

## Israel Rugby Union

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## איגוד הרוגבי בישראל

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Tuesday, 07 August 2018

To: Sally Pettipher, The Atlas Foundation

## Enhanced Development Program in Israel

### Rugby development in Israel:

There are some 1,050 rugby players in Israel, women, men and youth. Israel also has 7 different national rugby teams:

- Men's 15's
- Men's 7's
- Women's 7's
- Men's U18 15's
- Men's U18 7's
- Men's U16 7's
- Men's U14 7's

The Leagues start in September and end in May, while the national teams are working 11 months a year.

### Rugby Development

Last year we initiated a program with the Atlas Foundation in which we exposed school children to rugby aiming to grow our sport and have more children involved.

The initial efforts were successful as we have recently shared with you and in a meeting with Neil Blair we discussed how the program can be extended and enhanced based on new insights from the past year.

Tag rugby was widely embraced by school principals and PE teachers who were reluctant to introduce a contact sport into the schools. In addition the facilities required for tag rugby are widely available in schools throughout the country – most of which have indoors basketball courts and outdoors paved courts.

Another important lesson learnt was that of continuation. It requires a considerable effort to enter a new school in order to introduce tag rugby. In most cases, a single exposure, while fun and exhilarating, was not enough to prompt the children to join the sport. Rather, we see that prolonged engagement produces much better results and thus wish to focus our efforts in that direction – have the rugby coach present in the school over a period of 2-3 months (1-2 days a week) to make sure that rugby is not only introduced but rather entrenched in PE activity.

To incentivize schools even further, we have initiated local (in school) tournaments for boys and girls where the different classes from an age group compete for school championship. These are then further enhanced by regional and finally a national tournaments.

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In 2018 with the support of the Atlas funds for the first time we held such an event with dozens of schools and over 300 children participating which was a great success. Not only did the schools send their teams to the tournament, but they have trained and practiced for over a month in advance with their PE teachers while being guided by our trained professional rugby coaches.

This activity, initiated by the Israeli Rugby Union, can easily be extended and expanded using local club resources. It is our intention to create incentives for the local clubs to engage in this activity with their coaches and senior players in order to promote children to join the sport and eventually the club. By leveraging the clubs geographical distribution, we can have the program cover the breath and width of the country from Beer Sheva in the south to Upper Galilee in the North, and from Jerusalem in the east to Haifa and Tel-Aviv on the western Mediterranean coast.

### **Special emphasis – minorities**

While our program refers to the Israeli Education system in general, we intend to put a special emphasis on bringing rugby and the values of rugby to minority groups within that system e.g. Christian and Muslim Arabs, Druze, Bedouins and religious Jewish school boys and girls. This emphasis will be part of the guidance to clubs in preparing to carry out this development plan requiring them to make sure their program also incorporates such minority schools.

We plan to utilize this program as a bridge to bring closer Jewish and Arab children playing regional and national tag rugby tournaments together – in the true spirit of the game of rugby.

The development committee will ensure that at least 20% of the program will be directed at these minority groups and will build the incentive program to promote this.

### **Our Program**

Our directory of development, Mr. Ilan Levin, will oversee our program implementation. Ilan will work with the local clubs to build a schedule of schools and sessions with the local club coaches and senior players. Our development committee, headed by Mr. Offer Fabian, will allocate the resources to the clubs/schools and will collect activity reports on an ongoing basis. Fund allocation will be done by the union development committee and fund distributions will be done subject to signed activity reports.

We will announce the dates for the regional tournaments so schools can prepare and work towards defined goals. Towards the end of the school year (late May 2019) we will host the national tournaments one each for junior-high and high school age categories.

Coaches will work with the schools in an ongoing basis throughout the year either directly coaching kids or working with the PE teachers and guiding them.

