

**NSW COUNTRY RUGBY UNION LTD
MINUTES OF COUNCIL MEETING – 1/10
NSWRU OFFICES, MOORE PARK
12.00PM – SUNDAY, 28 JUNE 2009**

1. ATTENDANCE

Bruce Worboys	NSWCRU (President)
Laurie Maher	NSWCRU (Vice President)
Col Jeffs	NSWCRU
Phil Payne	NSWCRU
Steve Rosa	NSWCRU
Peter Veenstra	NSWCRU
Garry Warfield	NSWCRU
Terry Woodward	NSWCRU (Executive Officer)
Richard Croft	NERU
Tony Crosby	GUEST (Classic Sportswear P/L)
Michael Dodd	NSWCJRU
Bruce Etheridge	CNRU
Des George	CRRA
Tony Heeson	FNCRU
Bill Rowlands	PATRON
Graham Sonter	MNCRU
Larry Thomson	CCRU
Pam Thomson	NSWCWRU
Arthur Watts	IDRU
Greg Whiteley	WPRU
Doug Williams	NHRU

2. APOLOGIES

Matt Evrard	CCRU
John Haddin	NSWCRU (Cockatoo Selector)
Col McCallum	NERU
Danny Mahar	IDRU
Wayne Millane	FNCRU
Stuart Ogilvy	NSWCRU (Judiciary)
Terry Orman	LIFE MEMBER
Barry Ruddy	CWRU
Tony Souter	NSWCWRU (Team Manager)
Luke Stephen	NERU
Peter Woods	CRRA
Chris Zucker	NSWCRU (Solicitor)

Resolved: Apologies were accepted – Moved: Richard Croft & Seconded: Larry Thomson.

3. APPOINTMENT OF ALTERNATES

Written notification of Alternate Delegates had been received from:

- Peter Woods (CRRA) to Des George

Resolved: **Alternate Delegates were accepted – Moved: Doug Williams & Seconded: Arthur Watts.**

4. MINUTES OF PREVIOUS MEETING

- Minutes of the Council Meeting held on Saturday, 28 June 2009 were tabled and accepted as a true and accurate record of the meeting.

Resolved: **Accept Minutes of Council Meeting held on 28 June 2009 - Moved: Tony Heeson & Seconded: Doug Williams.**

5. BUSINESS ARISING FROM THE MINUTES

- Nil

6. BOARD UPDATE

- The Board would be focusing on the Strategic Plan which was a working document and would be continually updated at each Board meeting:
 - Gain Increases in Funding & Sponsorship
 - Provide Development Opportunities for Players & Coaches
 - Promotion of NSW Country Rugby Union
 - Gain Proper Recognition for NSW Country Rugby Union
 - Improve NSWCRU & Zone/Affiliate Relations
 - Improve Administration of NSWCRU Zones & Affiliates
- The priorities for 2010 would be:
 - Finances
 - Sponsorship
 - Pathways
- A meeting would be held with the ARU on 9 December 2009 with the following items on the agenda:
 - Special Event Opportunities
 - Test Match Country Muster (Telstra Stadium)
 - Classic Wallabies v NSW Country Cockatoos
 - British & Irish Lions Tour 2013

7. FINANCIAL REPORT

- As per the Annual Report.
- The NSW Rugby Union had paid the final installment of the 2009 Grant, and the outstanding installments to the Affiliates would now be paid.

8. MARKETING, PROMOTION & SPONSORSHIP

- The status of the Union's sponsors were:
 - Bartercard - \$35K available to spend

- Beiersdorf Australia Ltd – Current until end 2010
- Best Western Australia – Current until end 2009
- BWS – Current until end 2009
- Classic Sportswear P/L – Current until end 2011
- Coca-Cola Amatil – Current until end 2011
- Gilbert Footballs – Current until end 2011
- International Sports Tours P/L – Current until end 2010
- QantasLink – Current until end 2009
- The Land – Current until end 2010
- The Union was currently in the process of renegotiating with the sponsors who were coming to the end of their term.
- Moore Sports and HortonElla would continue to seek sponsorship solely on a commission basis.
- Steve Rosa made a presentation in relation to Marketing and Promotion.
- Initial work had been undertaken which had identified:
 - NSW Country had a great history, but there were certain areas which needed to be revamped
 - NSW Country Name was very strong
 - Mission Statement & Objectives were in place
 - Largest Rugby Association in Australia (18K plus participants)
 - Great Footprint
- Redevelopment of the Brand would be undertaken with the focus on:
 - Key Strategies
 - Rebranding launched in February
 - Standardization of Livery (Seniors, Junior, Referees & Women)
 - Representative team identification - Cockatoos, Junior Cockatoos & Corellas (Women)
- Communication Channels would be revamped/enhanced:
 - New Website which would be a “one stop shop” for Country Rugby, with links to the Affiliates and Zones
 - Registered Domain Names – www.nswcountryrugby.com & www.cockatoosrugby.com
 - Database Capture and Segmentation
 - Monthly Newsletters
 - Communication Channels

9. COUNTRY MEMBERSHIP PACKAGES

- The Union needed to identify alternative forms of revenue streams other than grants, sponsorship, affiliation fees, etc.
- Work had commenced on the introduction of a Membership Program which would be tied in with the rebranding and launch of the new website.
- Three tiers of Membership Packages had been identified, but weren't finalised:
 - Club Cockatoos – Former Cockatoo Players
 - Country Supporters – Rugby Community
 - Corporate Member – Corporate Sector
- Each package would incorporate various levels of benefits, with membership to the Rugby Club being common to each package.

