



## RUGBY WORLD CUP 2015 QUALIFIERS

PRESS PACK

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## Welcome from the Chairman

*On behalf of Rugby World Cup Limited and the International Rugby Board it is my great pleasure to introduce this Rugby World Cup 2015 qualification process media guide. I hope that you find the information informative and useful.*

*Rugby is growing all over the world and there are now more than 5.5 million men, women and children participating in a sport that continues to break new frontiers and bring people together through the values of solidarity, passion and respect.*

*It is because of the tremendous commercial success of our showcase Rugby World Cup that this growth has been made possible and sustainable.*

*The commercial revenues generated by recent events has enabled the IRB to invest unprecedented funds in Rugby worldwide with over GBP 150 million pumped into development, tournaments and training over the last four years.*

*The road to Rugby World Cup may be about winning and will deliver eight teams to join the 12 automatic qualifiers who will compete for the sport's biggest prize, the Webb Ellis Cup, but above all it is about participation, friendship and camaraderie and spreading Rugby's values around the globe. Therefore, every player in this process is a champion.*

*Over the next three years over 3,000 players from 80 nations across all six IRB Regions will participate in 184 matches in a qualification process that involves well-established and popular regional tournaments. I am sure that there will be surprises along the way and it will be a fascinating journey.*

*Planning and preparation for England 2015 is advanced and on track and I am confident that the event, the eighth chapter in the remarkable Rugby World Cup story, will be a resounding success bringing together fans from throughout Europe and around the world for what promises to be a unique celebration of English culture and Rugby's values.*

*In 2012 working in partnership with the England Rugby 2015 Organising Body we will make several key decisions that will lay the foundations for an exceptional tournament, including the event dates, the selection of the match venues and the ticketing strategy.*

*Rugby World Cup is a magical tournament that crosses political divides, brings people together, creates history and England 2015 will be no different and I hope to welcome you to an event that promises to be special for all who attend.*

**Bernard Lapasset**

*Chairman, Rugby World Cup Limited and International Rugby Board*

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## Asia Rugby World Cup 2015 Qualification Starts this Weekend

- Four teams battle for place in next round
- Asian rugby on the rise
- Webb Ellis Cup on show in Manila on 15 April

The road to Rugby World Cup 2015 in England continues this weekend with Manila providing the backdrop for the the beginning of the Asia qualification process that will deliver at least one team from the region to Rugby's showcase event.

Sri Lanka, Singapore, Chinese Taipei and hosts the Philippines will participate in the HSBC Asian Five Nations Division 1 tournament from April 15-21 at the Rizal Memorial Stadium in Manila with the winner being promoted to the HSBC Asian Five Nations proper next year. More importantly, however, that team will still be in the mix for a place at Rugby World Cup 2015.

There is one direct qualifier place available via the Asia process with the winner of the 2014 HSBC Asian Five Nations progressing to Rugby World Cup 2015. However, with the runner-up moving on to the Repechage and a second chance of qualification, there is also the possibility that Asia could have two representatives at a Rugby World Cup for the first time.

These are exciting times for Rugby in Asia with the region already preparing to host its first Rugby World Cup in 2019. Present in Manila for the tournament will be Koji Tokumasu, IRB Council Member and General Manager of the Japan 2019 Organising Committee and with him will be the famous Webb Ellis Cup, the iconic symbol of the **pinnacle achievement in the Game and of true sporting excellence. This will be the cup's first ever trip to the Philippines and it will be available for fans to view and photograph before the match.**

Following the first Rugby World Cup 2015 qualifier in Mexico last month, Asia is the second Region to begin the process towards the finals in England. That global process involves 80 teams, 184 matches, around 3,000 players across six continents with eight places at RWC 2015 up for grabs. It gives an opportunity and a clear pathway for all **IRB's Member Unions to compete at the highest level as part of IRB's ongoing vision to grow the Game throughout the world.**

IRB Chairman Bernard Lapasset said: "With 60 per cent of the world's youth and an 18 per cent increase in playing numbers over the last four years, Asia is one of Rugby's major growth markets. The IRB, working in partnership with ARFU, is investing more than GBP 9 million in Asia between 2009-2012 and is committed to ensuring that more men, women and children have the opportunity to experience and engage with the sport

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as the region prepares to host its first Rugby World Cup when Japan welcomes the world in 2019."

