

INTERNATIONAL

RUGBY

BOARD



RUGBY FAMILY CELEBRATES OLYMPIC GAMES INCLUSION



Rugby World Cup Sevens 2009
CHAMPIONS

Rugby World Cup Sevens 2009
CHAMPIONS

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C E L E B

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RUGBY REACHES OUT TO THE
OLYMPIC GAMES





2009

Bernard Lapasset, IRB Chairman, looks back on an historic year

In October, members of the International Olympic Committee elected to have Rugby Sevens admitted into the 2016 and 2020 Olympic Games, marking another significant chapter in the history of the Game.

The IRB is both proud and honoured to be joining the Olympic family. The Olympic Games will be the pinnacle of the sport for all our athletes and the Rugby family, who were unified in their support of the campaign. The best men's and women's players in the world are excited to be able to showcase their talent on the world's greatest sporting stage and will be proud to call themselves Olympians.

Of course, much work lies ahead, and now we must work with every National Olympic Committee to develop their men's and women's Sevens teams and work with members of the Olympic family to share knowledge, benefit from one another's experience and promote the growth of sport and its core values around the world.

We must ensure that Rugby Sevens' debut in the Games is memorable and ultimately successful, but it is more than running a superb Rugby Sevens tournament for men and women.

We will ensure appropriate development programmes are implemented, qualification structures finalised and competition pathways fixed to ensure that Sevens can continue its incredible success story on the global stage and prove a wonderful addition to the Olympic Games.

Rugby Sevens' fast and exciting pace, the fittest and quickest athletes on show in full stadiums packed with enthusiastic young fans provides a highly competitive and attractive event to fans, broadcasters and sponsors.

Indeed Olympic Games inclusion, voted in by a majority of 81-8, is without doubt the biggest event to have happened to our sport since the Game going open or the inception of Rugby World Cup. It will have a profound and hugely positive effect for the Game worldwide, leading to increased playing numbers, even greater levels of interest and unlocking national support.

Playing on the world's greatest sporting stage will also provide the perfect showcase for Sevens. More people in more countries around the world will be inspired by the action and I am

sure that we will now see great growth within emerging Rugby markets such as China, Russia, India and the USA. We look forward to the continued development of the Sevens game alongside the Fifteens game.

We are excited and honoured to be joining the Olympic Games and I would like to thank the IOC members for believing in our Olympic vision and our values and recognising that Rugby Sevens is a perfect fit for the Olympic Games. The Rugby family is looking forward to Rugby Sevens in Rio de Janeiro and showcasing our wonderful sport on the world's greatest stage.

A huge factor in the campaign was the staging of a record-breaking Rugby World Cup Sevens 2009 in Dubai. The event, which featured a women's tournament for the first time, was a resounding success showcasing the truly global and competitive nature of Rugby Sevens, reaching out to more fans, television viewers and sponsors than ever before. Wales were worthy winners of the Melrose Cup while Australia made history by claiming the inaugural Women's Rugby World Cup Sevens title.

In addition to our Olympic campaign, the IRB's focus on its core business continued in force, including the roll out of global development initiatives across Africa, Asia, Europe, the Americas and Oceania despite the challenging economic climate.

Following the resounding success of the first round of strategic investments through the £30 million Strategic Investment Programme (2006-2009), the continued commercial success of Rugby World Cup will allow the IRB to embark on a further £48 million of investment in the Game in the form of High Performance investment starting next year. The total investment in global Rugby between 2009-2012 will be an unprecedented £153 million.

Work continues on the review of many of the Game's Regulations. This is important work as the IRB aims to ensure that, in a quickly developing global sport, the Regulations remain relevant. Regulations 4, 7, 11, 17, 23 are among the regulations that the IRB's Regulations Committee gave particular consideration to during the year.

Planning for Rugby World Cup 2011 is very much on track and we are confident that the tournament, played across 13 venues, will be a spectacular, memorable and ultimately successful event. Rugby World Cup 2011 in New Zealand will offer an irresistible mix of

world class Rugby and the unique, colourful experience that only a country with such a rich Rugby tradition can offer.

Furthermore, the RNZ 2011 organising body is well advanced with its management, operational planning and venue logistics, and the commercial, ticketing, staffing and media programmes are ahead of schedule. The Tournament schedule has already been announced and the first phase of tickets sales is due to take place early next year.

On the field, the qualifying process for RWC 2011 that started in April 2008 when the Cayman Islands played host to Trinidad and Tobago, is reaching its climax. The play-offs in 2010 will bring to a close the qualifying process that has incorporated 185 matches and 82 countries.

Operationally, of course, much has still to be done and the challenge is to ensure that we maintain the excellent momentum and that we deliver what promises to be a wonderful Rugby World Cup 2011.

Staying with Rugby World Cup matters, 2009 was a historic year for the tournament with the IRB Council awarding RWC 2015 to England (RFU) and RWC 2019 to Japan (JRFU). The allocation of the tournaments at the same time enables RWC Limited and the Host Union greater certainty over operational and commercial delivery and further enhances the ability to deliver world class tournaments.

In another first, the awarding came after a tender process that included a recommendation from the RWCL Board. A record number of Unions tendered for either one or both tournaments. All of the tenders were of a very high standard, which is a tribute to the health of the Game and the enormous prestige of RWC.

The continuity of England and Japan as host nations for RWC will create new opportunities and help maximise commercial revenues for re-investment in the Game. It is an exciting combination for Rugby World Cup and one which we think will enable the sport to reach developing Rugby markets and therefore contribute to the continued growth of the Game and its values worldwide.



PRO



WIDENING

EXCELLENT SERVICE TO MEMBER UNIONS

IRB COUNCIL 2009

Chairman

Bernard Lapasset

Vice Chairman

Bill Beaumont

Africa (CAR)

Abdelaziz Bougja

Argentina

Porfirio Carreras

Asia (ARFU)

Noboru Mashimo

Australia

Peter McGrath

John O'Neill

Canada

Chris Le Fevre

Rick Bourne (I)

England

Martyn Thomas

Jonathan Dance

Europe (FIRA-AER)

Raul Martins

Jean-Claude Baque (J)

France

Pierre Camou

Jacques Laurans

Jean-Louis Barthes (J)

Ireland

Pat Whelan

Peter Boyle

Stephen Hilditch (I)

Italy

Giancarlo Dondi

Fabrizio Gaetaniello

Japan

Ichiro Kono

New Zealand

Graham Mourie

Steve Tew

North American and Caribbean (NACRA)

Pearse Higgins

Oceania (FORU)

Harry Schuster

Scotland

Bill Nolan

Gordon McKie

South Africa

Oregan Hoskins

Johan Prinsloo

South America (CONSUR)

Ricardo Paganini

Wales

David Pickering

Gerald Davies

Roger Lewis

(I) Interim Meeting

(J) July Meeting



IRB COUNCIL AND COMMITTEES



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	<i>Laws</i>
TBC	<i>Age Grade</i>
Chris Le Fevre	<i>Women's</i>
David Pickering	<i>Referee Selection</i>
Bernard Lapasset	<i>Medical</i>

**DESIGNATED MEMBERS FOR
 RULINGS IN LAW**

Chairman
 Bill Nolan

Members
 Graham Mourie
 David Pickering

LAWS PROJECT GROUP

Chairman
 Bill Nolan

Members
 Bill Beaumont
 Bruce Cook
 Ian McIntosh
 Mick Molloy
 Graham Mourie
 Paddy O'Brien
 Pierre Villepreux
 Richie Dixon
 Rod Macqueen
 Steve Griffiths

JUDICIAL PANEL

Chairman
 Tim Gresson

**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

IRB Council

Back row: P. Camou (France), R. Lewis (Wales), P. McGrath (Australia), J. O'Neill (Australia), P. Higgins (NACRA), A. Bougja (CAR), R. Paganini (CONSUR), I. Kono (Japan), P. Whelan (Ireland), M. Miller (Chief Executive Officer).

Middle row: M. Thomas (England), G. McKie (Scotland), S. Tew (New Zealand), P. Carreras (Argentina), H. Schuster (FORU), R. Martins (FIRA-AER), J. Prinsloo (South Africa), J. Dance (England), N. Mashimo (ARFU), C. Le Fevre (Canada).

Front row: B. Nolan (Scotland), D. Pickering (Wales), P. Boyle (Ireland), B. Beaumont (Vice Chairman), B. Lapasset (Chairman), G. Mourie (New Zealand), J. Laurans (France), O. Hoskins (South Africa), G. Dondi (Italy)



KEY COUNCIL/EXCO

Membership

At its Annual Meeting Council agreed to **amend the Membership Criteria** population exemption figure from less than one million to less than one and a half million to facilitate active Unions wishing to become IRB Members who have difficulty in complying with the terms of the Membership Criteria because of the small size of their population.

Council agreed that **Mauritius be admitted to Full Membership** subject to the completion of a 24-month report on suitability.

At its November meeting Council agreed that **Greece be admitted to Associate Membership** subject to the completion of 24-month report to establish if Associate Membership should be retained.

Experimental Law Variations

The four-year Experimental Law Variation trial process culminated in 10 of the 13 ELVs being approved by Council at its Annual Meeting for **adoption into Law at all levels** of the Game.

New Executive Committee Member

Council elected **Peter McGrath**, Chairman of the Australian Rugby Union and IRB Council Member, to the Executive Committee, replacing Paul McLean.

International Match Schedule / Integrated Season

Council noted that work was ongoing in agreeing the **International Match Schedule**.

Laws of the Game

Council approved a number of **Law Changes and Rulings in Law** to clarify the Laws of the Game.

Tournaments

In a ground-breaking announcement, Council, at its Special Meeting in July, selected England as host of Rugby World Cup 2015 and Japan as host of Rugby World Cup 2019 after a comprehensive tender process, involving detailed RWCL and external expert analysis and a recommendation by the RWCL Board. The decision balances revenues with market growth and the 2019 edition will be the first tournament to be hosted in Asia.

Council also approved an exciting new format for the IRB's flagship Age Grade Tournament, the **IRB Junior World Championship** to further promote competitiveness across global Age Grade structures. Starting in 2009, the Tournament will feature 12 teams and dovetail with the IRB Junior World Rugby Trophy in creating a streamlined player and team development pathway.

Council accepted the EXCO recommendation that the IRB Junior World Rugby Trophy 2010 be **awarded to the Rugby Union of Russia**. It will be the first time that an IRB fifteen-a-side Tournament has been hosted in Russia, underlining the growth of the Game within the country.

Committee Appointments

The IRB Rugby Committee welcomed **Carol Isherwood, Fabien Peloux and Jake White** as members to serve two-year terms after Council approved the appointments in July. The three hugely respected figures will bring their wealth of experience to the Committee, providing consultation on all aspects of the playing of the Game. The appointment of Isherwood is the first time that a woman has served on the Committee and her huge

experience of administering the Women's Game will help to shape the global growth of Women's Rugby.

Council also appointed **Jean-Pierre Lux** to the Regulations Committee.

Regulations

At the November meeting Council agreed amendments to Regulation 4 covering the **Status of Players and Contracts for Material Benefit**. The amendments to the Regulation took effect on December 1, 2009 and follows an extensive consultation process with stakeholders.

Bye-Laws

At a Special Meeting in November Council approved an amendment to Bye-Law 10 Membership. The new Bye-Law permits the Council to **amend the status, suspend or expel an IRB Member for any matter the Council determines appropriate**. The Bye-Law also delegates power to EXCO to suspend a Union pending a meeting and decision of the full IRB Council. The amendment to Bye-Law 10 took effect on December 1, 2009.

At the November meeting Council approved an amendment to Bye-Law 9.9. The amendment to Bye-Law 9.9 **clarifies the voting process at Council meetings**. The amendment to Bye-Law 9.9 took effect on December 1, 2009.

International Rugby Players Association Collaboration

The IRB continues to work with IRPA as per the Memorandum Of Understanding. The IRB hosted the **Player Development Managers meeting** during the summer. IRPA representatives participated in major IRB events in 2009, including the inaugural IRB Medical Conference, hosted in London in December.

DECISIONS 2009

Strategic Plan, the Olympic Games and the Economy at the Heart of IRB General Assembly Agenda

The Ninth IRB General Assembly took place in Dublin at the end of November with Rugby's re-inclusion in the Olympic Games, the IRB's Strategic Plan and Governance in the changing economic climate the headline topics for discussion.

Delegates from almost all of the IRB's 117 Member Unions, six Regional Associations, IRB Council, IRB Executive Committee and IRB Staff attended the biennial meeting which brought together the global Rugby family for two days of discussion, forums and workshops.

IRB Chairman Bernard Lapasset opened the General Assembly with an address that reflected on an historic year for the Game, whilst looking ahead to the challenges and opportunities that the Game faces.

"We are entering an unprecedented decade for Rugby, full of exciting opportunities. We have certainty around Rugby World Cup for the next ten years, while Rugby Sevens' inclusion in the Olympic Games in 2016 and 2020 will open up emerging markets, and reach out to new audiences around the world."

For the first time the IRB hosted a series of workshops which fully engaged the Membership, focusing on a review of the IRB's Strategic Plan for 2010-2020, recommending strategies which will be fully incorporated in an updated vision to drive further growth in the Game.

The IRB Strategic Plan was launched in 2005 and features five key pillars, one of which was Olympic Games inclusion, and there was an overwhelming feeling that a sixth pillar should focus on the maintenance and promotion of the Game's Core Values.

The delegates also received updates from Bernard Lapasset, IRB CEO/Secretary General Mike Miller and Robert Brophy, the IRB Head of Finance. Three question and answer forums focused on Coping in the Current Economic Environment, Good Governance and Organisation within a Union and the Olympic Games.

At the end of a busy two days, the overwhelming feeling from all those in attendance was one of satisfaction that a very productive General Assembly had been held and each delegate had contributed to the event.



MEMBER UNIONS AND REGIONAL ASSOCIATIONS



UNION (ENTRY YEAR) PLAYERS

1	Andorra (1991)	222
2	Armenia (2004)	Associate Member
3	Austria (1992)	1,345
4	Azerbaijan (2004)	Associate Member
5	Belgium (1988)	10,071
6	Bosnia & Herzegovina (1996)	869
7	Bulgaria (1992)	3,026
8	Croatia (1992)	2,088
9	Czech Republic (1988)	5,172
10	Denmark (1988)	2,558
11	England (1890)	698,163
12	Finland (2001)	362
13	France (1978)	273,084
14	Georgia (1992)	4,097
15	Germany (1988)	10,248
16	Greece (2009)	Associate Member
17	Hungary (1991)	2,167
18	Ireland (1886)	152,830
19	Israel (1988)	660
20	Italy (1987)	61,487
21	Latvia (1991)	660
22	Lithuania (1992)	1,650
23	Luxembourg (1991)	2,430
24	Malta (2000)	534
25	Moldova (1994)	2,500
26	Monaco (1998)	352
27	Netherlands (1988)	8,306
28	Norway (1993)	971
29	Poland (1988)	4,912
30	Portugal (1988)	5,940
31	Romania (1987)	8,188
32	Russia (1990)	14,519
33	Scotland (1886)	32,817
34	Serbia (1988)	1,158
35	Slovenia (1996)	440
36	Spain (1988)	18,707
37	Sweden (1988)	3,467
38	Switzerland (1988)	2,229
39	Ukraine (1992)	2,820
40	Wales (1886)	46,324

UNION (ENTRY YEAR) PLAYERS

41	Bahamas (1994)	977
42	Barbados (1995)	272
43	Bermuda (1992)	707
44	Brit. Virgin Islands (2001)	Associate Member
45	Canada (1987)	22,218
46	Cayman Islands (1997)	1,777
47	Guyana (1995)	1,307
48	Jamaica (1996)	9,856
49	Mexico (2006)	2,465
50	St Lucia (1996)	Associate Member
51	St Vincent and the Grenadines (2001)	1,036
52	Trinidad & Tobago (1992)	4,457
53	United States of America (1987)	81,678

UNION (ENTRY YEAR) PLAYERS

54	Argentina (1987)	96,479
55	Brazil (1995)	5,353
56	Chile (1991)	16,724
57	Colombia (1999)	3,984
58	Paraguay (1989)	3,520
59	Peru (1999)	725
60	Uruguay (1989)	5,829
61	Venezuela (1998)	2,650

FIRA-AER

37 Member Unions 3 Associate Unions

Region Playing Numbers	1,387,863
World Playing Population Percentage	46%
World Population Percentage	11%

NACRA

11 Member Unions 2 Associate Unions

Region Playing Numbers	126,750
World Playing Population Percentage	4%
World Population Percentage	7.2%

CONSUR

8 Member Unions

Region Playing Numbers	135,264
World Playing Population Percentage	4%
World Population Percentage	8%

98 MEMBER UNIONS
19 ASSOCIATE MEMBER UNIONS
3 million
 PLAYING THE GAME WORLDWIDE



UNION (ENTRY YEAR)

PLAYERS

62 Botswana (1994)	4,530
63 Burundi (2004)	<i>Associate Member</i>
64 Cameroon (1999)	1,100
65 Ghana (2004)	<i>Associate Member</i>
66 Ivory Coast (1988)	7,354
67 Kenya (1990)	40,955
68 Madagascar (1998)	18,655
69 Mali (2004)	<i>Associate Member</i>
70 Mauritania (2003)	<i>Associate Member</i>
71 Mauritius (2004)	328
72 Morocco (1988)	6,233
73 Namibia (1990)	7,327
74 Nigeria (2001)	8,184
75 Rwanda (2004)	<i>Associate Member</i>
76 Senegal (1999)	3,000
77 South Africa (1949)	488,044
78 Swaziland (1998)	15,016
79 Tanzania (2004)	<i>Associate Member</i>
80 Togo (2004)	<i>Associate Member</i>
81 Tunisia (1988)	15,057
82 Uganda (1997)	11,150
83 Zambia (1995)	9,150
84 Zimbabwe (1987)	27,553

CAR

16 Member Unions 7 Associate Unions

Region Playing Numbers	663,636
World Playing Population Percentage	22%
World Population Percentage	13.8%

UNION (ENTRY YEAR)

PLAYERS

85 Arabian Gulf (1990)	4,645
86 Cambodia (2004)	<i>Associate Member</i>
87 China, People's Republic of (1997)	4,810
88 Chinese Taipei (1988)	3,040
89 Guam (1998)	835
90 Hong Kong (1988)	7,142
91 India (1999)	17,874
92 Indonesia (2008)	<i>Associate Member</i>
93 Japan (1987)	122,598
94 Kazakhstan (1997)	2,465
95 Korea (1988)	2,520
96 Kyrgyzstan (2004)	<i>Associate Member</i>
97 Lao (2004)	<i>Associate Member</i>
98 Malaysia (1988)	41,050
99 Mongolia (2004)	<i>Associate Member</i>
100 Pakistan (2004)	1,145
101 Philippines (2004)	1,050
102 Singapore (1989)	9,400
103 Sri Lanka (1988)	121,938
104 Thailand (1989)	16,121
105 Uzbekistan (2004)	<i>Associate Member</i>

ARFU

15 Member Unions 6 Associate Unions

Region Playing Numbers	356,633
World Playing Population Percentage	12%
World Population Percentage	59%

UNION (ENTRY YEAR)

PLAYERS

106 American Samoa (2005)	<i>Associate Member</i>
107 Australia (1949)	84,450
108 Cook Islands (1995)	1,860
109 Fiji (1987)	41,017
110 New Zealand (1949)	145,293
111 Niue Island (1999)	546
112 Papua New Guinea (1993)	3,212
113 Samoa (1988)	23,122
114 Solomon Islands (1999)	3,158
115 Tahiti (1994)	1,598
116 Tonga (1987)	10,168
117 Vanuatu (1999)	1,622

FORU

11 Member Unions 1 Associate Union

Region Playing Numbers	316,046
World Playing Population Percentage	11%
World Population Percentage	1%



A young boy in a green soccer jersey with yellow accents and white shorts is running barefoot on a green grassy field. The background is slightly blurred, showing trees and a clear sky. The text 'DEVELOPING THE GAME' is overlaid on the right side of the image.

DEVELOPING THE GAME

GLOBALLY



STRATEGIC

This year saw the IRB embark on an unprecedented round of funding via the IRB Strategic Investment Programme, providing a further £48 million (2009-2012) investment in increasing the competitiveness of the Game globally.

INVESTMENT

£48 MILLION INVESTMENT SEES DIVIDENDS

The IRB strategic plan underpins the commitment to improve elite Rugby across the World, consolidating the rapidly improving standards in Tier 1 Unions whilst providing opportunities for Tier 2 and Tier 3 Unions to climb into the top ten.

The significant injection of funds for strategic high performance programmes, Union management, playing infrastructure and new tournaments is in addition to the £12 million the IRB invests annually in its 117 Member Unions for development grants and regional and IRB tournaments.

The first injection of funds via the Strategic Investment Programme saw £30 million invested between 2005 and 2008. This included £8.2 million for Tier 2 Unions, £7.4 million for Tier 2 and 3 tournaments, £12 million for Tier 1 programmes and £1.5 million for Tier 3 initiatives.

A major part of this investment saw the creation of new development tournaments providing player pathways and vital high-level opportunities for match officials in an environment which replicates Rugby World Cup.

The second funding phase includes £14 million for Tier 2 Unions, £11 million for the continuation and expansion of tournaments, £14 million for Tier 1 and £4.5 million for targeted Tier 3 Unions and major markets such as India, Mexico and China.

The IRB continues to promote legacy, infrastructure and tournaments as key development tools and provides ongoing consultancy, administration and management support for the programme.

The range of programmes that the investments have financed includes player welfare and injury research initiatives, the placement of specialised coaching personnel in Unions, high performance programmes, expenditure on Unions and playing facility infrastructures and of course the establishment of new tournaments to assist player pathways.

The new Americas Rugby Championship, launched in 2009, is one such tournament designed to provide elite cross border competition in a market of high potential, particularly following the decision to admit Rugby Sevens in the Olympic Games. The format unites Rugby in North and South America in a high performance international structure for the first time.

