

AUSTRALIAN RUGBY UNION



ANNUAL
REPORT
2011

MAJOR PARTNERS



TEST PARTNERS



SUPER RUGBY PARTNERS



OFFICIAL SUPPLIERS



TABLE OF CONTENTS

2011 OFFICE BEARERS	04
VISION	05
2011 MILESTONES	06-07
CHAIRMAN'S REPORT	08-09
MANAGING DIRECTOR AND CEO'S REPORT	10-11
PRESIDENT'S REPORT	12-13
HEAD COACH'S REPORT	14-15
WALLABIES IN 2011	16-35
JOHN EALES MEDAL	36-37
AUSTRALIA U20S	38-39
INTERNATIONAL RUGBY SEVENS ADELAIDE	40-41
HSBC SEVENS WORLD SERIES	42-43
GOLD COAST SEVENS FEVER PITCH	44-45
YOUTH COMMONWEALTH GAMES SEVENS	46
NATIONAL WOMEN'S CHAMPIONSHIPS	47
AUSTRALIAN SCHOOLBOYS	48-49
NATIONAL UNDER 16S CHAMPIONSHIPS	50-51
SUPER RUGBY IN 2011	52-54
MEMBER UNIONS AND AFFILIATED BODIES	55-63
VALES IN 2011	64-65
HIGH PERFORMANCE UNIT REPORT	66-67
COMMUNITY RUGBY	68-71
COMMERCIAL OPERATIONS	72-77
MARKETING	78-79
FINANCIAL ANALYSIS	80-81
FINANCIAL REPORT	82-110



OFFICE BEARERS

PATRON

Her Excellency Ms Quentin Bryce AC
Governor-General of the Commonwealth
of Australia

PRESIDENT

Mr R Graham

CHAIRMAN

Mr P McGrath

VICE PRESIDENT

Mr D Crombie

MANAGING DIRECTOR AND CHIEF EXECUTIVE OFFICER

Mr J O'Neill AO

LIFE MEMBERS

Mr JG Bain OAM, Mr CW Blunt BE*,
Mr EAN Byrne AM, Mr JD Brockhoff
OAM*, Mr P Crittle AO, Mr PL Harry
AM, Mr AF Henry*, Mr LJ Howard OAM,
Mr JH Lord MBE*, Mr RW Meagher*,
Dr J Moulton OAM, Mr GW Ramsden*,
Sir N Shehadie AC OBE, Mr RI Templeton
MBE*, Dr IR Vanderfield OBE*
[* deceased]

ARU BOARD

Mr M Connors, Gen. P Cosgrove AC
MC (appointed 29 April 2011), Mr J
Eales AM, Mr M Hawker, Mr R Lee, Mr
P McGrath, Mr Mike Brown (resigned
29 April 2011), Mr J O'Neill AO, Mr Brett
Robinson (appointed 29 April 2011), Mr D
McGruther OBE (resigned 29 April 2011),
Mr. J Mumm.

DELEGATES

Australian Capital Territory

Mr S Hammond

New South Wales

Mr W Jephcott, , Mr P Timmins,
Mr J Spana, Mr C Birch, Mr P Veenstra

Northern Territory

Mr V Kelly

Queensland

Mr R McCall, , Mr M Arnett,
Mr P McNicholl

South Australia

Mr W Bell

Tasmania

Mr M Playle

Victoria

Mr T North

Western Australia

Mr G Stooke OAM

NON VOTING DELEGATES

Australian Barbarians Rugby Union

Mr P Johnston

Australian Junior Rugby Football Union

Mr P Taylor

Australian Schools Rugby Football Union

Brother RJ Wallace AM

Australian Services Rugby Union

Commodore Roger Boyce

Australian Universities Rugby Union

Mr T Walsh

Australian Women's Rugby

Ms J Forno

Classic Wallabies

Mr S Poidevin

New South Wales Country

Rugby Union Mr P Veenstra

IRB REPRESENTATIVES

Mr P McGrath, Mr J O'Neill AO

SANZAR REPRESENTATIVES

Mr P McGrath,
Mr J O'Neill AO

AUDITORS

KPMG



VISION FOR AUSTRALIAN RUGBY

FOR Australia to be a real and respected world power in Rugby on an ongoing basis, displaying innovation, integrity, professionalism and teamwork, through Australian Rugby:

- Developing substantially more mass entertainment presence domestically and internationally;
- A large increase in the playing population;
- A much bigger participation base and with Rugby to be a major influence in developing the values and ability of youth.



2011 MILESTONES

The events that mattered

JANUARY TO DECEMBER

JANUARY 11: ARU announce a \$50,000 donation to the Queensland flood relief appeal along with other measures that further support the communities affected.

FEBRUARY 1: ARU announce player numbers for 2010 reach all-time highs surpassing the 200,000 mark for the first time in its history. A record 209,571 people played Rugby in 2010 an increase of 16,990 (8.8%) on 2009 and a substantial increase of 7.7% on the previous record of 193,382, achieved in 2006.

FEBRUARY 8: ARU officially launches the new look expanded Super Rugby competition in Australia, which delivers 20 Australian derbies compared to six in the previous year, a 33 per cent increase in games from 94 to 125, 14 more games on Australian soil - 26 to 40, and three weeks of finals action instead of two.

FEBRUARY 18: Australia's newest Super Rugby Franchise the RaboDirect Melbourne Rebels make their debut at the purpose built AAMI Park in Melbourne against the HSBC Waratahs. The Waratahs ran out winners 43-0.

FEBRUARY 21: ARU Managing Director and CEO, John O'Neill AO, accepts a contract extension offered by ARU's Board to continue in the role until the end of 2013.

FEBRUARY 22: ARU announce Super Rugby's TV audience numbers were up 51% on last year's Round one figures with the Rebels v Waratahs match registering an average audience of 319,000 viewers the most any regular season game has registered since the Waratah 2008 Round three match against the Highlanders.

FEBRUARY 22: Christchurch is struck by an earthquake that sees the city suffer wide spread devastation.

FEBRUARY 23: SANZAR announce the Crusaders are to withdraw from their Round two match against the Hurricanes following the devastating earthquake. The two teams shared the points with the game declared a draw.

MARCH 1: ARU announce Super Rugby television audience numbers continue set new records with Round two registering a 46% increase on average viewer numbers compared to the same round last year.

MARCH 15: After the first month of the newly expanded Super Rugby competition ARU announce 35% more people have tuned into the first four rounds of the 2011 season compared to the same time last year.

MARCH 26: The IRB announce Australian Women's Referee, Sarah Corrigan, will be part of the game's first-ever Women's Referee Panel along with seven other international female referees.

APRIL 3: The Australian Men's Sevens side finish seventh in the final Adelaide Sevens tournament following the completion of the city's five year contract.

APRIL 13: The Gold Coast is announced as the new home for the Australian leg of the HSBC Sevens World Series and will act as the first stop of the 2011/12 Series when it kicks off in November.



APRIL 21: ARU announce the Qantas Wallabies will take on the Barbarians at Twickenham in November following the conclusion of the Rugby World Cup in New Zealand.

APRIL 29: ARU announce a surplus of \$1.07 million for the year ended 31 December 2010 at the Annual General Meeting in Sydney.

MAY 7: ARU reach agreement with NZRU to play the coveted Bledisloe Cup series over three Tests on an annual basis, starting from 2012, for the next 10 years. The agreement also allowed ARU to broker a deal with the NSW Government that delivered a 'same time, same place' Bledisloe Cup Test to Sydney every year for the next 10 years.

MAY 29: The Australian Men's Sevens make their only Cup Final of the 2010/11

HSBC Sevens World Series but fall one-point short against South Africa 36-35 in a thriller.

MAY 31: ARU officially unveil the Qantas Wallabies 2011 international season logo - One Team 2011.

JUNE 15: SANZAR unveil the new Super Rugby Conference trophies that will be presented to each of the three conference winners.

JUNE 23: The 2011 Super Rugby Awards see Will Genia secure Player of the Year, the St. George Queensland Reds named Team of the Year, Reds coach Ewen McKenzie named Australian Coach of the Year. Melbourne Rebels half back, Nick Phipps named Rookie of the Year while Try of the Year is awarded to the Western Force.

JUNE 26: The Australian U20s side claim third place at the IRB Junior World Championships holding off a fast finishing French side to win 30-17.

JUNE 26: ARU announce details of three television commercials and an extended two-minute compile featuring Olympians, politicians and other celebrities calling on Australians to unite behind the Qantas Wallabies as they embark on their One Team 2011 international campaign.

JULY 1: ARU announce the Australian Barbarians will take on Canada in a one off match at Skilled Park on the Gold Coast in the build-up to RWC 2011.

JULY 9: ARU announce a new agreement with the Queensland Government delivering the state a 10-year Test schedule, which includes securing a Bledisloe Cup Test in Brisbane every time Australia - on an annual rotation with New Zealand - hosts two games in the showpiece three Test trans-Tasman series.

JULY 9: Queensland Reds become the first Australian side to win a Super Rugby title since 2004 when they defeat the Crusaders 18-13 in the final at Suncorp Stadium, Brisbane.

JULY 10: The 2011 Super Rugby Final obliterates the subscription television ratings record with an average audience of 518,000 viewers tuning in to the Live and Exclusive broadcast on FOX SPORTS 3HD & 3. It was Australia's first subscription television audience in

excess of 500,000, 20% higher than the previous record.

JULY 14: Seven celebrated players who left indelible impressions on Australian Rugby were inducted as ARU Classic Wallabies Statesmen - Eric Tweedale, Terry Curley, Rob Heming, Geoff Shaw, Simon Poidevin, Tim Gavin and Elton Flatley.

JULY 15: More than 100 years after captaining the Wallabies on a ground-breaking tour to the UK, Herbert "Paddy" Moran is inducted into one of the game's most exclusive clubs - the Wallaby Hall of Fame.

JULY 15: ARU and the Rugby Union Players Association confirm a schedule of Rugby World Cup bonus incentives for the Qantas Wallabies that have the potential to earn a significant per-player bonus if they capture the William Webb Ellis Cup in New Zealand.

JULY 17: The Qantas Wallabies fall nine points short in their first outing for 2011 going down to Manu Samoa 32-23 in front of 29,808 fans in slippery conditions at ANZ Stadium.

JULY 22: One of Australia's most successful captains and two-time Rugby World Cup winner, John Eales, is inducted into one of the game's most exclusive clubs - the Wallaby Hall of Fame.

JULY 23: The Qantas Wallabies open their Castrol Edge Tri Nations campaign in style crossing for five tries to two and running out 39-20 winners over the Springboks at ANZ Stadium in front of a vocal crowd of 52,788.

AUGUST 5: Former NRL Gold Coast Titans player Shannon Walker signs an Australian Sevens contract with ARU and joins the Australian Sevens Squad.

AUGUST 6: The All Blacks secure the Bledisloe Cup for the ninth year in a row following a 30-14 win over the Qantas Wallabies in their Castrol Edge Tri Nations Test at Eden Park.

AUGUST 14: The Qantas Wallabies keep their Castrol Edge Tri Nations title hopes alive with a come from behind 14-9 win against the Springboks at Kings Park in Durban.

AUGUST 16: ARU announces the extension of Robbie Deans' contract as Qantas Wallabies coach for a further two years until the end of 2013.

AUGUST 18: The Wallabies 30-man Rugby World Cup squad is announced with 26-year-old Queensland Reds captain, James Horwill, selected to lead Australia during its World Cup campaign.

AUGUST 25: ARU announces former Test captain, Paul McLean MBE, as the third inductee to the Wallaby Hall of Fame for 2011.

AUGUST 27: The Qantas Wallabies claim their first Castrol Edge Tri Nations title in 10 years with a 25-20 point win over the All Blacks in front of a packed Suncorp Stadium.

AUGUST 29: ARU announce that almost 1.5 million people across Australia tuned in to either Fox Sports or Channel Nine to watch the Qantas Wallabies end a decade long Tri Nations drought and defeat the All Blacks 25-20.

AUGUST 30: ARU sign a 10-year deal with the Sydney Cricket and Sports Ground Trust to return Test matches to the Sydney Football Stadium from 2012.

SEPTEMBER 1: Qantas Wallabies fullback, Kurtley Beale, is crowned the John Eales Medallist for 2011 in front of more than 1,200 fans at Rugby's premier awards night at the Big Top at Luna Park in Sydney.

SEPTEMBER 5: Thousands turn out at Sydney Town Hall to farewell the Qantas Wallabies before they depart for the Rugby World Cup in New Zealand.

SEPTEMBER 11: The Qantas Wallabies defeat Italy in their opening Pool game of the Rugby World Cup 32-6.

SEPTEMBER 15: ARU announce a three-year agreement with the Western Australian Government to play four major international matches in Perth.

SEPTEMBER 17: The Qantas Wallabies fall to Ireland in their Rugby World Cup Pool C match 15-6.

SEPTEMBER 27: After being in charge of an Australian record 47 Tests Australia's most celebrated referee Stu Dickinson announces his retirement at the age of 43.

SEPTEMBER 23: The Qantas Wallabies defeat USA 67-5 in their third Pool C match of the Rugby World Cup.

SEPTEMBER 30: ARU announces new Extended Playing Squad (EPS) lists for the five Australian Super Rugby franchises for the 2012 season.

OCTOBER 1: The Qantas Wallabies finish the Pool stages of the Rugby World Cup in second position in Pool C after defeating Russia 68-22.

OCTOBER 7: ARU announces the Qantas Wallabies will take on Wales in December - a week after the Australians play the Barbarians at Twickenham.

OCTOBER 9: The Qantas Wallabies put in a herculean effort to defeat the Springboks 11-9 in a defence dominated Rugby World Cup Quarter Final.

OCTOBER 16: The Qantas Wallabies fail to overcome the All Blacks in the Rugby World Cup Semi Final falling 20-6 to the hosts.

OCTOBER 17: ARU announces the Qantas Wallabies' Rugby World Cup semi-final against the All Blacks in Auckland attracted a massive nationwide television audience of 3.19 million people - smashing the all-time Pay TV viewership record for Fox Sports and topping the free-to-air ratings on Channel Nine.

OCTOBER 20: Qantas Wallabies flanker, David Pocock and team mate Qantas Wallabies halfback, Will Genia, are nominated for the iRB's Player of the Year award.



OCTOBER 21: The Qantas Wallabies defeat Wales 21-18 in an entertaining Rugby World Cup Bronze Final match.

OCTOBER 21: ARU appoints Chris Lane as the country's first fulltime National Women's Sevens Coach and program Co-ordinator for the next two years.

OCTOBER 23: The Qantas Wallabies end Rugby World Cup 2011 ranked second on the International Rugby Board's official world rankings after defeating Wales in the Bronze Medal match.

OCTOBER 25: Seven past and present Australian Rugby legends are recognised at the International Rugby Board's annual Awards evening in Auckland. Sir Nicholas Shehadie, Nick Farr-Jones, Bob Dwyer, the late Dr. Roger Vanderfield, Rod Macqueen and George Smith were all recognised for their contribution while Radike Samo was awarded Try of the Year.

NOVEMBER 3: Ed Jenkins is appointed the Australian Men's Sevens captain for the 2011/12 HSBC Sevens World Series at the launch of Gold Coast Sevens - Fever Pitch.

NOVEMBER 4: ARU announce the Qantas Wallabies will return to playing traditional June Tests next year with Scotland and Rugby World Cup Bronze Finalists Wales to tour down under.

NOVEMBER 4: ARU announce the 2012 domestic Test season will begin with a one-off Castrol Edge International between the Qantas Wallabies and Scotland at Hunter Stadium in Newcastle on Tuesday, 5 June, it will be Newcastle's first ever Rugby Test.

NOVEMBER 8: The Castrol Edge Rugby Championship is announced as the replacement for the Tri Nations with Sydney, Perth and Gold Coast to be the Qantas Wallabies home cities in the inaugural Championship.

NOVEMBER 11: Australia's 2009 Women's Rugby World Cup Sevens winner, Rebecca Tavo, is appointed captain of the Australian Women's Sevens team for the 2011/12 season.

DECEMBER 4: The Australian Men's Sevens side secure a three-point win over South Africa in the Plate Final of the Dubai leg of the HSBC Sevens World Series.

OFF THE FIELD

Chairman's Report Peter McGrath

IT IS with a sense of reflection and pride that I provide my report, my last as Chairman, for the year ended 31 December 2011 on behalf of the Board.

Since taking up the role as Chairman in 2007 I have been privileged to be a part of the process of returning the game to where it rightfully belongs in the Australian sporting marketplace.

While there is still more work to be done in the coming years, and I will touch on this later in my report, there have been a number of achievements over the past five years in crowd numbers, participation, TV viewership and corporate sponsorship that we should be proud of.

Before I delve into some of the achievements of 2011 I want to take this opportunity to thank Mr Mike Brown and Mr Dick McGruther OBE for their contributions to Australian Rugby during their respective terms on the Board.

Both Mike and Dick's contributions to the game during their tenure were greatly appreciated and on behalf of the Board and ARU I wish them well.

The departure of Mike and Dick in April provided an opportunity to welcome two new members, General Peter Cosgrove AC MC, who returns for a second time to ARU's Board, and Mr Brett Robinson. Both men bring a great deal of experience and knowledge to the Board and we welcome them.

On and off the field, the results of 2011 have provided us with reason to celebrate and enjoy a strong sense of optimism about the future.

While these celebrations were somewhat tempered by missing out on the major prize on offer in 2011, the William Webb Ellis Cup, I believe the team has set a platform for bigger and better things in 2012 and beyond.

At the grassroots, and for the third successive year, Rugby experienced strong growth in participation numbers. After breaking through the 200,000 barrier for the first time in 2010 the game enjoyed historic high growth with more than 260,000 registered to play in 2011.

A total of 261,437 people played Rugby in 2011, which was an increase of 52,404 (25.1%) on last year's figures. A lot of this increase can be attributed to the good work done through schools programs, such as Walla Rugby Week and newly established boys and girls Rugby

Sevens carnivals. Special mention and congratulations should go to Ian Alker and his team in Community Rugby for their efforts in engaging the grassroots and delivering such impressive numbers.

There is no escaping the importance of increasing the playing numbers in our junior and senior ranks. In the battle for the hearts and minds of the sporting public, in one of the most competitive sporting marketplaces in the world, having strong growth at the grassroots provides us with a solid platform to continue to build our game.

The grassroots growth was a strong reflection of the health of Rugby in 2011, with a number of other key indicators pointing towards the games resurgence in Australia.

In February one of ARU's key Strategic Imperatives was achieved with the launch of the expanded 15 team Super Rugby competition. The inclusion of the Melbourne Rebels through private ownership provided an opportunity to re-shape the competition into a conference style system.

The result of the expansion was the delivery of dramatically increased TV audience numbers. At the completion of the regular season Super Rugby recorded an impressive 41% increase in broadcast figures, while attendance at Australian-based Super Rugby games for the entire year grew on average by 5%.

On top of these impressive figures the Queensland Reds won their maiden Super Rugby title, breaking a six year drought for Australian teams in the toughest provincial Rugby competition in the world. Congratulations to Rod McCall the Chairman and the entire organisation for the achievement of this significant milestone by the Reds.

Congratulations also to Harold Mitchell the Chairman of the Melbourne Rebels on the very promising beginning in Super Rugby. The entry of the Rebels in 2011 has given the Australian Conference a real national flavour and is a very exciting development for Australian Rugby.

In defeating the Crusaders at Ballymore in the Final the Reds attracted Australian subscription television its first average audience in excess of 500,000. A record 518,000 tuned into watch the final, a figure that was almost 20% more than the previous best of 431,000 set by the



Socceroos and Uzbekistan in their 2009 World Cup qualifier.

These impressive results provided a solid platform for the Qantas Wallabies shortened domestic Test Season.

A truncated Tri Nations, due to the Rugby World Cup, meant the Qantas Wallabies only had three games on home soil, a fact that restricted ARU's income stream significantly in 2011.

A lot has been said over the years regarding the timing and commercial model of Rugby World Cup and again in 2011 the negative impact the game's jewel in the crown had on the major Unions cast a bright light on the need for change.

Due to the reduced domestic Test schedule and the inability to host a June Test series ARU's revenue was adversely impacted to the tune of \$16 million.

The magnitude of this deficit could well have been disastrous for the game at all levels, however credit must go to ARU Managing Director and CEO, John O'Neill and his management team for reducing the impact on the bottom line and achieving a deficit of just \$7.5 million.

The financial impact Rugby World Cup has on the game cannot be ignored or underestimated any longer. Reducing a Union's income by such a dramatic amount impacts the game at all levels, from the elite, to the State Unions and grassroots.

The appointment of John O'Neill to the Board of RWC Limited, an appointment that deserves congratulations, is good news for the game. I cannot understate the importance of RWCL to the funding of Rugby world wide and John's appointment will deliver a strong voice when looking at the major issues of the funding and commercial models adopted for future Rugby World Cups.

Despite the financial impact the abbreviated domestic Test season had on the game there were a number of highlights provided by the Qantas Wallabies, including the sides' first Castrol

Edge Tri Nations title since 2001.

Our first Tri Nations triumph in a decade was secured with a win over the All Blacks at Suncorp Stadium and was achieved in front of a capacity crowd. The win was also watched by around 1.5 million people across Australia and was the highest rating Rugby Test of all time on Pay TV with around 428,000 viewers tuning in to the Fox Sports broadcast. It was also the third most watched Pay TV program ever behind the 2011 Super Rugby Final (531,000 viewers) and the 2009 World Cup Qualifier between the Socceroos and Uzbekistan (431,000 viewers).

The record number of viewers tuning in to watch the Wallabies in action continued through the Rugby World Cup with the quarter-final against the Springboks and the semi-final against the All Blacks delivering two exceptional audiences.

The Wallabies quarter-final on Fox Sports attracted 443,000 viewers while the semi-final recorded 719,000 viewers, eclipsing the previous best, set by the Reds Super Rugby Final win, by almost 40%.

These results meant that Rugby finished 2011 with the honour of holding down the top four most watched programs in subscription television history - the RWC semi-final, the 2011 Super Rugby final, the RWC quarter-final and the Bledisloe Cup and Tri Nations win.

When considering all of the results from the increases in participation to the broadcast records set during the World Cup it is easy to conclude that the game is trending in a positive direction.

It is important to note that it is the hard work and the decisions that have been made over the past few years that have helped re-engage the Australian public and begin the hard task of returning the game to where it ought to be.

Since taking on the role of Chairman in 2007 I have seen Rugby take a number of positive steps forward.

The introduction of the Conference format in Super Rugby and the introduction of the Rugby Championship to include Argentina are two major initiatives that will help Southern hemisphere Rugby maintain strength in its competitions moving forward. The changes took the better part of four years of constant negotiation with our Partners (NZRU and SARU) and the iRB throughout which time ARU worked tirelessly at all levels to see the concepts become a reality.

The evolution within the culture of the Qantas Wallabies has also been a significant achievement over the past five years. The team has climbed from being ranked fifth in the world on the iRB World Rankings to second with the potential to take the next significant step. The



appointment of our first non-Australian coach of the Qantas Wallabies has also been a significant milestone and it is important to note that the appointment was based on merit, a fact that should not be ignored when making future appointments and selections.