**"Even though the tournament itself is still three and a half years away, it's exciting to know that the road to England 2015 is already underway and the world waits to see who will join the 12 automatically qualified teams from the 2011 tournament. In New Zealand last year, we saw many of the teams that did qualify push the top sides all the way so it's clear the gap is closing and that has to be good for the Game."**

**"In particular, Rugby in Asia is booming. There is so much potential for further growth of the Game in this Region and with the continent hosting Rugby World Cup in 2019, it is encouraging to see much of that potential already being realised."**

General Manager of Japan 2019 Organising Committee Koji Tokumasu, who will attend the matches in Manila, said: **"The Rugby World Cup qualifiers are important as they give all teams a clear pathway and an exact indication of what they need to achieve in order to play at the highest level. I am excited to attend the very first Asian qualification game for RWC 2015 and I am looking forward to watching some good matches in Manila. I've no doubt the spectators will enjoy getting a close-up view of the Webb Ellis Cup.**

**"As Asia looks ahead to Rugby World Cup in 2019, tournaments like the HSBC Asian Five Nations as well as the significant IRB investment, are vital as we seek to develop the Game throughout the continent."**

England Rugby 2015 CEO Paul Vaughan is delighted to see the road to Rugby World Cup 2015 gathering momentum around the globe.

"It is fantastic to see another region commence the qualification process. The performances of Japan in recent years and during RWC 2011 highlights the progress and development of Asian Rugby. It is hugely important that the region has a strong representative at RWC 2015, not only for Rugby's development in Asia, but because the colour and passion that the supporters bring gives another dimension to the festival and atmosphere around the Tournament."

In addition to the on-field action, the Asian Rugby Football Union (ARFU) is hosting its annual elite match official seminar in Manila during the week. The workshop, which involves all members of the ARFU A and B referee panels, strives to improve the overall standard of officiating throughout the region ahead of the busiest time of the year for international Rugby in Asia.



### The teams:

**Sri Lanka** The island nation of Sri Lanka has a long and rich Rugby history with a vibrant and well-supported club structure and, as the number-one seeds in this division, they will be keen to show that they can match that pedigree with results on the field. Having been demoted from the Top Five in 2011, a quick return to that level will be the only acceptable outcome for their passionate fans. With former England international Phil Greening in place as head coach as well as a highly motivated playing group, it will take a tough side to stop them.

**Singapore** Singapore last tasted life at the top of Asian Rugby in 2009, and will be keen to get back into that elite company. But the Rugby Lions will be hard-pressed as they come up against three difficult opponents in the Philippines, Sri Lanka and Chinese Taipei. They came close last year, losing to South Korea 58-19 in the promotion play-off so it may be that they provide Sri Lanka with their sternest test.

**Philippines** Rugby in the Philippines has been going from strength to strength as the national team moves up the grades. Indeed, statistically they are most successful team in the Asian Five Nations next to Japan having only lost one match in the past four years. Coaches Expo Mejia and Jared Hodges will be eager to continue that meteoric rise as his team hunt for promotion into the Top Five for 2013.

**Chinese Taipei** Relegated to Division Two of the HSBC Asian Five Nations in 2010, Chinese Taipei fought back and won promotion last year with a new brood of young players coming to the fore. Those players will be emboldened by their experiences and winning mentality but they will face a tough early test taking on favourites Sri Lanka in the opening game, which will be the very first Rugby World Cup 2015 qualifying match in the Asia Region.

-ENDS-



## Putting the world into the Rugby World Cup

*As the 2015 qualification process kicks off, 80 teams will compete in this truly global event*

### *How does the qualification process work?*

Mexico will host Jamaica on 24 March in a Test match that symbolises all that is exciting about the modern Game. Whether either of those particular teams will be playing **at the next Rugby World Cup in England we'll have to wait** and see but the fact is both have the opportunity to do so. With the right development structure in place at home, they can now aspire to playing the Game at the highest level.

While the opening ceremony is still three and a half years away, the Rugby World Cup 2015 begins in earnest this month. In total, RWC Qualifiers feature 80 nations. The qualifiers comprise some 184 matches, featuring around 3,000 players across six continents, including the important markets of Brazil, Russia, India and China as well as USA and Mexico.