The program reach is expected to be wide and extensive. In the planned 1600 hours 8-10 clubs will have send their coaches/players to schools for a total of 40,000 (child hours considering 25 children per session). As we expect to work with the children repeatedly over time we expect this activity to

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encompass 8,000-10,000 children directly (trained by our coaches) and double to triple that indirectly by leveraging the PE teachers in the schools.

### **Other rugby promoting activities**

The Israeli Rugby Union has devised a comprehensive plan for the development of rugby in Israel. The school exposure plan detailed above is a pivotal part of the overall plan which also includes the following:

#### **1. RFPs**

The union sends out RFPs for clubs to suggest various development activities ranging from gear procurement to infrastructure and from coaching enrichment to player recruitment. These RFPs are budgeted at £25,000 and offer matching funds to 8-12 programs proposed by the clubs.

#### **2. The comprehensive program**

The union has set as goal to open new centres of rugby in Israel. From our experience it is paramount that the person initiating this new activity be 100% dedicated rather than juggle making a living while doing rugby development as a side hobby. To that end, the union will allocate annual budget to up to 2 clubs in the sum of £25,000 each to open a new centre – either a new club or a new branch location of an existing club. Funding is intended to support the low income expected in the early months until such time as numbers are building up. On top of the financial support, the union will commit hands-on escort and support of key union personnel – coaching, management, local authority liaison and more. Clubs will be eligible to apply for the program and club selection will be based on a range of parameters including personnel (experience and dedication), facilities availability, local municipality cooperation and more.

#### **3. Players and kids from lower socioeconomic homes**

Israel Rugby has a history of helping children from lower socioeconomic backgrounds have an equal opportunity to play and excel in rugby. Currently this is done by subsidizing activities e.g. training camps, international tours of the national team etc. These subsidies come from the limited union budget.

We would like to ask Atlas to assist us in giving children the equal opportunity by making available a fund for handling such cases in the annual budget of £10,000. The union will have a dedicated committee to offer financial assistance to promote participation of children in need in rugby. Clubs and families will have to option to apply for the subsidies based on socioeconomic status considerations.

#### **4. Media**

Last but not least is media. While the Israeli Rugby Union covers its on-going activities in the media by still images, video and more, we wanted to suggest to the Atlas Fund to have a special media coverage with a budget of £10,000 which we will use to film and shoot the various activities done using Atlas funds and provide Atlas with professionally done media clips and still images for Atlas to use for its purposes.

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### Costs and budget

The hourly cost for a coach session during school hours is 70NIS (15£) and a coach can do 4-5 hours in a school per day/tournament.

Local (in-school) tournaments are to be handled by the schools – other than coach's participation and thus require no budget allocation. Regional tournaments are to be handled by the local clubs with funding assistance of 1,500£. National tournaments are a major event encompassing 3 pitches, 6-8 coaches and a similar number of referees and ushers. These events are budgeted at £6,000 each.

Rugby development in schools	Unit	Qty	Total
Hourly sessions @ schools	£ 15.00	1600	£ 24,000.00
Regional tournaments	£ 1,500.00	6	£ 9,000.00
National tournaments	£ 6,000.00	2	£ 12,000.00
Kits for schools (50% subsidized)	£ 100.00	30	£ 3,000.00
<b>Annual total</b>			<b>£ 48,000.00</b>
Other proposed annual activities			
1. RFPs for rugby development			£ 25,000.00
2. The comprehensive program (2x)			£ 25,000.00
3. Special financial assisting fund			£ 10,000.00
4. Professional media for Atlas			£ 10,000.00

We have many plans to promote rugby and will be happy to collaborate with Atlas in having the opportunity to execute our ambitious plans.

We believe that the combination of great motivation and experience will lead us to conquer new peaks. It will be a privilege to partner with Atlas in making this happen and have Atlas duplicate successful activities in other countries/regions.

Sincerely,

Offer Fabian  
Head of Development

Avi Resch  
General Manager

Menachem Ben-Menachem  
President