The progress made at Wallabies level has been mirrored in our Sevens programme with the appointment of Michael O'Connor as the National Men's Sevens Coach and Chris Lane as the National Women's Sevens Coach. These appointments are essential for our Australian Sevens programme to progress towards professionalism in the coming years. With the success of achieving Olympic status, Rugby Sevens is on the upsurge and provides great potential for worldwide growth in areas such as Asia and the Americas. We should not be afraid to welcome this growth for the betterment of the game both domestically and internationally.

Finally, I am very proud of the Board and ARU Management to have been brave enough to identify the challenges faced by Rugby and to have dealt with them in conjunction with our Member Unions. While we have experienced some bumps along the way we have managed to achieve some significant changes, however we should not lose sight of the fact that we are only part the way there.

We cannot rest on our achievements thus far, we must continue to move forward, and importantly we must be willing to adapt to ensure we are not left in the wake of other sports.

One of the key issues that we will need

to focus on in the immediate future is the structure of ARU's corporate governance.

As a sport we cannot ignore the importance of creating an independent governance structure. Our main rivals in AFL, NRL and Football (Soccer) have each embraced modern governance arrangements and Cricket has recently taken steps to revise its governance structures.

For Rugby to be able to meet all its challenges and prosper into the future we must adopt best practice.

It is a task that will have its challenges, but I believe Rugby has the leaders and the personnel to ensure it is not ignored. Our governance structure has outlived its purpose, just as the game has evolved and turned professional so to must the governance of ARU, there is no ignoring that fact that this is an issue that needs to be dealt with sooner, rather than later.

In conclusion I wish all of our national sides the very best of luck for the 2012 season.

I want to thank John O'Neill, his management team and their staff for their support and commitment to helping the game grow and prosper.

Finally I sincerely thank the Board for their support throughout the past five years; it has been a pleasure and a privilege to work with such committed and dedicated people.

I step down from the role of Chairman with the belief that the game is in good hands, that the Board will continue to rise to the challenges of the future and that it will remain committed to working tirelessly for the good of the game in Australia.

OFF THE FIELD

Managing Director & CEO's report John O'Neill AO



BY ANY measure 2011 was a year of significant landmarks for Australian Rugby, even if the ultimate goal of being crowned world champions proved unattainable.

For the first time there were five domestic teams playing in a revamped Super Rugby competition following the inclusion of the Melbourne Rebels.

Television audiences hit record-breaking heights, culminating in 3.19 million Australians watching the Rugby World Cup semi-final between the Qantas Wallabies and the All Blacks.

By year end seven of the Top 10 most watched Pay TV programs of all time were Rugby matches played during the course of 2011.

The Queensland Reds won the Super Rugby title - the first Australian team to do so since the Brumbies in 2004.

The Qantas Wallabies won the Tri Nations crown for the first time since 2001, with a win over the All Blacks in Brisbane sealing the triumph, and ended the year at No.2 on the official world rankings.

Participation numbers also continued to reach unprecedented levels for the second successive year.

It would be remiss not to provide further detail around each of these achievements.

The launch of the Rebels as a team built on private equity and playing in a new-look Super Rugby competition meant two key Strategic Imperatives set down by ARU in 2008 had been achieved.

At that time, ARU announced a desire for a "dramatic transformation of Super Rugby" and to "bring private investment into the professional game".

Super Rugby moving to a Conference system with each of the three Joint Venture nations - Australia, South Africa and New Zealand - fielding five teams apiece and the finals series moving to a six-team system over three weeks was certainly transforming.

- The Super Rugby competition increased from 94 to 125 matches, an increase of 33%.

- In Australia, there are now 40 Super Rugby regular season matches played as opposed to 26 under the former Super 14 structure.

- There are 20 regular season local derbies in Australia compared to just six previously.

- Half of all regular season matches are local derbies in each territory.

- The winners of the Australian, South African and New Zealand Conferences are guaranteed a finals berth

The financial model upon which the Rebels were built was also transforming, with Harold Mitchell emerging as a wonderful investor and contributor to the game through his role as Chairman of the new organisation.

Harold's vision for Rugby in Melbourne and Victoria is unparalleled.

Television figures also returned to heights the game in Australia has not witnessed since staging the Rugby World Cup on these shores in 2003.

Queensland Reds started the impetus with a pulse-racing campaign in Super Rugby. The style of play produced, along with the results, had the Reds capturing the imagination of sporting fans across the country.

When they defeated the Crusaders in the final in Brisbane to claim the title, there were more than 500,000 Australians watching the match on Pay TV - a new record.

The interest generated by the Reds continued into a Test season where the approaching Rugby World Cup was always in the forefront of minds for both players, core Rugby spectators and sporting fans in general.

The Qantas Wallabies played under a "One Team" banner - a unifying call to arms designed to have all Australians join the journey that, from the start, would hopefully lead to an appearance and a victory in the Rugby World Cup final in Auckland.

Anticipation and expectation was further heightened when the Qantas Wallabies defeated the All Blacks at Suncorp Stadium to claim Australia's first Tri Nations series win in a decade.

Such was the interest in the trans-Tasman showdown that the match sold out in just 15 minutes of going on sale.

They were unmistakeable signs that the game was enjoying a huge upswing in key off-field performance indicators.

Further confirmation emerged later in the year when Community Rugby revealed ongoing participation growth at the grassroots level.

The national participation numbers were at an all-time high in 2011 with a record 261,437 people playing the game

- an increase of 25% on 2010.

While a lot of the additional numbers could be attributed to the increase in numbers playing irregularly at School, there were other welcome growth areas.

The number of Junior players across the country increased for the fifth consecutive season, reaching more than 47,000 in total.

It was also the third consecutive year in which overall playing numbers had been on the increase - critical for the health of the game in such a highly-competitive sporting marketplace where four football codes are locked in battle for hearts, minds and registrations.

However, there can be no denying the most sought after prize of 2011 proved unattainable.

The Rugby World Cup is played only every four years.

The spinoffs from winning it are immense.

Unfortunately, the Qantas Wallabies were unable to hit the target they had set.

It was a pass mark in the end - reaching the semi-finals before going down to the All Blacks, and then recovering to win the Bronze Final over Wales.

Certainly not a distinction, but a finish that was made all the more disappointing by a Pool loss to Ireland which sent the Qantas Wallabies into the knockout rounds needing to beat South Africa and New Zealand just to reach the final.

I will deal with the on field performance in more depth later.

However, it is important while discussing the 2011 Rugby World Cup, to provide the facts behind what impact competing in the tournament had on Australian Rugby Union as an organisation.

The scheduling of the Rugby World Cup in New Zealand meant for the first time in the professional era there were no inbound tours from the Northern Hemisphere in June. The Tri Nations championship also had to be truncated from three rounds to two.

Net impact for ARU was four less Test

matches. The financial impact, with gate and broadcast revenues the most telling factors at play, was \$16 million less than could have been expected in a “normal” year.

Our SANZAR joint venture partners South Africa and New Zealand were also disadvantaged and ARU is at the forefront of moves to ensure this unsustainable situation is not repeated during a World Cup year.

The IRB has recognised that there needs to be changes to the financial and commercial models for future Rugby World Cup tournaments, including the timing of the event such that the major international Rugby events in the Northern and Southern Hemispheres are not adversely impacted.

Despite this \$16 million “black hole”, and 2010 foreshadowing that warned 2011 could easily produce a sizeable and eight-figure deficit, ARU worked hard at minimising damage to the bottom line and, as a consequence, capital reserves.

In announcing a deficit of \$7.5 million – after allocations of \$5.2 million to Member Unions – ARU has successfully managed a result that could have been considerably higher.

While outlining the financial impact of the Rugby World Cup, it is also important to eradicate any confusion and/or misunderstanding over ARU’s Foreign Exchange risk management of recent times.

The bulk of broadcast agreements for Super Rugby and Wallabies Test matches are paid in US dollars due to the large number of contracts executed involving the three SANZAR joint venture unions.

Over the course of the first two SANZAR broadcast contracts, and now the third that started in 2011, ARU’s foreign exchange management has significantly enhanced ARU’s balance sheet.

There will be negative variance of approximately \$4.5 million across 2011 and 2012 due in part to strategies implemented in 2010 but they need to be considered against a \$6 million cash benefit to the balance sheet in 2010.

Returning to the on field performances of the Qantas Wallabies in 2011, the season opened with a surprising loss to Samoa in Sydney.

A week later the Qantas Wallabies opened their Tri Nations campaign with a victory over South Africa.

The All Blacks won the opening Bledisloe Cup Test in New Zealand,

before the Qantas Wallabies ended their Tri Nations campaign with back to back wins over the Springboks in South Africa and the All Blacks in Brisbane.

The last of these matches delivered the Tri Nations title into Australian hands for the first time in a decade.

At Rugby World Cup, Italy was beaten in the opening Pool match before Ireland upset the Qantas Wallabies – a result that led to a horror assignment in the knockout stages.

The Qantas Wallabies successfully negotiated the quarter finals stage, defeating South Africa in a gripping



and heroic contest, where the Qantas Wallabies’ defence was unprecedented.

However, host nation New Zealand, proved too formidable in the semi-final and went on to win the Rugby World Cup in a torrid decider against France.

Post the Rugby World Cup, ARU undertook a review, headed up by four former Wallabies on the ARU Board – Brett Robinson, John Eales, Mark Connors and Michael Hawker.

The process recommended organisational improvements that should ensure the Qantas Wallabies continue to progress towards their goal of becoming the No.1 team in World Rugby during 2012.

In other areas of the business, the IRB Sevens World Series, played earlier in the year in Adelaide, shifted to the Gold Coast several months later.

Adelaide was part of the 2010-2011 series while the Gold Coast Sevens Fever Pitch event was the opening round for 2011-2012.

Rugby Sevens continues to grow in

importance, with the modified form of the game to be included in the Olympics in 2016.

Schools Sevens competitions, for boys and girls, are already flourishing and ARU is confident further evolution over the next four years leading into the Rio Olympics will provide our game with a distinct alternative offering for players and fans that our two winter football code rivals cannot deliver.

Elswhere, the Australian U20 team, coached by David Nucifora, finished third at the Junior World Championships in Italy, and the Australian Schoolboys secured a wonderful victory over New Zealand Schoolboys in New Zealand.

There is also much to look forward to on the Rugby calendar. The 2012 season sees the new international match schedule arrive with a three-Test series against Wales, the current Six Nations champions and one Test against Scotland in the June window whilst Super Rugby is in recess.

Then in mid-August we welcome Argentina to the new competition, The Castrol Edge Rugby Championship; a home and away format involving the All Blacks, Qantas Wallabies, Springboks and Pumas.

Included in this is the Bledisloe Cup Festival, a yearly event in Sydney staged around the first game of The Rugby Championship between the Qantas Wallabies and All Blacks.

The domestic season will conclude with a third Bledisloe Cup Test in Brisbane at Suncorp Stadium in October.

The Qantas Wallabies will later travel north for four Tests. It is a big year in 2012 followed by a jewel in the crown in 2013 – the British and Irish Lions tour. An exciting program ahead.

In closing, my sincere thanks go to the ARU Management team for their significant assistance, and to outgoing Chairman Peter McGrath, I would like to offer my deepest personal appreciation for his leadership and support over the past four years.

Peter’s contribution, not only at ARU Board level but also at the IRB where he has been a member of the IRB Executive Committee, has been tireless and unstinting.

To all those who work at ARU and related bodies, and to the selfless volunteers who keep our game alive at grassroots level, I would also like to say thank you. Your efforts are never under estimated.

OFF THE FIELD

President's Report Ron Graham



THE 2011 season provided a mixture of exhilaration and disappointment.

As is the case every four years, the centerpiece of the year was the Rugby World Cup, staged in New Zealand and with the Qantas Wallabies considered the biggest threat to the home side winning the game's most coveted trophy.

Unfortunately the match many considered most likely to be the tournament final was played a week early with the Qantas Wallabies taking on the All Blacks at Eden Park.

It was not, for Australian supporters, a night to remember.

The New Zealanders were deserved winners and their telling reminder of "four more years" until Australia had another opportunity to conquer Rugby's Everest made the result even more difficult to swallow.

However, in looking back on the Rugby World Cup campaign, it was evident the Pool game against Ireland in Auckland was the turning point for the Qantas Wallabies.

At their fifth attempt in Rugby World Cup matches against the Wallabies, Ireland finally produced a victory and it turned the tournament on its head.

It was a try-less match. There were six penalty goals kicked - four by Ireland and two by Australia. Add a dropped goal for the Irish and the final score was 15-6.

The result sent the Qantas Wallabies into a more difficult side of the draw. They had to play South Africa in the quarter finals.

Producing a heroic defensive effort, the Qantas Wallabies triumphed 11-9.

The semi-final a week later was, however, a bridge too far.

The All Blacks, playing in front of a parochial home crowd, emerged victorious 20-6.

Seven nights later New Zealand was crowned Rugby World Cup champion for the first time in 24 years - downing France in a closely-contested decider.

There was consolation for the Qantas Wallabies some 48 hours earlier. Playing Wales in the Bronze Playoff, the Australians won 21-18.

Earlier in the tournament, the Qantas Wallabies had accounted for Italy 32-6 in their opening Pool match and, after going down to Ireland, disposed of USA 67-5 and Russia 68-22.

But for a team that had set his sights on winning the William Webb Ellis Cup, a third place finish was not, in the end, the desired outcome for the team and all Australians who got behind the campaign.

There is no doubt the expectations surrounding the team had been heightened by their Tri Nations success during the countdown to the Rugby World Cup.

For the first time in 10 years, the Qantas Wallabies had secured Southern Hemisphere Test supremacy over their arch-rivals the All Blacks and Springboks.

In a reduced tournament due to the timing of the Rugby World Cup, the Qantas Wallabies won on the road in South Africa and claimed victories in both home matches against New Zealand and South Africa to finish with a three from four strike rate.

It was enough to secure the Tri Nations title for the first time since 2001.

While this was a moment to savour, it also under scored how the Qantas Wallabies' fortunes fluctuated throughout 2011.

The international season opened with a Sunday afternoon match against Samoa in July.

The Pacific Islanders were massive underdogs. Yet they were able to celebrate that night one of the proudest victories in their history, upsetting Australia on home soil in Sydney 32-23.

Six nights later the Qantas Wallabies atoned for their shock first up loss.

Facing South Africa at the same ground, they won the opening game of the Nelson Mandela Challenge Plate series 39-20.

Five tries inside the first hour had the Australians leading 39-6. It was convincing and impressive.

But the roller coaster continued two weeks on, with the All Blacks downing the Qantas Wallabies 30-14 in Auckland, scoring three tries to two.

The following morning the Qantas Wallabies were on a plane to South Africa and the difficult task of beating the Springboks with a short preparation.

Again it was a case of accepting the unexpected. The Qantas Wallabies won 14-9. They trailed 6-0 at half time but a try to Pat McCabe and three penalty goals to James O'Connor secured the victory.

It is also worth noting Radike Samo

made his comeback to Test Rugby in the Qantas Wallabies pack that night - almost seven years after his last match in the Australian jersey.

Post the South African match, the Qantas Wallabies had a week off and then buckled down to face the All Blacks in the championship decider.

The first half produced a stirring display from the Australians. They ran up a lead of 20-3, then surged again to grab the winning try after the All Blacks, during the second half, pegged them back to level the scores at 20-all.

It was a tremendous result for Australian Rugby and a wonderful fillip for the team before they flew out for the Rugby World Cup.

Unfortunately, that element of inconsistency re-emerged at the Rugby World Cup and clearly had a detrimental effect on their efforts to claim for Australia, for an unprecedented third time, the most valuable trophy in the game.

After the Rugby World Cup there were two more matches for the Qantas Wallabies to play. On a Spring Tour to Europe they crushed the Barbarians 60-11 and toppled Wales 24-18.

Success in other areas of Australian Rugby also require acknowledgement.

Most notable was the Queensland Reds winning the Super Rugby title, becoming the first Australian team to triumph in this tough week to week competition for Southern Hemisphere provinces since the Brumbies in 2004.

Coach Ewen McKenzie and his team deserve heartfelt praise and congratulations.

Credit is also due to the Waratahs for reaching the six-team playoffs.

Just as significantly for the growth and development of our game, the Melbourne Rebels joined Super Rugby as the 15th team, and fifth in the newly formed Australian Conference.

During the post-season awards ceremony, Reds halfback Will Genia was named Super Rugby Player of the Year in Australia, while Rebels halfback Nick



Phipps was named Rookie of the Year.

The most notable milestone on the Sevens calendar was the launch of the first Gold Coast Sevens Fever Pitch tournament at Skilled Park.

After five years with Adelaide playing host to the only Australian leg of the IRB Sevens World Series, Gold Coast won the rights to have the event move north-east.

There were, in fact, two Sevens World Series events staged in Australia during 2011. The first, in Adelaide, was part of the 2010-2011 series. The event on the Gold Coast was the first for the 2011-2012 series.

In Adelaide, Australia went down 19-14 to Samoa in a thrilling Cup semi-final, with New Zealand eventually taking the title.

On the Gold Coast, the Australians advanced to the Cup quarter finals, only to go down to Zealand who, in turn, was beaten by Fiji in the final. In the Third Place playoff, South Africa beat Australia 17-5.

The National U20 team campaigned at the Junior World Titles in Italy during June, reaching the semi-finals before

going down 37-7 to New Zealand. In the Third Place playoff, the young Australians beat France 30-17.

As patron of Australian Schools Rugby, I was delighted to see the Australian Schoolboys defeat New Zealand Schoolboys 26-19 in New Zealand. A wonderful effort from all concerned. Earlier in the season Australian Schoolboys went down 46-19 to England U18.

Off the field, ARU announced a further seven ARU Classic Wallabies Statesmen.

In 2011 the Statesmen list was again compelling with Eric Tweedale (1940s), Terry Curley (1950s), Rob Heming (1960s), Geoff Shaw (1970s), Simon Poidevin (1980s), Tim Gavin (1990s) and Elton Flatley (2000s) agreeing to fill these eminent positions.

I was also delighted to chair the Wallaby Hall of Fame Committee in 2010, with another three names added to this exclusive list of Australian Rugby legends.

The inductees in 2011 were:

- Dr Herbert 'Paddy' Moran - the First Wallabies captain for their inaugural

1908-1909 tour;

- John Eales - a dual World Cup winner and long-serving Wallabies captain who is also considered one of the finest locks to play the game;

- Paul McLean - a wonderful long-standing servant for Australian Rugby on and off the field and one of Queensland's greatest Test players.

Another feature of the 2011 year was Qantas Wallabies fullback Kurtley Beale receiving the John Eales Medal after polling the most number of points from his peers during a voting period that stretched from the 2010 Spring Tour to the end of the Rugby World Cup.

On a sad note, Australian Rugby paid its respects after the passing of several luminary figures including Mick 'Smiler' Cremin, Keith Cross, Robert 'Danny' Kay, David Clarke, Rex Mossop, David Brockhoff OAM, Dick Thornett, Brian Ford and broadcaster David Fordham.

In conclusion, I want to extend my appreciation and support to Managing Director and CEO John O'Neill, and to the ARU Management team, for their ongoing leadership and vision.

ON THE FIELD

Head Coach's Report Robbie Deans

IT MIGHT seem unusual, but in a significant year where the Castrol Edge Tri Nations title was won for the first time in a decade, while the seventh Rugby World Cup was played out in New Zealand; it was the short season-ending Spring Tour that provided arguably the most significant enterprise for the Qantas Wallabies.

That two-match trip, for which a number of players were unavailable, could easily have been subconsciously viewed as a footnote by those who participated. A chance to relax and loosen up while playing a bit of footy on an end-of-season jaunt.

The player's attitude and performance against the Barbarians, and in the James Bevan Trophy Test against Wales told a different story.

After the disappointment of falling a game short of the ultimate at the World Cup, they weren't satisfied and were determined to make a statement of intent for the future, which they did emphatically against the Baabaas and Wales.

I'm not one to get vociferous after results. I often counsel players against doing so, as words are largely irrelevant. The deeds that matter most are done on the field. For all that, it was encouraging to hear players publically acknowledging after the win in Cardiff, our collective desire to be number one, while expressing their belief that we still had a way to go, and more hard work to be done.

That realism, which reflected the words spoken internally, highlighted that the players want more, but know it will have to be earned. Importantly they are committed. They have all shown that by re-signing with Australian Rugby which will enable us to keep the core of this still young playing group together.

Sticking together is also going to allow the players to collectively put the hard lessons learnt from both the disappointments and the victories of 2011 - as you learn from every experience that you have - to good use.

This will serve the Qantas Wallabies



well in the future, as it did the All Blacks, who displayed the mental toughness and pure desire that was motivated by the core of their group having experienced two failed campaigns, when they finally achieved their Rugby World Cup nirvana.

While the last year had its disappointments, as a unit, I could not have been prouder of our group.

Of their resilience, the work ethic, the off-field standards they set, their belief but ultimately their pride in who they were, and who they were representing.

They didn't just talk the One Team 2011 theme, this group lived it.

That came out at various times when they triumphed over adversity, which is a quality only the best sides possess, and is one I am encouraged to say we are starting to develop on a more consistent basis.

The world No.1 ranking may have eluded us, but 2011 saw the Wallabies consolidate at No.2, while adding drive to the collective determination to knock the All Blacks off their perch.

Our disappointment at not being able to add the Rugby World Cup title to the Tri Nations was palpable. History shows how hard a task it is - no reigning Tri Nations champion has gone on to win the World Cup in the same year.

Yet our success in the Tri Nations has reinforced the players' belief, both in the resources we have at our disposal, but also our ability to compete and beat the best, as we did when toppling the All Blacks in Brisbane to take that trophy from them. The players will take that knowledge with them moving forward.

The future is bright. The experience of One Team in 2011 was good, and we look forward to more.





ON THE FIELD

Qantas Wallabies



AUSTRALIA 23 SAMOA 32

At ANZ Stadium, Sydney, 17 July

SAMOA caused one of the biggest upsets of the year. The visitors rocketed to a 17-0 advantage in the opening half hour and comfortably fended off the inevitable response. The Sunday afternoon match was Samoa's first win over Australia in five attempts. It was the centrepiece of a well-attended Fan Day at Cathy Freeman Park prior to kick-off and a reunion weekend for Australia's 1991 Rugby World Cup-winning squad, the first Wallabies side to play Samoa.

SAMOA: Tries by Alesana Tuilagi, Paul Williams, George Pisi and Kane Thompson; 3 conversions and 2 penalty goals by Tusi Pisi.
AUSTRALIA: Tries by Digby Ioane and Matt Giteau; 2 conversions and 3 penalty goals by Giteau.