Rugby participation has increased by 18 per cent since RWC 2007 owing to a combination of IRB investment, the positive effect of being included in the programme for the Olympic Games 2016 and the global reach of the Game's **flagship** tournament. The fact all national teams have a pathway towards the top has given every side a knowledge of its place in global rankings and, more importantly, a clear vision as to how to move onwards and upwards.

RWC provides an international stage to promote the Game and it generates 95 per cent of the revenue the IRB invests in achieving its strategic goals, including growing the global Game. **Therefore the success of the tournament is vital for achieving the IRB's strategic goals.**

The scale of RWC and the importance of using RWC tournaments to achieve wider strategic goals of key stakeholders demand a clear strategic approach for each tournament. These must integrate the IRB goals with those of other key stakeholders, providing a framework for decision making and measuring success.

As far as RWC 2015 is concerned, qualification is split into regional tournaments with eight places ultimately up for grabs. **See attached for an explanatory diagram** on how the various regional tournaments fit into a global structure.



“The qualifying teams did themselves proud at Rugby World Cup 2011 and we are committed to improving further the competitiveness of the qualifier process off the back of that success,” said Rugby World Cup Tournament Director Kit McConnell.

“This qualifying structure gives opportunities to all our unions to play in a competitive global IRB tournament and create a benchmark for them within the context of the IRB World Rankings. In the process, we are also bringing Rugby to new commercial markets so we can create a more attractive and marketable event in itself, which in turn helps with global participation rates through IRB investment.

“It is important that through this process, ambitious unions can take ownership of their own development and aspire towards breaking through to the next level,” added McConnell.

England was awarded RWC 2015 as it offers a mature Rugby market which is likely to generate strong spectator numbers and significant commercial returns. Large iconic venues, an experienced Host Union, the UK major event infrastructure and a prime commercial Rugby market provide an ideal platform to host the Rugby World Cup. This tournament also offers an important opportunity to continue the development of RWC tournament planning and delivery models and opportunities to grow the Game in England and Europe.

Looking further ahead, growing the Game is a key consideration for RWC 2019 in Japan. Asia is a critical market for future growth and Japan is the traditional leader of Rugby in Asia. The JRFU has made significant professional developments in recent years and is well-placed to host such an important event.

A successful tournament in Japan has the potential to generate significant interest in the Game in Asia and ignite a lucrative commercial Rugby market. With 60 per cent of the **global population and 80 per cent of the world's youth living in Asia, this interest could** have a considerable impact on the development of global Rugby. Awarding RWC 2019 to Japan 10 years prior to delivery provides an adequate time scale, if used properly, to prepare the framework to host the tournament in a developing market.





Notes to editors:

## RWC 2015 QUALIFICATION PROCESS

### **Africa (one slot, one repechage)**

The Confederation Africaine de Rugby (CAR) Tournament (Division 1A, 1B and 1C) is the regional qualification tournament with the provision for teams to earn promotion through the tiers. The winner of Division 1A in 2014 will qualify for RWC 2015 as Africa 1. The runner-up will take a place at the repechage tournament.

### **Americas (two slots, one repechage)**

North America Caribbean Rugby Association (NACRA)

**NACRA's 2012 senior men's tournament is included in the qualification process with the winner being included in the CONSUR A Tournament.**

Meanwhile, USA and Canada will play off to determine Americas 1. The loser will play off against the winner of the CONSUR A in 2013 Tournament to determine Americas 2. The loser of that will play in the repechage tournament.

Confederacion Sudamericana de Rugby (CONSUR)

CONSUR A and B tournaments are included in the qualification process. The winner of the CONSUR A 2013 tournament will play off against the loser of the NACRA play-off between USA and Canada. The winner of this match will qualify for RWC 2015 as Americas 2. The loser will play in the repechage tournament.

### **Asia (one slot, one repechage)**

The Asian Rugby Football Union (ARFU) HSBC Asian 5 Nations (A5N) Division 3 competition in 2012 is included in the process and a play-off between the winner of the A5N Division 2 and the A5N Division 3 will be introduced in 2012 to determine which team will be promoted to the A5N Division 1 in 2013.

The winner of the A5N in 2014 will qualify for RWC 2015 as Asia 1 while the runner-up will play in the repechage tournament.

### **Europe (two slots, one repechage)**

The European Nations Cup (ENC) 2012-2014 is the regional qualification tournament. Play-off matches will be included in the process in order to allow all the teams from all the ENC divisions to progress through the process with a chance to qualify for RWC 2015.