The rewards of recent investments were evident at Rugby World Cup 2007 when the Pacific Island nations and Georgia in particular showed huge improvement. Rugby World Cup Sevens in 2009 also gave rise to emerging nations, and Women's Rugby World Cup 2010 will welcome Sweden for the first time.

This return on investment was earlier than expected but the IRB is hopeful that by RWC 2011 and certainly RWC 2015, there will be more competition than ever before at the tournament.

The Americas Rugby Championship joins a suite of IRB tournaments designed to improve global competitiveness, which include the IRB Pacific Rugby Cup, ANZ Pacific Nations Cup and IRB Nations Cup. In addition, the IRB funded an expanded Test Match programme for Tier 2 and Tier 3 Unions in the November window and is working to develop a long-term integrated match schedule for all Tier 1 and Tier 2 Unions up to and including RWC 2019.

TIER 1 UNIONS

England

Wales

Scotland

Ireland

France

Italy

Argentina

South Africa

New Zealand

Australia

TIER 2 UNIONS

Fiji

Tonga

Samoa

Japan

Canada

USA

Romania





GLOBAL EDUCATION THE KEY TO GROWTH





Training and Education continues to play a pivotal role in the growth of the Game worldwide and the promotion of best-practice techniques for playing, coaching, officiating and administering Rugby across all levels.

In 2009 the International Rugby Board expanded its training portfolio, including the provision of fully interactive resources and a suite of interactive websites aimed at giving users a unique and comprehensive education platform.

Leading Training Portfolio

The year saw further consolidation of the IRB's training portfolio with the notable inclusion of three levels of dedicated Rugby Sevens coaching delivery, a Rugby Sevens match officials course and two levels of strength and conditioning accreditation, ensuring that the IRB continues to lead the way in the provision of education courses for Member Unions to access.

IRB Trainers and Educators

There are now over 100 accredited Trainers and nearly 700 Educators operating across the IRB's seven Regional Associations.

The focus for the 7 Regional Training Co-ordinators (RTCs) in 2010 will be beginning the re-licensing process. In order to be re-licensed a Trainer/ Educator the individual will need to demonstrate:

- Evidence of running IRB courses and processing administration via Dublin
- Quality Assurance report
- Support from own Union
- Support from Regional staff

With Rugby gaining inclusion into the Olympic Games it is important that the IRB can maintain a Training and Education structure across all Regions, including emerging Rugby markets, to maintain the growth and development of the Game across all levels.

Region	Trainers	Educators
ARFU	5	59
CAR	10	163
CONSUR	6	58
FIRA	40	232
FORU	25	30
NACRA	18	141
TOTAL	104	683

Rugby Ready – A global hit

IRB Rugby Ready, the online best-practice coaching and Rugby preparation resource, is providing an invaluable education tool for players, coaches, referees and administrators around the world.

Since its launch in October 2007, the IRB Rugby Ready website – www.irrugbyready.com – has been accessed by over 208,000 unique users in 201 countries worldwide, with over 40,000 members of the Rugby family undertaking the online best-practice test.

Complementing the site, the IRB and accredited Member Unions have run practical courses in 24 countries with over 5,000 individual completions, promoting consistency and best-practice Player Welfare techniques.

The IRB intends to increase exposure and roll out the programme across more countries in 2010 as a key element of its Player Welfare strategy.

IRB accreditation numbers grow

In 2009 there was a steady increase in the number of accreditations at each level.

<i>Rugby Ready</i>	10,356
Level 1 Coaching	6,144
Level 2 Coaching	859
Level 1 Match Officiating	2,533
Level 2 Match Officiating	338
Level 1 Coach of Match Officials	92
Level 1 Strength & Conditioning	228
Online laws test	2,946

Interactive Online Platform

The IRB's suite of educational websites expanded in 2009 to promote best practice across all facets of the Game at all levels:

Rugby Ready : www.irrugbyready.com

Laws : www.irblaws.com

Coaching : www.irbcoaching.com

Anti-doping : www.keeprugbyclean.com

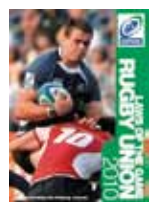
Strength & Conditioning : www.irrugbyready.com/irbr/SnC/join.jsp

Over 400,000 unique users have accessed these sites to date and in 2010 the IRB will launch a Player Welfare and Medical site and a Union Administration site.

IRB training resources support a wider range of stakeholders

As well as the course material the IRB also produces the Law book in 9 languages and The Beginners Guide in 14 languages.

The languages supported in some way or another by the IRB are: English; French; Spanish; Chinese; Japanese; Russian; Italian; Romanian; Portuguese; Dutch; Hindi; German and Arabic.



Rugby Ready



Laws



Coaching



Anti-doping



Strength & Conditioning

THE GAME

Laws Project Group

2009 saw the culmination of four years of work by the Laws Project Group and the completion of the Experimental Law Variations (ELVs) under the chairmanship of Council Member Bill Nolan.

ELV trials started in Stellenbosch University and then different variations were trialled in Scotland, Australia, New Zealand, South Africa, England, Ireland and France. Variations were also trialled in Super 14 and the Tri Nations. Extensive analysis of games and feedback from participants was undertaken. Following the trials a conference was held involving the major stakeholders who made recommendations to the Rugby Committee for ratification by the IRB Council. The ELVs below were ratified by Council on the recommendation of the ELV Conference and the Rugby Committee.

ASSISTANT REFEREES

Assistant Referees able to assist Referees in any way which the Referee requires.

LINEOUT AND THROW

If a team puts the ball back into their own 22 and the ball is subsequently kicked directly into touch there is no gain in ground.

A quick throw may be thrown in straight or towards the throwing teams own goal line.

The receiver at the Lineout must be two metres back away from the Lineout.

The player who is in opposition to the player throwing in the ball must stand in the area between the 5-metre line and touch line and must be two metres from the line of touch and at least two metres from the Lineout.

Lineout players may pre-grip a jumper before the ball is thrown in.

The lifting of Lineout jumpers is permitted.

SCRUM

Introduction of an offside line five metres behind the hindmost feet of the Scrum.

Scrum Half Offside Lines

CORNER/FLAG POSTS

The corner posts are no longer considered to be in touch in-goal except when the ball is grounded against the post.

READ IT ONLINE

The Laws of Rugby can be found on www.irblaws.com



Game Analysis

One of the unique characteristics of the Game of Rugby is that the nature and dynamics of the game means that it is constantly changing.

There is no consistent formula for success any more than there is a common playing strategy. In certain recent years for example, both New Zealand and Wales achieved success by adopting a strategy that saw all 15 players as distributors of the ball – an approach that was quite different from most other teams who saw a greater demarcation of roles where the job of the forwards was to carry, take contact and provide the ball to the backs who would be the distributors. The result was that success came through a high incidence and rate of passing where tries frequently came from inside the scoring teams own half and from opponents' kicks and errors as opposed to the set piece. Tries were not scarce.

In 2009, however, this all changed. An alternative playing approach manifested itself. Over recent years, the South African senior team had developed a clearly identified but highly effective and successful playing strategy. It involved, in broad terms, exerting territorial pressure on its opponents through tactical kicking combined with intense physical pressure while minimising risk and effectively converting opponents' errors into points. Such an approach produced great success in 2009, a success illustrated in the first test of the British and Irish Lions tour where the 49 passes that South Africa made was comfortably the lowest figure seen for many years.

This approach was continued in the Tri Nations where, once again, a successful South Africa obtained less possession than their opponents, made fewer rucks and fewer passes but made more kicks because of the importance attached to territorial advantage.

Aspects of this approach became significant elements in the November test matches that were played in the northern hemisphere. These matches were characterised through a general, if not universal strategy, that emphasised the importance of playing in opposing territory, thereby minimising the risk of conceding kickable penalties,

especially at the breakdown and challenging the opposition to score from deep. The result was that when both teams adopted such an approach, an in-field kicking duel often resulted. Fewer tries were scored, more penalties were kicked, an output that caused a great deal of concern to many of rugby's stakeholders who saw it as a particularly immovable and new negative element in the game.

As noted above however, rugby constantly changes. The last two games played in the November series of matches are illustrations of this.

In the matches played between France and New Zealand, and Wales and Australia there was no shortage of tries with New Zealand and Australia running out comfortable winners. They did not score their tries however by concentrating on high kicks out of hand. New Zealand made a total of just nine kicks in the first half while scoring three tries that formed a comfortable basis for the win. Similarly, by the time Australia had scored three tries against Wales, they had made only nine kicks, the majority of which were chips or kicks to wingers. They subsequently increased their in-field kicks but as part of a strategy to close out the game. In both these matches the playing approach was positive with the ball being kept in hand and being supplemented by a variety of skilful tactical kicking.

The challenge to the teams – and an area of interest in 2010 – will be to see if the territorial aerial kicking approach seen in most of the November matches will be continued or whether teams will consider adopting an approach that proved so successful in the last two games played by New Zealand and Australia.

READ IT ONLINE

Reports on the game can be found on www.irb.com

WOMEN'S RUGBY



AN HISTORIC YEAR





2009 was a landmark year for Women's Rugby. Olympic inclusion coupled with the successful staging of a memorable inaugural Women's Rugby World Cup Sevens ensured global exposure, elevating the Women's Game to new heights.

While Rugby World Cup Sevens served up some matches of exceptional quality in front of a record worldwide television audience, its debut in the Dubai desert had an effect that would be far more profound.

Played in front of International Olympic Committee members, present to observe Rugby Sevens as it reached out for the Olympic Games, the close competition and diverse spread of nations provided an undoubted boost as the Olympic campaign entered its final stages.

Australia and China were given the honour of contesting the historic opening Women's Rugby World Cup Sevens match. China was just one of the emerging nations occupying the same stage as the world's best teams over the two competition days, with Thailand, Brazil – the dominant force in South America – and Uganda others to leave their mark.

Uganda may not have won a match in Dubai, but Sevens captain Helen Buteme has since admitted that gracing the big stage changed the face of Women's Rugby in Uganda forever. Rugby had made the breakthrough and participation soared with girls participation increased the length and breadth of the country.

The Tournament transformed the way that Women's Rugby was viewed, taking exciting and competitive matches to a global television audience of 750 million, while clearly showcasing the depth of talent and high standards of international Women's Rugby.

Destination England

All eyes will be on England during August and September 2010 when the anticipated Women's Rugby World Cup 2010 kicks-off.

With Women's Rugby at an all-time high owing to the success of the inaugural Women's Rugby World Cup Sevens Tournament, England 2010 looks set to raise the bar again, showcasing world class Rugby and demonstrating the huge advances made in the Women's Game over the past four years under the IRB's Strategic Plan for Women's Rugby.

The qualification process for England 2010 reached its climax in 2009. Wales and Ireland, by finishing as the next best outside of England and France at the RBS Women's Six Nations, confirmed their places at Women's Rugby World Cup 2010. This left Scotland and Italy needing to negotiate the European Trophy in May if they were to join them in the showpiece event of the Women's Game. England and France, as runners up and bronze medallists at the last World Cup in 2006, had direct qualification.

However, while Scotland did realise that goal of qualification with relative ease - overcoming Russia 84-0, Belgium 71-0 and the Netherlands 38-18 to top their pool - the dream died for Italy in Sweden. A last minute try by Jennifer Lindholm gave the hosts a surprise 16-14 win on the opening day. Sweden went on to beat Spain 11-6 as well to guarantee them top spot in the other pool and a first appearance at Women's Rugby World Cup since the 1998 tournament in the Netherlands.

The quartet of European qualifiers left only two places to fill in the 12-team event, one for the winner of the Oceania play-off between Australia and Samoa and the other for Asia's representative. The first of these play-offs took place in the Samoan capital of Apia in August,



but there was little to cheer for the hosts as the Wallaroos ran in 15 tries – three of them by Rebecca Trethowan – to triumph 87-0 and join three-time defending champions New Zealand as Oceania's representatives at Women's Rugby World Cup 2010 in England.

There was further cause for Australian celebrations with their star number 8 Debby Hodgkinson was presented with the IRB Women's Personality of the Year 2009 in association with Emirates Airline Award after the match.

Nearly three months would pass before the 12th and final qualifier was known when Kazakhstan, Japan and Hong Kong converged on Singapore at the beginning of November for the Asian qualifiers. Kazakhstan overwhelmed Hong Kong 58-14 before beating Japan 43-5 to reaffirm their position as Asia's leading side and qualifying for a fifth successive Women's Rugby World Cup.

Strategic Double Headers

Fulfilling an IRB Women's Rugby Strategic Plan pledge of encouraging the use of appropriate major international fixtures to maximise exposure for the Women's Game, several Women's fifteen-a-side Test matches dovetailed with senior men's fixtures.

France and Canada completed a drawn two-Test series at the Stade de France before the French men's team took on Samoa.

On the same day, England and New Zealand took the field after the men's international at Twickenham and the home team secured a confidence boosting pre Women's Rugby World Cup win and a first win against the Black Ferns since 2001.

Rugby Committee welcomes Isherwood

Sealing a truly historic year for Women's Rugby was the appointment of Carol Isherwood to the IRB Rugby Committee, the body charged with all aspects of the playing of the Game. Isherwood will bring a valuable insight into the administration of Women's Rugby.

DELIVERING RUGBY'S MAJOR

TOUR



NAMENTS



Japan have risen to 13th place in the IRB World Rankings, up five places in the last two years

The National Stadium in Tokyo will play host to Rugby World Cup 2019



THE BIG

ENGLAND AND JAPAN

As the eyes of the global Rugby community begin to focus on Rugby World Cup 2011 in New Zealand, a significant strategic step was taken this year in awarding the next two tournaments simultaneously for the first time.



RFU Chairman Martyn Thomas and JRFU Vice President/Chairman Noboru Mashimo celebrate



A full house saw Australia and New Zealand take their Bledisloe Cup clash to Tokyo in October 2009



Australia were victorious when England last hosted a Rugby World Cup final in 1991



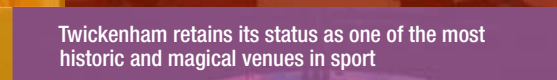
IRB Chairman Bernard Lapasset meets Japanese Prime Minister Taro Aso



English fans will be hoping to repeat their 2003 victory on home soil in 2015



The Japanese public embraced rugby when hosting the Junior World Championship in 2009



Twickenham retains its status as one of the most historic and magical venues in sport



DECISIONS

TO HOST RUGBY WORLD CUPS



The Rugby World Cup path is now set until 2019, with England and then Japan poised to learn from New Zealand knowing they will deliver the next two showpiece events.

The International Rugby Board Council awarded Rugby World Cup 2015 to England and Rugby World Cup 2019 to Japan. The decision, which was approved by a vote of 16 to 10, ratified the Rugby World Cup Limited Board's recommendation made the month before.

IRB Chairman Bernard Lapasset announced the historic decision at the Burlington Hotel in Dublin on July 28 and congratulated all four bidding Unions. "All the tenders were of a very high standard and each Union demonstrated that they could host an excellent Rugby World Cup. It is a tribute to the health of the Game and the enormous prestige of RWC that the competing bids were so strong," said Lapasset.

"Both Italy and South Africa submitted extensive and compelling tenders. I would like to thank them on behalf of the IRB Council for the quality of their work and their dedication to the

process. The Tender Analysis Report and the RWCL Board's recommendation were carefully studied by the Council and their assessment concluded that the selection of England and Japan would provide the best combination of host Unions to drive the ongoing development of the Game worldwide.

"We believe that the succession of England and Japan as host nations for RWC will create new opportunities and help maximise commercial revenues for re-investment in the Game. It is an exciting combination for Rugby World Cup and one which we think will enable the sport to reach developing Rugby markets and therefore contribute to the continued growth of the Game and its values worldwide," added Lapasset.

"The commercial success of RWC is an important element in the progression of our Game and means that developing Rugby markets can be considered for the tournament to both reflect and assist the Game's strategic vision and evolution.

"We are confident that England will deliver a spectacular tournament in 2015 and that Japan, as the first Rugby World Cup host nation in Asia, will mark the beginning of a very exciting chapter in the history of this great tournament. I would like to congratulate both Unions on their selection and the IRB looks forward to working with them on what promises to be two very special Rugby World Cup tournaments."

The announcement of the RWC 2015 and RWC 2019 Host Unions is the culmination of an extensive tender process that kicked off in August 2008.

As the world's third-largest sporting event, Rugby World Cup is the driving force behind the global development of Rugby worldwide. The tournament's commercial success provides the IRB with the platform to invest up to £150 million between 2009-2012 across all 117 Member Unions in the form of annual Union grants and the Strategic Investment Programme that is designed to increase the competitiveness of the Game.



EUROPE

- ENGLAND
- FRANCE
- IRELAND
- ITALY
- SCOTLAND
- WALES
- EUROPE 1 (to be decided 2010)
- EUROPE 2 (to be decided 2010)

AFRICA

- SOUTH AFRICA
- NAMIBIA



ASIA

(to be decided 2010)



OCEANIA

- AUSTRALIA
- FIJI
- NEW ZEALAND
- TONGA
- SAMOA



AMERICAS

- ARGENTINA
- CANADA
- USA

VIA PLAY-OFFS

(to be decided 2010)



THE ROAD TO NEW ZEALAND

The two-year countdown to Rugby World Cup 2011 may have begun on September 9, but the global qualification process which began more than 18 months before has now seen the first four nations – Canada, Samoa, USA and Namibia – confirm their place in the showpiece tournament in New Zealand.

REGIONAL ROUND-UP

Americas

Canada had the honour of becoming the first team to join the 12 automatic qualifiers from Rugby World Cup 2007 after defeating USA 41-18 to overhaul a six-point deficit from their first leg and qualify as Americas 1 to join New Zealand, France, Tonga and the Asian representative in Pool A.

The Eagles had marked Independence Day with a 12-6 victory in Charleston, fly-half Mike

Hercus kicking their points. However, a week later Canada ran in six tries to mark prop Kevin Tkachuk's 50th test in style before a home crowd of around 5,000 in Edmonton.

Uruguay, meanwhile, had recorded convincing victories over Brazil and Chile in the South American Championship in late April-early May to await the loser of the Canada-USA match in a play-off to decide the Americas 2 berth.

The USA re-grouped following their loss to Canada and survived a late Uruguayan fight-back to win the first leg in Montevideo 27-22 in November. A week later on home soil in Florida the victory was more convincing – 27-6 – with USA therefore taking their place alongside Australia, Ireland, Italy and the Europe 2 qualifier in Pool C at RWC 2011.

This means Uruguay enter the cross-continental play-off, where they will take on the Asian Five Nations runner-up for the right to face Tunisia or a European team home and away to determine the 20th and final qualifier for RWC 2011. The Play-off winner will join Argentina, England, Scotland and Europe 1 in Pool B.

Oceania

The last of the regions to get their qualification process underway, the first matches to determine the Oceania 1 qualifier began on June 27 when Papua New Guinea overwhelmed Vanuatu 86-12 in the West division of the Oceania Cup to set up a final against the Cook Islands, the 29-7 conquerors of Niue in the East Division.

The prize awaiting the Oceania Cup winner was a home and away play-off with Samoa, one that Papua New Guinea claimed with a 29-21 victory in Port Moresby.

Samoa were the overwhelming favourites and showed just why, running in 17 tries – four of them by Esera Lauina – to win the first leg against Papua New Guinea 115-7 in Apia. A week later, Samoa triumphed 73-12 with Mikaele Pesamino grabbing a hat-trick to take their place alongside defending champions South Africa, Wales, Fiji and Namibia in Pool D – the only line-up completed at this stage.



POOL A	POOL B	POOL C	POOL D
New Zealand	Argentina	Australia	South Africa
France	England	Ireland	Wales
Tonga	Scotland	Italy	Fiji
Canada	Europe 1	Europe 2	Samoa
Asia 1	Play-off Winner	USA	Namibia

AND 2011

Africa

Namibia, like Samoa, are veterans of the Rugby World Cup stage, and took their place in the Africa Cup semi finals alongside the Ivory Coast, Tunisia and Uganda in June. However, they enjoyed contrasting fortunes there against Ivory Coast, drawing the first leg 13-13 before winning 54-14 on home soil.

Their final opponents would be Tunisia, who enjoyed a somewhat easier passage against Uganda, winning 41-17 away and then 38-13 in Tunis to keep alive hopes of qualifying for a first ever Rugby World Cup and becoming the fifth African nation to grace this stage after South Africa, Namibia, Ivory Coast and Zimbabwe.

In their previous meetings the home side had always won, but Namibia broke this sequence with a hard-fought 18-13 victory in the first leg of the Africa Cup final in Tunis. A fortnight later at the end of November, Namibia again ran out winners to secure a 40-23 aggregate victory and set up a dream Pool D match with South Africa in North Shore on September 22.

The dream of joining Namibia in New Zealand

is still alive for Tunisia, although they must negotiate the cross-continental play-offs to create their piece of World Cup history.

Europe

The next two qualifiers will be known by late March 2010 when the top tier of the European Nations Cup concludes. The champions and runners-up will qualify as Europe 1 and Europe 2 respectively with Georgia and Russia occupying those positions at the halfway stage from Portugal, Romania, Spain and Germany.

The third place team in Europe can still qualify, but must negotiate a two-legged regional play-off and then the cross-continental play-off to join Argentina, England, Scotland and Europe 1 in Pool B at RWC 2011. Portugal would be no stranger to this route if they finish third, having qualified for their first RWC in 2007 by beating Uruguay in the Repechage.

Three of the four rounds which will culminate in that European play-off have already taken place involving sides who topped their respective ENC divisions at the halfway stage.

Israel, who play in Division 3C, upset Slovenia

(3B) 26-19 in their country's first live televised rugby match, but then suffered a 19-3 defeat by Lithuania (3A) in Netanya. Lithuania themselves then caused a surprise, beating Division 2B's unbeaten side Netherlands 6-3, and now await the Division 2A winner in May.