Halftime: Samoa 17, Australia 10

Referee: Marius Jonker (South Africa)

Crowd: 29,808

Goal-kicking: Matt Giteau 5 from 6, Tusi Pisi (Samoa) 5 from 6

Man of Gold: Pat McCabe

Yellow Cards: Daniel Leo (Samoa) 36-46 min

AUSTRALIA: Mark Gerrard (replaced by Kurtley Beale, 54 min), Rod Davies, Adam Ashley-Cooper, Pat McCabe, Digby Ioane, Matt Giteau, Nick Phipps (replaced by Will Genia, 54 min), Ben McCalman (replaced by Scott Higginbotham, 60min), Matt Hodgson (replaced by Beau Robinson, 50 min), Rocky Elsom (captain), Nathan Sharpe (replaced by Dan Vickerman, 50 min), Sitaleki Timani, Ben Alexander, Stephen Moore, Sekope Kepu.

SAMOA: Paul Williams, Sailosi Tagicakibau, George Pisi (replaced by Eliota Fuimaono Sapolu), Seilala Mapusua, Alesana Tuilagi, Tusi Pisi (replaced by Brenton Helleur), Kahn Fotuali'i, George Stowers, Maurie Fa'savalu, Taisini Tuifua'a (replaced by Manaia Salavea), Daniel



Leo, Kane Thompson (replaced by Filippo Levi), Anthony Perenise, Mahorni Schwalger (captain, replaced by Ti'i Paulo), Sakaria Taulofo (replaced by Census Johnson).

TEST NOTES

- Four Australian players made their Test debuts with Sitaleki Timani, Nick Phipps, Rod Davies and Beau Robinson becoming the 849th, 850th, 851st and 852nd players to have represented the country in Test matches.
- Melbourne Rebels fullback

Mark Gerrard and halfback Nick Phipps became the first players from the country's newest Super Rugby team to appear for Australia in Tests.

- The game was the first played by Gerrard in Tests since the pool match against Japan at the 2007

Rugby World Cup.

- Likewise second row Dan Vickerman made his return to the Test arena, appearing for the first time since Australia's win over South Africa at Durban in 2008.



MATCH 1 (MANDELA CHALLENGE PLATE) AUSTRALIA 39 SOUTH AFRICA 20

At ANZ Stadium, Sydney, 23 July

FOR just the third time in 12 seasons, the Qantas Wallabies kicked off The Castrol Edge Tri Nations Series with a win, overpowering South Africa to snap a sequence of four consecutive defeats in Sydney. Just six days after the loss to Samoa, Australia opened with purpose, demoralising the South Africans with a five-try burst which saw the Wallabies blow out to a 39-6 advantage after 55 minutes.

AUSTRALIA: Tries by Ben Alexander, Digby Ioane, Stephen Moore, Adam Ashley-Cooper and James O'Connor; 4 conversions and 2

penalty goals by O'Connor.

SOUTH AFRICA: Tries by John Smit and Chiliboy Ralepele; 2 conversions by Patrick Lambie, 2 penalty goals by Morne Steyn.

Halftime: Australia 15, South Africa 6

Referee: Chris Pollock (New Zealand)

Crowd: 52,788

Goal-kicking: James O'Connor 6 from 7 (season: 6 from 7), Morne Steyn (South Africa) 2 from 2, Patrick Lambie (South Africa) 2 from 2

Man of Gold: Will Genia

Yellow Cards: None

AUSTRALIA: Kurtley Beale (replaced by Pekahou Cowan, 70 min), James O'Connor, Adam Ashley-Cooper (replaced by Anthony Fainga'a, 63 min), Pat McCabe, Digby

Ioane, Quade Cooper, Will Genia (replaced by Nick Phipps, 65 min), Ben McCalman, David Pocock (replaced by Matt Hodgson, 65 min), Rocky Elsom (captain, replaced by Scott Higginbotham, 54 min), James Horwill (replaced by Nathan Sharpe, 54 min), Rob Simmons, Ben Alexander, Stephen Moore (replaced by Saia Fainga'a, 60 min), Sekope Kepu.

SOUTH AFRICA: Gio Aplon, Bjorn Basson, Juan de Jongh, Wynand Olivier, Lwazi Mvovo, Morne Steyn (replaced by Patrick Lambie), Ruan Pienaar, Ashley Johnson (replaced by Jean Deysel), Danie Rossouw, Deon Stegmann, Alistair Hargreaves, Flip van der Merwe, Werner Kruger (replaced by CJ van der Linde), John Smit (captain), Dean Greyling (replaced by Chiliboy Ralepele).

TEST NOTES

- Victory for Australia retained the Mandela Challenge Plate, which Australia had reclaimed from South Africa after the two-one series win in 2010.

- This was the 30th Test played by Australia at ANZ Stadium, dating back to 1999, and

Australia's 22nd success.

- The try scored by Adam Ashley-Cooper was his eighth in Tri Nations matches, one behind Joe Roff, Lote Tuqiri and Stirling Mortlock who all recorded the most by Australian players in the competition.

- The try-scoring bonus point, which was brought up when Stephen Moore posted Australia's fourth try in just the 47th minute, was the 13th earned by the Wallabies from 69 Tri Nations matches.

ON THE FIELD



MATCH 2 (BLEDISLOE CUP 1) NEW ZEALAND 30 AUSTRALIA 14

At Eden Park, Auckland, 6 August

A POOR start left the Qantas Wallabies with too much to do, as the All Blacks retained the Bledisloe Cup for an eighth consecutive year following a 16-point win in Auckland. New Zealand led 20-0 after 47 minutes and was never threatened despite some promising second half passages which saw Australia post two tries.

NEW ZEALAND: Tries by Ma'a Nonu, Keven Mealamu and Sitiveni Sivivatu; 3 conversions, 2 penalty goals and a dropped goal by Daniel Carter.

AUSTRALIA: Tries by Digby Ioane and Rocky Elsom; 2 conversions by Quade Cooper.

Halftime: New Zealand 17, Australia 0

Referee: Craig Joubert (South Africa)

Crowd: 54,000

Goal-kicking: Daniel Carter (New Zealand) 5 from 5, Quade Cooper 2 from 2 (season: 2 from 2), James O'Connor 0 from 3 (season: 6 from 10).

Man of Gold: James Horwill

Yellow Cards: None

AUSTRALIA: Kurtley Beale, James O'Connor, Adam Ashley-Cooper, Pat McCabe, Digby Ioane, Quade Cooper, Will Genia, Ben McCalman (replaced by Scott Higginbotham, 55 min), David Pocock, Rocky Elsom (captain), James Horwill, Rob Simmons (replaced by Dan Vickerman, 52 min), Ben Alexander, Stephen Moore (replaced by Saia Finga'a, 68 min), Sekope Kepu.

NEW ZEALAND: Malili Muliaina, Hosea Gear, Conrad Smith, Ma'a Nonu (replaced by Sonny Bill Williams, 68 min), Sitiveni

TEST NOTES

● The All Black starting line-up fielded was the most experienced in New Zealand Test history, boasting 766 combined appearances, with an average age of 29 years per starting player. Australia's side combined 388 caps at a mean average of 24 years per player.

Sivivatu (replaced by Colin Slade), Daniel Carter, Piri Weepu (replaced by Andrew Ellis), Kieran Read, Richard McCaw (captain), Jerome Kaino (replaced by Adam Thomson), Ali Williams (replaced by Sam Whitelock), Brad Thorn, Owen Franks, Keven Mealamu (replaced by Andrew Hore), Wyatt Crockett (replaced by Ben Franks).





MATCH 3 (MANDELA CHALLENGE PLATE 2) AUSTRALIA 14 SOUTH AFRICA 9

At Kings Park, Durban, 13 August

A GRITTY second half saw Australia register just its fourth Tri Nations success on South African soil, but the third under the stewardship of Robbie Deans. The Qantas Wallabies rallied from 0-6 down at halftime. The game saw Radike Samo make a remarkable return to Test Rugby, six years and 266 days after his previous appearance for Australia. This represented a 2456-day gap between his sixth and seventh Tests.

AUSTRALIA: Try by Pat McCabe; 3 penalty goals by James O'Connor.

SOUTH AFRICA: 2 penalty goals by Butch James; dropped goal by Francois Steyn.

Halftime: South Africa 6, Australia 0

Referee: Bryce Lawrence (New Zealand)

Crowd: 52,000

Goal-kicking: James O'Connor 3 from 5 (season: 9 from 15); Butch James (South Africa) 2 from 3.

Man of Gold: James Horwill

Yellow Cards: None

AUSTRALIA: Kurtley Beale, James O'Connor, Adam Ashley-Cooper (replaced by Anthony Fainga'a, 59 min), Pat McCabe, Digby Ioane, Quade Cooper, Will Genia, Scott Higginbotham (replaced by Radike Samo, 57 min), David Pocock, Rocky Elsom (captain), James Horwill, Nathan Sharpe, Ben Alexander, Stephen Moore, Sekope Kepu.

SOUTH AFRICA: Francois Steyn (replaced by Gio Aplon), JP Pietersen, Jaque Fourie, Jean de Villiers, Bryan Habana (temporarily replaced by Francois Hougaard), Butch James (replaced by Morne Steyn), Fourie du Preez, Pierre Spies, Danie Rossouw, Heinrich Brussow (replaced by Jean Deyssel), Victor Matfield, Bakkies Botha (replaced by Gerhard Mostert), Jannie du Plessis (replaced by Gurthro Steenkamp), John Smit (captain, replaced by Bismarck du Plessis), Tendai Mtawarira.

TEST NOTES

- This was the seventh match between Australia and South Africa at Durban and Australia's fourth success - joining the wins of 1933 (21-6), 2000 (19-18) and 2008 (27-15).
- The side fielded by South Africa boasted 810 previous Test caps, making it the most experienced outfit in Springbok history. This eclipsed the previous South African record for combined appearances, which had been set during the 2010 loss to Australia at Bloemfontein.



ON THE FIELD



MATCH 4 (BLEDISLOE CUP 2) AUSTRALIA 25 NEW ZEALAND 20

At Suncorp Stadium, Brisbane, 27 August

THE Qantas Wallabies captured The Castrol Edge Tri Nations title after a thrilling five-point success on a night where James Horwill became Australia's 77th Test captain. Australia rocked New Zealand with a 20-point first half scoring burst, which left the All Blacks facing the biggest halftime deficit in their 477-Test history, before responding again with the winning try after the visitors had clawed their way back to level terms.

AUSTRALIA: Tries by Will Genia, Radike Samo and Kurtley Beale; 2 conversions and 2 penalty goals by Quade Cooper.

NEW ZEALAND: Tries by Ma'a Nonu and Conrad Smith; 2 conversions and 2 penalty goals by Daniel Carter.

Halftime: Australia 20, New Zealand 3

Referee: Wayne Barnes (England)

Crowd: 51,858

Goal-kicking: Quade Cooper 4 from 6 (season: 6 from 8), Daniel Carter (New Zealand) 4 from 4

Man of Gold: Will Genia

Yellow Cards: None

AUSTRALIA: Kurtley Beale, Adam Ashley-Cooper, Anthony Fainga'a, Pat McCabe, Digby Ioane, Quade Cooper, Will Genia (replaced by Luke Burgess, 76 min), Radike Samo (replaced by Ben McCalman, 61 min), David Pocock, Rocky Elsom (replaced by Scott Higginbotham, 72 min), James Horwill (captain), Dan Vickerman (replaced by Rob Simmons, 55 min), Ben Alexander, Stephen Moore (replaced by Saia Fainga'a, 76 min), Sekope Kepu (replaced by Salesi Ma'afu, 76 min).

NEW ZEALAND: Malili Muliaina, Cory Jane, Conrad Smith, Ma'a Nonu, Zac Guildford (replaced by Isaia Toeava), Daniel Carter, Piri Weepu (replaced by Andrew Ellis), Kieran Read (replaced by Victor Vito), Richard McCaw (captain), Adam Thomson (replaced by Ali Williams), Brad Thorn, Sam Whitelock, Owen Franks (replaced by John Afoa), Keven Mealamu (replaced by Andrew Hore), Tony Woodcock.

TEST NOTES

- Success claimed The Castrol Edge Tri Nations title for Australia for the first time since 2001, and just the third time from 16 tournaments.
- This was just Australia's third success from 19 trans-Tasman Tests in Brisbane, and the first for 19 years.
- In registering a third win for the tournament; the class of 2011 emulated the Australian sides of 2000 and 2008 for the most wins in

a single Tri Nations competition. All three teams won matches in South Africa during the competition.

- Pat McCabe and Anthony Fainga'a combined in the Australian midfield in Tests for the first time. They opposed the most experienced All Black midfield combination of all time; Hurricanes Ma'a Nonu and Conrad Smith, who were teaming up for the 30th occasion in Tests.

Castrol Edge Tri Nations Series Points Table

	Pl	W	L	F	-7	4T	Points
Australia	4		3	1	-	1	13
New Zealand	4		2	2	1	1	10
South Africa	4		1	3	1	-	5

Home and Away Tri Nations Records 1996-2011

		Home		Away	
		Won	Lost	Won	Lost
Australia	(v NZ)	8	10	3	15
	(v SA)	15	3	4	14
Total		23	13	7	29
New Zealand		30	6	20	16
South Africa		22	14	6	30

Tri Nations Overall Win/Loss Records 1996-2011

	Wins	Losses
Australia	30	42
New Zealand	50	22
South Africa	28	44



ON THE FIELD



Back row: Tatafu Polota-Nau, Anthony Fainga'a, Saia Fainga'a, James Slipper, Sekope Kepu, Digby Ioane, Rob Horne, Rocky Elsom, Drew Mitchell

Middle row: Luke Burgess, Nick Phipps, Pat McCabe, Ben McCalman, Scott Higginbotham, Rob Simmons, Nathan Sharpe, Dan Vickerman, Radike Samo, Stephen Moore, Wycliff Palu

Front row: Adam Ashley-Cooper, Berrick Barnes, Kurtley Beale, Quade Cooper, Robbie Deans (Head Coach), James Horwill (Captain), Bob Egerton (Team Manager), Will Genia, Salesi Ma'fau, David Pocock, Ben Alexander

ABSENT: James O'Connor



RUGBY WORLD CUP 2011 OVERVIEW

A LONG 8,891 days after New Zealand were crowned as the inaugural Rugby World Cup champions the All Blacks reclaimed the title for the first time since 1987.

It needed some ferocious home town support to get the All Blacks across the line, and was not without a serious wobble in the final as the 20-year itch threatened to get the better of New Zealand again in the lowest scoring finale of RWC's seven tournament deciders.

New Zealand beat France 8-7 in a repeat of the 1987 final, which was played at the same venue, after having ended Australia's run 20-6 a week earlier.

That France made the last week of the tournament at all represented a remarkable achievement after the two-time finalists were defeated 19-14 by Tonga during pool play in what was the biggest upset of the 2011 tournament.

Wales, Ireland, Argentina, South Africa and England filled the remaining quarter-final places, with New Zealand rather surprisingly the only pool victor to advance after Wales eliminated Ireland, Australia took out 2007 champions



South Africa, while France terminated the run of 2003 title winners England. In a weird turn of events, the four teams to enter the semi-final stage of the tournament were the same as the inaugural event in 1987, which was also held in New Zealand.

The only difference in 2011 was to the finishing order with Australia's victory over

Wales in the Bronze Final reversing the result of 1987. Despite pre-tournament doubts about New Zealand's capacity to handle the required logistics, which were added to by the February 22 earthquake sadly removing Christchurch from the host city roster, the country coped admirably with the "Stadium of four million" coming through with flying colours.



POOL C MATCH 1 AUSTRALIA 32 ITALY 6

At North Harbour Stadium, Auckland, 11 September

FOR the sixth time in seven tournaments, Australia opened with a winning performance, extending its unbeaten sequence against Italy to 14 wins. While the Italians tied Australia down in the opening period, four tries after the break saw the Wallabies home on an afternoon where 18 of the Australian match-day squad of 22 were on debut at Rugby World Cup.

AUSTRALIA: Tries by Ben Alexander, Adam Ashley-Cooper, James O'Connor and Digby loane; 3 conversions by O'Connor, 2 penalty goals by Quade Cooper.
ITALY: 2 penalty goals by Mirco Bergamasco.

Halftime: Australia 6, Italy 6

Referee: Alain Rolland (Ireland)

Crowd:

Goal-kicking: James O'Connor 3 from 4 (season: 12 from 19), Quade Cooper 2 from 3 (season: 8 from 11); Mirco Bergamasco 2 from 3

Man of Gold: Daniel Vickerman

Yellow Cards: None

AUSTRALIA: Kurtley Beale, Adam Ashley-Cooper, Anthony Fainga'a (replaced by James O'Connor, 46 min), Pat McCabe, Digby loane, Quade Cooper, Will Genia (replaced by Luke Burgess, 60 min), Radike Samo, David Pocock (replaced by Ben McCalman, 58 min), Rocky Elsom (replaced by Scott Higginbotham, 70 min), James Horwill (captain), Dan Vickerman (replaced by Rob Simmons, 58 min), Ben Alexander (replaced by James Slipper, 65 min), Stephen Moore (replaced by Tatafu Polota Nau, 60 min), Sekope Kepu.

ITALY: Andrea Masi, Tommaso Benvenuti, Gonzalo Canale, Gonzalo Garcia (replaced by Luke McLean), Mirco Bergamasco, Luciano Orquera (replaced by Riccardo Bocchino), Fabio Semenzato, Sergio Parisse (captain),



Robert Barbieri (replaced by Paul Derbyshire), Alessandro Zanni, Cornelius van Zyl, Carlo Del Fava (replaced by Marco Bortolami),

Martin Castrogiovanni (replaced by Andrea Lo Cicero), Leonardo Ghiraldini, Andrea Lo Cicero (replaced by Lorenzo Cittadini).

TEST NOTES

- While not opposed by the All Blacks, this still represented the Wallabies first win on New Zealand soil in a decade, dating back to a success against New Zealand at Dunedin in 2001.

- When he scored Australia's third try, 11 minutes after taking the field as a replacement, 21-year-old James O'Connor advanced beyond 150 career points in Tests. He finished the afternoon

with 156 to his name.

- This was the first time Australia and Italy had opposed each other at the Rugby World Cup.

ON THE FIELD



POOL C MATCH 2 AUSTRALIA 6 IRELAND 15

At Eden Park, Auckland, 17 September

AUSTRALIA slipped to its first defeat from five, in Rugby World Cup matches against Ireland, while extending the run of misery at Eden Park, after a heroic defensive effort from the winners. Although neither side managed a try the Irish, spurred on by a sea of green in the grandstands, lifted in the second half to turn a 6-6 deadlock into a nine-point success.

IRELAND: Penalty goals by Jonathan Sexton (2) and Ronan O'Gara (2); dropped goal by Sexton.

AUSTRALIA: 2 penalty goals by James O'Connor

Referee: Bryce Lawrence (New Zealand)

Halftime: Ireland 6, Australia 6

Crowd: 58,000

Goal-kicking: James O'Connor 2 from 4 (season: 14 from 23), Jonathan Sexton (Ireland) 2 from 5, Ronan O'Gara (Ireland) 2 from 2

Man of Gold: Kurtley Beale

Yellow Cards: None

AUSTRALIA: Kurtley Beale, James O'Connor, Anthony Fainga'a (replaced by Drew Mitchell,

75 min), Pat McCabe, Adam Ashley-Cooper, Quade Cooper, Will Genia, Radike Samo (replaced by Wycliff Palu, 73 min), Ben McCalman, Rocky Elsom (replaced by Scott Higginbotham), James Horwill (captain), Dan Vickerman (replaced by Rob Simmons), Ben Alexander (replaced by James Slipper, 63 min), Stephen Moore, Sekope Kepu.

IRELAND: Rob Kearney, Tommy Bowe, Brian O'Driscoll (captain, replaced by Andrew Trimble), Gordon D'Arcy (replaced by Ronan O'Gara), Keith Earls, Jonathan Sexton, Eoin Reddan (replaced by Conor Murray), Jamie Heaslip, Sean O'Brien, Stephen Ferris, Paul O'Connell, Donncha O'Callaghan, Mike Ross (replaced by Tom Court), Rory Best, Cian Healy.

TEST NOTES

- This was the 30th Test match to have been played between Australia and Ireland and Ireland's ninth win
- Robbie Deans became just the third man to guide Australia in 50 Tests, following on from Bob Dwyer (1982-83, 87-95) 67 Tests, and Eddie Jones (2001-05) 57 Tests.
- Queensland Reds centre Anthony Fainga'a became the seventh different centre to oppose Brian O'Driscoll, in the 11 Tests that the Irish captain has played against Australia since he made his international debut against the Wallabies at Brisbane in 1999.
- The Irish pairing of inside centre Gordon D'Arcy and O'Driscoll combined in the midfield for the 45th Test, setting a new world record, one in advance of the 44 appearances by Jeremy Guscott and Will Carling for England.



POOL C MATCH 3

AUSTRALIA 67 UNITED STATES OF AMERICA 5

At Wellington Regional Stadium, 23 September

WILL GENIA became Australia's 78th Test captain on a bizarre night which saw Radike Samo finish the match on the wing, and his team end with 14 players on the field. Although the margin of victory was comfortable, its manner was anything but, with four injury replacements required during play - the damage included a tournament-ending injury for No.8 Wycliff Palu.

AUSTRALIA: Tries by Adam Ashley-Cooper (3), Anthony Fainga'a (2), Rocky Elsom, Kurtley Beale, Drew Mitchell, Pat McCabe, Rob Horne and Radike Samo; conversions by Berrick Barnes (4) and Quade Cooper (2). **UNITED STATES OF AMERICA:** Try by JJ Gagiano.

Referee: Nigel Owens (Wales)

Crowd: 28,000

Goal-kicking: Berrick Barnes 4 from 5, Quade Cooper 2 from 5 (season: 10 from 16), Kurtley Beale 0 from 1, Nese Malifa (United States of America) 0 from 1

Man of Gold: Adam Ashley-Cooper

Yellow Cards: Blaine Scully (United States of America) 74-80 min

AUSTRALIA: Kurtley Beale (replaced by Berrick Barnes, 38 min), Adam Ashley-Cooper, Anthony Fainga'a, Rob Horne (replaced by Pat McCabe, 47 min, McCabe replaced by Stephen Moore, 65 min), Drew Mitchell, Quade Cooper, Will Genia (captain, replaced by Luke Burgess, 47 min), Wycliff Palu (replaced by Dan Vickerman, 52 min),



Ben McCalman, Rocky Elsom (replaced by Radike Samo, 44 min), Nathan Sharpe, Rob Simmons, Ben Alexander (replaced by Sekope Kepu, 47 min), Tatafu Polota Nau, James Slipper.

UNITED STATES OF AMERICA: Blaine Scully, Colin Hawley, Tai Enosa (replaced by

Chris Wyles), Junior Sifa, Kevin Swiryn, Nese Malifa, Tim Usasz (captain, replaced by Mike Petri), JJ Gagiano, Pat Danahy (replaced by Nic Johnson), Inaki Basauri, Hayden Smith (replaced by Louis Stanfil), Scott La Valla, Eric Fry, Phil Thiel (replaced by Brian McClenahan), Shawn Pittman.

TEST NOTES

- The 67 points scored and the 62-point winning margin were both Australian records for matches against the United States.
- Will Genia became the 13th player to lead the Wallabies in what was the 36th Rugby World Cup match played by Australia. Genia was the seventh Queenslander to have the honour bestowed upon him.