The winner and runner-up of the ENC Division 1A (2013-2014) will qualify for RWC 2015 as Europe 1 and 2. The team ranked third will play off against the team that progressed from the lower divisions through the play-off system and the winner of that match will qualify for the repechage tournament.

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### Oceania (one slot)

The Oceania Cup 2013 is the regional qualification tournament. The winner of the Oceania Cup will play off against Fiji and the winner will qualify for RWC 2015 as Oceania 1.

A diagram illustrating the qualification process for Rugby World Cup 2015 is included in this Press Pack.

The IRB's strategy is:

- Protect and promote Rugby, its values, spirit and ethos
- Increase global participation
- Drive player welfare best practice
- Maximise the value of all RWC/IRB properties
- Increase sustainability and competitiveness of International Rugby
- Optimise Olympic participation
- Provide strong and effective leadership

**"The IRB is committed to growing the Game beyond its traditional heartlands and to increasing global participation rates yet further,"** said RWCL Chairman Bernard Lapasset.

**"We have made huge progress in that area in recent years but we are not finished yet. Rugby is a sport that continues to grow and we will ensure that happens. RWC is the Game's showpiece, its pinnacle and its flagship tournament. As such, it is right that every national team on Earth has the opportunity to play in it.**

**"The pathway we provide towards that goal gives all ambitious Unions – no matter how competitive they are today – a clear understanding of what needs to happen to make that dream a reality for tomorrow,"** he said.

So whether it's Mexico v Jamaica in Mexico City, Senegal v Morocco in Madagascar, Philippines v Sri Lanka in Manila or Colombia v Venezuela in Caracas, 2012 is an important year for Rugby's emerging nations and each team will have set its own goals. For some, nothing less than qualification will suffice while for others, a good showing in their particular region will represent real progress, whereas some newer Rugby nations will simply see this as an opportunity to benchmark their progress against similarly ranked sides in the world.

-ENDS-

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## Webb Ellis Cup

Sometime at the beginning of 1987, a few months before the inaugural Rugby World Cup kicked off in Auckland and Sydney, the Webb Ellis Cup, a beautifully crafted piece of silverware, stood in the vaults of the Royal Jewelers, Garrards, in Regents Street, London.

The Cup, made in 1906 by the Garrards silversmiths was a reproduction of a trophy believed to have been made around 1740 by one of the leading artisans of the time Paul de Lamerie, a Huguenot silversmith. Made of sterling silver, gilded in gold, the Cup is adorned by a satyr head on one of the two cast scroll handles, while the other is decorated with a nymph head. The decorative pieces include a bearded mask, lion mask and vine.

The Cup was selected by the Chairman of the 1987 RWC Organising Committee, John Kendall-Carpenter and his colleague Bob Weighill, who was the Honorary Secretary of the International Rugby Football Board. Both felt that a Victorian, not Georgian, piece of silverware would be appropriate. The craftsmanship of the period and the beauty of the trophy would have to project the past into the present. The remaining members of the Rugby World Cup Organising Committee Ronnie Dawson of Ireland, Keith Rowlands of Wales, Bob Stuart of New Zealand, Ross Turnbull of Australia and the RWC Directors Dick Littlejohn of New Zealand and Sir Nick Shehadie of Australia all agreed that this was the Cup that would become one of the iconic symbols of sport.

The committee **decided that the Cup should be engraved 'The Webb Ellis Cup' after the Victorian schoolboy William Webb Ellis** who, legend has it, in a fine disregard for the rules of football, picked up the ball and ran with it, thus creating the Game of Rugby.

The Cup commenced its march towards legend on May 22, 1987 with the RWC opening match New Zealand v Italy and acquired immortality on June 20, 1987 at Eden Park, when New Zealand captain David Kirk hoisted it in triumph above his head. Since then, the trophy has travelled the world over. It was touched by Royalty and Aborigine Bushmen, by Maori warriors and French farmers, by African children and Canadian Mounties. It acquired personality and more significantly a symbolic value at the hands of winning captains and players. In 1995, it was given iconic status by the then South African President Nelson Mandela who presented it to his winning captain Francois Pienaar.

The Cup stands at 472mm and weighs 4.5 kgs.