Asia

The last region to confirm their qualifier will be Asia with Japan, Kazakhstan, Korea, Hong Kong and Arabian Gulf still in contention to slot into Pool A with hosts New Zealand. Japan, the only nation to play on the World Cup stage, will undoubtedly be overwhelming favourites to win the HSBC Asian Five Nations for a third successive year to claim the Asia 1 berth.

However, the battle for second place – and entry into the cross-continental play-off – could prove interesting between Kazakhstan, Korea and Hong Kong. Kazakhstan sprung a surprise by finishing second in 2009, but next year must play both Korea and Hong Kong on the road. The Arabian Gulf complete the Top 5, having returned to the top tier after winning Division 1 by beating Chinese Taipei 44-24 in the final in Dubai.

COUNTDOWN TO RUGBY'S BIGGEST

On September 9, 2009, New Zealand Prime Minister John Key led nationwide celebrations to mark two years to go until Rugby World Cup 2011. Launches in Wellington and Hamilton were mirrored the length and breadth of the country as New Zealand's stadium of 4 million celebrated the landmark date.

And with the global Rugby family eagerly anticipating the seventh Rugby World Cup, confidence is high that this great global event, taking place across 13 venues in New Zealand, will be a resounding success, creating a lasting legacy both for the nation and the continued global development of the Game.

Aside from the smooth running of what is the world's third-largest sporting event, the Rugby New Zealand 2011 (RNZ) Limited organising body and tournament owners Rugby World Cup Limited (RWCL) are working hard to deliver a Rugby World Cup that will offer a winning blend of outstanding facilities for teams and travelling supporters, while retaining a uniquely New Zealand feel.

"The two years to go countdown is a significant operational landmark for what is one of the five largest sporting events in the world. The global Rugby community awaits a tournament that will provide the seventh chapter of the RWC story in a country that is totally immersed in Rugby's tradition and culture. It will be an event not to be missed," said Bernard Lapasset, Rugby World Cup Ltd Chairman, speaking at the two years to go celebrations in Wellington.

Kit McConnell, the Tournament Director and the International Rugby Board's senior executive based full-time in New Zealand in the build up to the 2011 tournament, believes that a strong partnership with the Rugby New Zealand 2011 organising body and the New Zealand Government has been pivotal to the excellent progress to date.

"RWCL is extremely confident that, as we pass this landmark, planning and preparation is on track and is ahead of previous Rugby World Cups."

"At the halfway point between tournaments, a clearly evident level of excitement and interest is building in New Zealand thanks to the excellent working relationship between RWCL and RNZ 2011 and the wonderful support of the New Zealand Government and ultimately the New Zealand public," said McConnell.



Hamilton Mayor Bob Simcock, CEO of RWC 2011 Martin Snedden, NZRU Chairman Jock Hobbs, Prime Minister John Key, Rugby World Cup Chairman Bernard Lapasset, IRB CEO Mike Miller and All Blacks Captain Richie McCaw pose with local school children at Waikato Stadium in Hamilton, New Zealand.

SHOW

Planning began long before the end of the last Rugby World Cup in France and some of the tournament's important building blocks are now in place, including the pool allocation draw, match schedule and selection of venues.

With the tournament expected to draw a record global television audience of over four billion, the number one priority is to ensure the organisation of a first class event that meets the needs of players, coaches and spectators.

The ticketing structure will ensure that all New Zealanders will be able to experience the tournament first hand, while travelling supporters will have access to a suite of packages to suit their every need.

Tickets will be on sale from April 2010, starting at NZ\$15 for children at many Pool matches and NZ\$30 for adults. Tickets for the Final will start at NZ\$390.



TOURNAMENT UPDATES

HOST BROADCASTER

Many significant announcements were made in 2009, including the announcement of Sky New Zealand as the RWC 2011 Host Broadcaster and domestic Pay TV rights holder. Sky will show all 48 matches live and distribute via the world's broadcasters to an estimated TV audience of four billion viewers.

SCHEDULE AND VENUES

In March, the match and team allocation process continued with the announcement of the full match schedule and match venues. A total of 13 venues were confirmed across New Zealand.

TEAM BASES

In December, team bases were confirmed and the first of the team manager meetings took place.

PARTNERSHIPS

Key appointments made in 2009 include the Official Travel and Hospitality Programme – a joint venture between Sodexo International and the Mike Burton Group under the banner of Rugby Travel & Hospitality (NZ) Ltd.

In addition, Emirates, Heineken and MasterCard have all been confirmed as Worldwide Partners and Russell McVeagh will act as the Official Law Firm, providing the full range of legal services for the Tournament.

The Tournament Licensing Programme has been awarded to Licensing in Motion (LIM), a joint venture company including Canterbury Clothing Company (CCC), Sportfolio, Velocity Brand Management and Sports and Entertainment Ltd.

VENUES

In 2010, the tournament will really begin to come alive, with the redevelopment of Stadium Christchurch complete, the sale of travel and hospitality packages in the early part of the year, followed by the launch of ticket sales in March.



Three further venues will also be completed (Trafalgar Park in Nelson, Eden Park in Auckland which will host the opening fixture between the hosts and Tonga on September 9, and Northland Events Centre in Whangarei) before the teams arrive in late August 2011.

FESTIVAL ACTIVITIES

Festival and legacy initiatives have been advanced with guidelines and branding parameters under development to guide regions in respect of the creation and delivery of RWC 2011 festival activities.

New Zealand 2011



THE YEAR OF

SEVENS



“ This is an historic moment for our sport and for the global Rugby community, who were united in support of our campaign.

We are excited and honoured to be joining the Olympic Games and I would like to thank the IOC members for believing in our Olympic vision and our values and recognising that Rugby Sevens is a perfect fit for the Olympic Games.

The Olympic Games will be the pinnacle of the sport for all our athletes and the Rugby family. The best men’s and women’s players in the world are excited to be able to showcase their talent on the world’s greatest sporting stage.”

IRB Chairman Bernard Lapasset

There is no doubt that 2009 was the year of Rugby Sevens with the hosting of a wonderful Rugby World Cup Sevens in Dubai and a first women’s tournament, the emergence of new nations challenging for honours, a highly competitive 10th IRB Sevens World Series and record attendance and broadcast figures across the board.

Yet capping it all, and fittingly so, was Rugby Sevens’ inclusion in the Olympic Games, starting at Rio de Janeiro in 2016. The achievement, underlined by an emphatic vote at the IOC Session in Copenhagen, marked the end of a remarkable campaign stretching back a decade and backed by the entire global Rugby family, united by the common goal of seeing a hugely popular, successful, competitive and exciting sport break new frontiers to grace the world’s greatest sporting stage.

The Olympic format

The format will have a familiar feel. Twelve men’s and 12 women’s teams, 288 Olympic athletes competing over two or three days. It is a proven formula at multi-sport events such as the Commonwealth and World Games and a truly

exciting prospect.

The top players have pledged their commitment and each and every one will be proud to call themselves Olympians, while a global audience of billions will see a truly high-octane mix of fast and furious action, highly competitive matches, drama, excitement and a festival of modern sport.

Future growth

The consequences for the sport are far reaching. Inclusion will unlock new funding worldwide and access to facilities and infrastructure as many Governments only fund Olympic sports. It will also further establish Rugby Sevens in new and emerging markets and attract new fans, sponsors and broadcasters to the sport.

The Olympic Games will be the pinnacle for Rugby Sevens; a festival of the world’s fittest and fastest players. In order to ensure high standards



of competition and a Sevens pathway across all continents, the IRB is already working on the qualifying structure, the role of the annual IRB Sevens World Series and the development of women’s tournaments.

“Like the IOC we are committed to inspiring a new generation to play and watch sport. Currently there are over three million playing the game in 117 countries. We are determined to see that grow and that’s why we are investing £153 million in development programmes over the next four years,” said IRB Chief Executive Mike Miller.

“We will work with National Olympic Committees and our own Unions throughout the whole of the Olympiad, investing in training programmes, facilities and competitions to help them prepare for Rugby Sevens at the Olympic Games.

“We are already doing that in Mexico and India to ensure that the Pan American and Commonwealth Games are a huge success – and that a lasting legacy is in place for the growth of Rugby in those countries.”

For smaller nations the opportunity to win an Olympic medal resonates, but so too does the opportunity to inspire more people to take up the sport in new communities bound by the Game’s ideals of fair play, team work and respect.

Inclusion will also boost the Women’s Game, which is experiencing significant global appeal. There are now more than 200,000 registered players worldwide and the heralding of a new era will have a big effect on the development of Women’s Rugby worldwide.

The campaign, which had its origins a decade ago, was a key goal of the International Rugby Board’s Strategic Plan and is testament to the hard work of the IRB, led by Bernard Lapasset, the Staff, the IRB Council and of course the global Rugby family.

There may still be six years to go until Sevens makes its debut, but the excitement is palpable. Rugby Sevens has finally been welcomed into the Olympic Games and sports fans from around the world will be in for a treat when the inaugural tournament kicks off in Brazil.

HEAVEN



IRB RUGBY WORLD CUP SEVENS 2009



MEN'S TOURNAMENT
DUBAI • 7 MARCH 2009

Wales	19
Argentina	12



South Africa v Argentina / England v Kenya / New Zealand in Dubai / Wales in the final / Wales victory celebrations

RECORDS TUMBLE IN

80,000 SPECTATORS

480 OF THE WORLD'S BEST PLAYERS

141 BROADCASTERS

31 NATIONS

24 MEN'S TEAMS

16 WOMEN'S TEAMS

3 COMPELLING DAYS

2 WORLD CHAMPIONS

AN HISTORIC EVENT

With the campaign for Rugby Sevens' Olympic Games inclusion entering its final stages, Rugby World Cup Sevens 2009 was always guaranteed to generate unprecedented global attention, but what transpired over three breathtaking days of action will live long in the memory as proof that Rugby Sevens is the perfect fit for the world's biggest sporting stage.

Even before a ball had been kicked, the tournament was confirmed as a record-breaker. The world's best players representing 31 nations were ready to showcase their sublime skills to an unprecedented global television audience in 141 countries through 29 broadcasters, yet it was the

appearance of the world's finest women's teams for the first time, that made the headlines.

What the tournament achieved for the Women's Game cannot be underestimated. As the inaugural women's competition kicked off on day two, the likes of China, Thailand, Brazil and Uganda proved that Women's Rugby is every bit as competitive and skilful as the men's and with upsets aplenty it made for gripping viewing.

Over the three days close to 80,000 supporters from Kenya to Argentina, China to Fiji, danced, sang and cheered on every team, making for a festival atmosphere at the unique The Sevens venue, situated in the middle of the Dubai desert.

If the setting was surreal, the action on the pitch was simply fantastic. The quarter-finals of the Melrose Cup all provided upsets, while four continents were represented within a semi-final line-up featuring 80-1 outsiders Wales and emerging forces Argentina, Kenya and Samoa.

Argentina, a winner on the IRB Sevens World Series for the first time in San Diego, defeated Kenya to set up a mouth-watering final against a resurgent Wales after the men in red edged past Samoa in the second semi-final.

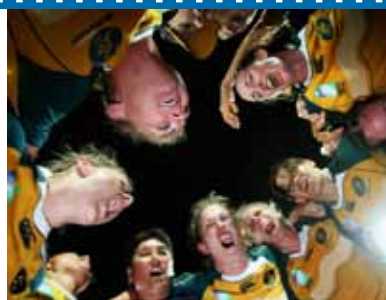
True to a tournament that delivered great upsets throughout, the final proved to be a nail-biter, twisting and shifting throughout until



WOMEN'S TOURNAMENT

DUBAI • 7 MARCH 2009

Australia	15
.....
New Zealand	10



England v USA / Australia in the final / Australia celebrate / Fijian fans / Legacy schools visit / Russia

THE DESERT

Aled Thomas's last gasp try sealed an historic 19-12 victory.

The unique Sevens format means that all the teams have a shot at winning some silverware. Zimbabwe claimed a significant scalp in defeating Ireland in the Bowl competition, while Scotland claimed the Plate after a tense encounter with Australia.

The women's competition was equally enthralling from start to finish with the 16 teams seizing their moment to show to a global audience the advances made in the women's Game.

Australia and China had the honour of contesting the first ever Women's Rugby World Cup Sevens match, and so it was perhaps fitting that both nations ended the tournament with some silverware.

Australia ran out eventual tournament champions, playing some superb Rugby along the way. Led by talismanic captain Cheryl Soon, later to become a key member of the IRB's Olympic Games bid team, Australia defeated rivals New Zealand 15-10 in sudden-death extra time in what was a gripping final of high quality.

Rugby is renowned for its spirit of friendship and respect and it was poignant to see the Australian men's team create a guard of honour for their countrywomen to pass through on their

way to being presented with the trophy.

England's women put aside their disappointment of being knocked out of the Cup competition to defeat Canada in the Plate final, while the crowd-favourites China and Brazil showed their potential in a memorable Bowl competition, which China edged 12-7.

Throughout the women's competition there were firsts. The presence of China, Brazil and Uganda was a first for their country (men or women) in a Rugby World Cup, highlighting the true universal nature of the sport.

Yet, it was the high level of competition throughout, the upsets and the atmosphere that meant that everyone in Dubai, including two IOC members, were in no doubt that Rugby Sevens would be a perfect addition to the Olympic Games in 2016.

A winning formula for Broadcasters

The three-day tournament would break new ground across the board, but broadcast records were smashed as 760 million homes world-wide received the tournament, more than double Hong Kong in 2005, reaching 141 countries through 29 international broadcasters in 19 languages. A total of 827 hours was screened over the three days, up a massive 141% on the 2005 edition.



SUCCESSFUL DECADE BEGI

FOR IRB SEVENS WORLD SERIES



Final Table

South Africa	132
Fiji	102
England	98
New Zealand	88
Argentina	68
Kenya	64

Top Scorer

Ben Gollings (England)	260
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Top Try Scorer

Collins Injera (Kenya)	42
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IRB Sevens Player of the Year

Ollie Phillips (England)

DECEMBER 2008-JUNE 2009

Winner South Africa
 Runner-up Fiji

2009 would prove the most remarkable year for Rugby Sevens as the Sevens World Series entered its second decade buoyed by a vision reaching far beyond the competition.



SECONDS

Much of the previous decade's exploits were consigned to history as a new name appeared on the trophy. South Africa won their first ever IRB Sevens World Series crown to add to their already burgeoning silverware cabinet and thus ensured that the Sevens World Series trophy and Webb Ellis Cup were together for the first time.

New Zealand had dominated the competition in the first 10 years, with Fiji the only other nation to win in 2006, but they would slip to fourth in the final standings behind the Pacific Islanders in second and England in third.

South Africa ensured the title was theirs on the penultimate day of the season by reaching the Cup quarter-finals at Murrayfield. They were eventually beaten in the final 20-19 by Fiji, but had secured the ultimate prize under the guidance of the first national full-time Sevens coach Paul Treu, who has been involved in the Series since it began, initially as a player and captain.

England captain Ollie Phillips also got his hands on some silverware after being named IRB Sevens Player of the Year, the first of 11 IRB Awards in association with Emirates Airline to be presented at different times throughout 2009.

Record Broadcast Figures

During the season a record global audience watched the television broadcast coverage of the World Series as coverage reached 139

countries across six continents, with 35 broadcasters showing the action from the most competitive Series to date.

In all, the grand prix-style Series accumulated 3323.5 hours of total airtime, an increase of 88% on the 2007/08 season, which was itself a record year.

Already, the first two events of the 2009/10 IRB Sevens World Series show that Rugby Sevens has gained further ground in the eyes of international broadcasters.

Figures released by the IRB's broadcast management and distribution partner, Pro-Active Television, indicate that in Dubai the total number of live television hours rose from 156.5 to 188 – a 20% increase.

For the second event in George, South Africa, the total number of live televised hours rocketed by 32%, from 115.5 last year to 152 hours.

New World Order

The excitement is feverous as Rugby Sevens makes a scheduled stop in Las Vegas in 2010, a new venue on the eight event calendar en route to Hong Kong, Australia, England and Scotland.

Emerging nations such as Portugal, USA, Tonga and, of course, Kenya have already put their hands up but in another seven years, and with government funding, the likes of Russia and China could also forge themselves into the reckoning.

The heady mix of non-stop action, skilful and dynamic players gracing full stadia brimming with enthusiastic support and Olympic inclusion will all ensure the eyes of the world are firmly fixed on the IRB Sevens World Series.



Dubai

South Africa	19
England	12



South Africa

South Africa	12
New Zealand	7



Wellington

England	19
New Zealand	17



USA

Argentina	19
England	14



Hong Kong

Fiji	26
South Africa	24



Adelaide

South Africa	26
Kenya	7



London

England	31
New Zealand	26



Edinburgh

Fiji	20
South Africa	19

IRB TOSHIBA JUNIOR WORLD CHAMPIONSHIP 2009

TOKYO • 21 JUNE 2009

New Zealand	44
England	28



Final standings:

- 1 New Zealand
- 2 England
- 3 South Africa
- 4 Australia
- 5 France
- 6 Wales
- 7 Samoa
- 8 Ireland
- 9 Scotland
- 10 Tonga
- 11 Argentina
- 12 Fiji
- 13 Italy
- 14 Canada
- 15 Japan
- 16 Uruguay

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



Canada v Tonga / Local fans show their support / IRB Chief Executive Mike Millar presents the trophy to Aaron Cruden / Argentina v Tonga
Fiji v Italy / Uruguay v Japan / Development Programme workshop in Osaka / Scotland v Japan

FUTURE STARS OF RUGBY SHINE IN JAPAN

The IRB TOSHIBA Junior World Championship 2009 in Japan broke new ground with more than 100,000 spectators attending matches across five venues, record levels of broadcast coverage and a lasting legacy left in a country which was later named as Host Union for Rugby World Cup 2019.

At the first IRB international 15-a-side tournament to be staged in Japan, the Rugby communities came out in force Tokyo, Nagoya, Osaka, Fukuoka and Saga to support the 16 participating teams, with the host's pool matches in the capital all attracting crowds above 10,000.

The premier Under 20 international tournament also saw selected matches screened live by 16 broadcasters to 135 countries with a global potential reach of nearly 300 million homes, while in another first matches were also streamed live via irb.com.

On the pitch, the coveted trophy remained in New Zealand's hands after the Baby Blacks

again beat England in the final, just as they had done in the inaugural tournament in Wales 12 months earlier.

However, unlike in Wales when the closest any side came to them was 25 points, the New Zealanders were pushed all the way and only truly found their top gear with some scintillating displays of 15-man Rugby in the semi final against Australia and the in title decider.

With captain Aaron Cruden pulling the strings and full back Robbie Robinson and wing Zac Guildford a constant threat with ball in hand, the Baby Blacks ran in seven tries to triumph 44-28 over England in the final at the Prince Chichibu Memorial Stadium in Tokyo on 21 June.

It was the third successive Age Grade title for Guildford – having been part of the IRB Under 19 World Championship winning side of 2007 – and just five months later he made his All Blacks debut against Wales at the Millennium Stadium, helping nudge the number of players to graduate from the JWC to the test arena towards the 40 mark.

Cruden was presented with the IRB Junior Player of the Year award in association with Emirates Airline after the final whistle, capping

a remarkable year for a player who had overcome personal adversity to lead his country to yet more Age Grade success.

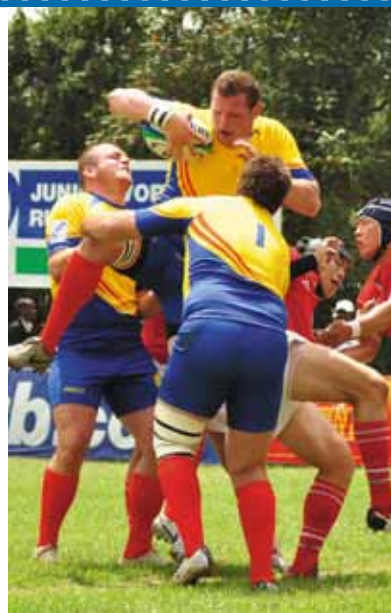
However, it was not only New Zealand who had the crowd on the edge of their seats with an Australian side brimming with Super 14 experience impressing in the pool stages, Samoa snatching a dramatic victory with a last minute drop goal against Scotland and Japan coming within touching distance of shock wins.

The match of the tournament was undoubtedly the South Africa-France pool decider in Osaka. A fantastic advert for running rugby, France were untouchable in the first half hour to lead 20-0, only for a sin-bin to change the match and allow the Baby Boks – led by Sevens star Robert Ebersohn – to come storming back to triumph 43-27.

New Zealand may have walked away with the top prize, but the other play-offs were equally competitive with Samoa edging Ireland for seventh, Tonga narrowly losing out to Scotland for ninth and Argentina beating Fiji to 11th. Japan gave their fans something to cheer on the final day as well by beating Uruguay to finish 15th.

KENYA • 3 MAY 2009

Romania	25
USA	13



Chile v Papua New Guinea / Namibia v Cayman Islands / Romania v Korea / A spectacular Kenyan try / IRB President Bernard Lapasset joins in with local children

ROMANIA TRIUMPH AS RUGBY FLOURISHES IN KENYA



Romania may have been the ones celebrating in Kenya, but the IRB Junior World Rugby Trophy 2009 was one which all participants will look back on fondly, be it for the ultra competitiveness of the eight-team tournament streamed live and on-demand on irb.com, the festival atmosphere surrounding it or the hugely successful development programme which brought the players and management closer than ever to local communities.

The development programme – a key element at all IRB Age Grade tournaments – saw the teams all visit schools and townships, interacting with local children and being rewarded with their own crew of supporters. Chile, for example, met a group of children in a supermarket and taught them a song in Spanish. A few days later they met them again on a community visit and the children attended the matches to cheer on their new friends.