- Adam Ashley-Cooper scored three of Australia's 11 tries within an eight-minute period, recording the fastest hat-trick in Rugby World Cup history. It was just the 26th instance of three or more tries being posted by an Australian player from 528 Tests.
- This was the seventh match between teams representing Australia and the United States since the inaugural game

in California in 1912, and Australia's seventh win, three of which have been achieved in Rugby World Cup tournaments.

- United States scrumhalf and captain, Tim Usasz, grew up in Brisbane where he became close mates, and a wedding groomsman, for Wallabies hooker Stephen Moore.

ON THE FIELD



POOL C MATCH 4 **AUSTRALIA 68 RUSSIA 22**

At Trafalgar Park, Nelson, 31 September

AUSTRALIA ended Pool C with a 46-point win in its maiden international against Russia. The Wallabies bolted to a 54-5 lead a minute after halftime, but were then out-scored 17-14 through the final 39 minutes as the Russians showed the enterprise that earned them their tournament invite. The Australian win was soured by a torn hamstring which ended wing Drew Mitchell's competition.

AUSTRALIA: Tries by Drew Mitchell (2), Berrick Barnes (2), David Pocock (2), Adam Ashley-Cooper, Ben McCalman, Stephen Moore and Salesi Ma'a'afu; 9 conversions by James O'Connor.

RUSSIA: Tries by Vladimir Ostroushko, Denis Simplikevich and Konstantin Rachkov; 2 conversions and a dropped goal by Rachkov.

Halftime: Australia 47, Russia 5

Referee: Bryce Lawrence (New Zealand)

Crowd: 19,000

Goal-kicking: James O'Connor 9 from 10 (season: 23 from 33), Konstantin Rachkov

(Russia) 2 from 2, Yuri Kushnarev (Russia) 0 from 1.

Man of Gold: David Pocock

Yellow Cards: None

AUSTRALIA: James O'Connor, Radike Samo, Adam Ashley-Cooper, Berrick Barnes, Drew Mitchell (replaced by Nick Phipps, 52 min), Quade Cooper, Luke Burgess, Ben McCalman, David Pocock (replaced by Rocky Elsom, 40 min), Scott Higginbotham, Nathan Sharpe, James Horwill (captain, replaced by Rob Simmons, 40 min), Sekope Kepu (replaced by Salesi Ma'a'afu, 30 min), Stephen Moore (replaced by Saia Fainga'a, 40 min), James Slipper (replaced by Sekope Kepu, 68 min).

RUSSIA: Vasily Artemyev, Denis Simplikevich, Andrey Kuzin (replaced by Mikhail Babaev), Alexey Makovetskiy, Vladimir Ostroushko, Yuri Kushnarev (replaced by Konstantin Rachkov), Alexander Tanyushkin (replaced by Alexander Shakirov), Victor Gresev, Vyacheslav Grachev (replaced by Andrey Garbuzov), Artem Fatakhov (replaced by Evgeny Matveev), Adam Byrnes, Alexander Voytov, Ivan Prishchepenko (replaced by Alexey Travkin), Vladislav Korshunov (captain), Sergey Popov.

TEST NOTES

- This was the first instance of Australia facing Russia in Rugby. The match was Australia's 529th Test with Russia becoming the 24th different opponent to have featured.

- The two tries scored by Drew Mitchell before his injury took his career tally in Rugby World Cup to 10, bringing him level with David Campese for the most by an Australian at the tournament, and also for the third most by any player in Rugby World Cup.

- The 68-points scored by Australia had been bettered just nine times in the country's 529-Test history.

- Russian lock Adam Byrnes had played Super Rugby for the Melbourne Rebels earlier in the year.



RUGBY WORLD CUP QUARTER FINAL 3 **SOUTH AFRICA 9 AUSTRALIA 11**

At Wellington Regional Stadium, 9 October

A HEROIC defensive effort saw Australia eliminate the reigning Rugby World Cup-holding Springboks for a second time, with this win emulating 1999 when the Wallabies ousted South Africa in the semi-finals. Operating on a 25 percent

share of possession, the Wallabies scored the only try but trailed 8-9 with nine minutes to play before James O'Connor stepped up to nail the match-deciding penalty goal.

AUSTRALIA: Try by James Horwill; 2 penalty goals by James O'Connor.

SOUTH AFRICA: 2 penalty goals and a dropped goal by Morne Steyn.

Halftime: Australia 8, South Africa 3

Referee: Bryce Lawrence (New Zealand)

Crowd: 38,000

Goal-kicking: James O'Connor 2 from 3 (season: 16 from 25), Morne Steyn (South Africa) 2 from 4

Yellow Cards: None

Man of Gold: David Pocock

AUSTRALIA: Kurtley Beale (replaced by Anthony Fainga'a, 74 min), James O'Connor, Adam Ashley-Cooper, Pat McCabe (replaced by Berrick Barnes, 52 min), Digby Ioane, Quade Cooper, Will Genia, Radike Samo (replaced by

Ben McCalman, 72 min), David Pocock, Rocky Elsom, James Horwill (captain), Dan Vickerman (replaced by Nathan Sharpe, 54 min), Ben Alexander, Stephen Moore (replaced by Tatafu Polota Nau, 64 min), Sekope Kepu (replaced by James Slipper, 59 min).

SOUTH AFRICA: Patrick Lambie, JP Pietersen, Jaque Fourie, Jean de Villiers, Bryan Habana (replaced by Francois Hougaard), Morne Steyn, Fourie du Preez, Pierre Spies (replaced by , Heinrich Brussow (replaced by Willem Alberts), Schalk Burger, Danie Rossouw, Victor Matfield (captain), Jannie du Plessis, John Smit (captain, replaced by Bismarck du Plessis), Gurthro Steenkamp.

TEST NOTES

● This was Australia's 32nd success from 77 matches against South Africa.

● It extended to four, the Wallabies' run of consecutive wins over South Africa, tying Australia's best, which had previously been achieved in 1999 and 2000.

● The win was Australia's 32nd from 39 Rugby World Cup matches, and just South Africa's fourth defeat from five tournaments.

● Springbok captain John Smit (111 tests) and veteran second row Victor Matfield (110) both featured in the final Test of their legendary careers.

ON THE FIELD



RUGBY WORLD CUP SEMI FINAL 2 NEW ZEALAND 20 AUSTRALIA 6

At Eden Park, Auckland, 16 October

AUSTRALIA fell one game short of the tournament finale as the Eden Park curse struck again during a 14-point semi-final defeat to the host nation and eventual champions. As in its Bledisloe Cup defeat earlier in the year, Australia started badly, conceding the only try in the fifth minute; and the All Blacks never looked like relinquishing their grip on the contest.

NEW ZEALAND: Try by Ma'a Nonu; 4 penalty goals by Piri Weepu, dropped goal by Aaron Cruden.

AUSTRALIA: Penalty goal by James O'Connor, dropped goal by Quade Cooper.

Halftime: New Zealand 14, Australia 6

Referee: Craig Joubert (South Africa)

Crowd: 60,087

Goal-kicking: James O'Connor 1 from 1 (season: 17 from 26), Piri Weepu (New Zealand) 4 from 8, Aaron Cruden (New Zealand) 0 from 1

Yellow Cards: Sonny Bill Williams (New Zealand) 75 min

Men of Gold: David Pocock & Will Genia

AUSTRALIA: Adam Ashley-Cooper, James O'Connor, Anthony Fainga'a (replaced by Rob Horne, 62 min), Pat McCabe (replaced by Berrick Barnes, 34 min), Digby Ioane, Quade Cooper, Will Genia, Radike Samo (replaced by Ben McCalman, 60 min), David Pocock, Rocky Elsom, James Horwill (captain), Dan Vickerman (replaced by Rob Simmons, 60 min), Ben Alexander, Stephen Moore (replaced by Tatafu Polota Nau 65 min), Sekope Kepu (replaced by James Slipper, 20 min).

NEW ZEALAND: Israel Dagg, Cory Jane, Conrad Smith, Ma'a Nonu (replaced by Sonny Bill Williams), Richard Kahui, Aaron Cruden, Piri Weepu, Kieran Read, Richard McCaw (captain), Jerome Kaino (replaced by Victor Vito), Sam Whitelock (replaced by Ali Williams), Brad Thorn, Owen Franks (replaced by Ben Franks), Keven Mealamu (replaced by Andrew Hore), Tony Woodcock.

TEST NOTES

- This was New Zealand's first win over Australia at Rugby World Cup after previously losing in the semi-finals of the 1991 and 2003 tournaments.
- It was the 115th win achieved by New Zealand from 167 matches between teams representing the two nations, with Australia having won 47 and five drawn.
- Australia's defeat continued the sequence of Tri Nations title winners

subsequently failing to annex the Rugby World Cup, with the Wallabies' exit following the New Zealand failures of 1999 (fourth), 2003 (third) and 2007 (quarter-finals) where the All Blacks had entered the tournament as Southern Hemisphere champions.

- The win was the 26th in succession achieved by the All Blacks against all-comers at Eden Park across 17 years, and the 13th in a row at the ground against Australia dating back 25 years.





BRONZE FINAL AUSTRALIA 21 WALES 18

At Eden Park, Auckland, 21 October

IT WASN'T the finishing position to which Australia aspired, but the Wallabies showed resilience to bounce back after the semi-final heartbreak to claim third. Australia had to work, with the result in the balance until a Ben McCalman try four minutes from time. The game saw Nathan Sharpe become the fifth Australian, and the 21st player overall, to play 100 Test matches.

AUSTRALIA: Tries by Berrick Barnes and Ben McCalman; conversion and 2 penalty goals by James O'Connor; dropped goal by Barnes.

WALES: Tries by Shane Williams and Leigh Halfpenny; conversion and a penalty goal by Stephen Jones, penalty goal by James Hook.

Halftime: Australia 7, Wales 3

Referee: Wayne Barnes (England)

Crowd: 50,000

Goal-kicking: James O'Connor 3 from 7 (season: 19 from 33), Stephen Jones (Wales) 2 from 2, James Hook (Wales) 1 from 3, Leigh Halfpenny (Wales) 0 from 1.

Man of Gold: Berrick Barnes

Yellow Cards: None

AUSTRALIA: Kurtley Beale (replaced by Rob Horne, 9 min), James O'Connor, Adam Ashley-Cooper, Berrick Barnes, Digby Ioane, Quade Cooper (replaced by Anthony Fainga'a, 21 min), Will Genia (replaced by Luke Burgess, 68 min), Ben McCalman, David Pocock, Scott Higginbotham (temporarily replaced by Radike Samo, 30-33 min), Nathan Sharpe (replaced by Rob Simmons, 46 min), James Horwill (captain, replaced by Radike Samo, 70 min), Salesi Ma'afu (replaced by Ben Alexander, 60 min), Tatafu Polota Nau (replaced by Saia Fainga'a, 51 min), James Slipper.

WALES: Leigh Halfpenny, George North (replaced by Scott Williams), Jonathan Davies, Jamie Roberts, Shane Williams, James Hook (replaced by Stephen Jones), Mike Phillips (replaced by Lloyd Williams), Ryan Jones, Toby Faletau, Dan Lydiate (replaced by Andy Powell), Luke Charteris, Bradley Davies (replaced by Alun-Wyn Jones), Paul James (replaced by Ryan Bevington), Huw Bennett (replaced by Lloyd Burns), Gethin Jenkins (captain).



TEST NOTES

● Despite the inclusion of the 35-year-old Radike Samo, and the 33-year-old Nathan Sharpe, the average age of the Australian side was 25, the second youngest line-up fielded by any side during a match at the 2011 Rugby World Cup. The United States fielded a side in pool play that was, on average, 10 days per player younger than the team fielded by Australia against Wales.

● By completing the match in its entirety, Adam Ashley-Cooper became one of just two players, alongside the

French winger Vincent Clerc, to play every minute of the maximum seven matches available through the Rugby World Cup tournament.

● While it wasn't achieved against the All Blacks, the win in the Bronze Final finally snapped Australia's losing sequence at Eden Park, breaking a run of 14 consecutive Test defeats at the venue.

● The win allowed the Wallabies to reverse a loss to Wales in the corresponding game at the inaugural Rugby World Cup, 24 years earlier.

ON THE FIELD

Rugby World Cup 2011

Pool A

New Zealand 41 def Tonga 10
France 47 def Japan 21
Canada 25 def Tonga 20
New Zealand 83 def Japan 7
France 46 def Canada 19
Tonga 31 def Japan 18
New Zealand 37 def France 17
Canada 23 d Japan 23
Tonga 19 def France 14
New Zealand 79 def Canada 15

Table

	Won	Lost	Drawn	For	Against	Points
New Zealand	4	-	-	240	49	20
France	2	2	-	124	96	11
Tonga	2	2	-	80	98	9
Canada	1	2	1	82	168	6
Japan	-	3	1	69	184	2

Pool B

Scotland 34 def Romania 24
England 13 def Argentina 9
Scotland 15 def Georgia 6
Argentina 43 def Romania 8
England 41 def Georgia 10
England 67 def Romania 3
Argentina 13 def Scotland 12
Georgia 25 def Romania 9
England 16 def Scotland 12
Argentina 25 def Georgia 7

Table

	Won	Lost	For	Against	Points
England	4	-	137	34	18
Argentina	3	1	90	40	14
Scotland	2	2	73	59	11
Georgia	1	3	48	90	4
Romania	4	44	169	-	

Pool C

Australia 32 def Italy 6
Ireland 22 def USA 10
USA 13 def Russia 6
Ireland 15 def Australia 6
Italy 53 def Russia 17
Australia 67 def USA 5
Ireland 62 def Russia 12
Italy 27 def USA 10
Australia 68 def Russia 22
Ireland 36 def Italy 6

Table

	Won	Lost	For	Against	Points
Ireland	4	-	135	34	17
Australia	3	1	173	48	15
Italy	2	2	92	95	10
USA	1	3	38	122	4
Russia	-	4	57	196	1

Pool D

Fiji 49 def Namibia 25
South Africa 17 def Wales 16
Samoa 49 def Namibia 12
South Africa 49 def Fiji 3
Wales 17 def Samoa 10
South Africa 87 def Namibia 0
Samoa 27 def Fiji 7
Wales 81 def Namibia 7
South Africa 13 def Samoa 5
Wales 66 def Fiji 0

Table

	Won	Lost	For	Against	Points
South Africa	4	-	166	24	18
Wales	3	1	180	34	15
Samoa	2	2	91	49	10
Fiji	1	3	59	167	5
Namibia	-	4	44	266	0





Quarter-finals

Wales 22 def Ireland 10

France 19 def England 12

Australia 11 def South Africa 9

New Zealand 33 def Argentina 10

Semi-finals

France 9 def Wales 8

New Zealand 20 def Australia 6

Bronze Playoff

Australia 21 def Wales 18

RWC Final

New Zealand 8 def France 7

ON THE FIELD

SPRING TOUR BARBARIANS 11 AUSTRALIA 60 (KILLIK CUP)

At Twickenham Stadium, London, 26 November

JAMES O'CONNOR starred from flyhalf as Australia opened the two-game Spring Tour with a record breaking demolition of the Barbarians at Twickenham. The Baabaas trailed just 3-18 right on halftime before being blown away in the second half as Australia finished with eight tries.

AUSTRALIA: Tries by Digby Ioane (2), Lachie Turner (2), James Horwill (2), Rob Horne and Radike Samo; 7 conversions, penalty goal and a dropped goal by James O'Connor.

BARBARIANS: Try by Sam Tomkins; 2 penalty goals by Danny Cipriani.

Halftime: Australia 18, Barbarians 3

Referee: Romain Poite (France)

Crowd: 51,212

Goal-kicking: James O'Connor 8 from 9, Danny Cipriani (Barbarians) 2 from 2

Man of Gold: Adam Ashley-Cooper

Yellow Cards: Adam Ashley-Cooper (Australia) 14-24 min, James Slipper (Australia) 29-39 min, Salvatore Perugini (Barbarians) 53-63 min.

AUSTRALIA: Adam Ashley-Cooper, Lachie Turner, Rob Horne, Berrick Barnes (replaced by Ben Tapuai, 37 min), Digby Ioane, James O'Connor, Will Genia (replaced by Nick Phipps, 58 min), Dave Dennis (replaced by Radike Samo, 50 min), David Pocock (captain, replaced by Matt Hodgson, 56 min), Scott Higginbotham, Nathan Sharpe (replaced by James Horwill, 50 min), Rob



Simmons, Salesi Ma'afu (replaced by Ben Alexander, 50 min), Tatafu Polota Nau (replaced by Stephen Moore, 50 min), James Slipper.

BARBARIANS: Isaia Toeava (New Zealand, replaced by Richard Kahui, New Zealand), Sam Tomkins (Wigan Rugby League), Robbie Fruen (New Zealand, replaced by Seru Rabeni, Fiji), Stirling Mortlock (Australia), Bryan Habana (South Africa), Danny Cipriani (England), Peter Stringer

(Ireland, replaced by Nemias Kenatale, Fiji), Adam Thomson (New Zealand, replaced by Jason White, Scotland), Mauro Bergamasco (Italy, temporarily replaced by Eusebio Guinazu, Argentina), Jerome Kaino (New Zealand), Victor Matfield (South Africa, captain), Simon Shaw (England, replaced by Marco Bortolami, Italy), Sylvain Marconnet (France), Keven Mealamu (New Zealand, replaced by Adriaan Strauss, South Africa), Eusebio Guinazu (Argentina, replaced by Salvatore Perugini, Italy).

TEST NOTES

- David Pocock captained his country at senior level for the first time. While he had led the Western Force just once in Super Rugby, the two-time IRB Player of the Year nominee had led Australia at the 2008 U20 World Cup.
- This was the 12th contest between Australia and the Barbarians, and Australia's ninth win - the last eight of which had been achieved in succession.

- The 49-point margin of victory was a record for Australia against the Barbarians as was the 60 points scored.
- The heavy loss prevented the Barbarians from completing a notable hat-trick, after the invitation club had beaten New Zealand and South Africa at Twickenham in the previous two years.

- The Barbarians were prepared by the All Black coaching duo of Graham Henry and Steve Hansen and featured five members of New Zealand's Rugby World Cup-winning squad: hooker Keven Mealamu, loose forwards Jerome Kaino and Adam Thomson, fullback Isaia Toeava and three-quarter Richard Kahui.

WALES 18 AUSTRALIA 24 (JAMES BEVAN TROPHY)

At Millennium Stadium, Cardiff, 3 December

A NOTABLE campaign concluded with the exclamation mark it warranted as the Qantas Wallabies retained the James Bevan Trophy on an emotional afternoon at the Millennium Stadium. Wales farewelled the 2008 International Rugby Board Player of the Year: Shane Williams, in the game. The diminutive winger signed off with his record 58th Test try, six of which had been scored against Australia.

AUSTRALIA: Tries by Will Genia, Lachie Turner and Berrick Barnes; 3 conversions and a penalty goal by James O'Connor.

WALES: Tries by Rhys Priestland and

Shane Williams; conversion by Dan Biggar, 2 penalty goals by Priestland.

Halftime: Wales 6, Australia 3

Referee: Jonathan Kaplan (South Africa)

Crowd: 61,923

Goal-kicking: James O'Connor 4 from 6, Rhys Priestland (Wales) 2 from 3, Dan Biggar (Wales) 1 from 1

Man of Gold: Scott Higginbotham

Yellow Cards: Leigh Halfpenny (Wales) 50-60 min

AUSTRALIA: Adam Ashley-Cooper (replaced by Ben Tapuai, 75 min), Lachie Turner, Anthony Fainga'a, Berrick Barnes, Digby Ioane, James O'Connor, Will Genia, Ben McCalman, David Pocock (replaced by Radike Samo, 40 min), Scott Higginbotham, James Horwill (captain), Rob Simmons

(replaced by Nathan Sharpe, 67 min), Salesi Ma'afu (replaced by Ben Alexander, 52 min), Tatafu Polota Nau (replaced by Stephen Moore, 52 min), James Slipper.

WALES: Leigh Halfpenny, George North (replaced by Alex Cuthbert), Scott Williams, Jamie Roberts, Shane Williams, Rhys Priestland (replaced by Dan Biggar), Lloyd Williams (replaced by Tavis Knoyle), Toby Faletau, Sam Warburton (captain), Dan Lydiate (replaced by Ryan Jones), Ian Evans (replaced by Justin Tipuric), Bradley Davies, Scott Andrews (replaced by Ryan Bevington), Huw Bennett (replaced by Matthew Rees), Gethin Jenkins.

TEST NOTES

- This was the 32nd match between Australia and Wales and Australia's 21st win, 12 of which had been achieved in Cardiff, including the last three visits.
- The win extended the Wallabies' winning run against Wales to four - Australia's second best sequence against that nation
- When he came off the bench in the second half, Nathan Sharpe earned his 101st Test cap, and his record 10th against Wales. The 101 caps tied David Campese for the fourth most Test appearances in the Australian jersey.
- Queensland Reds midfield back Ben Tapuai became the 853rd player to represent Australia in Tests, and the fifth new player to be introduced in 2011.
- This was Adam Ashley-Cooper's 13th Test appearance of the year, making him the only player to feature in every Test played by Australia for 2011.
- James O'Connor became just the eighth Australian to surpass 200 Test points. It was his 37th Test but his first as a flyhalf.



ON THE FIELD

AUSTRALIAN BARBARIANS 38 CANADA 14

At Skilled Park, Gold Coast, 26 August, 2011

THE Australian Barbarians powered to a 24-point win over Rugby World Cup-bound Canada in a warm up match played at Skilled Park on the Gold Coast.

The Baabaas scored six tries to two in a game that provided valuable match play for centre Rob Horne, winger Drew Mitchell, flyhalf Berrick Barnes, hooker Tatafu Polota Nau and prop James Slipper, who were all returning from injury in time to feature in Australia's Rugby World Cup squad.

Fellow World Cup squad members, halfback Nick Phipps and lock Nathan Sharpe also featured in the match, with Sharpe captaining the Baabaas side.

Canada provided strong opposition, holding the Baabaas to a 26-14 halftime advantage before the home side added two further tries after the break.

Queensland Reds inside centre Ben Tapuai was one of the individual stars of the night, with his performance helping him into the Qantas Wallabies Spring Tour squad, where he made his Test debut against Wales at Cardiff.

Canada went on to beat Tonga and draw with Japan at the World Cup while also running the eventual tournament finalists France close during a highly commendable campaign.

AUSTRALIAN BARBARIANS: Tries by Rob Horne, Berrick Barnes, Rod Davies, Drew Mitchell, Matt Hodgson and Ben Tapuai; 4 conversions by Berrick Barnes

CANADA 14: Tries by DTH van der Merwe and Phillip McKenzie; 2 conversions by James Pritchard).

Halftime: Australian Barbarians 26, Canada 14

AUSTRALIAN BARBARIANS: Lachie Turner (NSW Waratahs), Rod Davies (Queensland Reds), Rob Horne (NSW Waratahs), Ben Tapuai (Queensland Reds), Drew Mitchell (NSW Waratahs), Berrick Barnes (NSW Waratahs), Nick Phipps (Melbourne Rebels), Pat McCutcheon (NSW Waratahs), Matt Hodgson (Western Force), Dave Dennis (NSW Waratahs),



Nathan Sharpe (Western Force, captain), Sitaleki Timani (NSW Waratahs), James Slipper (Queensland Reds), Tatafu Polota Nau (NSW Waratahs), Pekahou Cowan (Western Force).