- A rebate system would be introduced which would see a percentage of the membership subscription paid to Affiliates/Zones who referred memberships.
- The Country Ambassador Program (Dave Carter, James Grant, Steve Merrick and Kelly Sager) would be utilized to lift the profile of Country Rugby.
- Additional fund raising activities would be built around events and matches:
 - Dinners, Functions, Royal Easter Show, etc
 - Country Championships & Representative Matches (Subbies at SFS)
 - Combined Representative Fixtures (Cockatoos, Women & Juniors)
 - International Matches (Country Muster)
- The Board had given consideration to the reintroduction of Affiliation Fees, which had been phased out over a three year period commencing in 2002.
- If the Membership Program was not successful and didn't receive support from the Affiliates and Zones, the Union would have to give consideration to the reintroduction of Affiliation Fees.

10. LAW VARIATIONS 2010

- The following Law Variations had been approved by the IRB and would be adopted in 2010:
 - **Law 6** – Assistant Referees allowed
 - **Law 19** – Kicking directly into touch from ball played back into 22 equals – no gain in ground
 - **Law 19** – Quick Throw permitted in any direction except forward
 - **Law 19** – Positioning of player in opposition to the player throwing-in to be two metres away from lineout and the line of touch
 - **Law 19** – Pre-gripping of lineout jumpers allowed
 - **Law 19** – Lifting in the lineout allowed
 - **Law 19** – Positioning of Receiver must be two metres away from lineout
 - **Law 20** – Five-metre offside line at the Scrum
 - **Law 20** - Scrum half offside line at the Scrum
 - **Law 22** – Corner Posts no longer touch in goal
- The following Law Variations had not been approved by the IRB:
 - **Law 17** - Maul - Head and Shoulders not to be lower than hips
 - **Law 17** - Maul - Pulling down the Maul
 - **Law 19** – Freedom for each team to determine Lineout Numbers
- Summary of the Law Variations in 2010:
 - Penalty Kick sanctions will again be applied at tackle and ruck
 - Players will no longer be able to defend against the driving maul by pulling it down
 - The team not throwing in at the lineout cannot have more players participating in the lineout than the throwing team
- The IRB has approved Unions to employ Law Variations implementing rolling substitutions and addressing uncontested scrums.
- The ARU's Laws Advisory Group (LAG) had met to discuss how these provisions would be applied across Australia.
- The ARU had circulated a recommendation and requested feedback, based on the feedback the LAG has reached a decision and the final decision would be circulated in the coming weeks.

11. COUNTRY CHAMPIONSHIPS 2010

- The host zones of the Qualifying Matches on 20 March 2010 had advised their venues:
 - Central Coast v Central North Woy Woy
 - Central West v New England Orange
 - Illawarra v Western Plains Wollongong
 - Newcastle Hunter v Far North Coast Nelson Bay
- Southern Beaches Rugby Club would host the Championship Weekend at Cahill and Barton Ovals, Belmont on 27 & 28 March 2010.
- Central Coast, Central North, Central West, Far North Coast, Illawarra, New England, Newcastle Hunter and Western Plains had confirmed their participation in the Senior Championships.
- All Zones, except Western Plains had confirmed their participation in the Colts Championships.
- Mid North Coast had been extended an invitation to participate in the Colts Championships to fill the vacancy left by Western Plains.
- Mid North Coast advised they wouldn't participate, but gave an understanding they would participate in the Senior and Colts Country Championships in 2011.
- The Union had several options in relation to filling the void, and would advise the details once the interested parties had been approached.
- New England questioned the venue (Orange) for their Qualifying Match against Central West, as it was their understanding the venue was supposed to minimize the travel for the visiting Zone.
- They were of the opinion Coonabarabran (295Kms) and Coolah (315 Kms) were more appropriate venues from Armidale, as opposed to Orange (605Kms).
- The NERU requested NSWCRU to investigate, and unless there were specific reasons for the matches to be played in Orange, direct the Central West to play the matches at a venue closer to Armidale.

12. COMMUNITY RUGBY REPORT

- The Community Rugby Department had undertaken their review of the development activities which had been undertaken in the various areas.
- Development Managers in conjunction with their Zones had compiled the 2010 development plans (HUBS), which had been or would be presented to the stakeholders.
- Each Development Officer was contracted and would be subject to a performance review based on their predetermined KPI's and performances.
- The outcomes from the review plus consultation with the respective stakeholders would determine the extension of the respective contracts.
- One Country Development Manager (Mitchell Drinkwater) had not been offered an extension of his contract going into 2010.

13. COUNCIL MEETING DATES

- The next Council Meeting would be held at the Country Weekend in Newcastle:
 - Saturday, 27 March 2010 - 8.30am – Belmont Sportsman's Club – Belmont

14. GENERAL BUSINESS

- NSWCRU would be holding an Ambassador's Dinner at the Belmont Sportsman's Club on the Saturday night of the Country Weekend.
- The Department of Sport & Recreation had implement Community Grants which replaced the former Travel Assistance Grants.
- Applications for the grants had to be lodged with the "Peak Body", which was believed to be NSWCRU for Country Rugby Associations.
- The Executive Officer would investigate and report back to the Affiliates/Zones, but it was noted that applications for 2010 Grants closed mid December 2009.
- Bruce Worboys acknowledged and thanked Col Jeffs for his involvement with the Country Rugby, both as a Coach and Board Member over a considerable period of time.
- Col Jeffs thanked the meeting for the opportunities Country Rugby had afforded him, and advised he wouldn't be lost from the Union, as his current business commitments required him to reduce his involvement at this point in time.

Meeting Closed: 1.15pm

Next Meetings: 8.30am –Saturday, 27 March 2010 - Belmont