IRB Chairman Bernard Lapasset attended the final stages of the tournament and joined Chile on a trip to Kibera, the largest slum in Africa which provided all the ball boys for the tournament and he joined in a game of touch

Rugby with a group of youngsters.

The Kenya Rugby Football Union has a long-running development programme and over the next four years the IRB and CAR will oversee the roll-out of a wide-reaching grass roots programme aimed at introducing 100,000 primary school children to the sport by 2012. The project, run in conjunction with the Kenyan Government, is the largest of its kind in the African country.

However, it was not only off the pitch that the Trophy can be considered a success with an improvement in playing standards and competitiveness clearly evident from the inaugural tournament in Chile 12 months earlier,



Local children enjoy the Rugby / Papua New Guinea / Captains' photocall / Chile v Korea / Korea v Romania

with no fewer than five teams – Kenya, Namibia, USA, Romania and Chile – battling for places in the final going into the last round of pool matches in Nairobi.

Ultimately when the final whistles blew on the pool stages it was Romania and USA who would battle it out to succeed Uruguay as the champions, but only after a number of twists and turns. This left Kenya and 2008 runners up Chile fighting for third place, Namibia facing an impressive Papua New Guinea outfit determined to play running rugby for fifth and Korea tackling Cayman Islands for seventh.

Kenya may have seen their own title aspirations ended with a late USA try, but the hosts had surpassed expectations, drawing on the enthusiasm of their passionate supporters to narrowly lose to African champions Namibia and upset the Junior Eagles with a great comeback victory. They ultimately finished fourth, but the legacy left behind in the country will be seen over the years to come.

Two nations made their first appearance in the Trophy, Papua New Guinea having qualified as Oceania's representative and Cayman Islands from NACRA – the first time the latter had reached an IRB international competition. The Cayman Islands lost all five matches in Kenya, but returned home the better for the experience and knowing the levels they need to strive to reach going forward.

Papua New Guinea also proved a hit with the local fans, their run everything philosophy showing similarities with the Kenyan style led to several tries which could have claimed a try of the tournament accolade. Their captain Christopher Kakah was a key player from full back and three months later had made his senior test debut against Samoa, becoming the latest player to make the step up to the international arena from the Under 20 tournament.

The Trophy will again break new ground in 2010 when Russia hosts the event.



Final standings

- 1 Romania
- 2 USA
- 3 Chile
- 4 Kenya
- 5 Namibia
- 6 Papua New Guinea
- 7 Korea
- 8 Cayman Islands

COMPREHENSIVE
DEVELOPMENT
PROGRAMME

FESTIVAL ATMOSPHERE

ULTRA-COMPETITIVE

BUILDING FOR
THE FUTURE



FIJI • 12 JUNE-3 JULY 2009

Winner Junior All Blacks
 Runner-up Fiji



JUNIOR ALL BLACKS PUSHED ALL THE WAY

The silverware may have remained in New Zealand hands once more with the returning Junior All Blacks going through the tournament unbeaten, but the ANZ Pacific Nations Cup broke new ground in 2009 with a condensed format which saw all bar the opening round of matches played in one country – Fiji.

A new title sponsor and tournament format were not the only changes for this year with Australia A having withdrawn and two-time champions the Junior All Blacks replacing 2008 winners New Zealand Maori as their country's representatives.

The three previous editions of the Pacific Nations Cup – a key element of the IRB's Strategic Investment Programme – have gradually seen the divide between the second strings of New Zealand and Australia and the other four nations narrow, and with the new

condensed format enabling Fiji, Tonga and Samoa in particular to secure the services of their overseas based players, the 2009 competition continued this trend.

The tournament kicked off on 12 June at Apia Park before moving to the National Stadium in Suva for the final round with the Junior All Blacks defending their unbeaten PNC record against winless Tonga and Fiji needing to beat Japan to overhaul Samoa for second spot. The New Zealanders, though, didn't have it all their own way against Tonga, despite two tries in three minutes by Hosea Gear.

The introduction of Victor Vito re-energised the pack and three tries in the last eight minutes put a gloss on the final score. This match was merely an appetiser for a master class of adventurous running rugby between Fiji and Japan the

following day, one decided only at the death with Netani Talei's try sealing a 40-39 win for the hosts.

Japan, fresh from a first win in the tournament against Tonga 21-19, made the early running and led 14-3, but Goneva's try gave the Fijians an unlikely 20-14 half-time advantage. There was no let up when play resumed, Japan scoring three tries – two of them by captain Takashi Kikutani – to move out to lead 36-26 with 10 minutes remaining. There was to be no first win over Fiji in 15 years for Japan as, roared on by their vociferous fans, first Sireli Ledua and then Talei crossed the try-line.

The ANZ Pacific Nations Cup was as successful off the pitch as it was on it with the teams buying into the whole event – the Junior All Blacks often took 30 minutes to make it to their match day bus in order to satisfy the amassed autograph hunters – and the Fijian public enjoying top class international matches and extending a warm welcome to all with referee Jonathan Kaplan enjoying the same celebrity status as the players.



BUCHAREST • 21 JUNE 2009

Winner Scotland A
 Runner-up Italy A



SCOTLAND A TRIUMPH IN NATIONS CUP

The third IRB Nations Cup to be held in the Romanian capital of Bucharest yielded a new champion with tournament newcomers Scotland A – with new national coach Andy Robinson at the helm – beating Russia, Uruguay and France A to claim the title.

The second strings of Scotland and France both made their debuts in the six-team event – which also features hosts Romania and Italy A – played at the stadionul National Arcul de Triumf from June 12-21.

Both Scotland A and France A went into their winner-takes-all match on the final day with unbeaten records, but after fly half Ruaridh Jackson – a graduate of the previous year's IRB Junior World Championship – gave the Scots an early lead with a penalty they were never behind.

The key to Scottish success was resolute defence as they weathered dangerous French attacks to emerge the 22-12 winners and

ensure that Robinson's first challenge as national coach ended on a positive note with Chris Cusiter lifting the trophy.

The 10-point margin between the sides ultimately saw France A slip to third in the standings, with the Italian second string leapfrogging them on point differential after scoring three second half tries to overturn a 13-3 deficit and triumph 24-13.

Despite the defeat Romania – who had been cheered on by a partisan home crowd across the three match days – finished fourth in the standings with a 17-11 victory over Uruguay and a narrow 20-16 loss to France A on their card.

Russia finished with five points just like Romania, but had to settle for fifth on point differential. The Russians, on track to qualify for a first ever Rugby World Cup in 2011 through the European Nations Cup, finished their Nations Cup campaign on a high by beating Uruguay 29-26.

The narrow victory gave a glimpse of Russia's potential on the international stage, particularly now given Rugby Sevens' inclusion in the Olympic Games from 2016, and echoed the advances shown on the IRB Sevens World Series and in the European Nations Cup, where only Georgia beat them in 2009.

Uruguay, despite scoring more bonus points than any of the other five teams – by virtue of two narrow losses – propped up the Nations Cup standings.



AMERICAS RUGBY CHAMPIONSHIP

ONTARIO • 17 OCTOBER 2009

Argentina Jaguars	35
BC Bears	11

JAGUARS FIRST WINNERS



Argentina Jaguars were crowned the Americas Rugby Championship (ARC) winners after a comfortable 35-11 defeat of British Columbia's Bears in the final at Fletcher's Field in Markham in October.

The inaugural ARC, an evolution of the North America 4 tournament, is a direct result of the IRB's Strategic Investment Programme which identified the Americas as a region of huge rugby potential. The ARC offers an opportunity to build a bridge between elite domestic rugby and international matches across the continent.

The defeat was the Canadian provincial side's first loss in the new Championship after they had gone through the round robin stage with three other provincial sides unbeaten and then overcome Ontario Blues in the semi finals.

The Jaguars, Argentina's second string, entered the competition at the semi final stage against the USA Selects, as the top two Canadian provincial teams contested the other

semi final after an all-Canadian round robin.

With the majority of the second half played in the Bears' half, the Jaguars crossed for three more tries to add to their first half brace, through Agustin Creevy, Martin Bustos Moyano and Esteban Bustillo with Benjamin Urdapilleta converting all five to seal a dominant win.

"The ARC tournament is so promising for rugby in North America," said Bears coach Mike James afterwards. "For us Argentina is a model of excellence. Whenever we play a side from Argentina it is a good reality check for rugby in Canada and a great example of where we need to and can get to as a country."

Ontario Blues held off a valiant comeback from the USA Selects side to snatch a 27-24 victory at the death and finish on a high and claim third place overall.

For Argentina Jaguars coach Mauricio Reggiardo, a veteran of 50 Tests for the Pumas between 1996 and 2003, the bright future for Argentina rugby was confirmed.



APIA, SAMOA • 30 MAY 2009

Fiji Warriors	19
Upolu Samoa	7

IRB PACIFIC RUGBY CUP

FIJI WARRIORS TRIUMPH



Fiji Warriors became the new name on the IRB Pacific Rugby Cup, beating Upolu Samoa at Apia Park to become their nation's first champions of the six-team representative tournament.

The Warriors have their resolute defence to thank for the hard-fought 19-7 win as relentless pressure from Upolu was thwarted, particularly in the last quarter of the match.

Two tries in the opening 10 minutes of the second half to add to the only try of the first half proved crucial to the Warriors with captain Alefoso Yalalayatabua crossing the whitewash before the break. At the restart, first flanker Samu Bola and then hooker Viliame Veikoso touched down ensuring Tuilagi's 69th minute reply was too little, too late.

Savai'i Samoa were one of three sides hoping

to join Upolu in the title decider going into the final round of pool matches when the Warriors and Tautahi Gold also tasted victory over Tau'uta Reds and Fiji Barbarians respectively.

The trio all finished with a record of won three, lost two but the Warriors had claimed an impressive five bonus points along the way and ended up level on 17 points with Upolu. Savai'i finished third on 15, then Gold with 14, Tau'uta Reds six and Fiji Barbarians five.

One thing that was clearly evident was the ultra-competitive nature of the 2009 competition with seven matches decided by less than seven points.



HSBC ASIAN 5 NATIONS

JAPAN REPEAT VICTORY

Japan confirmed their position as the region's leading lights by retaining their HSBC Asian Five Nations crown in emphatic style with four bonus point victories to repeat their dominance of the year before. However, behind Japan, the race for second place was a much closer affair between Hong Kong, Kazakhstan and Korea.

The Koreans had claimed that mantle in 2008, but this year it was Kazakhstan who cemented their growing rugby reputation with victories over both Hong Kong (25-6) and Korea (30-27) on home soil in Almaty to finish behind Japan, the only Asian side to have played on the Rugby World Cup stage.

These victories will give Kazakhstan a boost going into the Top 5 in 2010, knowing that if they can repeat this standing they will enter the cross-continental play-off to determine the 20th and final qualifier for RWC 2011 in New Zealand. The challenge will be a big one though, given they must play both Korea and Hong Kong away.

These four nations will be joined in 2010 by the Arabian Gulf, who bounced back to the Top 5 after beating Chinese Taipei 44-24 in the Division I final, taking the place of last year's champions Singapore who learned valuable lessons from their exposure to Asia's elite nations but were relegated after four losses.

The Top 5 is the pinnacle of the Asian Five Nations, a competition involving more than 20 members of the Asian Rugby Football Union with matches taking place from the Arabian Gulf to Uzbekistan in the vast continent with promotion and relegation operating between the tiers.

Malaysia will play in Division I next year – taking the place of Thailand – after overcoming India and China. Pakistan will drop down to Division III, but will have taken pride from having halved the margin of defeat by India 12 months earlier. The Philippines will take their place, having won the new Division III tier, while Laos and Uzbekistan each won a regional tournament.

25 APRIL-24 MAY 2009

Winner	Japan
Runner-up	Kazakhstan



DENVER • 31 JUNE 2009

Ireland A	49
England Saxons	22

CHURCHILL CUP



FIRST WIN FOR IRELAND A

An inspired performance from Ireland's second string in the final of the Churchill Cup in Denver ended England Saxons reign as champions and rounded off a glorious season for Irish Rugby.

The Saxons had won the tournament in both 2007 and 2008 but were outclassed and outmuscled in the final by Ireland A, who outscored their opponents by six tries to two in a resounding 49-22 triumph to lift the trophy for the first time in the competitions six-year history with IRB Coach of the Year Declan Kidney adding to the senior teams Six Nations Grand Slam.

In a free-scoring Final encounter, England drew first blood in the Dick's Sporting Goods Park with two early penalties from Steven Myler, but Ireland were quickly into their stride when Devon Toner crashed over and once Boss had added the second the Irish were never behind again.

First half tries from Devon Toner and Isaac Boss gave the Irish a tentative 20-12 half-time lead but a third score from Sean Cronin just 24

seconds after the restart opened the floodgates. Felix Jones, Johnie Murphy and John Muldoon all duly helped themselves to further tries and although Tom Vardell scored late on for the Saxons, it was no more than mere consolation.

The pathway to the Final had been smoother for the holders, as they dispatched Argentina's Jaguars and the USA Eagles, the later in a seven-try romp.

Ireland were almost upset by Canada's Canucks who lead 16-13 for much of the second half until a late penalty try and another score from Dennis Hurley secured the win. An emphatic win followed against Georgia setting up the England – Ireland clash.

In the Plate final the Jaguars took on Canada and it was South rather than North American celebrations at the final whistle as the Argentineans survived a spirited second half fight-back from the Canadians to record a 44-9 win.

PROMOTING AND PROTECTING
THE GAME AND ITS

CORE



camaraderie
discipline
fair play
respect
teamwork

VALUES





The International Rugby Board believes that it has a responsibility as a good global sports citizen to promote healthy living.

Falling physical education standards, the down-scaling of physical education programmes in schools, a reduction in family time, free access to computer and video games, the internet and television, the fast-food industry targeting children. The list of reasons is endless as to why we are facing a health problem amongst our young.

A sport for all shapes and sizes

Sport is essential in reversing this alarming trend and International Federations have an important role to play in ensuring that all Sport is accessible and attractive to children of all abilities and backgrounds.

International Federations can provide the impetus for millions of children around the world to enjoy the sporting experience. Rugby remains a Game that is uniquely suited for all shapes and sizes, girls and boys, all ages and abilities. It can be enjoyed in many forms from fifteens to sevens, to non contact Tag and can even be played on the beach or on snow. There is a level of participation for every child to enjoy.

How can Rugby create a healthy lifestyle for our young?

The following model outlines how by applying a holistic approach Rugby and other sports can play a prominent role in promoting a healthy lifestyle and enjoying a lifetime of Sporting participation.

1:

Try Rugby/Try Sport

Encouraging participation and promoting enjoyment, whatever the child's ability, is a positive way to make the first significant steps towards developing a healthy lifestyle.

2:

Regular participation

Recent studies show that regular activity (60 minutes per day for children and 30 minutes per day for adults) is necessary for maintaining a healthy lifestyle.

3:

Social skills development

Participation in team sports in particular stimulates inclusion and interaction. It builds self confidence and self esteem and forges the fellowships and friendships that are unique to Sport.

4:

Mental skills awareness

Rugby's physical attributes of strength, power and competition are well documented. Rugby also develops (through participation and structured training) key mental skills: self control, concentration, discipline, decision-making and leadership. Such important skills transcend all aspects of daily life.

5:

Diet and nutritional fitness

A balanced diet is key to sustaining energy levels necessary to compete and train at every level of the Game. Nutritional education through Rugby participation plays an important role in boosting energy levels for everyday life, improving concentration and performance and promoting a healthy lifestyle.

6:

Cardiovascular fitness

Athletes participating in prolonged activity must possess high levels of cardiovascular fitness. When playing at a competitive level it is no longer adequate to play with the motive to get fit, players must be fit to play.

7:

Performance participation

For the lucky few a combination of talent, good education, a high level of training and hard work, will propel them to the highest levels of the Game. Yet for the majority long-term participation at community level will play a significant part in maintaining a healthy lifestyle.



SUPPORTING A

**HEALTHY
LIFESTYLE**

PUTTING PLAYERS first

The IRB takes the area of Player Welfare very seriously and through a combination of extensive research, practical studies and stakeholder consultation, it continues to lead the way in ensuring the identification and promotion of the best possible techniques for playing, coaching and officiating the Game.

IRB Medical Conference

In November the IRB hosted its inaugural Medical Conference in London. Under the central theme of "Putting Players First", the ground-breaking conference provided leading physicians and administrators with a unique forum to consider the latest IRB and Member Union research and medical and sports science developments.

Anti-doping, concussion diagnosis and assessment, the physicality of the Game, catastrophic injuries, advances in Women's Rugby as well as player burnout were among

the key discussion topics.

The Conference considered the latest injury data and statistical analysis, discussion also covered the current injury situation at the elite level of Rugby in England.

Expert speakers included Dr James Robson (SRU), Dr Colin Fuller (University of Nottingham), Dr Simon Kemp (RFU), Colin Boreham (Director, Institute for Sport and Health, University College Dublin) and Professor William McKenna (Director, Institute of Cardiovascular Sciences, University College London).

"The welfare of players at all levels of the Game is of paramount importance. The Medical Conference provided a unique forum for Union medical officers and invited independent experts to discuss a range of key issues, exchange views and form recommendations to help the IRB further develop its Medical Strategic Plan to ensure the continued dissemination of best possible practice for playing, coaching and officiating the Game."

Bernard Lapasset, IRB Chairman



Medical Conference Discussion Topics

- Concussion
- Cervical spinal cord injuries
- Doping and Rugby
- Injury surveys
- Physicality of the Game
- Future directions for sports science
- Sudden cardiac death
- Women's Rugby
- Infections and vaccinations
- Asthma
- Local anaesthetics
- Gender issues
- Medico-legal issues

In 2009 the IRB adopted a new integrated Player Welfare model



The quality of the discussions over the two days and the positive response to the information presented by medical experts clearly highlighted the collective determination to ensure that Player Welfare is the primary concern for administrators throughout the Game.

Recommendations were made across a spectrum of medical and player welfare areas for the IRB to focus on through its Medical Strategy. These include comparable global injury data collation, a cross-Game physicality study and targeted educational programmes.

These recommendations are currently being reviewed by the IRB through Training and Medical Manager Mark Harrington and Chief Medical Officer Mick Molloy with a view to unveiling a set of key focus areas early in 2010. The process will involve full stakeholder consultation.

Key Outcomes

Putting Players First: Player Welfare is paramount and all stakeholders have a collective responsibility to ensure the best possible education for playing, coaching, officiating and administering the Game.

New Management Process: Cross-Union approach involving expert groups to develop appropriate player welfare and medical policies in accordance with the IRB's Medical Strategic Plan. Key policy focus areas including global injury data collation, sudden cardiac death prevention and infectious diseases to be presented to the IRB Council for consideration prior to global web-based training and education materials roll out.

Concussion: The Zurich Consensus Statement on Concussion in Sport should underpin all decisions relating to Regulation 10 and provide the basis of any recommendations for regulation alteration. It is recommended in the event of a player being removed from the field of play with

a suspected concussion they should not be allowed to return to the field of play that day.

Physicality of the Game: IRB to prioritise Law enforcement at the tackle and ruck.

IRB Medical Conference attendees:

Dr Enrique Basso (UAR), Dr Martin Raftery (ARU), Dr Preston Wiley (Rugby Canada), Dr Mike England (RFU), Dr Simon Kemp (RFU), Dr Christian Bagate (FFR), Lucy Clarke (HKRFU), Dr Conor McCarthy (IRFU), Dr Barry O'Driscoll (IRFU), Dr Filippo Bottiglia (FIR), Dr Takao Akama (JRFU), Dr Steve Targett (NZRU), Dr James Robson (SRU), Dr Chan Peng Mun (SRFU), Dr Ismail Jakoet (SARU), Clint Redhead (SARU), Dr Roger Evans (WRU), Prof Colin Boreham, Dr Colin Fuller, Dr Mary Horgan, Prof William McKenna, Prof Simon Payne, Dr Barry Plant, Damian Hopley (IRPA), Rob Nichol (IRPA).

Leading Global Research

In 2009, the IRB launched its new Medical Strategy model focusing on player welfare, while key medical research continued in collaboration with leading medical experts and Member Unions.

Key IRB medical research funded through the £48 million global Strategic Investment Programme includes: Global injury consensus document; IRB tournament surveys; age grade research; injury risk associated with tackling in Rugby Union (BJSM); comparison of the incidence and nature of Rugby injuries sustained

on artificial turf and grass; catastrophic spinal cord injury research (BJSM); 3rd International Conference on Concussion (partner); 2nd World Congress on Sports Injury Prevention (partner).

Key IRB Player Welfare Initiatives

Rugby Ready (launched 2007)

IRB interactive Laws Website (launched 2009)

Keep Rugby Clean (anti-doping education across all IRB tournaments)

Unprecedented Scrum Research

The IRB will launch the most comprehensive study of the scrum in the Game's history in 2010 when it embarks on a three-year analysis of the forces at work in the set scrum in association with Bath University.

The study is aimed at identifying better techniques for playing, coaching and refereeing this crucial area of the Game. This first phase of the study will involve professional packs as well as schools groups and other levels in between working in a controlled environment under a variety of high-tech conditions on a scrummaging machine. From this there should be a better understanding of potential causes for injury.

The next phase of the research will involve live packs, using the same groups who had used the machine, the findings will be analysed and, if necessary, recommendations will be made for improving the Game.

In February 2010, the IRB will confirm the formation of three specialist medical working parties aimed at developing and promoting the best-possible standards for key player welfare policies. Expert working parties have been established to tackle the areas of concussion and spinal cord injury management and to drive forward cross-Union research and best-practice policies across these areas of player welfare management.



THE OFFICIAL



It was a challenging year for match officials striving for excellence and consistency across the international Game.

With 13 ELVs adopted into Law and a ruling in Law at the breakdown to adopt, 2009 was a busy one for the IRB's Panel of High Performance Referees, but once again the world's best men in the middle demonstrated the very highest of standards as the global Rugby family was treated to a year that saw a fascinating British and Irish Lions tour, a compelling Tri Nations and a highly-competitive Six Nations.