Replacements: James Hanson (Queensland Reds), Greg Holmes (Queensland Reds), Dean Mumm (NSW Waratahs), Beau Robinson (Queensland

Reds), Luke Morahan (Queensland Reds), Ben Lucas (Queensland Reds).

CANADA: James Pritchard, Ciaran Hearn, DTH van der Merwe, Ryan Smith, Phil Mackenzie, Ander Monro, Ed Fairhurst, Aaron Carpenter, Chauncey O'Toole, Adam Kleeberger, Jamie Cudmore, Jebb Sinclair, Jason Marshall, Pat Riordan (captain) Hubert Buydens.

2011 Test Point Scoring (table excludes Australia v Barbarians)

	Tries	Con	Pen	DG	Total	[Test Career]
James O'Connor	2	20	13	-	79	[208]
Adam Ashley-Cooper	7	-	-	-	35	[115]
Berrick Barnes	3	4	-	1	26	[83]
Digby Ioane	4	-	-	-	20	[45]
Quade Cooper	-	6	4	1	27	[68]
Matt Giteau	1	2	3	-	18	[684]
Drew Mitchell	3	-	-	-	15	[150]
Radike Samo	3	-	-	-	15	[15]
Kurtley Beale	2	-	-	-	10	[51]
Rocky Elsom	2	-	-	-	10	[70]
Will Genia	2	-	-	-	10	[30]
Anthony Fainga'a	2	-	-	-	10	[10]
Pat McCabe	2	-	-	-	10	[10]
Ben McCalman	2	-	-	-	10	[10]
Stephen Moore	2	-	-	-	10	[10]
David Pocock	2	-	-	-	10	[10]
Ben Alexander	1	-	-	-	5	[10]
Rob Horne	1	-	-	-	5	[5]
James Horwill	1	-	-	-	5	[35]
Salesi Ma'afu	1	-	-	-	5	[5]
Lachie Turner	1	-	-	-	5	[20]
Totals	44	32	20	2	350	
Opposition sides scored 20 tries, 14 conversions, 26 penalty goals and 6 dropped goals						

2011 Test Appearances (table excludes Australia v Barbarians)

(overall Test career appearances in brackets)

Ben Alexander	12	(36)
Adam Ashley-Cooper	13	(64)
Berrick Barnes	6	(37)
Kurtley Beale	10	(24)
Luke Burgess	5	(37)
Quade Cooper	11	(35)
Pekahou Cowan	1	(5)
Rod Davies	1	(1)
Rocky Elsom	11	(75)
Anthony Fainga'a	10	(14)
Saia Fainga'a	5	(16)
Will Genia	12	(34)
Mark Gerrard	1	(24)
Matt Giteau	1	(92)
Scott Higginbotham	10	(11)
Matt Hodgson	2	(6)
Rob Horne	3	(9)
James Horwill	11	(35)
Digby Ioane	10	(21)
Sekope Kepu	11	(14)
Salesi Ma'afu	4	(14)
Pat McCabe	10	(11)
Ben McCalman	12	(21)
Drew Mitchell	3	(58)
Stephen Moore	11	(66)
James O'Connor	10	(37)
Wycliff Palu	2	(38)
Nick Phipps	3	(3)
David Pocock	10	(40)
Tatafu Polota Nau	7	(32)
Radike Samo	10	(16)
Nathan Sharpe	8	(101)
Rob Simmons	10	(16)
James Slipper	8	(22)
Ben Tapuai	1	(1)
Sitaleki Timani	1	(1)
Lachie Turner	1	(15)
Dan Vickerman	8	(63)

* Luke Morahan, Dave Dennis, Dean Mumm, Ben Daley, James Hanson and Ben Lucas were all selected for the Wallabies but didn't get to take the field in Tests.



ON THE FIELD

John Eales Medal

Kurtley Beale Wins 2011 John Eales Medal



KURTLEY BEALE was just the third back to win the John Eales Medal when he became the award's 10th recipient.

Selection rewarded the hard work the often-hyped 22-year-old had put in to turn around a career that appeared set to go off-the-rails following a tough initiation in senior ranks with the NSW Waratahs.

Beale debuted in Super Rugby as an 18-year-old in 2007 and first appeared for the Wallabies on the 2009 Spring Tour, becoming Wallaby No.836 against Wales at Cardiff.

The following year, he nailed down a fulltime Test starting position.

Voting for the 2011 JEM began on the 2010 Spring Tour, and the quality of the Beale performance on the trip jumped him out to an early advantage on the vote count which he never relinquished.

Despite strong late runs from Stephen Moore (122 votes) and Pocock (100), Beale finished the winner with an impressive 127 votes from his peers.

Will Genia became the second winner of the Australia's Choice - Qantas Wallabies Player of the Year, edging Digby Ioane and Quade Cooper in the public count.

Pat McCabe won Rookie of the Year while the Try of the Year went to the remarkable Radike Samo, for his solo effort which stunned the All Blacks in Brisbane. It later won the Try of the Year gong at the International Rugby Board's yearly awards.

Other acknowledgements saw Bernard Foley claim the Shawn Mackay award for Sevens Player of the Year while Brumbies loose forward Michael Hooper picked up the Under-20 Player of the Year trophy.

The Women's Player of the Year title went to Wallaroos utility forward Shannon Parry, who won the Player of the Tournament at the national women's championships.

A new name was etched on the Referee of the Year trophy when Steve Walsh received the honour, a few days before he jetted off to officiate at his third Rugby World Cup.

The Joe French award for outstanding service to Australian Rugby went to former Wallabies captain Dr Mark Loane, who appeared in 28 Tests for his country between 1973 and 1982.

Broulee/Moruya Rugby Club's long time servant, Richard Hogg became Volunteer of the Year for his tireless commitment to junior and senior ACT clubs.



2011 Award Winners



RICHARD HOGG
VOLUNTEER OF THE YEAR



STEVE WALSH
REFEREE OF THE YEAR



SHANNON PERRY
WOMEN'S PLAYER OF THE YEAR



PAT MCCABE
ROOKIE OF THE YEAR



MICHAEL HOOPER
U20S PLAYER OF THE YEAR



BERNARD FOLEY
SEVENS PLAYER OF THE YEAR



RADIKE SAMO
TRY OF THE YEAR



MARK LOANE
JOE FRENCH AWARD WINNER

JOHN EALES MEDAL ROLL OF HONOUR

2002: George Smith
2003: Phil Waugh

2004: David Lyons
2005: Jeremy Paul
2006: Chris Latham
2007: Nathan Sharpe

2008: George Smith
2009: Matt Giteau
2010: David Pocock
2011: Kurtley Beale

ON THE FIELD

Australia Under 20s

IRB JUNIOR WORLD CHAMPIONSHIP

In Italy 10 June - 26 June



AUSTRALIA UNDER 20S 2011

BACK ROW: Craig Twentyman (S&C Coach), Paul Alo-Emile, Siliva, Siliva, Tom Kingston, Jarrad Butler, Kimami Sitauti, Bill Meakes, Jacob Woodhouse, Michael Hooper, Simon Morahan
MIDDLE ROW: Paul Carozza (Support Staff), Scott Sio, Ben Volavola, Tevita Kuridrani, Blake Enever, Greg Peterson, Luke Jones, Eddie Quirk, Liam Gill, JP Pradaud, Campbell Hanson (Physiotherapist)

FRONT ROW: Matt Lucas, Hugh Roach, James Ambrosini, Anthony Eddy (Assistant Coach), Colby Faingaa (Captain), David Nucifora (Head Coach), Eddie Bredenhann, Apo Latunipulu, Tim Metcher, Rohan Saifoloi

ABSENT: Ted Postal, Damon Anderson, Chris Kuridrani

THE 2011 Australian U 20s travelled to Italy in June to take part in the fourth annual IRB Junior World Championships - which is an amalgamation of the former U19 and U21 age-division World Title's.

Under the guidance of coaches David Nucifora and Anthony Eddy and captained by Brumbies back-rower Colby Faingaa the Australians were touted as title contenders along with returning champions New Zealand and South Africa, England and France.

Drawn in Pool B alongside Tonga, Fiji and the highly-favoured France, the Aussies boasted 10-returning squad members from the 2010 Squad including five current Super Rugby players -

Michael Hooper and Colby Faingaa (ACT Brumbies), Luke Jones (Melbourne Rebels) and Ed Quirk and Kimami Sitauti (QLD Reds).

The Australian squad kicked off their campaign in style with a 54-7 win over a physical Tongan outfit in front of a packed house at Stadio Mario Bolognini in Rovigo. The nine-try to one win saw skipper Faingaa register a double, while the other seven were all managed by different Aussies on debut.

In their second match of the 2011 tournament Australia made 10 changes to their starting XV, with Michael Hooper replacing Faingaa as skipper. At halftime Australia led 32-10, thanks to the accurate boot of Eddie Bredenhann,

and 20 minutes into the second half extended the lead to 50-17, with Fiji managing a late penalty and try to leave the scores at 50-25 at full-time.

In their final Pool match, Australia met France in a bruising encounter which saw the Boys in Gold narrowly lose to the French side 26-31. A last minute try in the dying stages from Siliva Siliva wasn't enough to snatch victory, however was crucial in seeing the Junior Wallabies progress to the semi-finals on For and Against, over South Africa.

In the knockout stages Australia were faced with three-time champions New Zealand, who had come through undefeated. After 15 minutes they had the Baby Blacks down 7-0, however it

was only four minutes before New Zealand tied it up. The Baby Black then went on to amass another 30 unanswered points to progress through to the final with a 37-7 win.

Nucifora's squad managed to bounce back just days later to take home the 2012 JWC Bronze Medal and also manage revenge on the French with a 30-17 win at Stadio Plebiscito in Padova.

AUSTRALIA U20S:

Forwards: Paul Alo-Emile (WA), Jarrad Butler (QLD), Blake Enever (QLD), Colby Faingaa (ACT), Ted Postal (WA), Michael Hooper (ACT), Luke Jones (VIC), Bill Meakes (NSW), Tim Metcher (ACT), Greg Peterson (NSW), JP Pradaud (ACT), Eddie Quirk (QLD), Hugh Roach (ACT), Siliva Siliva (WA), Scott Sio (NSW)

Backs: James Ambrosini (ACT), Eddie Bredenhann (ACT), Joel Faulkner (QLD), Tom Kingston (NSW), Tevita Kuridrani (QLD), Apo Latunipulu (NSW), Matt Lucas (QLD), Simon Morahan (QLD), Rohan Saifoloi (NSW), Kimami Sitauti (QLD), Ben Volavola (NSW), Jacob Woodhouse (NSW)



POOL B MATCHES

10 June	Australia 54 v Tonga 7	Stadio Mario Battaglini, Rovig
14 June	Australia 50 v Fiji 25	Stadio Plebiscito, Padova
18 June	Australia 25 v France 31	Stadio Comunale di Monigo

FINALS

22 June	Australia 7 v New Zealand 37	Semi-Final	Stadio Comunale di Monigo
26 June	Australia 30 v France 17	Bronze-Final	Stadio Plebiscito, Padova



ON THE FIELD

International Rugby Sevens Adelaide

At Adelaide Oval, 2-3 April



IN ITS fifth - and final - instalment, before the Australian-leg of the HSBC Sevens World Series moved to the Gold Coast, the Adelaide Sevens again impressed and excited over 25,000 people across the two-day tournament on Saturday and Sunday 2-3 April.

After two years of Friday night fixtures to open the action, 2011's schedule saw the action kick off mid-morning on the Saturday. Two heavyweights of the HSBC Sevens World Series, South Africa and France, began proceedings helping to set the tone for the rest of the weekend's highly-anticipated fixtures.

A total of 16 teams were again on show in the middle of one of Australia's most historical sporting-settings, the Adelaide Oval, with the City of Churches and its Rugby-loving population keen to see a repeat of the level of skill on show in 2010 when Samoa eliminated

hometown heroes, Australia, to claim the crown.

The sixth stop on the eight-leg Series, Australian coach Michael O'Connor was entering the 2011 tournament with a slightly less-experienced outfit following an exodus of players to Super Rugby after 2010. After 2010's semi-final loss to New Zealand, however, O'Connor's men were keen to go one better in front of their home crowd.

The Boys in Gold turned plenty of opposition heads in their opening two encounters with Tonga and USA, beating them 40-12 and 28-10 respectively to sit aloft Pool C before their final fixture of Day One against Fiji.

Seeded third Fiji prevailed in the action-packed encounter 26-21, with the crowd witnessing skipper Bernard Foley and his side pushing several former Series champions right up until the final seconds.

Fiji, however, weren't the only side to come through Day One unscathed as



New Zealand, England and Samoa also managed a faultless opening day to list themselves as the four favourites for the tournament.

Series leaders, New Zealand, however claimed the eventual top-spot after beating out South Africa to win the Cup. Wales beat Argentina to claim the Plate Final, while Kenya narrowly missed out on silverware after being downed by the USA in the Bowl and fan-favourites Japan impressed by beating Tonga to take home the Shield.

In total 26,974 people attended the final Adelaide Sevens, keeping in line with previous years crowd figures of 28,211 (2010) and 28,200 (2009). The event also saw more than 5,000 interstate and overseas visitors enjoy two days of fast, fun and exciting Rugby Sevens action. Over 150 volunteers were also part of the event, assisting with the daily operations ensuring the final Adelaide Sevens tournament didn't disappoint.



ALL THE RESULTS

DAY ONE				DAY TWO			
SOUTH AFRICA	19 - 0	FRANCE		KENYA	26 - 17	PAPUA NEW GUINEA	1/4 final Bowl
SAMOA	40 - 7	JAPAN		FRANCE	21 - 17	TONGA	1/4 final Bowl
NEW ZEALAND	36 - 10	WALES		USA	22 - 19	JAPAN	1/4 final Bowl
KENYA	19 - 12	COOK ISLANDS		SCOTLAND	28 - 0	COOK ISLANDS	1/4 final Bowl
ENGLAND	45 - 7	SCOTLAND		NEW ZEALAND	47 - 7	ARGENTINA	1/4 final Cup
ARGENTINA	45 - 5	PAPUA NEW GUINEA		SAMOA	19 - 14	AUSTRALIA	1/4 final Cup
FIJI	41 - 5	USA		FIJI	12 - 24	SOUTH AFRICA	1/4 final Cup
AUSTRALIA	40 - 14	TONGA		ENGLAND	17 - 12	WALES	1/4 final Cup
SOUTH AFRICA	21 - 12	JAPAN		PAPUA NEW GUINEA	19 - 24	TONGA	SF Shield
SAMOA	19 - 12	FRANCE		JAPAN	31 - 21	COOK ISLANDS	SF Shield
NEW ZEALAND	40 - 7	COOK ISLANDS		KENYA	24 - 10	FRANCE	SF Bowl
KENYA	14 - 26	WALES		USA	29 - 19	SCOTLAND	SF Bowl
ENGLAND	45 - 12	PAPUA NEW GUINEA		ARGENTINA	31 - 28	AUSTRALIA	SF Plate
ARGENTINA	22 - 7	SCOTLAND		FIJI	21 - 22	WALES	SF Plate
FIJI	33 - 14	TONGA		NEW ZEALAND	33 - 17	SAMOA	SF Cup
AUSTRALIA	28 - 10	USA		SOUTH AFRICA	19 - 0	ENGLAND	SF Cup
FRANCE	40 - 7	JAPAN		TONGA	5 - 22	JAPAN	Final Shield
WALES	53 - 0	COOK ISLANDS		KENYA	10 - 17	USA	Final Bowl
SCOTLAND	19 - 14	PAPUA NEW GUINEA		ARGENTINA	7 - 14	WALES	Final Plate
USA	24 - 12	TONGA		NEW ZEALAND	28 - 20	SOUTH AFRICA	Final Cup
SOUTH AFRICA	17 - 26	SAMOA					
NEW ZEALAND	34 - 14	KENYA					
ENGLAND	21 - 19	ARGENTINA					
FIJI	26 - 21	AUSTRALIA					

ON THE FIELD

2010/2011 HSBC Sevens World Series

YOUNG AUSSIES TAKE ON THE WORLD



FOLLOWING on from the record-breaking efforts of the 2009/10 Australian Sevens squad the 2010/11 HSBC Sevens World Series was never going to be an easy task for the new-look Aussie outfit.

Having lost 10 players to Super Rugby contracts, coach Michael O'Connor drew from a pool of 18 players throughout the year, including eight debutants – seven of which made their first starts for Australia in Dubai.

The side was also boosted by the return of 2010 Qantas Wallabies tourist Nick Phipps for the opening two legs of the season.

The future looked bright following the first leg as Australia qualified for the Cup quarter-finals. Unfortunately the young side were knocked out by eventual champions England, only to then beat Wales in the Plate semi-final before a narrow, seven-point loss to South Africa in the playoff for the Plate – a reverse in

the result when the two sides met in the same fixture at the 2010 Dubai Sevens, where the Aussie's claimed the win.

As the Series moved to South Africa, skipper Bernard Foley and his fresh-faced team felt the full extent of how quickly your fortunes can change.

After an opening round loss to Wales, the squad managed just two wins from their remaining four fixtures before being beaten by Argentina by just two points in the Plate semi-final.

With a break of nearly two months between tournaments, the Series headed to Wellington with O'Connor including four new faces; debutant Lewis Holland and three experienced names in Brian Sefanaia, Jacob Taylor and Henry Vanderglas all returning from injury.

The inclusion of three London Sevens-winning players, from 2010, paid dividends with Australia beating Samoa and South Africa on their way to a narrow Cup semi-final loss to eventual

winners New Zealand – who again beat England in the final to take the series lead.

Las Vegas was next with Australia unable to repeat their solid-form from the week prior, after losing star Henry Vanderglas to injury.

Replacement Zack Holmes couldn't inspire the Aussie's to continue their winning-ways and they managed just a Plate semi-final appearance in the party capital of the world.

Off to Hong Kong and form was found again with the side falling just one-win short of silverware when they narrowly missed out on the Plate to South Africa, with New Zealand claiming their third title of the season.

Adelaide was next and Australia Dan Yakopo was ruled out through injury. In front of their home crowd the squad fought valiantly, however were beaten in the Plate semi-final by rivals Argentina.

The squad for the UK-leg of the Series was announced and was boosted by the return of experienced stars Henry Vanderglas, Dan Yakopo and Jessie Parahi. Kicking off the two-week tour at the home of Rugby, Twickenham, Australia again fell just short to Samoa in the Plate final.

The young side however saved their best for last pulling out all the stops in the final tournament at the birthplace of Sevens – Edinburgh.

A 12-point Cup quarter-final win over Fiji was followed by a maiden victory over New Zealand for the year in the semi-final. Yet, the final match presented the biggest challenge again, with South Africa denying them Cup glory by just one-point.

Australian skipper Bernard Foley, who had led the side for all eight legs of the season, was later crowned Australian Sevens Player of the Year and further rewarded for his efforts with inclusion in the 2011 Super Rugby semi-finals as a



Dubai
POOL C
VS. Scotland, won 41-14
VS. Russia, won 28-19
VS. South Africa, won 19-14
CUP QF
VS. England, lost 21-24
PLATE SF
VS. Wales, won 26-12
PLATE FINAL
VS. South Africa, lost 12-19

George, South Africa
POOL A
VS. Wales, lost 15-33
VS. France, won 28-0
VS. Scotland, won 21-7
CUP QF
VS. FIJI, lost 5-33
PLATE SF
VS. Argentina, lost 12-14

Wellington, New Zealand
POOL C
VS. Scotland, won 41-14
VS. Russia, won 28-19
VS. South Africa, won 19-14
CUP QF
VS. England, lost 21-24
SF PLATE
VS. Wales, won 26-12
FINAL PLATE
VS. South Africa, lost 12-19

Las Vegas, USA
POOL C
VS. Scotland, won 12-7
VS. Canada, won 31-14
VS. Fiji, lost 10-35
CUP QF
VS. South Africa, lost 14-19
PLATE SF
VS. Kenya, lost 21-24

Hong Kong
POOL F
VS. Zimbabwe, won 42-0
VS. Canada, won 26-24
VS. Argentina, won 21-14
CUP QF
VS. Samoa, lost 12-15
PLATE SF
VS. Russia, won 35-12
FINAL PLATE
VS. South Africa, lost 19-26

Adelaide, Australia
POOL C
VS. Tonga, won 40-14
VS. USA, won 28-10
VS. Fiji, lost 21-26
CUP QF
VS. Samoa, lost 14-19
PLATE SF
VS. Argentina, lost 28-31

London, England
POOL C
VS. Canada, won 19-14
VS. Scotland, won 24-21
VS. Samoa, won 21-20
CUP QF
VS. South Africa, lost 0-17
PLATE SF
VS. France, won 19-0
FINAL PLATE
VS. Samoa, lost 22-12

Edinburgh, Scotland
POOL C
VS. Kenya, won 14-7
VS. Canada, won 42-12
VS. South Africa, lost 5-19
CUP QF
VS. Fiji, won 24-14
CUP SF
VS. New Zealand, won 19-12
CUP FINAL
VS. South Africa, lost 35-36



ON THE FIELD

Gold Coast Sevens - Fever Pitch



THE first stop on a new-look HSBC Sevens World Series was Skilled Park and the inaugural Gold Coast Sevens - Fever Pitch tournament. One of Australia's premier tourist destinations kicked-off the nine-leg IRB Circuit for the 2011/12 season on the Friday and Saturday 25-26 October.

A total of 16 teams descended upon the Sunshine State, with 2010/11 Series champions New Zealand seeded first and drawn atop of Pool A while second seeds South Africa also gained automatic position atop Pool B under a new Pool draw system.

Adding to the newness of the event the Australian Men unveiled a new lime-coloured strip, which turned heads and had the fans and commentators talking.

The Australian Men's Sevens captain, Ed Jenkins, ensured the jerseys weren't the only talking point of the Gold Coast tournament sounding an early warning to opposition sides with a dominant 33-0 win over Japan.

Debutant Pama Fou scored a double in the blistering opening game while elsewhere in the opening round of fixtures, New Zealand, South Africa, England, Wales and Fiji all managed wins to start to their tournament.

Australia had little trouble with the USA in their second fixture on Day One beating the Eagles 22-7, only to stumble at the last-hurdle falling to the Cecil Afrika led Springboks 21-7.

Day One wasn't quite as tough on New Zealand, Wales and Samoa who all managed a perfect start with three wins from their respective Pool fixtures.

In a nail-biting Cup quarter-final Australia held on to their lead, despite being down to just six men, to beat out 2009/10 Series winner Samoa, only to again falter when it mattered going down 26-7 in a near-perfect display from NZ.

Sevens extraordinaire, Fiji, managed a comfortable win over South Africa in the other Cup semi-final - meaning Australia would have a chance at revenge over

the African side in the 3 v 4 playoff. The tournament script, however, had other ideas with the Africans having little trouble in the newly-added fixture to the Series downing the home-side 17-5.