## Financing the Global Game

### Regional Investment Highlights

#### Overview

The IRB's mission statement is to grow the global family. Over the past decade Rugby participation has grown from 3 million to more than 5.5 million men, women and children participating in the Game across 117 Member Unions affiliated to the IRB. The driving force behind the unprecedented growth is the phenomenal success of the Rugby World Cup, which has generated the revenues for the IRB to invest in the Game.

Thanks to the commercial success of the tournament IRB has been able to invest GBP150million in Rugby worldwide at all levels between 2009-2012. The continued **success of the tournament will underpin the IRB's commitment to significant investment** over the next decade to ensure that Rugby is one of the most popular sports in the world.

In 2012 alone, IRB will provide GBP22.5million in investment to our six Regional Associations and 97 Member Unions. Over the past 12 months we have conducted a detailed assessment of how the investment process has operated and the effectiveness of the wide range of Union programmes which IRB funding supports.

#### **New Union Strategic Development Programme developed**

The IRB Development staff completed 35 major reviews of Unions in the past 12 months and as a result, we have developed a clear insight of Unions and the issues impacting on them. This will lead to the introduction of a new Union Strategic Development Programme to provide training and targeted support to Member Unions in developing their Rugby plans and programmes. The key elements of the programme will cover strategic planning, governance, leadership, technical and financial expertise and support.

#### **Who are the Regions?**

There are now more than 5.5 million men, women and children playing the Game globally within the six IRB Regional Associations:

**Asia:** Asian Rugby Football Union (ARFU) 14 Member Unions, 7 Associate Member Unions.

**Africa:** Confederation Africaine de Rugby (CAR), 16 Member Unions, 7 Associate Member Unions.

**Europe:** Association Europeenne de Rugby (FIRA-AER), 37 Member Unions, 3 Associate Member Unions.

**North America:** North America Caribbean Rugby Association (NACRA), 11 Member Unions, 2 Associate Member Unions.

**Oceania:** Federation of Oceania Rugby Unions (FORU), 11 Member Unions, 1 Associate Member Union.

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**South America:** Confederacion Sudamericana de Rugby (CONSUR), 8 Member Unions.

### **What is the level of IRB's support of the Regions?**

The IRB, working in close partnership with Regional Associations and IRB Regional Staff, invests significant resources to develop and expand Rugby globally. The IRB supports an extensive range of initiatives including training, education and administration programmes operated by our Member Unions and Regions.

### **Here are the priorities:**

- Investment of more than GBP150million to the 97 Full Member Unions and six Regional Associations (2009-12) to support the growth of the Game.
- The IRB ensures that all Regions have a robust and dynamic strategic plan in place to maximize the benefit of global growth and appetite for participation.
- Create new partnerships with National Olympic Associations and Unions in each Region to maximize the benefit of Olympic Games inclusion ahead of Rugby Sevens Olympic Games debut in Rio de Janeiro 2016.
- Ensure growth at both elite and community Rugby levels and in particular in **Women's Rugby guided by the *IRB Women's Rugby Plan***.
- Administer and promote strategic competitions to increase global competitiveness.
- Provide support, resources and programmes to our member Unions and allow them to grow the Game globally.

### **Region by Region**

#### **ASIA**

Total tournament, development and strategic initiative investment 2009-2012: GBP8.66million.

**IRB-Funded Competitions:** HSBC Asian 5 Nations as well as the three Asia rounds of the HSBC Sevens World Series (Dubai, Hong Kong and Tokyo)

**Investment Highlights:** With the formation of the UAERA and a strengthening of Rugby in West Asia, the Game is really on the rise throughout the Middle East. Dubai is really the epicentre of that progress with the IRB assisting in the funding of the Emirates Airline Cup of Nations tournament, which took place at the world-class 7he Sevens Rugby Ground in late 2011 involving the UAE, Brazil, Hong Kong and Kenya in a very successful event that was televised live around the world. Progress is also being made in India and China – two exciting markets that offer plenty of potential growth – **as well as Asia's** more traditionally strong nations, including Japan, Sri Lanka, Kazakhstan and Korea.



## AFRICA

Total tournament, development and strategic initiative investment 2009-2012: GBP7.32million.

**IRB-Funded Competitions:** The CAR Africa Cup and the Junior World Championship 2012 which will be held in South Africa.

