of year	<u>85,587,537</u>	<u>121,456,189</u>

## 20 Cash generated from operations

	2009 Stg£	2008 Stg£
(Loss)/profit for the period before taxation	(39,522,634)	(20,839,828)
Adjustments for:		
– Depreciation (Note 5)	175,422	187,680
– Amortisation (Note 6)	43,181	64,933
– Loss on disposal of available for sale financial assets	291,398	471,029
– Interest income	(5,260,868)	(5,909,029)
– Grants	22,087,802	14,406,911
– Loss/gain on foreign exchange	601,344	(4,955,903)
Changes in working capital		
– Trade and other receivables	(2,206,868)	62,614,450
– Trade and other payables	1,097,699	(37,948,233)
– Deferred revenue	23,078,906	21,808,589
– Deferred expenses	(1,460,140)	(1,426,786)
Cash generated from operations	<u>(1,074,758)</u>	<u>28,473,813</u>

## 21 Commitments

The IRB has made commitments to provide a total of approximately £48m in Strategic Investment funding between 1 January 2009 and 31 December 2012.

The IRB has made commitments to its Member Unions to pay grants at a level of approximately Stg£6.6m over the next year.

IB Tournaments Limited, an entity wholly owned by the IRB, has entered into firm commitments to pay participation fees for the IRB Sevens of up to US\$1,250,000 (Stg£833,000) in 2009.

The IRB, through its wholly owned entity, Rugby World Cup Limited, has entered into a formal agreement with the NZRU awarding them the right to host the Rugby World Cup in New Zealand in 2011. Rugby World Cup Limited has also entered into further agreements with the RFU and JRFU awarding them the right to host the Rugby World Cup in England in 2015 and Japan in 2019.

The IRB, through its wholly owned entity, Rugby World Cup Limited, has entered into a formal agreement with the RFU awarding them the right to host the Women's Rugby World Cup in England in 2010.

**Operating lease commitments**

At the balance sheet date, the Group has outstanding commitments under non-cancellable operating leases, which fall due as follows:

	2009 Stg£	2008 Stg£
Not later than one year	450,563	450,563
Later than one and no later than five years	1,802,252	1,802,25
Later than five years	2,928,659	3,379,222
	5,181,474	5,632,037

The majority of the lease commitments of the IRB relate to the lease of its headquarters at 35-38 Huguenot House, St. Stephens Green, Dublin 2, Ireland. The lease ends in July 2021, with a break clause occurring in 2011.