In the Cup final, Fiji came back from a 12-7 deficit at half time scoring three unanswered tries to claim the inaugural Gold Coast Sevens - Fever Pitch title with a 26-12 win.

In a battle of the crowd favourites, PNG claimed the Shield over Japan to kick-start the four Finals fixtures, while Argentina took out the Bowl and Sevens World Cup holders Wales beat Samoa to the Plate.

The tournament was attended by 25,872 fans across the two-day format and daily operations, again, were assisted with by over 100 volunteers from all around Australia.

With some solid foundations laid in its first year the second edition of Gold Coast Sevens - Fever Pitch is sure to be even bigger come 2012.

All the details

DAY ONE RESULTS

Samoa 24 France 14
Argentina 33 Papua New Guinea 0
England 24 Scotland 5
Wales 24 Tonga 7
New Zealand 26 Kenya 5
Fiji 38 Niue 0
South Africa 17 United States 12
Australia 33 Japan 0
Samoa 38 Papua New Guinea 0
France 31 Argentina 14
England 19 Tonga 0
Wales 14 Scotland 12
New Zealand 38 Niue 0
Fiji 26 Kenya 7
South Africa 31 Japan 7
Australia 22 United States 7
France 33 Papua New Guinea 5
Scotland 14 Tonga 12
Kenya 19 Niue 7
USA 21 Japan 0
Samoa 29 Argentina 0
Wales 21 England 7
New Zealand 28 Fiji 5
South Africa 21 Australia 7

DAY TWO RESULTS

Quarter-final Bowl: Tonga 7 Kenya 5
Quarter-final Bowl: Argentina 38 Japan 12
Quarter-final Bowl: Scotland 36 Niue 0
Quarter-final Bowl: USA 24 Papua New Guinea 5
Quarter-final Cup: New Zealand 24 England 14
Quarter-final Cup: Australia 14 Samoa 12
Quarter-final Cup: Fiji 33 Wales 5
Quarter-final Cup: South Africa 14 France 5
Semi-final Shield: Japan 19 Kenya 14
Semi-final Shield: Papua New Guinea 38 Niue 0
Semi-final Bowl: Argentina 24 Tonga 15
Semi-final Bowl: Scotland 19 USA 5
Semi-final Plate: Samoa 14 England 12
Semi-final Plate: Wales 14 France 12
Semi-final Cup: New Zealand 26 Australia 7
Semi-final Cup: Fiji 24 South Africa 7

THE FINALS

Shield Final: Papua New Guinea 31 Japan 19
Bowl Final: Argentina 17 Scotland 14
Plate Final: Wales 26 Samoa 15
3rd/4th Playoff: South Africa 17 Australia 5
Cup Final: Fiji 26 New Zealand 12



ON THE FIELD

Commonwealth Youth Games



IN SEPTEMBER the Australian Youth (U18) Rugby Sevens team ventured to Isle of Man to compete at the IV Commonwealth Youth Games (CYG).

The side was selected from a series of trials and camps held in the lead up to the Games coordinated by ARU's Junior Gold Program.

For many players the CYG was their first taste of international Sevens competition; however the players adapted quickly, many benefitting from the national exposure gained from their time in ARU's National Gold Squad and the Australian Schoolboys program.

Led by High Performance Program

coaches Chris Lane and Hugh Carpenter, the team started the competition strongly with wins over Canada, Isle of Man and Scotland in the pool games. An equally impressive quarter-final victory over Trinidad & Tobago set up a semi-final with South Africa.

Despite allowing the Africans to get away with an early lead, the young Australians fought back to be equal on points with one minute to play. A critical turnover allowed South Africa to score in the final seconds relegating Australia to the bronze medal play off against Scotland – a match they won displaying further evidence of courage and skill.

The 2011 Australian Youth (U18) Sevens squad was: Lewis Holland (ACT) (c), Cameron Clark (NSW), Lochie Duncan (QLD), Clinton Gutherson (NSW), Will Millar (NSW), Fabian Natoli (NSW), Alex Northan (NSW), Josh Rakic (ACT), Kristian Satui (QLD), Tautala Tasi (QLD), Michael Wells (NSW), Waldo Wessels (NSW), Chris Lane (QLD, Coach), Hugh Carpenter (NSW, Coach), Cameron Watson (NSW, Physiotherapist)

* ARU Youth Sevens program is supported by the Australian Junior Commonwealth Games Squad (AJCGS) program

POOL A - Games

Team	Played	Won	Drawn	Lost	For	Against	Difference	Points
Australia	3	3	0	0	97	5	92	9
Australia	31 v 0	Canada						
Australia	47 v 0	Isle of Man						
Australia	19 v 5	Scotland						
Quarter Final								
Australia	53 v 0	Trinidad & Tobago						
Semi Final								
Australia	21 v 26	South Africa						
Bronze Medal Match								
Australia	15 v 12	Scotland						

NATIONAL WOMEN'S CHAMPIONSHIP

THE 2011 National Women's Championships were held at West Brisbane Bulldogs Rugby Club in Toowong, Queensland, between Friday 1 and Tuesday 5 July. Eleven teams were invited by ARU to take part in the 2011 competition, with eight accepting the offer to be a part of the five-day tournament at Memorial Park.

The competition format saw the eight teams split into two Divisions and play a traditional round-robin format followed by a final day of finals seeing the top two placed teams in each Division play against one another for the title.

Division 1 saw Brumbies Rugby, Sydney Women's, NSW Country and Queensland pitted against one another with a host of present and past Wallaroos representatives named in their respective State Squads. Division 2 included Australian Services, Northern Territory, South Australia and Victoria.

The Division 2 final was contested by South Australia and Australian Services, two teams who had managed a draw in the Pool Stages at 10-a-piece. After 80 minutes of Final's football, however, Australian Services showed their class in a 21-point victory with South Australia unable to cross the line in the 24-3 loss.

In a tight affair to round out the 2011 tournament, Brumbies Rugby met the undefeated Queensland in the Division 1 final. The home-town girls had managed to have just one try scored against them in their opening three matches and continued their winning-ways with a hard-fought 5-0 victory to



claim the crown. The National Women's Championships is an important element of the Player Pathway for Women in Rugby at a national, provincial, regional and affiliate level for not only players

and coaches, but also administrators and match officials.

The tournament is also attended by a host of ARU and State Union recruitment officers and coaches.

NATIONAL WOMEN'S CHAMPIONSHIP DAY ONE - 1/07/2011

Brumbies 19 v Sydney Women's 7
NSW Country 0 v Queensland 36
Northern Territory 22 v South Australia 31
Victoria 14 v Australian Services 22

DAY TWO - 2/07/2011

Brumbies 0 v Queensland 10
NSW Country 12 v Sydney Women's 31

Victoria 10 v South Australia 10
Australian Services 29 v Northern Territory 17

DAY THREE - 4/07/2011

NSW Country 21 v Brumbies 26 Oval 2
Queensland 15 v Sydney Women's 7
Victoria 47 v Northern Territory 5
Australian Services 10 v South Australia 10

DAY FOUR (FINALS) 4/07/2011

Division One - 3/4 Playoff

Sydney Women's 22 v NSW Country 17

Division Two 3/4 Playoff

Victoria 0 v Northern Territory 0

Division Two Final

Australian Services 24 v South Australia 30

Division One Final Queensland 5 v Brumbies 0

ON THE FIELD

Australian Schoolboys



THE 2011 ASRU season saw new faces appointed to the management positions in May, for both the Australian Schoolboys and Australia A Schools sides, including the appointment of former NSW Waratahs halfback Tim Rapp to the role of Assistant Coach for the Australian Schoolboys team.

From the National U18 Championships the Australian Schoolboys and Australia A Schools squads were selected, to play an England Under 18 side at St Ignatius College in Sydney in August.

Australia A were defeated by the touring England side 27-0. Unfortunately the Australian Schoolboys were also unable to manage a win going down 46-19. England ran in seven tries to the Australian side's three to lead 31-5 at half time.

Following a camp on 1 September the ASRU coaches named their teams to compete against the touring NZ Schools side. Australia A were scheduled to meet their trans-Tasman rivals on 4 October



and the Australian Schoolboys just days later on 8 October.

The NZ Schools side were too strong for Australia A running out 53-11 victors at St Marys Rugby League Stadium. The impressive NZ side led 27-8 at half time and ran in a total of seven tries to Australia A's one to seal a comprehensive win. Four days later the Australian Schoolboys set out to reverse the Australia A result. The match, which



was telecast live on Fox Sports and in front of a 2,000-strong crowd, was a tightly-fought affair with limited chances due to the pressure both teams applied in a physical encounter.

After a tough 80 minutes it was the Australian Schoolboys who finished victorious to claim the Novotel Trans Tasman Trophy 26-19. Flanker Will Miller was awarded the Bronze Boot Award for Man of the Match in the bruising encounter.

Division II Australian Schools Championships 2011

DAY ONE

SA 17 d WA 10
NT 12 d TAS 0

LMRDT 24 d Victoria 12

DAY TWO

NT 19 d SA 5
VIC 26 d TAS 5

LMRDT 12 d WA 10

DAY THREE

WA 46 d TAS 0
Victoria 13 d NT 10

LMRDT 8 d SA 7

DAY FOUR

WA 8 d NT 7
SA 20 d TAS 0

FINAL

LMRDT 12 d Victoria II 0

Division I Australian Schools Championships 2011

DAY ONE

NSW I 28 d WA 11
CS 31 d QLD II 17
VIC 30 d NSW II 26
QLD I 54 d ACT 13

DAY TWO

NSW I 39 d CS 14
WA 23 d QLD II 7
NSW II 31 d ACT 19
QLD I 44 d VIC 10

DAY THREE

CS 22 d WA 20
NSW I 49 d QLD II 6
VIC 20 d ACT 5
QLD I 32 d NSW II 26

DAY FOUR

ACT 12 d QLD II 3
NSW II 23 d WA 15
CS 34 d VIC 29

FINAL

QLD I 37 d NSW I 20



On a sad note 2011 also saw the Australian Schoolboys lose one of their 2009 representatives, Joe Welch. Joe was a St Ignatius College, GPS, NSW & Australian Schools representative and played 1st Colts for Sydney University consistently throughout the 2010 season.

MANAGEMENT

Australian Schoolboys

Coach - Steve Phillpotts - Brisbane Boys' College (QLD)

Assistant Coach - Tim Rapp - Matraville Sports High (NSW)

Manager - Andrew Elliot (NSW)

Assistant Manager - Paul Geddes - CentralCoast Grammar School (NSW)

Physiotherapist - Will Maher

Medical Officer - Dr Michael McLean

Australia 'A'

Manager - John Rownes - Knox Grammar School (NSW)

Coach - Jarred Hodges - Prairiewood High School (NSW)

Assistant Coach - Peter Gibson - Trinity Grammar School (NSW)

ON THE FIELD

Australian Under 16 Championships



THE 2011 National Under 16 Championships were held at St Ignatius College, Riverview, in Sydney between Sunday 25 September and Friday 30 September. A total of 12 teams took part in the Championship, under the same two-Division format that was adopted in 2010, with a total of 22 matches played across six-days.

Division 1 played host to eight teams - NSW Schools, NSW Country, Sydney Juniors, QLD White, QLD Red, Victoria, Brumbies and Western Australia - who were split into two Pools with round-robin fixtures and cross pool finals deciding the eventual winners.

The 2010-adopted changes saw each team granted an additional match, more game time and the bonus of the exciting cross pool finals on the last day.

After a strong showing in their Pool B matches Queensland Red were pitted against Pool A leaders NSW Schools with the winner presented with the Rod

Macqueen Shield. The Queensland side started strongly and by half-time had amassed an impressive 31-point lead over NSW Schools.

Despite a second half fight back NSW Schools could not regain ground on the Queensland side who ran out 48-14 winners to be crowned the 2011 National U16 Division one Champions and claim the coveted Rod Macqueen Shield.

In the Nick Farr-Jones Shield Victoria were too strong for NSW Country running out 61-26 winners.

It was just the second time the Victorians had claimed the Nick Farr-Jones Shield since 2001.

Division 2 - fought out between South Australia, Northern Territory, Tasmania and the National Indigenous (AKA Lloyd McDermott Rugby Development Team) - was played in the traditional format of round-robin fixtures with the most successful side being crowned champions.

The title was decided in the final game of the tournament when the only two undefeated teams South Australia and the National Indigenous side faced off.

In an exhilarating contest it was the National Indigenous side who ran out 34-15 winners to reverse last year's result and claim their eighth Division 2 title since 2001.

The bringing together of Australian Rugby's most talented 15 and 16-year-old players allows not just for an entertaining week for onlookers, but also a chance for ARU and State High Performance Staff to provide professional development education to participating players and coaches.

Along with the on-field experience for up and coming match officials and administrators of the game, through practical workshops.

The tournament is also attended by a host of ARU, Qantas Wallabies and Super Rugby recruitment officers and coaches.

THE CHAMPIONSHIPS IN DETAIL

NATIONAL U16 CHAMPIONSHIP » DIVISION 1

Match Day 1 - 26/09/2011

NSW Schools	48	v	Brumbies	19
QLD White	33	v	Victoria	25
Sydney Juniors	15	v	Western Australia	13
QLD Red	72	v	NSW Country	3

Match Day 2 - 27/09/2011

QLD White	22	v	Brumbies	6
NSW Schools	19	v	Victoria	8
Sydney Juniors	36	v	NSW Country	30
QLD Red	31	v	Western Australia	12

Match Day 3 - 29/09/2011

Victoria	36	v	Brumbies	7
NSW Schools	15	v	QLD White	5
Western Australia	3	v	NSW Country	9
QLD Red	41	v	Sydney Juniors	14

Match Day 4 - Finals - 30/09/2011

Brumbies	12	v	Western Australia	36
QLD White	53	v	Sydney Juniors	22
Victoria	61	v	NSW Country	26
NSW Schools	14	v	QLD Red	48

Pool A

1. NSW Schools
2. QLD White
3. Victoria
4. Brumbies

Pool B

1. QLD Red
2. Sydney Juniors
3. NSW Country
4. Western Australia

NATIONAL U16 CHAMPIONSHIP » DIVISION 2

Match Day 2 - 27/09/2011

Northern Territory	10	v	South Australia	37
Tasmania	7	v	National Indigenous	67

Match Day 3 - 29/09/2011

Tasmania	13	v	South Australia	50
National Indigenous	57	v	Northern Territory	0

Match Day 4 - 30/09/2011

Northern Territory	22	v	Tasmania	14
National Indigenous	34	v	South Australia	15

FINAL STANDINGS

1. National Indigenous
2. South Australia
3. Northern Territory
4. Tasmania



ON THE FIELD

SUPER S RUGBY

THE four-year journey from the lowest to the leading Super Rugby ranking was completed when the Queensland Reds annexed the 2011 title to end an historic competition for Australian Rugby.

Queensland's maiden success provided the exclamation mark to a tournament that kicked off in equally auspicious circumstances with the arrival of Australia's fifth provincial team - the Melbourne Rebels.

Although the Victorian outfit propped up the Australian and overall standings after its opening voyage: winning three games while being competitive on the majority of occasions, the Rebels still had reason to be satisfied.

Critically the new team quickly built up a strong following playing out of the purpose built rectangular facility at AAMI Park in the inner city sporting precinct - proving that Super Rugby in sports mad Melbourne is here to stay.

If the Rebels require inspiration for their future, they need look no further than the Reds.

In 2007, Reds' talisman James Horwill, Quade Cooper and Will Genia were part of a squad demolished 92-3 by the Bulls at Pretoria.

It represented the darkest day of the then 124-year history of Queensland Rugby.

The star trio did not forget the humiliation of Loftus Versfeld and the wooden spoon Queensland was saddled with that year.

That experience helped drive them and lift the squad to attain even higher standards. After the rejuvenation of 2010 had seen the Reds achieve their best placing for eight years finishing fifth, a heavy pre-season further raised expectation. These expectations were then intensified by the emotion surrounding the December floods, which saw three quarters of the state declared a disaster zone, cause over \$A1 billion in damage and claimed the lives of 35 people.

A nervous beginning saw the Reds scrape home over the Force on the opening weekend before being hammered in Sydney six days later, but the grinding win over the Brumbies next up provided the spring board for what was to come.

Not only did the 31-25 success represent the Reds' first win in Canberra, after 16 years of trying, it also started a sequence which saw Queensland win 14 of the remaining 16 games, taking the populace of the state along for the ride as record crowds flocked to Suncorp Stadium, or tuned in via Fox Sports, to watch their run to the title.

It is a tribute to the brand of Rugby that was orchestrated by the coach Ewen McKenzie, skipper Horwill and key playmakers Cooper and Genia; that the Reds became everyone's favourite "other team".

After securing the top qualifying berth, which gave the side a week off under the new six-team playoff system; the Reds returned to punish the Blues 30-13 in what was their first

home playoff since they had qualified top of the table, but lost the semi-final at Ballymore to the then Robbie Deans-coached Crusaders 11 years earlier.

With the Crusaders coming through on the other side of the draw, the emotive final between teams representing the two regions which had been battered by the force of nature earlier in the year, was set.

A fittingly thrilling finale ensued but the Reds found the big plays when it mattered, holding off the All Black-laden New Zealand side by five to clinch just Australia's third Super Rugby title in 16 seasons, and its first since the second of the Brumbies' titles in 2004.

Incredibly the re-born Radike Samo, who went on to play his first Test match in nearly seven years later in the season, featured in all three competition-winning Australian teams, after he appeared for the Brumbies of 2001 and 2004.

After scoring the decisive try of the final, Genia was named as Australia's Super Rugby Player of the Year.

There were accolades too for McKenzie, who picked up Coach of the Year after finally bagging the title, having gone close in 2005 and again in 2008 when his Waratahs sides were beaten in the final.

The Try of the Year was a team effort by the Western Force that was finished off by winger Cameron Shepherd in a season of 'might have beens' for the men of the west, under the charge of first-time coach Richard Graham.

One of three sides in the competition to win five matches, the Force drew two other games while five times finishing within seven of their victors (only the Cheetahs of South Africa claimed more losing bonus points).

Converting those near misses into wins would have provided the Force with the additional 20 points they needed to feature in the top six playoffs.

That the Force was twice beaten on the bell by the Reds highlighted the team's capabilities.

The Brumbies plunged into turmoil when the club parted company with coach Andy Friend just two games into the third year of his contract.

Friend's departure came four days after the Brumbies had provided the Rebels with their maiden win, and the side didn't recover.

Defence coach Tony Rea took over in the coaches' box but didn't enjoy a happy tenure, leaving the club at season's end after a competition which saw just three wins gained following the internal ructions that claimed Friend.

While over-shadowed by the deeds of the Reds, the Waratahs backed the 2010 semi-final finish by making the qualifying final a year on, sending coach Chris Hickey out with two playoff tickets from three years in charge.

After opening with emphatic wins over the Rebels and the Reds, the Waratahs had the misfortune to encounter the Crusaders in an emotion-charged atmosphere that accompanied the side's first appearance following the Christchurch earthquake.

That defeat was followed by a shock





OVERALL SUPER RUGBY FINAL STANDINGS

	P	W	D	L	B	F	A	PD	BPF	BPA	Points
Reds (AC Leader)	16	13	0	3	2	429	309	120	5	1	66
Stormers (SAC Leader)	16	12	0	4	2	400	257	143	4	3	63
Crusaders (NZC Leader)	16	11	1	4	2	436	273	163	5	2	61
Blues (Wildcard)	16	10	1	5	2	405	335	70	6	4	60
Waratahs (Wildcard)	16	10	0	6	2	398	252	146	6	3	57
Sharks (Wildcard)	16	10	1	5	2	407	339	68	6	1	57
Bulls	16	10	0	6	2	416	370	46	3	3	54
Highlanders	16	8	0	8	2	296	343	-47	2	3	45
Hurricanes	16	5	2	9	2	328	398	-70	5	5	42
Chiefs	16	6	1	9	2	332	348	-16	2	4	40
Cheetahs	16	5	0	11	2	435	437	-2	5	7	40
Western Force	16	5	2	9	2	333	416	-83	0	5	37
Brumbies	16	4	1	11	2	314	437	-123	3	4	33
Lions	16	3	1	12	2	351	477	-126	2	5	29
Rebels	16	3	0	13	2	281	570	-289	2	2	24

QUALIFIERS

24 June
Blues 26, NSW Waratahs 13
25 June
Crusaders 36, Sharks 8
SEMI-FINALS
2 July
Queensland Reds 30, Blues 13
Crusaders 29, Stormers 10
FINAL
9 July
Queensland Reds 18, Crusaders 13

loss at home to the Cheetahs, which was the notoriously travel shy South African side's first win on Australian soil.

The Waratahs did recover to eventually win 10 of their 16 round matches, but they benefited by the conference system more than most: seven of the 'Tahs' 10 wins were achieved against fellow Australian teams.

The competition did not escape the impact of the Christchurch earthquake which struck on 22 February claiming 181 lives.

The widespread devastation claimed AMI Stadium, which forced the Crusaders to relocate all home games outside of Christchurch for the duration of the competition. The alternate venues included London with the eventual finalists 'hosting' the Sharks at Twickenham in what was the first ever

Super Rugby match to be held north of the equator.

Off the field the game enjoyed a resurgence in Australian TV ratings with a number of records being set and broken.

It all began in round one when more than 319,000 viewers tuned into watch the Melbourne Rebels make their Super Rugby debut against the Waratahs. This figure set a new regular season game record, surpassing the previous best set in 2008 when the Waratahs took on the Highlanders in round 3.

When the siren went at Suncorp Stadium on Sunday evening to complete the first round of 2011 Super Rugby action Fox Sports' audience numbers were up 51% on the 2010 round one figures. Almost 930,000 unique viewers tuned in to watch all 7 games and

experience the excitement of the new expanded Super Rugby competition.

The trend continued in Round two with 46% more people tuning in compared with the same round in 2010 and at the conclusion of the regular season average audiences for Live matches on Fox Sports were 41% higher than the previous year.

The ratings success enjoyed throughout the regular season continued through to the Super Rugby Final, which delivered Australian subscription television its first average audience in excess of 500,000.

The record 518,000 that tuned into watch the Reds v Crusaders final was around 20% more than the previous best of 431,000 for the World Cup Qualifier match between the Socceroos and Uzbekistan, in April 2009.