As with players and coaches, changes to the Laws of the Game create challenges in achieving consistency in performance across the board, but the IRB and its Member Unions have in place a dedicated development framework that promotes the highest possible standards for officiating the Game at all levels.

Under the auspices of Referee Manager Paddy O'Brien, the IRB has created an environment that ensures the world's top match officials and the best up and coming talent have access to the best possible strength and conditioning, coaching, analysis, assessment and feedback structures in order to optimise performances across international and cross-border competitions.

A new fitness monitoring regime is already reaping rewards and the introduction of GPS technology for training purposes will ensure that the world's top referees maintain their exceptional standards of fitness throughout the international calendar. The new techniques mean that there is now an emphasis on performance measuring rather than irregular stand alone fitness tests, allowing the IRB's fitness trainer to design structures for individual referees that promote peak performance and consistent decision making under intense physical pressure.

Directives

The IRB operates three High Performance Referee meetings per year with northern and southern hemisphere meetings complimented by an overarching meeting of the world's top referees and referee managers in London every November. The Conference provides an opportunity to discuss refereeing best practice and recent trends and developments in the Game to further promote consistency.

Headline topics of discussion included the need to stamp out illegal off the ball tackles and the area of reset and collapsed scrums at the elite level of the Game, while Referees were also reminded of their obligation to crack down on the crooked feed at the scrum and the application of law at the breakdown.

With scrum collapses and resets an increasing feature on the international landscape, the IRB acted quickly to address the issue, recognising the clear obligation for referees and players to ensure that the critical area of the scrum is

IRB INTERNATIONAL REFEREE PANEL 2008/09



REPORT

played in accordance with Law whilst ensuring player welfare and penalising clear and obvious offences in order to reduce the number of resets or collapses.

Referees were instructed to pay particular attention to front rows observing the mark, illegal collapsing and early engagement. The directives were passed through to Unions via their respective referee managers leading to a clear reduction in offences at the scrum during the November tests and other elite competitions.

Farewell

Joel Jutge announced his retirement from refereeing in 2009 following a persistent knee injury. Since making his Test debut in a European Nations Cup game between Spain and Portugal in November 1996, the Frenchman went on to become one of the world's leading referees, clocking up 35 tests as a key member of the IRB's High Performance Referee Panel.

Jutge will now concentrate on domestic refereeing within France and playing his part in supporting the country's current and up and coming crop of international referees, including Christophe Berdos and Romain Poite.

Women's Referees Set to Make History

In December, the IRB announced that 10 of the world's leading female referees will be included in the panel of 14 match officials for the Women's Rugby World Cup 2010.

Experienced officials Sarah Corrigan (Australia), Clare Daniels (England), Joyce Henry (Canada), Lee Wing Yi Gabriel (Hong Kong), Dana Teagarden (USA), Sherry Trumbull (Canada) and Nicky Inwood (New Zealand), will be joined by David Keane (Ireland), Andrew McMenemy (Scotland), Sébastien Minery (France) and Javier Mancuso (Argentina) within the selection of 11 referees.

In addition, the Match Official Panel will also feature three specialist Assistant Referees with previous Women's Rugby World Cup match officials Debbie Innes (England) and Kerstin Ljungdahl (Germany) joined by Barbara Guastini (Italy).

IRB ASSISTANT REFEREE AND TMO PANEL

David Changleng (SRU)	Vinny Munro (NZRU)
George Ayoub (ARU) TMO	Shaun Veldsman (SARU) TMO
Rob Debney (RFU)	Stuart Terheege (RFU)
Giulio De Santis (FIR) TMO	Geoff Warren (RFU) TMO
Tim Hayes (WRU)	Hugh Watkins (WRU)
Graham Hughes (RFU) TMO	Nigel Whitehouse (WRU) TMO
Simon McDowell (IRFU)	Cobus Wessels (SARU)
Johan Meuwesen (SARU) TMO	Jim Yuille (SRU) TMO

"I am proud to be associated with the IRB's *Keep Rugby Clean* campaign. The ethos of fair play is essential to the spirit of the Game and in ensuring a level playing field for all."

Felipe Contepomi
IRB Anti-Doping Ambassador



ENSURING A LEVEL

The IRB is committed to a zero-tolerance policy towards the use of prohibited substances, methods and drug cheats in the Game.

Rugby has been at the forefront of the movement against drugs in sport and has in place substantial In Competition and Out of Competition testing programmes all over the world. This includes a comprehensive testing and education programme for all IRB tournaments and matches.

Leading Education Programme – *Keep Rugby Clean*

The IRB launched its new Anti-Doping website in 2009 in English, French and Spanish, which contains a plethora of information on Anti-Doping. Besides housing the Anti-Doping Regulations, the WADA Prohibited List and Therapeutic Use Exemption process, the site contains a number of resources, quizzes and videos available for Member Unions, players, Player Support Personnel and the Rugby family to download.

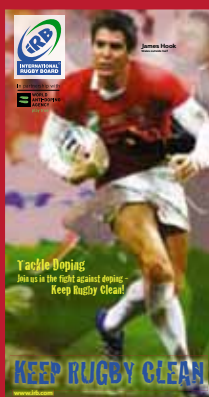
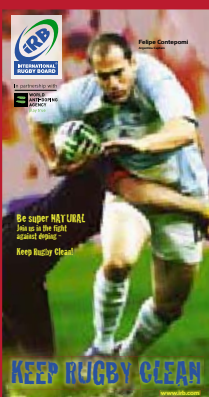
To further enhance the *Keep Rugby Clean* message, six international players have joined the *Keep Rugby Clean* campaign as IRB Anti-Doping Ambassadors.

They are Felipe Contepomi (Argentina), George Smith (Australia), Bryan Habana (South Africa), Uale Mai (Samoa), James Hook (Wales) and Vincent Clerc (France).

The IRB raises 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 TOSHIBA Junior World Championship in Japan, IRB Junior World Rugby Trophy in Kenya and at RWC Sevens 2009 in Dubai. Over 1,000 of the Game's future Rugby World Cup stars participated in the IRB's Outreach Education initiative in 2009.

The IRB was again recognised by WADA in 2009 by the selection of David Ho, IRB Anti-Doping Officer, to be part of the WADA Athlete Outreach Programme at the 2009



PLAYING FIELD

World Games in Kaohsiung, Chinese Taipei. David was involved in working with the WADA Outreach team providing athletes participating in the World Games with Anti-Doping education.

Record Year for IRB Test Programme

The IRB conducted a record 1,293 tests in 2009. This is the largest overall test programme the IRB has delivered to date. The programme consisted of 360 tests In Competition and 933 (72%) Out of Competition.

“The increase in the number of tests conducted in 2009 was attributed to the IRB’s focus on ensuring the RWC Sevens 2009 was contested on a level playing field and reflects a substantial increase in Out of Competition testing on Sevens players throughout the year,” said IRB Anti-Doping Manager Tim Ricketts.

RWC Sevens 2009 comprised of 80 In Competition tests across the three match days

and 72 Out of Competition tests, which were conducted on players in the team hotel prior to the tournament starting, all of which returned negative results.

In addition to the 80 test programme conducted during the tournament, 759 tests were conducted throughout the qualification process and the IRB Sevens World Series over a 14-month period leading up to the Dubai tournament in March. Of the 759 tests, 442 were Out of Competition Tests on the top 24 ranked men’s Sevens teams.

“The IRB’s Anti-Doping programme was one of many strong components of the IRB’s bid for Rugby Sevens to join the Olympic family”, said Ricketts.

Uale Mai, the Samoa Sevens captain, said: “I am very pleased that Rugby World Cup Sevens has been declared a clean tournament. International competition is the pinnacle of our sport and represents the very best the Game

has to offer, so it is essential for the integrity and perception of Sevens that we return a clean competition.”

The IRB operates an anywhere, anytime testing policy and players have been tested at their homes, training venues, gyms and while in camp with their national teams.

IRB Anti-Doping Rule Violations

In 2009 the IRB recorded four Anti-Doping rule violations (Cannabis x 2), one attempted Use of a Prohibited Substance, and one for a Methandienone Anabolic Agent.

During the period from 2004 to 2009 the IRB has handed down sanctions to 34 players who committed Anti-Doping rule violations. These sanctions are in addition to 230 Players who committed Anti-Doping rule violations under the jurisdiction of Member Unions during the same period.

2009 IRB Testing Programme

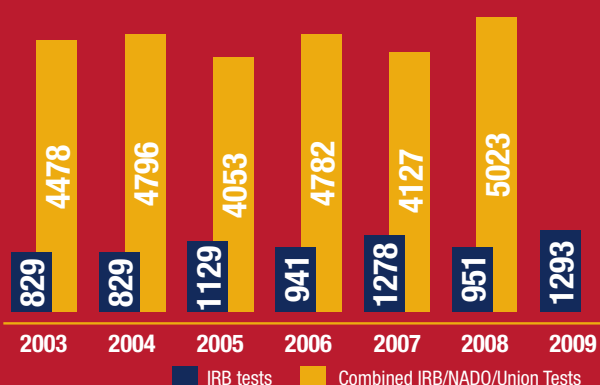
Discipline	In Competition	Out of Competition	Total
Rugby World Cup 2011*	60	355	415
Sevens**	176	428	604
Age Grade***	56	120	176
Strategic Tournaments****	68	30	98
Total	360 (28%)	933 (72%)	1,293

*Includes RWC2011 Qualifiers that form part of Regional Championship tournaments.

** Includes RWC Sevens 2009 + IRB Sevens World Series.

*** IRB Junior World Rugby Trophy & IRB Junior World Championship

**** Includes IRB Pacific Rugby Cup and ANZ Pacific Nations Cup.



2009 IRB Anti-Doping Rule Violations

Country	Substance/Violation	Sanction
Georgia	Cannabis	4 months
Australia	Attempted Use of a Prohibited Substance	2 years
Canada	Cannabis	6 months
Namibia	Methandienone	2 years

IRB Anti-Doping Rule Violations 2003-2009

Year	IRB Adverse Analytical Findings (AAF)	IRB Anti-Doping Rule Violations (ADRV)
2003	2	2
2004	4	4
2005	3	3
2006	6	6
2007	5	5
2008	13	12-1 case pending (incl 1 non AAF and 1 case was void)
2009	3	4 (incl 1 non AAF)

For full case decisions please visit www.irb.com

COMMUN

AND MEDIA EXCELLENCE



LOCATIONS



TELEVISION



Total Rugby is the world's leading Rugby magazine show and currently broadcasts on 27 channels in over 150 countries, including the UK, USA, Australia, and major territories across the Americas, Western, Central and Eastern Europe, Asia, the Middle East and the South Pacific.

Once again, *Total Rugby* provided fans with a unique insight to the Game across the world, featuring players at the pinnacle of the international summit and those just beginning their love-affair with our great sport.

The fifth year of *Total Rugby* ensured some truly historic moments were captured and broadcast, from Australia lifting the first ever Women's Rugby World Cup Sevens title, to the Olympic decision in Copenhagen and every Rugby World Cup 2011 qualification match across all six IRB regions.

Total Rugby reached behind the headlines to capture the unique spirit and passion of Rugby. One of the most moving pieces was the visit to L'Aquila following the earthquake in April which devastated the town, killing 300 people



TOTAL RUGBY

and claiming the life of young prop Lorenzo Sebastiani, who had represented Italy at the IRB Junior World Championship in Wales just 10 months before.

The inspirational film brought a story of heroism, selflessness and passion to the wider Rugby family, proud to support the L'Aquila community through their Rugby club.

Another inspirational figure, Ian McGeechan provided a behind-the-scenes perspective on the British & Irish Lions tour to South Africa, complementing the thrilling matches with moments of leadership, teamwork and drive.

These same qualities were also used to positive effect with young men in correctional facilities in Fiji, Argentina and Italy, who all used Rugby as a platform on which to build

a new and very different life for themselves.

With more focus than ever on international referees, Alan Lewis visited Lord's to meet leading cricket umpire Ian Gould in a candid and refreshing conversation highlighting the pressures, but mostly enjoyment, of being the man in the middle.

New Era for Total Rugby

A new era for *Total Rugby* will begin in 2010 with Endemol Sport producing the flagship magazine show.

The IRB selected Endemol Sport to bring a fresh, innovative approach to production and distribution. As part of this, Endemol Sport will increase global cross platform and digital distribution of *Total Rugby* to build new audiences, fan communities and enhanced

interactivity across television and online properties.

Behind the production of the show will be a multi-skilled team and state-of-the-art resources to bring Rugby fans across all platforms the very latest news, features, views and action from all the major games around the world.

As part of the new partnership, global distribution of *Total Rugby* will now be handled by Endemol Worldwide Distribution, which will be responsible for securing further deals with broadcasters internationally.

For editorial enquiries please contact Series Executive Producer Martin Cross at martin.cross@endemolsport.com.



RADIO



Total Rugby Radio reached new heights in 2009 with its winning blend of features, analysis and comment reaching out to over 100 countries worldwide, while remaining a consistent presence in the top sports downloads on iTunes.

Also made available as a popular podcast on iTunes and a webstream by the dedicated radio team, the show continued to provide the

best possible insight into the international game through a mixture of news-driven actuality, in-depth interviews and informative features.

Highlights of the year were the introduction of special debate shows featuring some of the biggest names in the Game, with debates broadcast on the Olympic Games and the Experimental Law Variations.

For more information on accessing *Total Rugby Radio* free of charge, either by web, as a podcast or traditional radio broadcast product, please contact radio@irb.com.

IRB.COM IS FIRST HIT FOR RUGBY FANS

During 2009, rugby fans from across the globe visited irb.com, not just as their first destination for news, fixtures and reference material, but also for unprecedented live and on-demand coverage of IRB tournaments.

Live coverage of RWC Sevens in Dubai in March was followed by live streams from the IRB Junior World Rugby Trophy in Kenya and from the IRB TOSHIBA Junior World Championship in Japan. The latter attracted more than 75,000 views, with many seeing New Zealand lift the trophy as it happened.

Sevens coverage and information were at the forefront of the site in 2009, supporting the IRB's successful campaign to ensure Rugby Sevens was admitted to the Olympic Games from 2016.

Thousands of fans watched the promotional film *Reaching Out* which was presented to the IOC and were able to ignite their interest in the Summer Olympics' newest sport.

From December, in order to cater for the ever-increasing interest in Rugby Sevens, the IRB began offering web-exclusive highlights from the IRB Sevens World Series. Over 400,000 views were generated from the first two tournaments in Dubai and South Africa.

The dedicated sub sections for the IRB's global tournaments including RWC Sevens, the IRB Junior World Championship, the IRB Junior World Rugby Trophy, the ANZ Pacific Nations Cup, the IRB Nations Cup and the IRB Sevens World Series all attracted thousands of fans, able to follow their team's progress and, in many cases, watch them live and listen to audio reaction, read match reviews and previews.

As part of its integrated online strategy with the Organising Committee for Rugby World Cup 2011 which saw rugbyworldcup.com developed and maintained, RWCL and RNZ 2011 set up a tournament Facebook page in July 2009.

By the end of the year the page had almost 200,000 fans. Combined with a Rugby World Cup YouTube channel and Twitter account, RWC 2011 promises to be the most active yet in terms of social networking.

As with the Rugby World Cup 2011 Draw, which was streamed live on rugbyworldcup.com in 2009, so the decision to award England and Japan with the next two Rugby World Cup tournaments was available to view live on both irb.com and rugbyworldcup.com.

In addition, a new Laws of the Game section was developed in seven languages, specifically aimed at those who teach, coach or officiate and providing an invaluable and consistent resource.



Into 2010

The RWC 2011 web site will provide an indepth guide to all that fans need to know ahead of the tournament with the sale of tickets and hospitality packages available, the remaining qualification places and information on the venues all regularly updated throughout the year. The Women's Rugby World Cup web site is also live, providing information on the tournament, interviews with key players, details of the extensive legacy programme and a link to Ticketmaster, the official ticket agency for WRWC 2010. Visit the official tournament web site at www.rwcwomens.com



INDUCTEES 2009

HONOURING LEGENDS OF SOUTH AFRICA AND THE LIONS

The International Rugby Board inducted nine legends into the IRB Hall of Fame at a special ceremony at Rugby School in England celebrating the rich history of British & Irish Lions tours to South Africa.

Members of the public were invited to vote on nominees from the 19th, 20th and 21st centuries, giving Rugby fans around the world an opportunity to recognise their most treasured players. The IRB Hall of Fame Induction Panel then selected the nine legends to be inducted into the IRB Hall of Fame in 2009.

The 2009 induction also included the inaugural IRB Lecture, given by IRB Council member and 2009 Lions Manager Gerald Davies on the British & Irish Lions and the unique ethos encapsulated within the Spirit of the Game.

William E. Maclagan (Scotland & British)

William Maclagan is one of the true giants of the world game, entering rugby legend as the first ever captain of the British team – the forefathers of the Lions – to tour South Africa. A complete player admired for his ball skills, tackling and the accuracy of his kicking he became Scotland's most capped player during an international career spanning three decades.

Barry H. Heatlie (South Africa)

Barry Heatlie is one of the all-time greats of South Africa Rugby and played six times against the 1891, 1896 and 1903 Lions, captaining his country in two tests. He is credited with the adoption by South Africa of the green jersey, which happened before the final 1903 test at Newlands.

Benjamin L. Osler (South Africa)

Benjamin Osler won his first cap against the 1924 Lions, the first of his 17 consecutive

appearances for South Africa. With the British forwards gaining the upper hand in the crucial first Test, Osler's drop goal made the difference, giving South Africa the edge to win 7-3. Osler was described as "the greatest individual match-winner and tactical master that South African rugby has ever produced".

Clifford I. Morgan CVO OBE (Wales & Lions)

Cliff Morgan is one of the legends of Welsh rugby, winning 29 caps. He helped Wales win the Triple Crown in 1952 and captained his country to the Five Nations title in 1956. His brilliant individual try in the first Lions test of the 1955 tour helped defeat the Springboks on their home ground for the first time in 15 years. Hailed "Morgan the Magnificent" by the South Africa media, he provided both the inspiration and tactical vision for a famous second test win to secure the Series.

Sir Anthony J.F. O'Reilly (Ireland & Lions)

Anthony O'Reilly was only a 19-year-old when he embarked on the epic adventure of the star-studded 1955 Lions tour to South Africa. Having made his Ireland debut in the January, the teenager was rewarded with a Lions blazer following a remarkable Five Nations campaign. His total of 37 tries on two tours is still a Lions record.

Frederick C.H. du Preez (South Africa)

Frik du Preez is one of the finest South African forwards of all time, making his international debut in a 5-0 win over England before an eight-test association with the Lions began on June 23, 1962. Du Preez was part of the all conquering South Africa team that defeated the Lions 3-0 in the two Series he played to enforce his reputation as the foremost scrummager and lineout enforcer of his time.

Dr Sydney Millar CBE (Ireland & Lions)

Syd Millar was capped 37 times by Ireland, and played 39 matches – including nine tests – for the Lions in tours to New Zealand and Australia in 1959 and South Africa in 1962 and 1968. Having suffered Series defeats on both South Africa tours, Millar returned in 1974 as coach of a Lions team which would become known as the Invincibles for their remarkable unbeaten record of 21 wins and one draw. Millar managed the 1980 pride and was a member of the Lions committee in 1997.

William J. McBride (Ireland & Lions)

Willie John McBride was Ireland lock 63 times and matched Johnny Hammond's record of touring South Africa three times. He began his impressive Lions career in 1962 and finished 12 years and 68 matches later with the final Test against South Africa on the 1974 tour. Resilient and hard, he would never be intimidated and he implemented efficiently and thoroughly the game plans formed with coach Syd Millar. Overall, he toured with the Lions six times, once as manager, once as captain and four times as a player.

Ian R. McGeechan (Scotland & Lions)

Ian McGeechan had an illustrious career with Scotland, playing in 32 internationals, nine as captain. His association with the Lions began in 1974 on the Invincibles tour to South Africa, and he went on to play in a further 29 matches. It is McGeechan's coaching career with the Lions which has made him a true Lions legend. He coached the 1989 Lions in Australia, was head coach of the 1993 tourists to New Zealand and coached the 1997 Lions to a series victory over the Springboks. In 2005 he assisted on the Lions trip to New Zealand and in 2009 was once again head coach for the tour to South Africa.

NOVEMBER PROVES SIGNIFICANT FOR RANKINGS

November provided the final chance for many nations to improve their position in the IRB World Rankings before the end of the year and a flurry of activity meant all but Australia in the top 10 moved up or down at some stage during the month.

Australia may not have had the most successful of years with only one win – albeit over eventual champions South Africa – in the Tri Nations and then a first loss to Scotland in 27 years during November, but the Wallabies are one of only three sides to remain constant all year, the others being Luxembourg and Finland who prop up the rankings table.

The coveted top spot was occupied by New Zealand at the turn of the year, just as it had been going into 2009. However the All Blacks had slipped to second after suffering the first of three Tri Nations losses to South Africa in late July, ending their 11-month reign as the number one side in the world.

South Africa sat proudly atop the rankings for 16 weeks following their series victory over the British & Irish Lions and five wins to lift the Tri Nations title and seemed set to end a successful year in that position. However, defeat by France in Toulouse saw them surrender it to the All Blacks and another loss to Ireland means South Africa now lie 3.08 points behind the top side.

Ireland's year to remember

While the world champions are one of six sides in the top 10 to end the year in the position they began it, the biggest gainers are Ireland with their four-place rise to fourth on the back of an unbeaten year and a first Grand Slam for 61 years.

The record of nine wins and one draw (20-20 with Australia in November) saw Ireland climb above France, England, Argentina and Wales and improve their rating by 6.15 points to 84.60.