**Investment Highlights:** For Africa, investment has been focused on strategy and ensuring the right operational plans and competition models are in place throughout the Region. This three-pronged approach will ensure Africa is in the best possible position to **optimise the benefits of Rugby's Olympic inclusion and will provide the blueprint for accelerated growth in both existing and emerging Rugby markets throughout the continent.**

## EUROPE

Total tournament, development and strategic initiative investment 2009-2012: GBP27.99million.

**IRB-Funded Competitions:** European Nations Cup is a highlight of the Rugby year while the Junior World Championship 2013 will take place in France.

**Investment Highlights:** With **37 Member Unions and around 56 per cent of the world's playing population but only 11 per cent of its population, Europe remains the Game's biggest Region. But that's not to say it isn't still growing.** The IRB Training and Education Support scheme (TES) has supported many regional and national initiatives across Europe with around 2,000 coaches and 500 match officials having recently completed courses, figures that doubled the previous numbers.

## NORTH AMERICA/CARIBBEAN

Total tournament, development and strategic initiative investment in NACRA (2009-2012): GBP 10.7million.

**IRB-Funded Competitions:** The Americas Rugby Championship, the IRB Junior World Rugby Trophy 2012 will be hosted in Salt Lake City, USA.

**Investment Highlights:** NACRA is a strategically important region for the IRB. In the USA, Rugby is the fastest growing team sport, while both USA and Canada have **experienced significant benefits of Rugby Sevens' Olympic Games inclusion with greater access to their respective National Olympic Committees.** Live NBC network coverage of Rugby World Cup 2011 boosted awareness and appeal in the US, where more than 500,000 children have participated in the *Rookie Rugby* programme. In Canada, the event returned to network television achieving record TV figures.

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The IRB provides significant support for all 11 Member Unions in the NACRA Region, including assistance for Canada and USA's November Tests in Europe. The IRB's Major Markets Fund has stimulated growth in Unions such as Mexico.

#### OCEANIA

Total tournament, development and strategic initiative investment 2009-2012: GBP15.9million.

**IRB-Funded Competitions:** Pacific Nations Cup, FORU Oceania U19 Championship, FORU Oceania Sevens Championship and the Pacific Rugby Cup.

#### SOUTH AMERICA

Total tournament, development and strategic initiative investment 2009-2012: GBP9.15million

**IRB-Funded Competitions:** A number of regional tournaments including the CONSUR Sevens, which in 2013, will be the regional qualifying tournament for Rugby World Cup Sevens 2013 in Moscow. Argentina played host to the Junior World Championship in 2010.

**Investment Highlights:** CONSUR is already looking towards Rio 2016 as Rugby makes its long-awaited return to the Olympic Games programme. The Regional Sevens tournament took place in the iconic Brazilian city in early March 2012 and will do so again in 2013 for a tournament that will double as a qualifier for Rugby World Cup Sevens 2013, which takes place in Moscow. That Regional Sevens tournament will feature Guatemala and Ecuador for the first time in an event that also includes an eight-team women's section.

The UAR High Performance Programme continues to go from strength to strength, providing high level equipment and facilities for Argentina's elite players. Argentina's inclusion in the revamped Rugby Championship (formerly the Tri Nations) is a hugely exciting development for Rugby in South America.



## About England Rugby 2015 Ltd

England Rugby 2015 (ER 2015) Limited is a wholly owned subsidiary of the Rugby Football Union (RFU), set up as the body to deliver Rugby World Cup 2015.

This is an exciting time for Rugby Union, with ER 2015, Rugby World Cup Limited, the RFU and the International Rugby Board sharing a vision of a truly world class event to delight existing fans from across the globe, attract new supporters and leave a lasting legacy for the sport at home and abroad.

It will be the first time England has been the sole host of the competition; it hosted the final in 1991 and a number of Games in 1999. The increased sporting profile that England is receiving on the back of the 2012 London Olympics and Paralympic Games and Rugby World Cup 2015 has not only encouraged sporting growth but also given England the opportunity to position itself as the definitive home of international sport for the next decade and beyond. With Games set to take place in up to 12 stadiums in nine venues across the country, England will showcase its vibrant cities, quintessential countryside and diverse attractions throughout the competition.

Led by Chief Executive Officer Paul Vaughan and Chief Operating Officer Ross Young, ER 2015 will look to deliver the best ever Rugby World Cup engaging with over nine million rugby fans on home soil and an expected 350,000 overseas visitors. England is a unique destination and a real powerhouse in global tourism. It represents 84 percent of the total UK visitor economy, is worth £97 billion, and supports in excess of 2 million jobs. The economic impact of the Rugby World Cup 2015 is set to reach £2.4bn (as estimated by the Deloitte report).