ON THE FIELD



AUSTRALIAN CONFERENCE RESULTS

Round One	
18 February	NSW Waratahs 43, Melbourne Rebels 0
19 February	Brumbies 28, Chiefs 20
20 February	Queensland Reds 21, Western Force 20
Round Two	
25 February	Melbourne Rebels 25, Brumbies 24
26 February	NSW Waratahs 30, Queensland Reds 6
Round Three	
4 March	Crusaders 33, NSW Waratahs 18
5 March	Chiefs 38, Melbourne Rebels 10
	Queensland Reds 31, Brumbies 25
	Sharks 39, Western Force 12
Round Four	
11 March	Crusaders 52, Brumbies 10
	Sharks 34, Melbourne Rebels 32
12 March	Western Force 22, Blues 22
Round Five	
18 March	Queensland Reds 53, Melbourne Rebels 3
19 March	Cheetahs 23, NSW Waratahs 3
	Western Force 27, Lions 15
Round Six	
25 March	Melbourne Rebels 42, Hurricanes 25
26 March	Queensland Reds 41, Cheetahs 8
	NSW Waratahs 29, Brumbies 22
	Stormers 51, Western Force 16
Round Seven	
1 April	Highlanders 26, Brumbies 20
	NSW Waratahs 23, Chiefs 16
2 April	Melbourne Rebels 26, Western Force 25
	Queensland Reds 30, Lions 25
Round Eight	
9 April	Brumbies 17, Hurricanes 16
	NSW Waratahs 31, Western Force 3
	Queensland Reds 19, Stormers 6

Round Nine	
15 April	Highlanders 40, Melbourne Rebels 18
16 April	Blues 31, NSW Waratahs 17
	Queensland Reds 39, Bulls 30
17 April	Western Force 27, Brumbies 19
Round Ten	
22 April	Blues 40, Melbourne Rebels 23
23 April	Queensland Reds 19, NSW Waratahs 15
	Western Force 26, Bulls 21
Round Eleven	
29 April	Cheetahs 47, Brumbies 36
30 April	Hurricanes 28, Queensland Reds 26
	NSW Waratahs 28, Melbourne Rebels 9
	Crusaders 42, Western Force 30
Round Twelve	
6 May	Queensland Reds 33, Melbourne Rebels 18
7 May	NSW Waratahs 20, Western Force 15
	Sharks 34, Brumbies 16
Round Thirteen	
13 May	Queensland Reds 37, Blues 31
14 May	Lions 29, Brumbies 20
	Bulls 47, Melbourne Rebels 10

Round Fourteen	
21 May	NSW Waratahs 29, Lions 12
	Western Force 13, Brumbies 13
	Cheetahs 41, Melbourne Rebels 21
Round Fifteen	
27 May	Hurricanes 32, Western Force 28
28 May	Stormers 16, Brumbies 3
	Sharks 26, NSW Waratahs 21
29 May	Queensland Reds 17, Crusaders 16
Round Sixteen	
3 June	Western Force 21, Highlanders 14
	Stormers 40, Melbourne Rebels 3
	Bulls 23, NSW Waratahs 17
4 June	Brumbies 22, Queensland Reds 14
Round Seventeen	
10 June	Brumbies 32, Melbourne Rebels 17
11 June	Queensland Reds 24, Western Force 21
Round Eighteen	
17 June	Western Force 27, Melbourne Rebels 24
	Queensland Reds 19, Chiefs 11
18 June	NSW Waratahs 41, Brumbies 7

FINAL CONFERENCE STANDINGS

Australian Conference											
	P	W	D	L	B	F	A	PD	BPF	BPA	Points
Reds	16	13	0	3	2	429	309	120	5	1	66
Waratahs	16	10	0	6	2	398	252	146	6	3	57
Western Force	16	5	2	9	2	333	416	-83	0	5	37
Brumbies	16	4	1	11	2	314	437	-123	3	4	33
Rebels	16	3	0	13	2	281	570	-289	2	2	24
New Zealand Conference											
	P	W	D	L	B	F	A	PD	BPF	BPA	Points
Crusaders	16	11	1	4	2	436	273	163	5	2	61
Blues	16	10	1	5	2	405	335	70	6	4	60
Highlanders	16	8	0	8	2	296	343	-47	2	3	45
Hurricanes	16	5	2	9	2	328	398	-70	5	5	42
Chiefs	16	6	1	9	2	332	348	-16	2	4	40
South African Conference											
	P	W	D	L	B	F	A	PD	BPF	BPA	Points
Stormers	16	12	0	4	2	400	257	143	4	3	63
Sharks	16	10	1	5	2	407	339	68	6	1	57
Bulls	16	10	0	6	2	416	370	46	3	3	54
Cheetahs	16	5	0	11	2	435	437	-2	5	7	40
Lions	16	3	1	12	2	351	477	-126	2	5	29



2011 ST GEORGE BANK QUEENSLAND REDS

BACK ROW: Adam Byrnes, Alistair Campbell, Kevin O'Neill, Hugh Pyle, Tim Davidson, Tom Chamberlain, Peter Betham, Luke Rooney, Hoani Macdonald, Luke Jones

MIDDLE ROW: Gareth Delve (vc), Stirling Mortlock (c), Jarrod Saffy, Greg Somerville, JP Du Plessis, Michael Lipman, Afusipa Taumoepeau, Rodney Blake, Nic Henderson, Julian Huxley

FRONT ROW: Damien Hill (Assistant Coach), Rod Macqueen (Director of Rugby and Head Coach), Danny Cipriani, James Hilgendorf, Richard Kingi, Cooper Vuna, Ged Robinson, Laurie Weeks, Lachlan Mitchell, Adam Freier, Heath Tessmann, Sam Cordingley, Mark Bakewell (Assistant Coach)

QUEENSLAND RUGBY UNION



THE unprecedented and historic success of the St. George Queensland Reds in 2011 served to ignite Rugby throughout Queensland with July's Super Rugby Championship victory concluding a celebrated year for Queensland Rugby both on and away from the field.

In an incredible 12 months of sport where Queensland teams of most codes excelled, it was the accomplishments of Coach Ewen McKenzie's young squad which earned recognition as the Queensland's Sports Team of the Year, stemming from their title triumph over New Zealand's Crusaders in front of a soldout Suncorp Stadium and record-breaking Super Rugby crowd.

The Super Rugby Final between the Reds and Crusaders broke the all-time international Super Rugby attendance record with 52,113 supporters flocking through the gates, bringing the team's season crowd attendance average to a record 33,253 fans per home game.

The Reds 18-13 title triumph in the Final was a remarkable end to a superb season which saw the side finish on top of the Super Rugby ladder at the end of the regular season with 13 victories and only three losses. Performance milestones were shattered along the way also, with a franchise record seven-match winning streak, a first-ever unbeaten tour of South Africa, Templeton Cup

success over arch-rivals the NSW Waratahs and the Reds' inaugural win in Canberra among the many highlights of a triumphant season.

These achievements positioned the Reds to qualify for their first finals appearance since 2001, with consecutive Finals victories over the Blues and Crusaders at Suncorp Stadium ending a 16-year title drought.

The Reds success resulted in a television viewership increase of 38% and, for the second straight season, the Reds were the most watched Australian Super Rugby franchise, while their aggressive and attractive brand of Rugby was the catalyst behind memberships surpassing 15,626 for the first time. That figure is set to break 30,000 in 2012.

The selection of 13 Reds players going on to play a capped match for the Wallabies in a Rugby World Cup year further reinforced Queensland Rugby's reputation as a rich producer of international Rugby talent and only months after hoisting the Super Rugby trophy, inspirational Reds captain James

Horwill was bestowed with the ultimate honour of being announced as the Wallabies new skipper for the 2011 RWC.

Outside of the Reds, Queensland Rugby achieved its largest growth in recorded history in 2011. Over 136,791 participants enjoyed Rugby in the year the Reds won the Super Rugby title - significantly up from 102,673 in 2010.

Queensland Rugby's market share grew to 32 per cent of the Code's reach in Australia - the top percentage to date - after generating the highest participation levels from the state unions for annual sampling programs Super Rugby Week and Walla Rugby Week.

Under the guidance of Queensland Rugby CEO and Queensland Administrator of the Year, Mr Jim Carmichael the health of the Code in Queensland has never been stronger with his efforts in the past 18 months breathing new life and purpose into the State's governing body.

All strategic outcomes were achieved in 2011 with key indicators reflecting record results in attendance, broadcast figures, on-field performance, corporate hospitality, memberships and participation numbers.

Queensland Rugby also generated a 200 per cent rise in benefits allocated to the community clubs through its "One Rugby Economy" capacity development business unit.

QUEENSLAND RUGBY UNION

President: Tony Shaw

Chairman: Rod McCall

CEO: Jim Carmichael

ON THE FIELD

NSW RUGBY UNION



2011 HSBC WARATAHS

BACK ROW: Ateili Pakalani, Wycliff Palu, Kurtley Beale, Ben Mowen, Kane Douglas, Cameron Jowitt, Dave Dennis, Ryan Cross, Berrick Barnes, Brackin Karauria-Henry, Drew Mitchell
MIDDLE ROW: Brendan McKibbin, Tom Carter, Tom Kingston, Josh Holmes, Sosene Anesi, Jeremy Tilse, Locky McCaffrey, Pat O'Connor, Pat McCutcheon, Rob Horne, Benn Robinson, Lachie Turner, Luke Burgess
FRONT ROW: Tatafu Polota-Nau, Alistair Baxter, Dean Mumm, Michael Foley (Assistant Coach), Chris Hickey (Head Coach), Phil Waugh (Captain), Chris Webb (Team Manager), Scott Bowen (Assistant Coach), Daniel Halangahu, Damien Fitzpatrick, Paddy Ryan

THE 2011 season was one of highs and lows for the HSBC Waratahs and their supporters, from opening round victories over the Rebels in their inaugural match and the Reds at ANZ Stadium, to the loss at home to the Cheetahs and in Pretoria to the Bulls.

Despite these disappointments the side scored the most tries (48) in the tournament and, overcoming an horrendous injury toll, made the semi-finals only to lose to the Blues. Despite going two-tries-all in Auckland, the home side were too good and for the second year running the HSBC Waratahs bowed out in the first week of the finals. That the team made it that close is a credit to those left standing, when the injured list for the match included Sekope Kepu, Tatafu Polota-Nau, Damien Fitzpatrick, Al Baxter, Dan Vickerman, Wycliff Palu, Ben Mowen, Pat McCutcheon, Luke Burgess, Berrick Barnes, Drew Mitchell, Rob Horne and Tom Kingston.

The season saw the retirement of two legends of the game, Phil Waugh and Al Baxter, both had outstanding

careers in the sky blue jumper. Phil is the most capped NSW player of all time and Al pulled on the jersey more than 100 times in 11 years of Super Rugby. The off-season also saw the departure of internationals Kurtley Beale, Luke Burgess and Ryan Cross, however the recruitment of Adam Ashley-Cooper, Sarel Pretorius and the return of Rocky Elsom were a welcome boost to supporters and team mates alike.

Sadly, 2011 also brought news of the death of one of Rugby's most loved and brilliant characters, 83-year-old former NSW and Australian player and coach David Brockhoff OAM and another great servant of the game and fellow Life

Members of NSWRU, David Clarke AO. Both are sadly missed.

The year also marked the end of an era for one of NSW's most successful coaches, with Chris Hickey stepping down. Voted Super Rugby coach of the year in consecutive seasons, Hickey signed off with the best winning rate of any NSW coach in the professional era at over 63 percent. It also saw the retirement of NSWRU Chairman Will Jephcott, after more than six years of service as a Director to NSWRU. Nick Farr-Jones has been elected interim Chairman pending the Annual General Meeting.

Of particular note in 2011 was the re-establishment of Sydney Rugby Union Limited (SRU) as the responsible body for the management and running of the Premiership competition in Sydney.

In the Shute Shield Eastwood took the honours but congratulations must go to University on winning all three Colts competitions and the role that they played in the grand final which had to be decided in extra time.

NEW SOUTH WALES RUGBY UNION

NSW Rugby Chairman: Will Jephcott

NSW Rugby CEO: Bruce Worboys

President: John Coolican

Waratahs Rugby Chairman:

Edwin Zemancheff

Waratahs Rugby CEO: Jason Allen



2011 EMIRATES WESTERN FORCE

BACK ROW: Rod Lindsell (Head Strength and Conditioning), Angus Bathgate (Team Doctor), Robbie Coleman, Anthony Hegarty, Henry Speight, Colby Fainga'a, Francis Fainifo, Ed Stubbs, Michael Hooper, Jerry Yanuyanutawa, Samu Wara, Tyrone Smith, Nic White, Marcus Kain (Strength and Conditioning), Elliot Woods (Media Manager)

MIDDLE ROW: Hamish Macauley (Physio), Tim McGrath (Physio), Marco Caputo (Scrum Coach), Ita Vaea, Dan Palmer, Andrew Smith, Peter Kimlin, Rocky Elsom, Mark Chisholm, Ben Hand, Mitchell Chapman, Pat McCabe, Christian Lealiifano, Garry Quinlivan (Assistant Manager), Mary Robinson (Management PA)

FRONT ROW: Justin Harrison (Forwards Coach), Adam Ashley-Cooper, Huia Edmonds, Pat Phibbs, Josh Valentine, Stephen Hoiles, Tony Rea (Head Coach), Mal Daisley (Team Manager), Matt Giteau (Captain), Stephen Moore, Salesi Ma'afu, Ben Alexander, Julian Salvi, Matt Toomua, Stephen Larkham (Backs Coach)

RUGBY WA



THE 2011 season brought mixed blessings with significant growth in the quantity and standard of community Rugby; an improved but frustrating year for the Emirates Western Force; the occupancy of magnificent new 'state of the art' Rugby Headquarters at Perry Lakes; continuing financial and management constraints applied to RugbyWA by ARU; and a welcome Government commitment to a \$95 million first stage of the re-development of nib Stadium to be ready for the 2013 season.

Generously provided by the WA Government, the building and playing fields provide the most modern and comprehensive Rugby training facility in the country and will pay valuable dividends in terms of recruitment and retention of professional players.

The new headquarters also provide an important home for the growth and

development of Community Rugby with over 7,000 registered players now playing the game - an annual increase of 7 percent while Junior Rugby competitions numbers grew by nearly 10 percent.

University won the First Grade premiership for the first time in 40 years and Palmyra's Anare Koliavu won the PG Hampshire Award, Perth's most prestigious Rugby playing award.

While reporting an accounting loss for the financial year, the loss is less than the previous year and includes a modest

trading surplus assisting in management of cash flows. We believe that it is important to engage with ARU to achieve a system allowing WA to contribute better to Australian Rugby through pathways linking a growing community Rugby base throughout the country to the higher levels of Academies, Super Rugby and the Wallabies.

There was no doubting the Western Force's endeavour or commitment under new coach Richard Graham and in addition to five victories the team either drew or lost by less than a converted try in seven games. The forwards performed exceptionally well and ranked second out of 15 Super Rugby teams in terms of successfully completed scrums and lineouts.

Congratulations to Nathan Sharpe, David Pocock, Ben McCalman, Pek Cowan, Matt Hodgson and Salesi Ma'afu on Wallaby selection during 2011.

RUGBY WA

Chairman: Dr Russel Perry

President: Mr David Redpath

Chief Executive Officer:

Mr Vern Reid

ON THE FIELD



2011 COMPUTER ASSOCIATES BRUMBIES

BACK ROW: Rod Lindsell (Head Strength and Conditioning), Angus Bathgate (Team Doctor), Robbie Coleman, Anthony Hegarty, Henry Speight, Colby Fainga'a, Francis Fainifo, Ed Stubbs, Michael Hooper, Jerry Yanuyanutawa, Samu Wara, Tyrone Smith, Nic White, Marcus Kain (Strength and Conditioning), Elliot Woods (Media Manager)

MIDDLE ROW: Hamish Macauley (Physio), Tim McGrath (Physio), Marco Caputo (Scrum Coach), Ita Vaea, Dan Palmer, Andrew Smith, Peter Kimlin, Rocky Elsom, Mark Chisholm, Ben Hand, Mitchell Chapman, Pat McCabe, Christian Lealiifano, Garry Quinlivan (Assistant Manager), Mary Robinson (Management PA)

FRONT ROW: Justin Harrison (Forwards Coach), Adam Ashley-Cooper, Huia Edmonds, Pat Pibbs, Josh Valentine, Stephen Hoiles, Tony Rea (Head Coach), Mal Daisley (Team Manager), Matt Giteau (Captain), Stephen Moore, Salesi Ma'afu, Ben Alexander, Julian Salvi, Matt Toomua, Stephen Larkham (Backs Coach)

ACT RUGBY UNION



THERE is little debate that 2011 was the most challenging year in the Brumbies proud history.

The team was destabilised early in the competition, following the departure of head coach Andy Friend who was replaced with interim coach Tony Rae.

The destabilisation caused by the change in coaching personnel saw the side put in its worst on-field record since entering the competition back in 1996.

The Brumbies also set a host of unwanted records, highlighted by first-ever losses at home to the Reds, the Lions and the Stormers. It was also the first time the team failed to beat a South African side in a season after falling to the Cheetahs in Bloemfontein and the Sharks in Durban.

Despite the poor results there was some silver lining in an otherwise gloomy season with a thrilling win over eventual champions the Queensland Reds at Suncorp Stadium in Brisbane and the

blooding of future stars of the game like Robbie Coleman, Sam Carter and Henry Speight.

While the Brumbies failed to produce consistent winning performances throughout the year the squad did contribute six players to the Qantas Wallabies 2011 Rugby World Cup squad, with Adam Ashley-Cooper, Ben Alexander, Rocky Elsom, Salesi Ma'afu and Stephen Moore all featuring during the tournament.

The Brumbies also boasted the Australian U20s captain, Colby Faingaa and the Australian U20s Player of the Year,

Michael Hooper - two players who are sure to be influential in the future success of the Brumbies.

Off-field the club parted ways with long-time sponsor CA Technologies as well as 15 fulltime players, however did manage to sign 19 new players for the 2012 FxPro Super Rugby season.

In local Club Rugby the John I Dent Cup was once again a tightly contested competition with almost every side in the hunt at some point throughout the season. However it was the Tuggeranong Vikings, who after a slow start to the year clawed their way back up the ladder and finished with their third title in four years after accounting for Western Districts, 44-18.

Vikings also claimed the top prize in second grade with a tough 16-6 over Gungahlin, while the Queanbeyan Whites ended the Vikings run of premierships successfully defended their Colts title with a 21-12 win over the Vikings in the Final.

ACT RUGBY UNION

Founded 1937

President Geoff Larkham

Chairman Sean Hammond

CEO Andrew Fagan



2011 RABO DIRECT MELBOURNE REBELS

BACK ROW: J.P du Plessis, Afusipa Taumoepeau, Greg Somerville, Julian Huxley, Stirling Mortlock, Peter Betham, Tom Chamberlain, Jarrod Saffy, Nic Henderson, Michael Lipman

MIDDLE ROW: Mark Bakewell (Assistant Coach), Luke Holmes, Rodney Blake, Luke Jones, Gareth Delve, Al Campbell, Adam Byrnes, Hugh Pyle, Kevin O'Neill, Luke Rooney, Hoani MacDonald, Tim Davidson, Mark Gerrard, Damien Hill (Assistant Coach), Nathan Grey (Assistant Coach)

FRONT ROW: Lachlan Mitchell, Laurie Weeks, Cooper Vuna, James Hilgendorf, Nick Phipps, Adam Freier, Rod Macqueen (Head Coach), Danny Cipriani, Sam Cordingley, Ged Robinson, Richard Kingi, Heath Tessman

VICTORIAN RUGBY UNION



THE 2011 Super Rugby season was one of great learning for the RaboDirect Rebels, both on and off the field. Players came from interstate and around the globe to join a coaching group headed by the most successful coach in Wallabies history, World Cup winner Rod Macqueen. High profile international recruits such as Greg Somerville, Danny Cipriani and Gareth Delve, and local stars such as Stirling Mortlock and Adam Freier were soon donning the navy blue Rebels jersey.

In what seemed like the blink of an eye the Round One game against the Waratahs arrived, and a harsh lesson was learned about what was required to succeed in the best provincial Rugby competition in the world. The game was watched on Fox Sports by a record number of viewers for a Super Rugby game at the time, only bettered by the Reds v Crusaders Final at season's

end. The crowd of over 26,000 was exceptional, and laid the foundations for a year of extraordinary support from the Club's inaugural members and supporters. The average attendance of over 17,000 shows there is a passion for world class Rugby in Victoria.

Steady progress was made throughout the season, and the first win against the Brumbies at AAMI Park was memorable as was the first away win against the Force. Mortlock capped off an outstanding year when he was named the inaugural

winner of the Rod Macqueen Medal of Excellence, recognition for his outstanding efforts both as a player and clubman. Young scrumhalf Nick Phipps celebrated his first year of Super Rugby when he was named the Players' Player-of-the-Year and went on to earn selection for the Wallabies' RWC 2011 squad. Mark Gerrard also earned a call up, albeit earlier in the year against Samoa.

From the very first day the licence was awarded to the RaboDirect Rebels community engagement would be the cornerstone of the Club.

The 5 Star Engagement Program was born and every player that signed with the club embraced the concept of working with local clubs, schools, charities, businesses and community projects. Scrumhalf Sam Cordingley was the epitome of this program, and was rightly presented the 5 Star Engagement Award at the end of season awards.

VICTORIAN RUGBY UNION

Founded 1883

VRU Chairman: Tim North

VRU CEO: Ross Oakley

Rebels Chairman: Harold Mitchell

Rebels CEO: Ross Oakley

ON THE FIELD

NORTHERN TERRITORY RUGBY UNION



IT HAS been a year of transition for the NTRU in 2011. The departure of long-standing CEO Tim Heath made way for Andrew Crozier to take control of the reins and continue Tim's excellent work. Rugby continues to grow in the Territory as the NTRU widened the net in 2011. The Junior Friday night Rugby is still a flagship, showing strong growth of eight percent for the past year. It provides a great platform for the sport to develop and in 2012 NTRU will look to expand Rugby into indigenous communities and schools that have never played the game previously.

The June long weekend saw the NT Mosquitoes play in a Tri-series against the South Australia Black Falcons and the Queensland Country Blue Heelers. The Tournament was held in Darwin with Queensland Country winning a tight competition which was played in amazing spirit.

In Rugby Sevens the Mosquitos competed in the Hyperion Gold Coast 7s and put up a top rate performance to finish runner-up in the Plate final. The NTRU also had teams competing in Women's, 18s Schools, U16s, U14s as well as Indigenous U18s, U16s and U14s. This high number of teams can only be attributed to the tireless work and quality of Rugby volunteers we have in the

NT RUGBY UNION

President: Daniel Bree

Vice Presidents:

Sean Killiner, Dan Panapa

Secretary: Brian Anderson

Treasurer: Rob Sloan

Executive: Vince Kelly, Craig Seaton, Richie Ward

Chief Executive Officer: Andrew Crozier

Top End. The 'Hottest 7's in the World' tournament has certainly become one of the premier domestic 7's event in Australia with a record number of teams competing in 2011.

In 2011 the ACT Brumbies and NTRU formed an alliance, thanks to the support of the Northern Territory Government. The alliance saw the Brumbies take on the Reds in Darwin and attract over 4,000 fans through the gates to. Next year the Brumbies are scheduled to play the Western Force in their first trial of the year.

There will be further ongoing engagement between both organisations with particular emphasis on growing the game in indigenous communities.

Finally, huge thanks to the growing band of volunteers, the NT Rugby staff and the NT Rugby Board who have all made a great contribution over the past year.