This is still just over seven points adrift of number one side New Zealand, but Ireland are the leading northern hemisphere nation ahead of France, who lost that mantle following a comprehensive loss to the All Blacks and the

THE TEAMS WHO ROSE

10 PLACES



Zimbabwe



Colombia



Malaysia



Israel



Bulgaria

Ireland victory over South Africa on the final weekend of November.

France have themselves ended the year two places better off than they began it.

Biggest climbers of the year

Amongst the other European nations Israel and Bulgaria enjoyed climbs of 10 places to 81st and 82nd respectively. Israel are unbeaten in Division 3C so far with four wins from four and also overcame the higher ranked Slovenia – then sitting 28 places above them – in the region's first play-off round of RWC qualifying.

Two other climbers of note in Europe were the Netherlands and Serbia, who enjoyed climbs of seven and eight places to 34th and 59th respectively. Had the Netherlands managed to score another point against Hong Kong on 19 December then they would have climbed to 33rd.

Israel and Bulgaria, though, were not the only nations to enjoy double figure climbs as Colombia, Malaysia and Zimbabwe also climbed 10 places. Zimbabwe are the biggest movers in Africa with their rise to 46th and an improvement of 2.45 rating points, although Senegal also climbed six places to 62nd over the last 12 months.

The majority of Malaysia's gain and new position of 68th came on the back of beating China in the HSBC Asian Five Nations. Two other Asian sides on the rise were Kazakhstan, who enjoyed their highest ever ranking following victories over Korea and Hong Kong in the Top 5 during April and May, and Division I winners Arabian Gulf.

Kazakhstan end the year in 28th, six places higher than they began it, while the Arabian Gulf have risen five to 44th. Japan remain the highest ranked of the Asian nations, having climbed three places over the last 12 months – helped by victories over Tonga and Canada (twice) – to their present best ever position of 13th.

There were a few more climbs among nations in North America with USA rising three places to 16th on the back of two victories over Uruguay in November to clinch their place at RWC 2011, while Trinidad & Tobago and Cayman Islands also enjoyed small gains. It was Bermuda, though, who were the region's biggest climbers in 2009, rising five places to 57th.

RANKINGS 2009

Position (change in ranking during 2008)		Rating Points									
1 (-)	New Zealand	91.68	25 (▼3)	Korea	57.90	48 (▼4)	China	46.25	71 (▼12)	Slovenia	39.56
2 (-)	South Africa	88.60	26 (-)	Germany	55.72	49 (▲3)	Papua New Guinea	46.19	72 (-)	Zambia	39.31
3 (-)	Australia	85.56	27 (▲4)	Ukraine	55.47	50 (-)	Chinese Taipei	46.16	73 (▲2)	St. Vincent & The Grenadines	39.30
4 (▲4)	Ireland	84.60	28 (▲6)	Kazakhstan	55.12	51 (▼8)	Sweden	46.10	74 (-)	Botswana	39.21
5 (▲2)	France	82.41	29 (▼1)	Brazil	54.97	52 (▼4)	Singapore	45.98	75 (▼6)	Barbados	39.21
6 (-)	England	80.72	30 (▼1)	Tunisia	54.12	53 (▼2)	Sri Lanka	45.90	76 (-)	Solomon Islands	39.06
7 (▼3)	Argentina	80.56	31 (▼4)	Belgium	53.47	54 (▼1)	Malta	45.68	77 (▼6)	Peru	38.81
8 (▼3)	Wales	79.89	32 (▲3)	Morocco	53.06	55 (▲10)	Colombia	44.99	78 (▲3)	Norway	38.79
9 (-)	Scotland	76.59	33 (▲4)	Czech Republic	52.63	56 (▲1)	Cook Islands	44.61	79 (▼2)	Cameroon	38.21
10 (-)	Fiji	75.90	34 (▲7)	Netherlands	52.62	57 (▲5)	Bermuda	43.59	80 (▼1)	St. Lucia	37.57
11 (-)	Italy	72.59	35 (▼3)	Poland	52.18	58 (▼4)	Switzerland	43.05	81 (▲10)	Israel	37.56
12 (-)	Samoa	72.08	36 (▼2)	Paraguay	50.93	59 (▲8)	Serbia	42.82	82 (▲10)	Bulgaria	37.05
13 (▲3)	Japan	70.59	37 (▲5)	Lithuania	50.79	60 (▼2)	Venezuela	42.79	83 (▼1)	Guam	36.80
14 (▲1)	Canada	68.80	38 (▼2)	Moldova	50.52	61 (▼6)	Latvia	42.76	84 (▼1)	Swaziland	36.68
15 (▼2)	Tonga	68.11	39 (▼9)	Hong Kong	50.42	62 (▲1)	Cayman	42.12	85 (▼5)	India	36.61
16 (▲3)	USA	67.05	40 (-)	Ivory Coast	50.31	63 (▲5)	Senegal	42.12	86 (▼2)	Jamaica	36.61
17 (▼3)	Georgia	66.85	41 (▲4)	Croatia	50.06	64 (-)	Hungary	41.89	87 (▼2)	Bahamas	36.33
18 (-)	Russia	66.21	42 (▼4)	Uganda	49.71	65 (▲1)	Guyana	41.52	88 (▼2)	Tahiti	36.25
19 (▼2)	Romania	64.62	43 (▼4)	Kenya	49.68	66 (▲4)	Andorra	41.42	89 (▼1)	Bosnia & Herzegovina	36.18
20 (-)	Uruguay	60.89	44 (▲5)	Arabian Gulf	47.96	67 (▲5)	Denmark	41.35	90 (▼1)	Nigeria	35.29
21 (▲2)	Portugal	59.72	45 (▲2)	Trinidad & Tobago	47.19	68 (▲10)	Malaysia	41.23	91 (▼4)	Monaco	35.17
22 (▲3)	Namibia	59.63	46 (▲10)	Zimbabwe	46.91	69 (▼9)	Niue Islands	41.11	92 (▼2)	Austria	34.88
23 (▼2)	Spain	59.01	47 (▼1)	Madagascar	46.90	70 (▼9)	Thailand	40.84	93 (-)	Vanuatu	34.77
24 (-)	Chile	57.95							94 (-)	Luxembourg	33.44
									95 (-)	Finland	28.84





IRB Awards in association with Emirates Airline

NEW ZEALAND CAPTAIN RICHIE McCAW BECOMES THE FIRST PERSON TO WIN THE IRB PLAYER OF THE YEAR AWARD TWICE

2009 heralded a new format for the IRB Awards in association with Emirates Airline, with winners named throughout the year.

New Zealand's inspirational captain Richie McCaw was named the International Rugby Board Player of the Year 2009 in association with Emirates Airline.

The 28-year-old was presented with the Award following the France v New Zealand test match in Marseille in November and becomes the first person to win Rugby's most prestigious individual accolade twice, having previously been named IRB Player of the Year in 2006.

Despite the end of New Zealand's four-year reign as Tri Nations champions, the flanker led by example, producing a series of outstanding individual performances while driving his team to a clean sweep of November test victories.

In the most closely contested race to be named IRB Player of the Year since the Award's

inception in 2001, McCaw fought off stiff competition from Ireland's Jamie Heaslip and Brian O'Driscoll, South Africa's Fourie du Preez and Francois Steyn, Australia's Matt Giteau and England's Tom Croft during a year of memorable test match encounters.

"It is a huge honour. I am extremely proud. I am just happy to be part of a team doing well. I am happy to do my bit, but it is a great honour. I said it before, you can't do it without a bunch of mates. It has been a trying year at times, but it is great to be part of a winning team," said McCaw.

The IRB Player of the Year is selected by the IRB Awards independent panel of judges, comprising former internationals with over 500 Test caps between them. Will Greenwood, Gavin Hastings, Raphaël Ibanez, Francois Pienaar, Agustin Pichot, Scott Quinnell, Tana Umaga, Paul Wallace and convenor John Eales watched over 63 hours of action from 49 matches, awarding points to the three players they thought stood out in each match.

On the same November weekend, South Africa were named IRB Team of the Year and Ireland's Declan Kidney the IRB Coach of the Year at Croke Park following the match between the Tri Nations and Six Nations champions.

The first IRB Award presented in association with Emirates Airline in 2009 went to England captain Ollie Phillips as he was named IRB Sevens Player of the Year. Phillips was the driving force behind England's two Cup successes in the 2008/09 IRB Sevens World Series.

"I'll be able to tell my grandkids when I'm looking slightly older than I do already that that was me and I was involved in that," said a delighted Phillips on receiving the accolade.

Another inspirational New Zealand captain, Aaron Cruden, won the IRB Junior Player of the Year Award following an exemplary IRB TOSHIBA Junior World Championship in Japan where the Baby Blacks lifted the trophy for the second successive year. Cruden's composure and vision were cited as Award-winning attributes,

McCAW SCORES A UNIQUE DOUBLE



Sept 19 v Australia

Bledisloe Cup

What a year!

12 months of trophies



Nov 7 v Wales

Invesco Perpetual Trophy



Nov 21 v England

Hillary Shield



Nov 28 v France

Dave Gallaher Trophy



IRB INTERNATIONAL PLAYER OF THE YEAR 2009

taking the prize ahead of team-mate Winston Stanley, Australia's Richard Kingi and England's Carl Fearn.

Australia's Debby Hodgkinson was named IRB Women's Personality of the Year in August after helping her team to qualify for Women's Rugby World Cup 2010 with an emphatic 87-0 victory over Samoa. Hodgkinson helped Australia to victory in the inaugural Women's Rugby World Cup Sevens in Dubai in March, starting all six matches and scoring seven tries, including a scintillating score in a dramatic final victory over New Zealand.

Hodgkinson's blistering runs, strong offloading game and ability to unlock opposition defences were the outstanding qualities that saw her claim the coveted Award amongst fierce competition.

L'Aquila Rugby Club received the Spirit of Rugby Award in September following an extraordinary year which saw the Rugby Club aid and support its local community. In April an earthquake struck the Rugby dominated town of L'Aquila killing 300 people and leaving thousands homeless. Amongst those killed was promising young prop Lorenzo Sebastiani, who had represented Italy at the IRB Junior World Championship in Wales just 10 months before.

In true reflection of the Spirit of Rugby, L'Aquila Rugby Club became the pounding heart of a shocked and debilitated community, providing shelter, refuge and comfort to those within. FIR President Giancarlo Dondi presented the Award at a special ceremony following the Club's first match back at the Tommaso Fattori Stadium following the disaster.

Francis Palmade received the IRB Referee Award for Distinguished Service in November, before his peers at the IRB High Performance Referees Conference in London.

One of the finest referees of his generation, the Frenchman enjoyed a long and distinguished international career, taking charge of 17 test

matches between 1966 and 1986.

Palmade's service and dedication to the sport he loves continued when he hung up his boots. He went on to become an internationally renowned match official performance reviewer, serving on the international panel from 1995 to 1999, including performing the key role at Rugby World Cup 1999.

Noel Murphy was awarded the Vernon Pugh Award for Distinguished Service and Lin Chai Sheng the IRB Development Award at the Ninth IRB General Assembly in Dublin in November.

Murphy received the Vernon Pugh Award for Distinguished Service, one of Rugby's highest accolades, in recognition of remarkable achievements in the Game as a player, coach and leading administrator, displaying dedication, integrity and passion for the Game throughout his Rugby career.

The IRB Development Award was presented to Lin Chai Sheng, known to the Rugby family as Carlson Lin, from the Chinese Taipei Rugby Football Union for his exceptional contribution to the development of the Game in Asia and the advancement of match official training and recruitment across a region that is experiencing exceptional growth.

An invaluable asset to Asian Rugby and a true champion of Rugby Sevens, Lin is now Vice President of the Chinese Taipei Rugby Football Union and an IRB Educator of Match Officials.

A scintillating try scored by South Africa centre Jaque Fourie against the British & Irish Lions was named the International Rugby Players Association Try of the Year.

The Springbok fought off stiff competition from some of the biggest names in the Game to claim the prestigious award after the global Rugby community selected his try from a shortlist of 15 in an online vote at www.irb.com. Nearly 8,000 votes were cast in the process which was the first time a public vote had been used to decide the winner.

IRB Awards in association with Emirates Airline

2009 WINNERS



-
- 1 IRB Player of the Year : **Richie McCaw (NZ)**
 - 2 IRB Team of the Year : **South Africa**
 - 3 IRB Coach of the Year : **Declan Kidney (Ireland)**
 - 4 IRB Junior Player of the Year : **Aaron Cruden (NZ)**
 - 5 IRB Sevens Player of the Year : **Ollie Phillips (England)**
 - 6 Spirit of Rugby Award : **L'Aquila Rugby Club**
 - 7 Vernon Pugh Award for Distinguished Service : **Noel Murphy**
 - 8 IRB Referee Award for Distinguished Service : **Francis Palmade**
 - 9 IRB International Women's Personality of the Year : **Debby Hodgkinson (Australia)**
 - 10 IRB Development Award : **Lin Chai Sheng**
 - 11 IRPA Try of the Year : **Jaque Fourie**
-



IRB JUNIOR WORLD CHAMPIONSHIP
IRB JUNIOR WORLD RUGBY TROPHY
IRB NATIONS CUP
ANZ PACIFIC NATIONS CUP
CHURCHILL CUP
TRI NATIONS
RBS SIX NATIONS

RESULTS

AND

FIXTURES

RBS WOMEN'S SIX NATIONS
EUROPEAN NATIONS CUP
IRB SEVENS WORLD SERIES
HSBC ASIAN 5 NATIONS
IRB PACIFIC RUGBY CUP
RUGBY WORLD CUP 2011 QUALIFIERS
INTERNATIONAL MATCHES

ALL INTERNATIONAL MATCHES

2009 results

February 2009

7 Feb	England	36 - 11	Italy
7 Feb	Ireland	30 - 21	France
8 Feb	Scotland	13 - 26	Wales
14 Feb	France	22 - 13	Scotland
14 Feb	Wales	23 - 15	England
15 Feb	Italy	9 - 38	Ireland
27 Feb	France	21 - 16	Wales
28 Feb	Scotland	26 - 6	Italy
28 Feb	Ireland	14 - 13	England

March 2009

14 Mar	Scotland	15 - 22	Ireland
14 Mar	Italy	15 - 20	Wales
14 Mar	Switzerland	32 - 9	Andorra
14 Mar	Georgia	28 - 23	Romania
15 Mar	Portugal	24 - 19	Spain
15 Mar	Belgium	15 - 15	Czech Rep
15 Mar	England	34 - 10	France
21 Mar	Wales	15 - 17	Ireland
21 Mar	England	26 - 12	Scotland
21 Mar	Italy	8 - 50	France
21 Mar	Andorra	36 - 10	Armenia
21 Mar	Ukraine	20 - 10	Czech Rep
21 Mar	Romania	21 - 22	Portugal
22 Mar	Laos	28 - 8	Brunei
22 Mar	Georgia	29 - 21	Russia
25 Mar	Brunei	21 - 10	Cambodia
28 Mar	Laos	8 - 3	Cambodia

April 2009

4 Apr	Switzerland	6 - 12	Serbia
8 Apr	Chinese Taipei	36 - 24	Sri Lanka
8 Apr	Arabian Gulf	36 - 17	Thailand
11 Apr	Sri Lanka	17 - 51	Thailand
11 Apr	Arabian Gulf	44 - 24	Chinese Taipei
18 Apr	Netherlands	36 - 24	Sweden
18 Apr	Latvia	19 - 32	Malta
25 Apr	Uruguay	85 - 7	Paraguay
25 Apr	Malta	9 - 27	Netherlands
25 Apr	Croatia	21 - 13	Latvia
25 Apr	Korea	65 - 0	Singapore



25 Apr	Japan	87 - 10	Kazakhstan
25 Apr	Chile	78 - 3	Brazil
29 Apr	Uruguay	71 - 3	Brazil
29 Apr	Chile	34 - 13	Paraguay

May 2009

2 May	Uruguay	46 - 9	Chile
2 May	Brazil	36 - 21	Paraguay
2 May	Croatia	23 - 13	Sweden
2 May	Germany	0 - 53	Russia
2 May	Lithuania	50 - 9	Serbia
2 May	Kazakhstan	30 - 27	Korea
2 May	Hong Kong	6 - 59	Japan
9 May	Ukraine	32 - 0	Moldova
9 May	Israel	26 - 19	Slovenia
9 May	Armenia	19 - 24	Lithuania
9 May	Korea	36 - 34	Hong Kong
9 May	Singapore	19 - 22	Kazakhstan
16 May	Moldova	28 - 30	Poland
16 May	Hong Kong	64 - 6	Singapore
16 May	Japan	80 - 9	Korea
23 May	Israel	3 - 19	Lithuania
23 May	Singapore	15 - 45	Japan
23 May	Canada	6 - 25	Ireland
24 May	Kazakhstan	25 - 6	Hong Kong
30 May	Poland	14 - 3	Belgium
30 May	Canada	23 - 32	Wales
31 May	USA	26 - 33	Ireland

June 2009

3 Jun	Malaysia	43 - 29	India
3 Jun	China	25 - 19	Pakistan
6 Jun	England	37 - 15	Argentina
6 Jun	USA	15 - 48	Wales
6 Jun	Lithuania	6 - 3	Netherlands
6 Jun	India	44 - 3	Pakistan
6 Jun	China	15 - 43	Malaysia
6 Jun	Canada	42 - 10	Georgia
10 Jun	Kyrgyzstan	38 - 21	Mongolia
12 Jun	Romania	17 - 11	Uruguay
13 Jun	New Zealand	22 - 27	France
13 Jun	Argentina	24 - 22	England
13 Jun	Australia	31 - 8	Italy
13 Jun	Uganda	17 - 41	Tunisia
13 Jun	Uzbekistan	31 - 12	Kyrgyzstan
13 Jun	Tonga	22 - 36	Fiji
14 Jun	Ivory Coast	13 - 13	Namibia
18 Jun	Japan	15 - 34	Samoa
20 Jun	South Africa	26 - 21	British & Irish Lions
20 Jun	Australia	34 - 12	Italy
20 Jun	New Zealand	14 - 10	France

21 Jun	USA	31 - 13	Georgia
23 Jun	Samoa	27 - 13	Tonga
23 Jun	Russia	29 - 26	Uruguay
27 Jun	Australia	22 - 6	France
27 Jun	New Zealand	27 - 6	Italy
27 Jun	Tunisia	38 - 13	Uganda
27 Jun	Namibia	54 - 14	Ivory Coast
27 Jun	South Africa	28 - 25	British & Irish Lions
27 Jun	Fiji	19 - 14	Samoa
27 Jun	Cook Islands	29 - 7	Niue Island
27 Jun	Japan	21 - 19	Tonga
27 Jun	Papua New Guinea	86 - 12	Vanuatu

July 2009

1 Jul	Philippines	15 - 0	Iran
1 Jul	Guam	23 - 3	Indonesia
3 Jul	Fiji	40 - 39	Japan
4 Jul	USA	12 - 6	Canada
4 Jul	South Africa	9 - 28	British & Irish Lions
4 Jul	Philippines	25 - 0	Guam
4 Jul	Indonesia	13 - 48	Iran
4 Jul	Cook Islands	21 - 29	Papua New Guinea
8 Jul	Morocco	11 - 0	Cameroon
8 Jul	Kenya	22 - 7	Senegal
11 Jul	Samoa	115 - 7	Papua New Guinea
11 Jul	Canada	41 - 18	USA
11 Jul	Morocco	29 - 11	Kenya
11 Jul	Cameroon	3 - 11	Senegal
18 Jul	New Zealand	22 - 16	Australia
18 Jul	Papua New Guinea	12 - 73	Samoa
20 Jul	Mauritius	10 - 9	Réunion
20 Jul	Madagascar	22 - 31	Zimbabwe
20 Jul	Botswana	16 - 10	Zambia
22 Jul	Mauritius	8 - 14	Zimbabwe
22 Jul	Madagascar	36 - 15	Zambia
22 Jul	Botswana	39 - 17	Réunion
25 Jul	South Africa	28 - 19	New Zealand
25 Jul	Mauritius	25 - 8	Zambia
25 Jul	Madagascar	36 - 27	Réunion
25 Jul	Botswana	3 - 23	Zimbabwe

August 2009

1 Aug	South Africa	31 - 19	New Zealand
8 Aug	South Africa	29 - 17	Australia
22 Aug	Australia	18 - 19	New Zealand
29 Aug	Australia	25 - 32	South Africa



September 2009

5 Sept	Australia	21 - 6	South Africa
12 Sept	Ukraine	19 - 12	Poland
12 Sept	New Zealand	29 - 32	South Africa
19 Sept	New Zealand	33 - 6	Australia

October 2009

10 Oct	Ukraine	13 - 11	Belgium
25 Oct	Poland	5 - 19	Czech Rep
31 Oct	Belgium	14 - 3	Moldova
31 Oct	Australia	19 - 32	New Zealand

November 2009

7 Nov	Wales	12 - 19	New Zealand
7 Nov	England	9 - 19	Australia
13 Nov	France	20 - 13	South Africa
13 Nov	Wales	17 - 13	Samoa
14 Nov	Uruguay	22 - 27	USA
14 Nov	Tunisia	13 - 18	Namibia
14 Nov	Moldova	45 - 30	Czech Rep
14 Nov	Italy	6 - 20	New Zealand
14 Nov	Scotland	23 - 10	Fiji
14 Nov	England	16 - 9	Argentina
15 Nov	Ireland	20 - 20	Australia
21 Nov	USA	27 - 6	Uruguay
21 Nov	Scotland	9 - 8	Australia
21 Nov	France	43 - 5	Samoa
21 Nov	Wales	33 - 16	Argentina
21 Nov	England	6 - 19	New Zealand
21 Nov	Italy	10 - 32	South Africa
21 Nov	Japan	27 - 6	Canada
21 Nov	Ireland	41 - 6	Fiji
28 Nov	Namibia	22 - 10	Tunisia
28 Nov	Canada	22 - 6	Russia
28 Nov	France	12 - 39	New Zealand
28 Nov	Wales	12 - 33	Australia
28 Nov	Portugal	19 - 24	Tonga
28 Nov	Scotland	6 - 9	Argentina
28 Nov	Ireland	15 - 10	South Africa
28 Nov	Italy	24 - 6	Samoa
29 Nov	Costa Rica	8 - 43	Venezuela
29 Nov	Colombia	33 - 10	Peru