**The ER 2015 Board includes: the RFU's new CEO Ian Ritchie, RFU Chief Financial Officer, Stephen Brown, Professional Game Board Chairman, Ian Metcalfe, Injured Players Foundation Chairman and former RFU President, John Owen and the RFU Council and Championship's Geoff Irvine. In addition they are joined by Ian Watmore and Andrew Coslett. The former is Permanent Secretary in the Cabinet Office and the Government's Chief Operating Officer, overseeing the Government's Efficiency and Reform agenda. Previously Watmore served as the Football Association's CEO. Andrew Cosslett was until recently CEO of InterContinental Hotels Group as well as being a member of the Executive Committee of the World Travel & Tourism Council, a member of the President's Committee of the CBI and a Board member of the International Tourism Partnership. Cosslett has stepped in to be Acting Chairman of the ER 2015 Board whilst the search for an Independent Chairman is undertaken.**

They are joined by ER 2015 ambassadors: former Rugby World Cup winning England captain Lawrence Dallaglio, Rugby World Cup winners Will Greenwood and Jonny Wilkinson and one of **Women's Rugby's leading lights, England's Maggie Alphonsi.**

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Says ER 2015 CEO Paul Vaughan, "I have absolutely no doubt that we can deliver the best Rugby World Cup to date. Looking at likely venue capacity across the Tournament of around 3 million, I am sure that the 9 million rugby fans in England will be keen to get their hands on tickets, together with a wider audience from across Europe and the travelling supporters from around the world that we saw at RWC 2011 in New Zealand. It will be a fantastic shop window for the Game of Rugby which will help the sporting legacy and be a real boost for the UK economy."

For more information on ER 2015 contact [laurabrown@er2015.com](mailto:laurabrown@er2015.com) / +44 (0) 754 560 2718.

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# AFRICA

(CAR)

South Africa has qualified for RWC 2015

1 qualifier place and 1 repechage place

## CAR DIVISION 1B 2012

3-9 July - Madagascar  
Madagascar, Namibia,  
Morocco, Senegal

Winner :

## CAR DIVISION 1C 2012

22-29 July - Botswana  
Botswana, Ivory Coast, Cameroon,  
Zambia, Mauritius, Nigeria

Winner :

## CAR DIVISION 1A 2013

Last relegated to Division 1B 2014

## CAR DIVISION 1B 2013

Winner promoted to Division 1A 2014

Winner :

## CAR DIVISION 1A 2014

Winner :

Runner-up :

## QUALIFIED

Winner qualifies for RWC 2015 as  
Africa 1

## TO REPECHAGE

Runner-up plays in  
the Repechage

# AMERICAS

(NACRA/CONSUR)

Argentina has qualified for RWC 2015

2 qualifier places and 1 repechage place

2012 2012 2012 2012 2012 2012 2012 2012 2012 2012 2012 2012 2012 2012

NACRA CARIBBEAN 2012	
24 March - 26 May 2012 Mexico, Jamaica, Cayman Islands, Barbados, St Vincent, Trinidad & Tobago, Bahamas, Guyana	
Winner :	

CONSUR B	
Venezuela Colombia, Venezuela, Peru Costa Rica	
Winner :	

PLAY-OFF NACRA/CONSUR B	
One-off match in the country with the highest IRB World Ranking	
Winner :	

PLAY-OFF NACRA / CONSUR B / CONSUR A			
One-off match in the country with the highest IRB World Ranking			
Winner Play-off NACRA/CONSUR B :		Last place CONSUR A 2012 :	

Winner :	
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2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013

CONSUR A 2013	
Teams and dates TBC	
Winner :	

USA v CANADA	
Home & Away	
Winner :	
Loser :	

QUALIFIED
Winner qualifies directly to RWC 2015 as Americas 1

PLAY-OFF AMERICAS	
Winner CONSUR A v Loser USA/Canada Home & Away	
Winner :	
Loser :	