# MEET THE **team**

## CHAIRMAN'S OFFICE

**Bernard Lapasset**  
*Chairman*

## CHIEF EXECUTIVE'S OFFICE

**Mike Miller**  
*Chief Executive Officer/  
Secretary General*

**Myra McGlynn**  
*CEO/Chairman's Office Manager  
& HR Manager*

**Chris Rea**  
*Broadcast Controller*

## COMMERCIAL DEPARTMENT

**Huw Morgan**  
*Commercial Director*

## COMMUNICATIONS DEPARTMENT

**Dominic Rumbles**  
*Head of Communications*

**Karen Bond**  
*Website Editor*

**Lynda Jones**  
*Graphic Designer*

**Dominic Kelly**  
*Website Operations Manager*

**Seb Lauzier**  
*Web & Broadcast Editor*

**Chris Thau**  
*Publications Manager*

**Andrea Wiggins**  
*Communications Manager*

## DEVELOPMENT & PERFORMANCE

**Mark Egan**  
*Head of Development and  
Performance*

**Michel Arpaillange**  
*Regional Development Manager  
– Europe*

**Jean-Luc Barthes**  
*Regional Development Manager  
– Africa*

**Cliffie Booysen**  
*Regional General Manager  
– Africa*

**Philippe Bourdarias**  
*Tournaments Manager*

**Morgan Buckley**  
*Development Manager*

**Susan Carty**  
*Women's Development  
Manager*

**Beth Coalter**  
*Tournament Operations  
Manager*

**Bruce Cook**  
*Rugby Services Manager*

**Jarrad Gallagher**  
*Regional General Manager –  
Asia*

**Will Glenwright**  
*Regional General Manager  
– Oceania*

**Peter Horne**  
*High Performance Manager  
– Oceania*

**Alison Hughes**  
*Tournaments Project  
Co-ordinator*

**Tom Jones**  
*Regional General Manager –  
North America and Caribbean*

**Douglas Langley**  
*Regional Development Manager  
– Europe*

**Matt Oakley**  
*Project Manager – Asia West*

**Paddy O'Brien**  
*Referee Manager*

**Anne O'Callaghan**  
*Development and Performance  
Administrator*

**Tracy O'Callaghan**  
*Referee and Tournaments  
Administrator*

**Hernan Rouco Oliva**  
*Regional General Manager  
– South America*

**Lee Smith**  
*Regional Development  
Manager-Oceania*

## EXTERNAL & MEMBER RELATIONS

**David Carrigy**  
*Head of External & Member  
Relations*

**Ross Blake**  
*External & Member Relations  
Administrator*

**Gilles Fabre**  
*Translation Co-ordinator*

**Colum Lavery**  
*Member Services Manager*

**Jaime McKeown**  
*External Relations Project  
Officer*

**Amy Monaghan**  
*Office Administrator*

## FINANCE DEPARTMENT

**Robert Brophy**  
*Head of Finance*

**John Corbett**  
*Information Technology  
Manager*

**Ronan Donagher**  
*Information Technology Officer*

**Margaret Downey**  
*Accounts Administrator*

**Lynn Hope**  
*Finance Assistant*

**Chris McCarthy**  
*Management Accountant*

**Paul Pringle**  
*Financial Accountant*

**Susan Spellman**  
*Finance Manager*

## LEGAL DEPARTMENT

**Susan Ahern**  
*Head of Legal Affairs*

**Barbara Clancy**  
*Legal Counsel*

**Joyce Hayes**  
*PA to the Head of Legal*

**Caroline Nolan**  
*PA to the Legal Department*

**Ben Rutherford**  
*Legal Counsel*

## RUGBY WORLD CUP

**Kit McConnell**  
*Head of Rugby World Cup*

**Nicola Alesbrook**  
*RWC Tournament Manager*

**Enda Connolly**  
*RWC Co-ordinator*

**Linda Hoey**  
*RWC Host Union Services  
Manager*

**Nicola Rodgers**  
*RWC Tournament Administrator*

**Ross Young**  
*General Manager Rugby World  
Cup*

## TECHNICAL SERVICES

**Steve Griffiths**  
*Head of Technical Services*

**Ilaria Baudo**  
*Anti-Doping Co-ordinator*

**Mark Harrington**  
*Training and Medical Manager*

**David Ho**  
*Anti-Doping Officer*

**Rhys Jones**  
*Game Analyst*

**Dr Mick Molloy**  
*Chief Medical Officer*

**Tim Ricketts**  
*Anti-Doping Manager*

**Corris Thomas**  
*Game Analysis Consultant*

**Leanne Walsh**  
*Technical Services  
Administrator*

**Jennifer Wilson**  
*Technical Services  
Administrator*

## TRAVEL

**Alan Athey**  
*Travel Co-ordinator*



# Official Ticket Sales Channels

A number of entities are offering Rugby World Cup 2011 tickets and ticket-inclusive packages for sale without authorisation to do so. Rugby World Cup Limited would like to emphasise to all Rugby supporters that they should only purchase tickets or ticket-inclusive packages from the following official ticket sales channels to ensure they receive genuine and valid tickets:

1. Individual tickets can be purchased from Rugby New Zealand 2011 Limited (the Tournament Organisers) from late 2010. See [www.rugbyworldcup.com/tickets](http://www.rugbyworldcup.com/tickets) for details.
2. Official travel packages (including match tickets) can be purchased from one of the appointed Official Travel Agents, details of which are available at [www.rth2011.com](http://www.rth2011.com).
3. Official hospitality packages (including match tickets) can be purchased from one of the appointed Official Corporate Hospitality Agents, details of which are available at [www.rth2011.com](http://www.rth2011.com).

Supporters purchasing tickets or ticket-inclusive packages from unofficial sources run the risk of tickets not arriving, receiving counterfeit tickets or having their tickets cancelled (and being refused entry to or evicted from match venues).

Match tickets are non-transferable except as set out in the Rugby World Cup 2011 Ticket General Terms and Conditions. Specific legislation has also been passed in New Zealand to prohibit ticket-scalping and offering, giving away, or selling a match ticket in connection with the promotion of goods or services without the authorisation of Rugby World Cup Limited.

Don't be let down – ensure you only purchase Rugby World Cup 2011 tickets and ticket-inclusive packages from official ticket sales channels.

*New Zealand 2011*





**International Rugby Board**

Huguenot House  
35-38 St. Stephen's Green  
Dublin 2  
Ireland

**Tel.** +353-1-240-9200

**Fax.** +353-1-240-9201

**Web.** [www.irb.com](http://www.irb.com)

**Email.** [irb@irb.com](mailto:irb@irb.com)