December 2009

2 Dec	Peru	13 - 25	Venezuela
2 Dec	Costa Rica	3 - 48	Colombia
5 Dec	Costa Rica	8 - 47	Peru
5 Dec	Colombia	34 - 0	Venezuela

IRB JUNIOR WORLD CHAMPIONSHIP 2009

Winner **New Zealand**

Runner up **England**

JAPAN

Pool A

5 Jun	Argentina	9 - 16	Ireland
5 Jun	New Zealand	75 - 0	Uruguay
9 Jun	Argentina	33 - 15	Uruguay
9 Jun	Ireland	0 - 17	New Zealand
13 Jun	Ireland	45 - 0	Uruguay
13 Jun	Argentina	9 - 48	New Zealand

	P	W	D	L	F	A	T/F	T/A	B/P	Pts.
New Zealand	3	3	0	0	140	9	22	0	2	14
Ireland	3	2	0	1	61	26	8	2	1	9
Argentina	3	1	0	2	51	79	5	10	2	6
Uruguay	3	0	0	3	15	153	2	25	0	0

Pool B

5 Jun	Samoa	17 - 14	Scotland
5 Jun	England	43 - 0	Japan
9 Jun	England	30 - 7	Scotland
9 Jun	Japan	20 - 29	Samoa
13 Jun	England	52 - 7	Samoa
13 Jun	Japan	7 - 12	Scotland

	P	W	D	L	F	A	T/F	T/A	B/P	Pts.
England	3	3	0	0	125	14	17	2	3	15
Samoa	3	2	0	1	53	86	7	12	1	9
Scotland	3	1	0	2	33	54	4	7	1	5
Japan	3	0	0	3	27	84	5	12	2	2

Pool C

5 Jun	France	43 - 13	Italy
5 Jun	Fiji	10 - 36	South Africa
9 Jun	Fiji	25 - 48	France
9 Jun	Italy	3 - 65	South Africa
13 Jun	Fiji	20 - 14	Italy
13 Jun	France	27 - 43	South Africa

	P	W	D	L	F	A	T/F	T/A	B/P	Pts.
South Africa	3	3	0	0	144	40	19	4	3	15
France	3	2	0	1	118	81	17	9	2	7
Fiji	3	1	0	2	55	98	6	12	0	4
Italy	3	0	0	3	30	128	2	19	1	1

Pool D

5 Jun	Australia	86 - 0	Canada
5 Jun	Tonga	5 - 51	Wales
9 Jun	Australia	40 - 6	Tonga
9 Jun	Canada	15 - 51	Wales
13 Jun	Canada	20 - 36	Tonga
13 Jun	Australia	38 - 5	Wales

	P	W	D	L	F	A	T/F	T/A	B/P	Pts.
Australia	3	3	0	0	164	11	24	1	3	15
Wales	3	2	0	1	107	58	14	7	2	7
Tonga	3	1	0	2	47	111	7	15	1	5
Canada	3	0	0	3	35	173	5	27	0	0

13th Place Semi Final

17 Jun	Uruguay	11 - 29	Canada
17 Jun	Japan	15 - 21	Italy

9th Place Semi Final

17 Jun	Argentina	17 - 26	Tonga
17 Jun	Scotland	39 - 26	Fiji

5th Place Semi Final

17 Jun	Ireland	17 - 19	Wales
17 Jun	Samoa	6 - 16	France

Semi Finals

17 Jun	New Zealand	31 - 17	Australia
17 Jun	South Africa	21 - 40	England

15th Place Play - Off

21 Jun	Uruguay	17 - 54	Japan
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13th Place Play - Off

21 Jun	Canada	22 - 32	Italy
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11th Place Play - Off

21 Jun	Argentina	27 - 10	Fiji
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9th Place Play - Off

21 Jun	Tonga	25 - 28	Scotland
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7th Place Play - Off

21 Jun	Ireland	3 - 9	Samoa
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5th Place Play - Off

21 Jun	Wales	13 - 68	France
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3rd Place Play - Off

21 Jun	Australia	5 - 32	South Africa
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Final

21 Jun	New Zealand	44 - 28	England
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IRB JUNIOR WORLD RUGBY TROPHY 2009

Winner Romania

Runner up USA

KENYA



Pool A

21 Apr	Cayman Islands	15 - 64	USA
21 Apr	Kenya	17 - 22	Namibia
25 Apr	Cayman Islands	7 - 104	Namibia
25 Apr	Kenya	33 - 32	USA
29 Apr	Kenya	67 - 0	Cayman Islands
29 Apr	Namibia	24 - 29	USA

Pool B

21 Apr	Papua New Guinea	17 - 50	Romania
21 Apr	Chile	49 - 21	Korea
25 Apr	Chile	50 - 22	Papua New Guinea
25 Apr	Korea	14 - 65	Romania
29 Apr	Papua New Guinea	43 - 19	Korea
29 Apr	Chile	20 - 26	Romania

7th Place Play - Off

3 May	Cayman Islands	12 - 62	Korea
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5th Place Play - Off

3 May	Namibia	48 - 43	Papua New Guinea
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3rd Place Play - Off

3 May	Kenya	17 - 19	Chile
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Final

3 May	USA	13 - 25	Romania
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IRB NATIONS CUP 2009

Winner Scotland A

Runner up France A

ROMANIA

12 Jun	Italy A	15 - 31	France A
12 Jun	Scotland A	49 - 7	Russia
12 Jun	Uruguay	11 - 17	Romania
16 Jun	Scotland A	27 - 3	Uruguay
16 Jun	Italy A	35 - 3	Russia
16 Jun	France A	20 - 16	Romania
21 Jun	Russia	29 - 26	Uruguay
21 Jun	Italy A	24 - 13	Romania
21 Jun	France A	12 - 22	Scotland A

ANZ PACIFIC NATIONS CUP 2009

Winner Junior All Blacks

Runner up Fiji

FIJI



12 Jun	Samoa	16 - 17	Junior All Blacks
13 Jun	Tonga	22 - 36	Fiji
18 Jun	Japan	15 - 34	Samoa
18 Jun	Junior All Blacks	45 - 17	Fiji
23 Jun	Samoa	27 - 13	Tonga
23 Jun	Japan	21 - 52	Junior All Blacks
27 Jun	Tonga	19 - 21	Japan
27 Jun	Samoa	14 - 19	Fiji
2 Jul	Tonga	25 - 47	Junior All Blacks
3 Jul	Fiji	40 - 39	Japan

CHURCHILL CUP 2009

Winner Ireland A

Runner up England Saxons

COLORADO & DENVER, USA

Pool Phase

6 Jun	England Saxons	28 - 20	Argentina Jaguars
6 Jun	Georgia	10 - 42	Canada
10 Jun	Ireland 'A'	30 - 19	Canada
10 Jun	Argentina Jaguars	35 - 14	USA
14 Jun	England Saxons	56 - 17	USA
14 Jun	Georgia	5 - 40	Ireland 'A'

Churchill Bowl Final

21 June	USA	31 - 13	Georgia
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Churchill Plate Final

21 Jun	Argentina Jaguars	44 - 29	Candadar
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Churchill Cup Final

21 Jun	England Saxons	22 - 49	Ireland A
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RBS SIX NATIONS 2009

Winner Ireland

Runner up England

7 Feb	England	36 - 11	Italy
7 Feb	Ireland	30 - 21	France
8 Feb	Scotland	13 - 26	Wales
14 Feb	France	22 - 13	Scotland
14 Feb	Wales	23 - 15	England
15 Feb	Italy	9 - 38	Ireland
27 Feb	France	21 - 16	Wales
28 Feb	Scotland	26 - 6	Italy
28 Feb	Ireland	14 - 13	England
14 Mar	Italy	15 - 20	Wales
14 Mar	Scotland	15 - 22	Ireland
15 Mar	England	34 - 10	France
21 Mar	Italy	8 - 50	France
21 Mar	England	26 - 12	Scotland
21 Mar	Wales	15 - 17	Ireland

Team	P	W	D	L	F	A	Pts.
Ireland	5	5	0	0	121	73	10
England	5	3	0	2	124	70	6
France	5	3	0	2	124	101	6
Wales	5	3	0	2	100	81	6
Scotland	5	1	0	4	79	102	2
Italy	5	0	0	5	49	170	0

TRI-NATIONS 2009

Winner South Africa

Runner up New Zealand

18 July	New Zealand	22 - 16	Australia
25 July	South Africa	28 - 19	New Zealand
1 Aug	South Africa	31 - 19	New Zealand
8 Aug	South Africa	29 - 17	Australia
22 Aug	Australia	18 - 19	New Zealand
29 Aug	Australia	25 - 32	South Africa
5 Sept	Australia	21 - 6	South Africa
12 Sept	New Zealand	29 - 32	South Africa
19 Sept	New Zealand	33 - 6	Australia

Team	P	W	D	L	F	A	B/P	Pts.
South Africa	6	5	0	1	158	130	1	21
New Zealand	6	3	0	3	141	131	1	13
Australia	6	1	0	5	103	141	3	7





KEY FIXTURES 2010



JANUARY 2010

12 Jan	Women's International	USA v Canada	Lakeland, Florida
23 Jan	International Match	Namibia v Russia	Windhoek

FEBRUARY 2010

5 Feb	Women's Six Nations	Ireland v Italy	Ashbourne RFC
5/6 Feb	IRB Sevens World Series	Leg 3	Westpac Stadium
6 Feb	RBS Six Nations	Ireland v Italy	Croke Park
6 Feb	RBS Six Nations	England v Wales	Twickenham
6 Feb	Women's Six Nations	England v Wales	Esher RFC
6 Feb	Women's Six Nations	Scotland v France	Edinburgh
6 Feb	ENC 2010 D1 (RWCQ)	Russia v Portugal	Sochi
6 Feb	ENC 2010 D1 (RWCQ)	Georgia v Germany	Tbilisi
7 Feb	RBS Six Nations	Scotland v France	Murrayfield
12 Feb	Women's Six Nations	France v Ireland	Blois
13 Feb	RBS Six Nations	Wales v Scotland	Millennium Stadium
13 Feb	RBS Six Nations	France v Ireland	Stade de France
13 Feb	Women's Six Nations	Italy v England	Parma
13 Feb	ENC 2010 D1 (RWCQ)	Spain v Russia	Madrid
13 Feb	ENC 2010 D1 (RWCQ)	Portugal v Georgia	Lisbon
13 Feb	ENC 2010 D1 (RWCQ)	Romania v Germany	Bucharest
13/14 Feb	IRB Sevens World Series	Leg 4	USA
14 Feb	RBS Six Nations	Italy v England	Stadio Flaminio
14 Feb	Women's Six Nations	Wales v Scotland	Bridgend RFC
26 Feb	RBS Six Nations	Wales v France	Millennium Stadium
27 Feb	RBS Six Nations	Italy v Scotland	Stadio Flaminio
27 Feb	RBS Six Nations	England v Ireland	Twickenham
27 Feb	ENC 2010 D1 (RWCQ)	Russia v Romania	Sochi
27 Feb	ENC 2010 D1 (RWCQ)	Germany v Portugal	Heusenstamm
27 Feb	ENC 2010 D1 (RWCQ)	Georgia v Spain	Tbilisi
27 Feb	ENC 2010-DIV 3C	Greece v Finland	Partras
28 Feb	Women's Six Nations	Wales v France	Bridgend RFC
28 Feb	Women's Six Nations	Italy v Scotland	Colleferro
28 Feb	Women's Six Nations	England v Ireland	Esher RFC

MARCH 2010

6 Mar	ENC 2010-DIV 3D	Cyprus v Azerbaijan	Paphos
12 Mar	Women's Six Nations	Ireland v Wales	Ashbourne RFC
13 Mar	RBS Six Nations	Ireland v Wales	Croke Park
13 Mar	RBS Six Nations	Scotland v England	Murrayfield
13 Mar	Women's Six Nations	Scotland v England	Meggetland
13 Mar	Women's Six Nations	France v Italy	Montpellier
13 Mar	ENC 2010 D1 (RWCQ)	Romania v Georgia	Bucharest
13 Mar	ENC 2010 D1 (RWCQ)	Spain v Portugal	Madrid
13 Mar	ENC 2010 D1 (RWCQ)	Russia v Germany	Sochi
13 Mar	ENC 2010-DIV 3C	Greece v Luxembourg	Athens
14 Mar	RBS Six Nations	France v Italy	Stade de France
19 Mar	Women's Six Nations	Ireland v Scotland	Ashbourne RFC

19 Mar	Women's Six Nations	France v England	Rennes
19/21 Mar	IRB Sevens World Series	Leg 5	Adelaide
20 Mar	RBS Six Nations	Wales v Italy	Millennium Stadium
20 Mar	RBS Six Nations	Ireland v Scotland	Croke Park
20 Mar	RBS Six Nations	France v England	Stade de France
20 Mar	ENC 2010 D1 (RWCQ)	Germany v Spain	Heidelberg
20 Mar	ENC 2010 D1 (RWCQ)	Georgia v Russia	Turkey
20 Mar	ENC 2010 D1 (RWCQ)	Portugal v Romania	Lisbon
21 Mar	Women's Six Nations	Wales v Italy	Bridgend RFC
26-28 Mar	IRB Sevens World Series	Leg 6	Hong Kong
27 Mar	ENC 2010-DIV 3D	Cyprus v Bosnia & Herz	Paphos
27 Mar	ENC 2010 D1 (RWCQ)	Romania v Spain	Bucharest

APRIL 2010

3 Apr	ENC 2010 D2A (RWCQ)	Czech Rep v Belgium	Prague
3 Apr	ENC 2010 D3A	Armenia v Andorra	Abovyan
10 Apr	ENC 2010 D2A (RWCQ)	Czech Rep v Ukraine	
10 Apr	ENC 2010 D2A (RWCQ)	Poland v Moldova	
10 Apr	ENC 2010 D3A	Armenia v Serbia	Abovyan
10 Apr	ENC 2010 D3C	Israel v Bulgaria	Netanya
14-17 Apr	Asian Five Nations	Division 1	Singapore
17 Apr	ENC 2010-DIV 2B	Latvia v Sweden	Riga
17 Apr	ENC 2010-DIV 2B	Netherlands v Malta	Amsterdam
17 Apr	ENC 2010-DIV 3A	Switzerland v Lithuania	Basel
17 Apr	ENC 2010-DIV 3C	Israel v Greece	Netanya
24 Apr	A5N RWCQ	Kazakhstan v Arabian Gulf	Almaty
24 Apr	A5N RWCQ	Hong Kong v Korea	Hong Kong
24 Apr	ENC 2010 D2A (RWCQ)	Moldova v Ukraine	Chisinau
24 Apr	ENC 2010 D2A (RWCQ)	Belgium v Poland	Brussels
24 Apr	ENC 2010-DIV 2B	Croatia v Netherlands	Split
24 Apr	ENC 2010-DIV 2B	Malta v Latvia	Paola
24 Apr	ENC 2010-DIV 3A	Serbia v Lithuania	Belgrade
24 Apr	ENC 2010-DIV 3B	Denmark v Austria	Odense
24 Apr	ENC 2010-DIV 3C	Bulgaria v Greece	Pernik

MAY 2010

1 May	A5N RWCQ	Korea v Japan	Gyeongsang
1 May	A5N RWCQ	Arabian Gulf v Hong Kong	Bahrain
1 May	ENC 2010-DIV 2B	Sweden v Croatia	Enkoping
1 May	ENC 2010-DIV 3B	Hungary v Norway	Esztergom
6 May	IRB Pacific Rugby Cup	Match day 1	Fiji
8 May	A5N RWCQ	Hong Kong v Kazakhstan	Hong Kong
8 May	A5N RWCQ	Japan v Arabian Gulf	Japan
8 May	RWC 2011 Q	Lithuania v Ukraine	
8 May	ENC 2010-DIV 3A	Andorra v Switzerland	
8 May	ENC 2010-DIV 3C	Luxembourg v Israel	Luxembourg
8-15 May	Women's Euro Trophy		Strasbourg
10 May	IRB Pacific Rugby Cup	Match day 2	Fiji

14 May	IRB Pacific Rugby Cup	Match day 3	Fiji
15 May	A5N RWCQ	Arabian Gulf v Korea	Dubai
15 May	A5N RWCQ	Kazakhstan v Japan	Tokyo
15 May	ENC 2010-DIV 3B	Slovenia v Denmark	Ljubljana
15 May	ENC 2010-DIV 3B	Austria v Hungary	Vienna
18 May	IRB Pacific Rugby Cup	Match day 4	Fiji
18 May	JWRT 2010	Match day 1	Moscow
22 May	IRB Pacific Rugby Cup	Match day5	Fiji
22 May	JWRT 2010	Match day 2	Moscow, Russia
22 May	A5N RWCQ	Japan v Hong Kong	Japan
22 May	A5N RWCQ	Korea v Kazakhstan	Korea
22 May	ENC 2010-DIV 3B	Norway v Slovenia	
22 May	RWC 2011 Q	Europe 6-Leg 1	
22 May	Women's International	Japan v Hong Kong	Tokyo
22/23 May	IRB Sevens World Series	Leg 7	Twickenham
26 May	JWRT 2010	Match day 3	Moscow
28/29 May	IRB Pacific Rugby Cup	FINAL	Fiji
29/30 May	IRB Sevens World Series	Leg 8	Murrayfield
30 May	JWRT 2010	FINALS	Moscow

JUNE 2010

2-5 Jun	Asian Five Nations	Division 2	New Delhi, India
5 Jun	International Matches	Australia v Fiji	Canberra
5 Jun	International Matches	Wales v South Africa	Millennium Stadium
5 Jun	JWC 2010	Match day 1	Argentina
5 Jun	Churchill Cup	Match day 1	Glendale
5 Jun	RWC 2011 Q	Europe 6-Leg 2	
8 Jun	Friendly	Australia Barbarians v England	Perth
9 Jun	JWC 2010	Match day 2	Argentina
9 Jun	Churchill Cup	Match day 2	Glendale
9-12 Jun	Asian Five Nations	Division 3	Jakarta
11 Jun	IRB Nations Cup	Match day 1	Romania
12 Jun	ANZ PNC	Fiji v Japan	Fiji
12 Jun	ANZ PNC	Samoa v Tonga	Samoa
12 Jun	International Matches	Australia v England	Perth
12 Jun	International Matches	New Zealand v Ireland	New Plymouth
12 Jun	International Matches	South Africa v France	South Africa
12 Jun	International Matches	Argentina v Scotland	Tucuman
12 Jun	ENC 2010-DIV 3C	Finland v Israel	Helsinki
13 Jun	Churchill Cup	Match day 3	Glendale
15 Jun	IRB Nations Cup	Match day 2	Romania
15 Jun	JWC 2010	Match day 3	Argentina
15 Jun	Friendly	Australia Barbarians v England	Sydney
15-19 Jun	Africa Cup		Tunis
17 Jun	JWC 2010	Play-offs/semi-finals	Argentina
19 Jun	Churchill Cup	Finals day	Harrison, NJ
19 Jun	International Matches	Australia v England	Sydney
19 Jun	International Matches	New Zealand v Wales	Dunedin
19 Jun	International Matches	South Africa v Italy	South Africa
19 Jun	International Matches	Argentina v Scotland	Argentina
20 Jun	ANZ PNC	Samoa v Japan	Samoa
20 Jun	ANZ PNC	Fiji v Tonga	Samoa
20 Jun	IRB Nations Cup	Match day 3	Romania
21 Jun	JWC 2010	Play-offs/FINAL	Argentina
23/6-26/6	Asian Five Nations	Regional	Cambodia
26 Jun	ANZ PNC	Fiji v Samoa	Samoa
26 Jun	ANZ PNC	Japan v Tonga	Samoa
26 Jun	International Matches	Australia v Ireland	Brisbane

26 Jun	International Matches	New Zealand v Wales	Hamilton
26 Jun	International Matches	South Africa v Italy	South Africa
26 Jun	International Matches	Argentina v France	Argentina

JULY 2010

7-10 Jul	Asian Five Nations	Division 4	Kyrgyzstan
10 Jul	Tri Nations	N Zealand v South Africa	Auckland
17 Jul	Tri Nations	N Zealand v South Africa	Wellington
17/18 Jul	RWC 2011 Qualifier	Play-off	
24 Jul	Tri Nations	Australia v South Africa	Brisbane
31 Jul	Tri Nations	Australia v New Zealand	Melbourne

AUGUST 2010

7 Aug	Tri Nations	New Zealand v Australia	Christchurch
20 Aug	Women's RWC 2010	Match day 1	Surrey Sports Park
21 Aug	Tri Nations	South Africa v N Zealand	Ellis Park
24 Aug	Women's RWC 2010	Match day 2	Surrey Sports Park
28 Aug	Women's RWC 2010	Match day 3	Surrey Sports Park
28 Aug	Tri Nations	South Africa v Australia	Pretoria

SEPTEMBER 2010

1 Sep	Women's RWC 2010	Play-offs	Surrey Sports Park/ Twickenham Stoop
4 Sep	Tri Nations	South Africa v Australia	Bloemfontein
5 Sep	Women's RWC 2010	Play-offs/FINAL	Surrey Sports Park/ Twickenham Stoop
11 Sep	Tri Nations	Australia v New Zealand	Sydney