QUALIFIED
Winner qualifies directly to RWC 2015 as Americas 2

TO REPECHAGE
Loser plays in the Repechage

# ASIA (ARFU)

1 qualifier place and 1 repechage place

2012 2012 2012 2012 2012 2012 2012 2012 2012 2012 2012 2012 2012

ASIAN 5 NATIONS 2012 DIVISION 1	ASIAN 5 NATIONS 2012 DIVISION 2	ASIAN 5 NATIONS 2012 DIVISION 3
15-21 April, Philippines Sri Lanka, Singapore, Philippines, Chinese Taipei	31 May - 1 June, Malaysia Malaysia, Thailand Iran, China	30 May - 1 June, Malaysia India, Guam, Indonesia, Pakistan
Winner : <input type="text"/>	Winner : <input type="text"/>	Winner : <input type="text"/>

PLAY-OFF ARFU	
One-off match. Winner is promoted to Asian 5 Nations Division 1 2013	
Asian 5 Nations Div 2 2012 Winner : <input type="text"/>	Asian 5 Nations Div 3 2012 Winner : <input type="text"/>

2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013

ASIAN 5 NATIONS 2013	ASIAN 5 NATIONS DIV 1 2013
Last place relegated to Asian 5 Nations Division 1 2014	Winner promoted to Asian 5 Nations 2014
Winner : <input type="text"/>	Winner : <input type="text"/>

2014 2014 2014 2014 2014 2014 2014 2014 2014 2014 2014 2014 2014

ASIAN 5 NATIONS 2014	
Winner : <input type="text"/>	<input type="text"/>
Runner-up : <input type="text"/>	<input type="text"/>

QUALIFIED
<input type="text"/>
Winner qualifies to RWC 2011 as Asia 1

TO REPECHAGE
<input type="text"/>
Runner-up plays in the Repechage

# EUROPE

(FIRA-AER)

France, England, Wales, Scotland, Ireland and Italy have qualified for RWC 2015

2 qualifier places and 1 repechage place

2012 / 2013

2012 / 2013

2012 / 2013

2012 / 2013

2012 / 2013

## QUALIFIER ROUND 1 4 May 2013

European Nations Cup  
Division 2C Winner :

European Nations Cup  
Division 2D Winner :



## QUALIFIER ROUND 2 18 May 2013

Qualifier Round 1  
Winner :

European Nations Cup  
Division 2B Winner :



## QUALIFIER ROUND 3 1 June 2013

Qualifier Round 2  
Winner :

European Nations Cup  
Division 2A Winner :

2013 / 2014

2013 / 2014

2013 / 2014

2013 / 2014

2013 / 2014

## QUALIFIER ROUND 4 10 May 2014

Qualifier Round 3  
Winner :

European Nations Cup  
Division 1B Winner :

## QUALIFIER ROUND 5 EUROPEAN NATIONS CUP

ENC Division 1A  
Winner :

Division 1A  
Second place :

Division 1A  
Third place :

## QUALIFIED

Top 2 qualify for RWC 2015 as  
**Europe 1**  
& **Europe 2**

2014

2014

2014

2014

2014

2014

2014

2014

2014

2014

2014

2014

## QUALIFIER ROUND 6 24 May 2014

Qualifier Round 4  
Winner :

ENC Division 1A  
Third place :

## TO REPECHAGE

Winner plays in  
the Repechage

# OCEANIA

(FORU)

New Zealand, Australia, Tonga and Samoa have qualified for RWC 2015

1 qualifier place

2013 2013 2013 2013 2013 2013 2013 2013 2013 2013 2013

## OCEANIA CUP 2013

Teams and dates TBC

Winner :



## OCEANIA FINAL

One-off match in country of team with highest IRB World Ranking

Oceania Cup 2013  
Winner :

FIJI



## QUALIFIED

Winner qualifies for  
RWC 2015 as **Oceania 1**

# REPECHAGE

1 qualifier place

2014 2014 2014 2014 2014 2014 2014 2014 2014 2014 2014 2014

## EUROPE/AFRICA

One-off match in the country with the highest IRB World Ranking

Winner Europe Qualifier Round 6 :

Runner-up Africa Division 1A 2014 :

## AMERICAS/ASIA

One-off match in the country with the highest IRB World Ranking

Loser Play-off Americas :

Runner-up Asian 5 Nations 2014 :

## PLAY-OFF FINAL *Home & Away*

Winner, Europe v Africa :

Winner, Americas v Asia :

## QUALIFIED

Winner qualifies directly to RWC 2015 as **Repechage Winner**