OCTOBER 2010

5/6 Oct	Commonwealth Games	Rugby Sevens	Delhi
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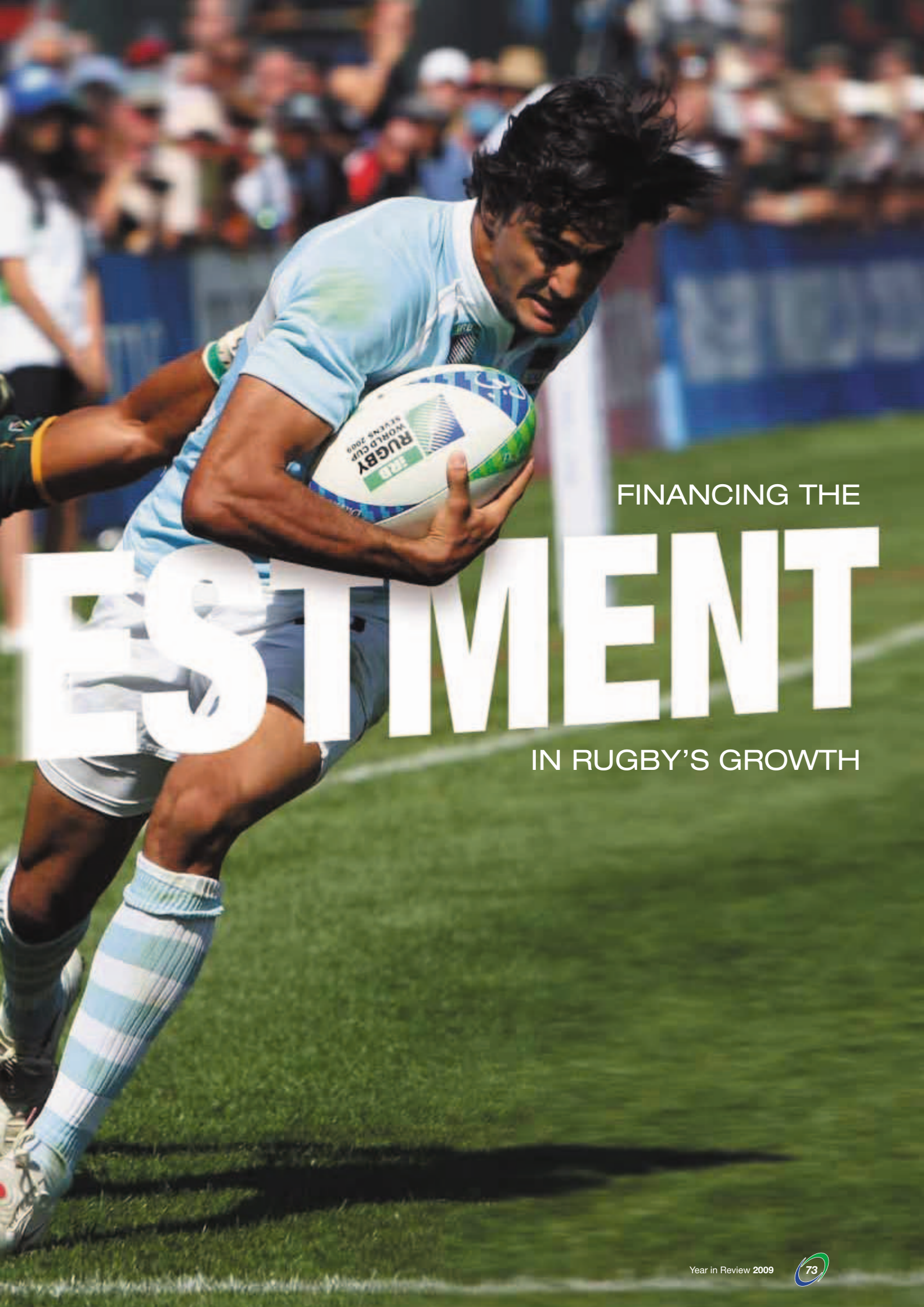
NOVEMBER 2010

6 Nov	International Matches	Ireland v South Africa	Aviva Stadium
6 Nov	International Matches	Wales v Australia	Millennium Stadium
6 Nov	International Matches	England v New Zealand	Twickenham
6/7 Nov	RWC 2011 Qualifier	Play-off Final Leg 1	
13 Nov	International Matches	England v Australia	Twickenham
13 Nov	International Matches	France v Fiji	France
13 Nov	International Matches	Ireland v Samoa	Aviva Stadium
13 Nov	International Matches	Scotland v New Zealand	Murrayfield
13 Nov	International Matches	Wales v South Africa	Millennium Stadium
13 Nov	International Matches	Italy v Argentina	Italy
20 Nov	International Matches	England v Samoa	Twickenham
20 Nov	International Matches	France v Argentina	France
20 Nov	International Matches	Ireland v New Zealand	Aviva Stadium
20 Nov	International Matches	Scotland v South Africa	Murrayfield
20 Nov	International Matches	Wales v Fiji	Millennium Stadium
20 Nov	International Matches	Italy v Australia	Italy
20/21 Nov	RWC 2011 Qualifier	Play-off Final Leg 2	
23-25 Nov	Asian Games	Rugby Sevens	Guangzhou, China
27 Nov	International Matches	England v South Africa	Twickenham
27 Nov	International Matches	France v Australia	France
27 Nov	International Matches	Ireland v Argentina	Aviva Stadium
27 Nov	International Matches	Scotland v Samoa	Murrayfield
27 Nov	International Matches	Wales v New Zealand	Millennium Stadium
27 Nov	International Matches	Italy v Fiji	Italy

DECEMBER 2010

4 Dec	International Matches	Barbarians v South Africa	Twickenham
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FINANCING THE

ESTIMENT

IN RUGBY'S GROWTH

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

RWC TOURNAMENT REVENUES (£m)	1995 South Africa	1999 Wales	2003 Australia	2007 France
Host Union Revenues				
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
RWC Revenues				
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
Total revenue	30.3	70	95.1	201.6
RWC costs*	12.7	23	30.8	79.2
RWC surplus	17.6	47	64.3	122.4

* 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

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.

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

North America 4). 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, IRB 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.

Council Members as at 31 December 2008

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 McLean	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	NAWIRA

Chief Executive Officer

M Miller

Principal Bankers

Royal Bank of Scotland
Ulster Bank Limited
130 Lower Baggot Street
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 97 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 2008 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 2008 and of the consolidated profit and cash flows for the year then ended.

PricewaterhouseCoopers
Chartered Accountants and Registered Auditors
Dublin

26 May 2009

CONSOLIDATED GROUP BALANCE SHEET as at 31 December 2008

	Notes	2008 Stg£	2007 Stg£
ASSETS			
Non-current assets			
Property, plant and equipment	5	478,898	412,559
Intangible assets	6	120,183	185,116
Deferred expenses	7	1,426,786	–
Available for sale financial assets	8	25,501,846	19,507,681
Deposits with maturity in excess of one year	10	4,000,000	4,000,000
		<u>31,527,713</u>	<u>24,105,356</u>
Current assets			
Trade and other receivables	9	1,168,285	63,782,7362
Current income tax		2,775	–
Deposits with maturity 3-12 months	10	45,014,981	34,176,531
Cash and cash equivalents	10	70,335,382	67,500,756
		<u>116,521,423</u>	<u>165,460,023</u>
Total assets		<u>148,049,136</u>	<u>189,565,379</u>
EQUITY			
Capital and reserves			
Retained earnings		<u>121,456,189</u>	<u>145,891,226</u>
LIABILITIES			
Non-current liabilities			
Deferred revenue	11	<u>21,808,589</u>	–
Current liabilities			
Trade and other payables	12	4,784,358	43,667,244
Current income tax liabilities		–	6,909
		<u>4,784,358</u>	<u>43,674,153</u>
Total liabilities		<u>26,592,947</u>	<u>43,674,153</u>
Total equity and liabilities		<u>148,049,136</u>	<u>189,565,379</u>

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

B Lapasset, Chairman

M Miller, CEO

CONSOLIDATED INCOME STATEMENT for the year ended 31 December 2008

	Notes	2008 Stg£	2007 Stg£
Revenue		2,248,666	216,606,200
Administration expenses	13	(14,549,808)	(23,750,687)
RWC participation fees		–	(32,000,000)
Tournament expenses		(6,323,818)	(17,542,096)
Other gains/(losses) – net	14	6,283,014	320,314
Other income	15	5,909,029	4,320,325
Other expenses	16	14,406,911)	(17,677,219)
(Loss)/profit before income tax		(20,839,828)	130,276,837
Income tax expense	18	(30,598)	(13,629)
(Loss)/profit for the year		(20,870,426)	130,263,208

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

B Lapasset, Chairman

M Miller, CEO

CONSOLIDATED STATEMENT OF CHANGES IN EQUITY for the year ended 31 December 2008

	Retained earnings Stg£
Balance at 1 January 2007	14,814,082
Fair value gains:	
- available-for-sale financial assets	813,936
Net profit recognised directly in equity	813,936
Profit for the year	130,263,208
Total recognised income for 2007	131,077,144
Balance at 31 December 2007	145,891,226
Balance at 1 January 2008	145,891,226
Fair value losses:	
- available-for-sale financial assets	(3,564,611)
Net loss recognised directly in equity	(3,564,611)
Loss for the year	(20,870,426)
Total recognised loss for 2008	(24,435,037)
Balance at 31 December 2008	121,456,189

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

B Lapasset, Chairman

M Miller, CEO

CONSOLIDATED CASHFLOW STATEMENT for the year ended 31 December 2008

	Notes	2008 Stg£	2007 Stg£
Cash flows from operating activities			
Cash generated from operations	19	28,473,813	41,590,657
Income tax paid		(40,282)	(42,381)
Net cash generated from operating activities		28,433,531	41,548,276
Cash flows from investing activities			
Purchases of property, plant and equipment		(254,019)	(213,568)
Purchase of available for sale financial assets		(10,868,754)	(10,175,991)
Proceeds on disposal of available for sale financial assets		8,340,351	12,161,364
Interest received		5,909,029	4,320,325
Net cash generated from investing activities		3,126,607	6,092,130
Cash flows from financing activities			
Increase in deposits		(15,624,240)	(12,864,700)
Grant Payments		(15,341,563)	(16,184,039)
Net cash used in financing activities		(30,965,803)	(29,048,739)
Net increase in cash, cash equivalents and bank overdrafts		594,335	18,591,667
Exchange gains on cash and cash equivalents		2,240,291	–
Cash, cash equivalents and bank overdrafts at beginning of the year		67,500,756	48,909,089
Cash, cash equivalents and bank overdrafts at end of the year		70,335,382	67,500,756

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

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 97 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 12 May 2009.

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.

Standards, amendments and interpretations effective in 2008 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 2008 but are not relevant to the IRB's operations:

- IAS 39 (Amendment) Financial Instruments: Recognition and Measurement
- IFRIC 11/IFRS 2- Group and Treasury Share Transactions
- IFRIC 12- Service Concession Arrangements
- IFRIC 14/IAS 19- The Limit on a Defined Benefit Asset

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)

IFRS 1 (Revised)	"First time adoption of IFRS"	1 January 2009
IFRS 2	"Share Based Payment"	1 January 2009
IFRS 3 (Revised)	"Business Combinations"	1 July 2009
IFRS 5	"Non Current Assets held for Sale and Discontinued Operations"	1 July 2009
IFRS 8	"Operating Segments"	1 January 2009
IAS 1	"Presentation of Financial Statements"	1 January 2009
IAS 16	"Property, Plant and Equipment"	1 January 2009
IAS 19	"Employee Benefits"	1 January 2009
IAS 20	"Accounting for Government Grants and Disclosure of Government Assistance"	1 January 2009
IAS 23	"Borrowing Costs"	1 January 2009
IAS 27	"Consolidated and Separate Financial Statements"	1 July 2009
IAS 28	"Investments in Associates"	1 January 2009
IAS 29	"Financial Reporting in Hyperinflationary Economies"	1 January 2009
IAS 31	"Interests in Joint Ventures"	1 January 2009
IAS 32 and IAS 1 (Amendment)	"Puttable financial instruments and obligations arising on liquidation"	1 January 2009
IAS 36	"Impairment of Assets"	1 January 2009
IAS 38	"Intangible Assets"	1 January 2009
IAS 39	"Financial Instruments – Recognition and Measurement"	1 January 2009
IAS 40	"Investment Property"	1 January 2009
IAS 41	"Investment Property Agriculture"	1 January 2009

International Financial Reporting Interpretation Committee (IFRIC)

IFRIC 13	“Customer Loyalty Programmes”	1 July 2008
IFRIC 15	“Agreements for the Construction of Real Estate”	1 January 2009
IFRIC 16	“Hedges of a Net Investment in a Foreign Operation”	1 October 2008
IFRIC 17	“Distribution of Non Cash Assets to Owners”	1 July 2009
IFRIC 18	“Transfers of Assets from Customers”	1 July 2009

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.

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.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

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 recognised in equity.

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 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 noncompliance 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.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

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 Property, plant and equipment

	Vehicles Stg£	Furniture, fittings and equipment Stg£	Total Stg£
At 1 January 2007			
Cost	100,025	1,247,941	1,347,966
Accumulated depreciation	(72,133)	(921,921)	(994,054)
Net book amount	27,892	326,020	353,912
Year ended 31 December 2007			
Opening net book amount	27,892	326,020	353,912
Additions	–	213,568	213,568
Depreciation charge (note 13)	(15,375)	(139,546)	(154,921)
Closing net book amount	12,517	400,042	412,559
At 31 December 2007			
Cost	100,025	1,461,509	1,561,534
Accumulated depreciation	(87,508)	(1,061,467)	(1,148,975)
Net book amount	12,517	400,042	412,559
Year ended 31 December 2008			
Opening net book amount	12,517	400,042	412,559
Additions	–	254,019	254,019
Depreciation charge (note 13)	(7,825)	(179,855)	(187,680)
Closing net book amount	4,692	474,206	478,898
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

The depreciation expense has been charged entirely within "administration expenses".

6 Intangible assets

	Rugby World Cup and logos Stg£	Website development Stg£	Total Stg£
At 1 January 2007			
Cost	77,002	360,369	437,371
Accumulated amortisation and impairment	–	(206,818)	(206,818)
Net book amount	77,002	153,551	230,553
Year ended 31 December 2007			
Opening net book amount	77,002	153,551	230,553
Additions	–	–	–
Amortisation charge (note 13)	–	(45,437)	(45,437)
Closing net book amount	77,002	108,114	185,116
At 31 December 2007			
Cost	77,002	360,369	437,371
Accumulated amortisation and impairment	–	(252,255)	(252,255)
Net book amount	77,002	108,114	185,116
Year ended 31 December 2008			
Opening net book amount	77,002	108,114	185,116
Amortisation charge (note 13)	–	(64,933)	(64,933)
Closing net book amount	77,002	43,181	120,183
At 31 December 2008			
Cost	77,002	360,369	437,371
Accumulated amortisation and impairment	–	(317,188)	(317,188)
Net book amount	77,002	43,181	120,183

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.

7 Deferred expenditure

	2008 Stg£	2007 Stg£
Broadcasting	1,143,268	–
Sponsorship	283,518	–
	1,426,786	–
		Stg£
At 1 January 2007		4,875,749
Released to income		(4,875,749)
At 31 December 2007		–
At 1 January 2008		–
Deferred during the period		1,426,786
At 31 December 2008		1,426,786

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

8 Available-for-sale financial assets

	2008 Stg£	2007 Stg£
Beginning of the year	19,507,681	20,358,804
Additions	10,868,753	10,175,991
Disposals	(8,811,380)	(11,841,050)
Revaluation (deficit)/surplus transfer to equity	(3,564,610)	813,936
Reclassification	7,501,402	–
End of the year	25,501,846	19,507,681

There were no impairment provisions on available-for-sale financial assets in 2008 or 2007.

	2008 Stg£	2007 Stg£
Available-for-sale financial assets includes the following:		
Listed securities:		
– Equity securities – Eurozone countries	2,281,689	2,223,426
– Equity securities – US	3,359,237	2,247,751
– Equity securities – UK	9,970,121	8,048,752
– Equity securities – other	2,322,856	1,316,654
	17,933,903	13,836,583
– Interest securities – UK	7,492,650	4,932,387
– Interest securities – other	75,293	738,711
	7,567,943	5,671,098
	25,501,846	19,507,681

At 31 December 2008 retained earnings included a deficit of Stg£939,013 (2007 surplus: Stg£2,625,597) in respect of unrealised fair value losses 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.

9 Trade and other receivables 2008

	2008 Stg£	2007 Stg£
Trade receivables	1,566,746	64,365,891
Less: provision for impairment of receivables	(907,061)	(1,048,716)
Trade receivables – net	659,685	63,317,175
Prepayments	508,600	465,561
	1,168,285	63,782,736

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.

10 Cash and cash equivalents 2008

	2008 Stg£	2007 Stg£
Cash at bank and in hand	3,292,083	2,489,488
Short-term bank deposits	67,043,299	65,011,268
	<u>70,335,382</u>	<u>67,500,756</u>

The effective interest rate on short-term bank deposits was 3.5% (2007: 5.0%); these deposits have an average maturity of 23 days (2007: 14 days).

The effective interest rate on deposits with maturity between 3 to 12 months was 4% (2007: 6.0%); these deposits have an average maturity of 121 days (2007:183 days).

The effective interest rate on deposits with maturity in excess of 1 year was 4% (2007:4.0%); these deposits have an average maturity of 3.5 years (2007: 4.5 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.

11 Deferred revenue

	2008 Stg£	2007 Stg£
Broadcasting	16,008,589	–
Sponsorship	5,800,000	–
	<u>21,808,589</u>	<u>–</u>
		Stg£
At 1 January 2007		84,737,007
Released during the period		<u>(84,737,007)</u>
At 31 December 2007		<u>–</u>
At 1 January 2008		–
Deferred during the period		<u>21,808,589</u>
At 31 December 2008		<u>21,808,589</u>

12 Trade and other payables

	2008 Stg£	2007 Stg£
Trade payables	374,797	440,032
RWC participation fees	–	28,000,000
RWC 2007 Tournament expenses	–	7,890,270
Accrued expenses	4,409,561	7,336,942
	<u>4,784,358</u>	<u>43,667,244</u>

There is no difference in the fair value of trade and other payables and the amounts stated above.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

13 Administration expenses by nature

	2008 Stg£	2007 Stg£
Depreciation and amortisation (notes 5 and 6)	252,613	200,358
Employee benefit expense (note 17)	5,070,388	4,325,014
Development expenses	1,179,274	1,050,661
Finance and administration expenses	1,997,335	3,310,650
Member services expenses	1,052,783	1,673,388
Other expenses	4,676,633	2,371,675
Commercial expenses	320,782	10,818,941
Total administrative expenses	14,549,808	23,750,687
	2008 number	2007 number
Number of employees	58	56
	2008 Stg£	2007 Stg£
Finance and administration expenses include :		
Audit fee	25,504	20,800
Council member attendance fees	390,171	397,000

14 Other gains

	2008 Stg£	2007 Stg£
(Losses)/gains arising on the disposal of available for sale financial assets	(471,029)	320,314
Foreign exchange gain	6,754,043	–
	6,283,014	320,314

15 Other income

	2008 Stg£	2007 Stg£
Income from financial assets	5,909,029	4,320,325

16 Other expenses

During 2008 the International Rugby Board incurred £14,406,911 of grant expenditure, which was distributed to tournaments and member unions. (2007: £17,677,219).

17 Employee benefit expense

	2008 Stg£	2007 Stg£
Wages and salaries	4,468,255	3,792,931
Social security costs	328,202	290,333
Pension costs – defined contribution plans	273,931	241,750
Total employment benefits expense	5,070,388	4,325,014

18 Income tax expense

	2008 Stg£	2007 Stg£
Income tax expense	30,598	13,629

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

19 Cash generated from operations

	2008 Stg£	2007 Stg£
(Loss)/profit for the period before taxation	(20,839,828)	130,276,837
Adjustments for:		
- Depreciation (Note 5)	187,680	154,921
- Amortisation (Note 6)	64,933	45,437
- (Gains)/loss on disposal of available for sale financial assets	471,029	(320,314)
- Interest income	(5,909,029)	(4,320,324)
- Grants	14,406,911	17,677,219
- Gain on foreign exchange	(4,955,903)	–
Changes in working capital		
- Trade and other receivables	62,614,450	(57,229,435)
- Trade and other payables	(37,948,233)	35,167,574
- Deferred revenue	21,808,589	(84,737,007)
- Deferred expenditure	(1,426,786)	4,875,749
Cash generated from operations	28,473,813	41,590,657

20 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£7.2m 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\$870,000 (Stg£617,000) 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.

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.

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

Operating lease commitments

At the balance sheet date, the Group has outstanding commitments under non-cancellable operating leases, which fall due as follows:

	2008 Stg£	2009 Stg£
Not later than one year	350,638	350,638
Later than one and no later than five years	1,402,554	1,402,554
Later than five years	2,629,785	2,980,423
	4,382,977	4,733,615

The majority of the lease commitments of the IRB relate to the lease of its headquarters at Huguenot House, 35-38 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

Alison Hughes
Operations Manager, Communications

Lynda Jones
Graphic Designer

Dominic Kelly
Website Operations Manager

Seb Lauzier
Web & Broadcast Editor

Chris Thau
Publications Manager

Andrea Wiggins
Communications Manager

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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

Charlie Carter
Referee Administrator

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

Tom Jones
*Regional General Manager – North
America and Caribbean*

Douglas Langlely
*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
Tournaments Administrator

Hernan Rouco Oliva
*Regional General Manager – South
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Lee Smith
Regional Development Manager-Oceania

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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
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John Corbett
Information Technology Manager

Ronan Donagher
Information Technology Officer

Margaret Downey
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Lynn Hope
Finance Assistant

Chris McCarthy
Management Accountant

Paul Pringle
Financial Accountant

Susan Spellman
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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
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Head of Rugby World Cup

Nicola Alesbrook
Tournament Manager

Enda Connolly
RWC Co-ordinator

Linda Hoey
RWC Project Officer

Nicola Rodgers
Tournament Administrator

Ross Young
General Manager Rugby World Cup

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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

New Zealand 2011



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