TASMANIA RUGBY UNION



IN 2011, as in 2010, the junior roster and delivering as much Rugby to our kids as possible has been a challenge. That said, we have enjoyed some excellent results and our juniors have once again represented us admirably from Under 15s to Colts

Our number one focus for 2012 and beyond is and must be development of the earliest junior cohorts. While a substantial amount of grant moneys have been directed at junior programs across the state the TRU executive have committed to the return of a state junior development officer as early as 2012. The opportunities presented to

Tasmania with the expanded Super Rugby competition, Sevens Rugby as an Olympic sport and the 2011 Rugby World Cup, while providing an excellent chance to showcase our great game in Tasmania, our success in this area was mixed to say the least.

For those involved in senior Rugby, 2011 once again showed a small overall rise in player numbers and our genuine

state-wide competition showcased the growing strength of the Northern sides, a very pleasing development. The TRU has worked tirelessly, in partnership with the Tasmanian Sport and Recreation Department to maximise the access to training for both upgrading and initial training of coaches and referees throughout 2011. Thank you must also go to Australian Rugby Union for its continued support of Rugby in Tasmania. Finally, I would like to thank the TRU Board and Management for their tireless work over the year. We look forward to season 2012 with great optimism.

NSWC RUGBY UNION

President: Matthew Rush

Chairman: Matthew Rush

SOUTH AUSTRALIA RUGBY UNION



RUGBY in South Australia enjoyed significant growth right across the board in 2011, with the highest Club participation the state has seen in more than 15 years. The Club competition enjoyed 2,291 registered players participating in senior men's, women's and junior competitions across the state.

Development of the game was also impressive, with nearly 10,000 young South Australians enjoying a taste of the game, many for the first time - an increase of almost 2,000 from 2010.

Through in-school clinics at more than 60 schools, the Walla Sevens program was rolled out right across metropolitan and

country South Australia, giving players who are new to the game an insight into Rugby using a popular non-contact version of the game.

The growth of Rugby in South Australia is pleasing, but its continuation will prove a challenge without the inclusion of international content on the South Australian events calendar.

SA RUGBY UNION

President: Geoff Holdich

Chairman: Wally Bell

CEO: Lachlan Clark

Despite attracting 140,000 people to the International Sevens in Adelaide over its five years, and a very strong bid, thanks to support from the South Australian Government, the Australian leg of the IRB World Series was moved to the Gold Coast - leaving no international Rugby in the state of South Australia.

SA Rugby will continue to work with ARU and the South Australian Government to attract major Rugby to Adelaide.

With the redevelopment of the Adelaide Oval underway, we aim to see the Qantas Wallabies and other international Rugby content back in our State to help keep the game alive and healthy - and maintain Rugby as a truly national sport.



NSW COUNTRY RUGBY UNION



NSW Country Rugby Union continued to maintain its profile as the largest province in Australian Rugby. Participation numbers (Seniors, Juniors, Women and Schools) remained constant and in some areas registered steady growth.

With continuing funding cuts the Union reviewed its financial structures and with sound budgeting was able to register a modest surplus.

Whilst the budget was tightened the Union continued to meet its obligations in relation to Affiliate Grants and costs associated with three major representative programs.

The Union would like to acknowledge

the NSWRU's financial support, together with the 'Country Family of Sponsors' who continued to support the Union.

The Country Championships continued to grow in stature with Newcastle Hunter claiming their fourth consecutive senior Caldwell Cup and Central West the colts. The Women's Division saw Hunter claim the title in the restructured format.

The Cockatoos, Cockatoo Colts and Corellas representative teams whilst not registering the same results as previous

years continued to be 'the teams to beat'.

It is common practise for oppositions to 'stack' their teams with players involved in academy and professional programs, which is a compliment to the Union.

The reintroduction of the Country v City fixture after a long absence was well received and is now firmly back on the representative calendar.

Club Rugby continues to flourish and continues to provide a sporting and social outlet to the Regional and Rural communities across the state.

The Union would like to thank the ARU for their ongoing support of Grass Roots Rugby in the bush.

NSW COUNTRY RUGBY UNION

President: Barry Ruddy

ON THE FIELD

CLASSIC WALLABIES

DRIVEN by co-presidents Simon Poidevin and Jeff Miller, the Classic Wallabies have again continued their important role in Australian Rugby throughout 2011. Through an exclusive link with the current Wallabies, fundraisers and functions, jersey presentations and grassroots Rugby support, the Classics continued to support the development of Rugby throughout Australia.

Test Jersey Presentations: The honour has been treasured and respected by Classic Wallabies, evidenced by those who have been prepared to ensure their availability or even travel overseas to fulfil the privileged responsibility. The Classic Wallabies played a major hand in organising the 2011 jersey presentations with the following Classic Wallabies presenting jerseys in 2011:

Nick Farr-Jones and the 1991 Rugby World Cup winning squad (Samoa), Terry Curley (Springboks), Elton Flatley (All Blacks), Paul McLean (Italy), Brett Robinson (Ireland), Ron Graham (USA), Chris Handy (Springboks), Jeffrey Sayle (All Blacks), John Eales (Wales) and Bill Calcraft (Wales).

NB: Radike Samo presented the team jerseys at the South Africa Test in Durban,

Corporal Ben Roberts-Smith, VC, MG and Corporal Mark Donaldson, VC presented jerseys at the All Blacks Test at Suncorp, Dan Vickerman presented the jerseys at the Russia Test.

Hall of Fame Inductions: The Classic Wallabies have a seat on the Committee that decides each year on new inductees to the Wallaby Hall of Fame. In 2011, the former Test players elevated to one of Australian Rugby's most exclusive clubs were Herbert 'Paddy' Moran, John Eales AM, Paul McLean MBE.

ARU Classic Wallabies Statesmen: The Statesmen program was introduced by the ARU in 2008, working in sync with the Classic Wallabies' charter which states in part that the organisation acts "as the

guardians of the traditions of Australian Rugby." The 2011 inductees were: 1940s Eric Tweedale, 1950s Terry Curley, 1960s Rob Heming, 1970s Geoff Shaw, 1980s Simon Poidevin, 1990s Tim Gavin, 2000s Elton Flatley

An important part of the Classic Wallabies charter is to facilitate opportunities to bring Classics together and also to raise funds to support the game and selected charities. In 2011 the Classic Wallabies raised \$767,836 for selected charities as well as supporting the Australian Schools Rugby Union.

The Classic Wallabies once again assisted with a number of highly successful fundraisers in 2011, including:

The 2011 fundraisers are listed below.

- Spinal Injuries Association of QLD **\$90,000**
- Hearts in Union **\$50,000**
- Classic Rugby for Christchurch Match (Red Cross) **\$541,836**
- Queensland Community Rugby **\$20,000**
- Canterbury Community Rugby **\$26,000**
- Australian Schools **\$40,000**
- Haematology Oncology Clinics of Australia **\$40,000**

CLASSIC WALLABIES

Co-presidents: Simon Poidevin / Jeff Miller

Patron: Ken Catchpole

Treasurer: Ken Wright

Secretary: Geoff Shaw

Committee: Bill Ross, Peter Carson, Ian Robertson, Arthur McGill, Peter Grigg, Stuart Macdougall, Greg Cornelsen, John Eales, Ross Reynolds and Dr Brett Robinson.

AUSTRALIAN JUNIOR RUGBY UNION

THE year 2011 has been a watershed one for the Australian Junior Rugby Union. For some years there have been informal arrangements between members of the AJRU to participate in tournaments hosted by other members. It has been agreed by the members that these tournaments will move towards a national arrangement hosted by the AJRU.

Funding is always an issue for a volunteer organisation. AJRU members are all volunteer organisations funded by themselves and their ARU member affiliates. Pressure on funding continues to be a burden and AJRU members have confirmed their objective to break out of

this cycle.

Member events such as the NSWJRU State Championships and the QJRU State Championships were wonderful spectacles of the talent produced by Juniors. Smaller members of the Australian Juniors Rugby Union contributed to the pageantry of these events by sending representative teams from their programs to participate in these tournaments. Of particular note is the improvement in Victorian and West Australian entries in these competitions.

The highlight of the year was the tri-state playoffs between ACT, NSW and Queensland. U15s, U16s and U17s from each union participated in a three day

tournament in early October. It was NSW's year, but that did not diminish the intensity or the display of extraordinary talent from every team. ACT departed the playoffs to travel to West Australia where they played a number of games against WA Juniors.

The Australian Junior Rugby Union is looking forward to 2012 with great enthusiasm.

AUSTRALIAN JUNIOR RUGBY UNION

President: Paul Taylor

Vice President: Martin Sullivan

Secretary: Paul De Guigand

AUSTRALIAN SERVICES RUGBY UNION

ARMY'S dominance of the annual Inter-Service Championship came to an end. The Navy men's team defeated Army 25-22 in a thrilling match to win the champion's trophy for the first time in six years. A combined women's team from Navy and Air Force also claimed victory over Army women 10-5, again for the first time in six years. The 2012 Championship will take place at Victoria Barracks in Sydney 13-19 May.

The ASRU women's team won their division at the annual ARU Women's Championship with victories over South Australia, the National Indigenous team and Victoria.

The major focus for ASRU in 2011 was the men's team participation in the inaugural International Defence Rugby Competition, which was an initiative led by the Chief of the Defence Force, General David Hurley. The tournament was co-hosted by the Australian Defence Force and the New Zealand Defence Force and featured 12 teams from across the globe.

AUSTRALIAN SERVICES RUGBY UNION

Chairman: R. L. Boyce,

ASRU notched up impressive victories against the Tongan Defence Service, the Peoples' Liberation Army of China, the Royal Air Force and the Samoan Police, and faced the highly-fancied British Army in the championship final. The final was won by the British Army. The next tournament will be hosted by the UK Ministry of Defence in 2015, to coincide with the IRB RWC.

ASRU's two best players for 2011, Tony Luxford and Ben Radmall, were selected to play in the Southern Hemisphere versus Northern Hemisphere Help for Heroes match at Twickenham in December.

AUSTRALIAN UNIVERSITIES RUGBY UNION

THE highlight of the 2011 season for the Australian Universities Rugby Union (AURU) was hosting the fixture against New Zealand Universities (NZU), resuming the trans-Tasman rivalry for the first time since 2007. The match was played under lights at No.1 Oval Sydney University on 6 May 2011, and provided an entertaining display of the skill and speed present in the third tier of representative Rugby.

The AURU squad was represented by 10 university Rugby clubs and performed admirably, given they only assembled two days prior to the fixture. NZU were victorious with an impressive performance from a squad that contained 13 players who had represented at NPC level in New Zealand.

Unfortunately the other proposed

fixture for the AURU, against the Australian Services Rugby Union (ASRU), was unable to be played during the season due to the International Defence Rugby Competition (IDRC) being held in October 2011.

The 2011 Laffan Cup, a university Rugby tournament, was held on 19 March 2011 and was hosted again by the UWS Hawkesbury RUFC. The carnival, which featured 12 teams representing 11 university Rugby clubs, also served as a selection trial for the AURU squad

AUSTRALIAN UNIVERSITIES RUGBY UNION

President Trevor Walsh

Vice President Peter Hone

Secretary Patrick Howard

that played against NZU. The final was played between Uni-Norths Canberra and the University of Queensland with Uni-Norths claiming victory in a hard fought encounter played in torrential rain.

The success of the events outlined above was the result of an enormous amount of enthusiasm and commitment from a group of very passionate university Rugby supporters. On behalf of the AURU executive committee, I would like to sincerely thank our major sponsor Heathley Limited for their ongoing commitment to university Rugby.

Thanks also go to ARU, our sponsors, volunteers, supporters, and the university Rugby clubs who all contributed to the success of the 2011 season.

AUSTRALIAN BARBARIANS RUGBY CLUB

THE Australian Barbarians enjoyed another exciting 2011, which began with games against the Western Force, Rebel Rising, Junior Waratahs, the Canadian RWC 2011 team and finished with a game against the Combined Australian Services at Victoria Barracks.

The results were very pleasing beginning with an outstanding effort against a full strength Force team in oppressive conditions at TG Milner. This was followed with a close loss to the Rebel Rising, resounding wins over the Junior Tahs and Canada and a close win against the Australian Services.

The players' ability to be competitive in each and every match despite generally only meeting on the day of the game is a credit to their skills.

In 2011 the Baa Baa's were once again proud to be associated with the Hearts in Union, which assists Rugby players who have extreme misfortune in playing our

AUSTRALIAN BARBARIANS

President Charles Blunt

Secretary Peter Johnson

Treasurer Ken Wright

game. Next year the club is hoping to play at least three games against the Western Force 'A', the Melbourne Rebels 'A' and the Junior Waratahs and we thank those Unions for the opportunity.

I would like to thank ARU for giving the club the opportunity to play the Canadians. The opportunity to play touring teams is one the Baa Baa's relish and we hope there are more chances like these in the future. To all those who have given up their time to assist particularly Peter Hearl our generous benefactor, Mike Doyle and his coaching staff, John Dawes the team manager and the players I thank you.

2011 VALES

FROM GREAT WALLABIES TO GREAT ADMINISTRATORS



Mick 'Smiler' Cremin (1923-2011)

Mick 'Smiler' Cremin is considered by many to have been one of the most influential players in the immediate post war period, as both a player and a strategist. The former Randwick and Waratahs flyhalf played three Tests and 19 matches in total for Australia in the immediate post WWII period between 1946 and 1948.

It was in the latter capacity that Cremin helped to mastermind NSW's stunning upset of the 1947 All Black tourists at the SCG. As a player he made his Test debut in 1946, as part of a full Australian Test team which was on debut, during the country's first post-War Test against New Zealand at Carisbrook in Dunedin.

A year later he played the final Test of his career, shortly after inspiring the NSW victory over New Zealand.

Cremin was included on the 1947-48 tour of the United Kingdom, France, Canada and the United States, and appeared in nine matches, leading the side in provincial games.

He captained Australia on six occasions in non-Test tour matches and was also a mainstay for Randwick between 1940 and 1949, appearing in 132 first grade games, while captaining the club between 1944 and 1947. Mr Cremin maintained an involvement in the game following his retirement, coaching with Sydney's Northern Suburbs club.

Keith Cross (1928-2011)

An outstanding and industrious backrower, Keith Cross won his first Test cap against the NZ Maori in 1949 to become the 361st Wallaby to represent his country. His debut was followed with two Tests against the All Blacks in the same year, at Wellington and Auckland. Spanning nine seasons from 1949 to 1957, Keith played 19 Tests for the Wallabies across Australia, New Zealand and South Africa against the British Isles, the All Blacks, the Springboks and Fiji



finishing his long Wallaby career with five tries.

Keith also represented Australia in 27 provincial matches in New Zealand and South Africa scoring 10 tries as well as representing NSW 25 times from 1949 to 1957. Running out 131 times in first grade for Randwick between 1946 and 1957, Keith scored an impressive 52 tries, topping the season try-scoring count in 1951 with 11 tries and in 1954 with nine.

When his playing career ended, Keith remained in Rugby as a referee, officiating at first grade level for five years. As well as being a talented Rugby player Keith excelled at a number of sports throughout his school days. During his fifth year at Sydney Boys' High School in 1945, Keith represented the school in athletics, won a CHS breaststroke swimming title, competed in the eights in the GPS rowing regatta, where High was placed second to Shore, played in the First XV and had the honour of being named school captain.

Robert 'Danny' Kay (1928-2011)

Robert Kay, a compact and skilful centre, gained the nickname 'Danny' because of Hollywood comedian and actor 'Danny' Kay. A career soldier, 'Danny' sometimes known as 'sapper', played his Rugby for the Footscray club in Melbourne and later for Randwick after he moved to Sydney.

In 1958 at the age of 23 he was selected out of the blue to tour New Zealand - the first Victorian selected for Australia in 20 years. 'Danny' became the first Victorian since 1938 to play for Australia when he joined Beres Elwood in the centres for the second Test at Christchurch, a game the Wallabies upset the All Blacks 6-3. Unfortunately for Kay, an ankle injury ruled him out of certain selection for the final Test against the All Blacks that year.

In 1959 the British Isles toured Australia. Kay played against them for Victoria who were soundly beaten 53-18, however despite the result 'Danny' was selected for the second Test against the Lions after Jack Potts had to withdraw.

That was the final time Robert 'Danny'



Kay would appear for the Wallabies, but it was not the end of his career, as he lined up for a combined Victoria-South Australia team that played NZ in 1960.

Outside of Rugby, Kay was a career soldier, a 6th Intake Army Apprentice C & J, who served in Vietnam from March 1969 to March 1970. He retired as a Warrant Officer 1.

David Clarke (1942-2011)

David Clarke AO is widely regarded as one of the game's leading contributors on either side of Rugby's move to professionalism in the mid-1990s. A former Chairman of the NSW Rugby Union, Mr Clarke was one of the prime movers along with Ian Ferrier in resuscitating the State body after its financial collapse in 1991.

Elected to the ARU Board in 1995, he was installed as Chairman in 1998 as Australian Rugby embarked on its most successful ever on-field period. During his tenure and until he left the Board in May 2001, Australia held the Bledisloe Cup continuously, won the 1999 Rugby World Cup and the Tri Nations title for the first time in 2000.

Mr Clarke was also part of a panel that first recruited current ARU Managing Director and CEO John O'Neill to the game in late 1995. Considered among many as a heavyweight of the financial industry he was a man of integrity and fairness who loved Rugby and spent some time as a first grade player with Sydney University.

Mr Clarke became executive Chairman when the Macquarie Group was established in 1985 and only stepped down in 2011 due to ill health. He also served on the Boards and Councils of groups as varied as The Salvation Army, Opera Australia, The Royal Agricultural Society of NSW, the Children's Cancer Institute Australia, and the Australian Olympic Foundation.

In 1992 he was made an Officer of the Order of Australia (AO) for service to business and the community and in 2001 received the Centenary Medal for service to Australian society through business and the community.



Rex Mossop (1928-2011)

Rex Mossop is widely regarded as one of the great dual internationals and sports commentators Australia has ever produced.

As a boy growing up in Manly he stood out in size, strength and ability and at the age of 16 was drafted into Manly's senior side by coach Ron Walden, where he played 117 first-grade matches.

At the age of 18 he began his representative career after being selected in a Sydney Metropolitan XV in 1946, but it wasn't until 1949 that he earned the NSW call up to take on Queensland. From then until 1951 he played 17 matches as a Waratah, including games against Great Britain in 1950 and New Zealand in 1951.

The 369th player to earn a Wallaby cap Mossop, a tough uncompromising lock was part of the famous 1949 side, which won both Tests against the All Blacks in New Zealand - Wellington and Auckland - to bring home the Bledisloe Cup, a rare achievement.

Mossop's Wallaby career concluded in 1951 with a total of 11 caps for his country, 5 Test and 6 non-Test caps as well as 17 caps for NSW. A glittering career in rugby league followed.

In 1963 Mossop retired from the game and pursued a career in the media, which he did with aplomb becoming one of the countries most respected and colourful rugby league commentators of the 1960s, 1970s and 1980s.

In 2000 Mossop was awarded an Australian Sports Medal in recognition of his services to sport.

David Brockhoff OAM (1928-2011)

David Brockhoff OAM was a Wallaby flanker through 26 matches, including eight Tests, between 1949 and 1953; 'Brock' as he was affectionately and almost universally known, later coached the Wallabies for six consecutive years between 1974 and 1979.

In 2004 Mr Brockhoff was elected as a life member of ARU, and remained enthusiastically involved in the game almost up until the time of his death, being a regular at both Wallabies and NSW Waratahs training sessions, as well as a familiar face at the airport when either side was departing for, or returning from, an overseas tour.

His contribution to the game was again recognised in 2010 when he was anointed as one of the game's statesmen. During his time as a player, Mr Brockhoff shared in Australia's



Bledisloe Cup-winning-series success in New Zealand in 1949, appearing in 10 of the 12 matches as well as both Tests of a series that the Wallabies won 2-nil. He then featured on the tour of South Africa in 1953. A dedicated player and coach with both University and Easts Rugby clubs Mr Brockhoff enjoyed premiership success at both clubs and in 1974 was invited to coach the Wallabies.

After six consecutive seasons at the helm of the Wallabies his tenure ended in memorable circumstances when Australia beat New Zealand 12-6 in a one-off Test at the SCG to regain the Bledisloe Cup.

That success allowed Australia to secure the silverware for the first time since Mr Brockhoff had featured as a player in the 1949 victory.

Dick Thornett (1940-2011)

One of three brothers, Dick Thornett first sprung onto the international sporting scene in 1960 with the Australian Olympic

water polo team, before switching to Rugby in 1961 where his rapid rise through club, state and into the national team was as fast as they come.

After impressing with Randwick he was given a start with NSW and after a strong showing against Fiji joined his brother John in the Test pack for the three-Test series against the Pacific Island nation. His debut against Fiji in 1961 was the start of his career with the Wallabies, which lasted until the end of the 1963 season when he decided to switch codes and excel at rugby league.

In a career that included 11 consecutive Tests and 11 tour matches, Thornett was never dropped from a Wallabies side and is considered to be one of the most extravagantly gifted sportsmen Australia has produced in the last 50 years. The fact that he represented Australia at three sports - Rugby, rugby league and water polo - is a testament to his talent and ability.

The Thornett family is considered to be one of the most talented in Australian sporting history with all three Thornett brothers representing their country in one sport or another, or in Dick's case three sports. Dick's brother John was a Wallabies legend who captained Australia for many years and Ken, while never playing for the Wallabies, was one of rugby league's great fullbacks.

Brian Ford (1939-2011)

In 1957 Brian Ford was handed the distinction of being the youngest ever player to make his Wallabies Test debut at the tender age 18 years and 3 months, a



record that still stands to this day.

Born in Sydney in 1939, Ford came from good Wallaby stock his uncles, Eric and Jack Ford, were Waratahs who both gained international honours in 1927-28 with the Waratahs against the All Blacks.

Ford, who grew up in Sydney, moved to Brisbane at the end of World War II and after leaving school played his Rugby with Southern Districts.

His efforts and talent didn't go unnoticed by State selectors who, in 1957, rewarded his hard-hitting defence and speedy dashes down the left wing with a spot in the Queensland side that played two matches against the touring All Blacks.

Following their tour matches against Queensland the All Blacks had two Tests against the Wallabies. During the first of the Tests the Wallabies incumbent winger Ken Donald broke his arm.

Donald's injury opened the door for Ford to make his debut and become the youngest Wallaby in the history of the game.

* Picture courtesy of the *Courier Mail* newspaper in Brisbane.

David Fordham (1949-2011)

Considered by many to be one of Australia's most versatile sports broadcasters the Bingara-born David Fordham, began his media career with NBN television in Newcastle before spending more than three decades with the Seven and Ten networks.

David, known as 'Dasher' to a legion of sports personalities and mates, covered four Olympic Games, four Commonwealth Games, three Rugby World Cups, President's Cup golf, Davis Cup tennis and much more.

He also hosted a number of national sports programs, including Sportsworld on the Seven network.

David was a true professional who had an incredible knowledge for a wide range of sports. His association with Rugby extended beyond his broadcasting of the games show piece event, with his brother's Bob and John both contributing to Rugby in Australia.

Bob was an elite referee who also held the position of CEO of Australian Rugby Union for a number of years in the late 1980's and early 1990's, while John has been one of Australian sports' leading talent and sports managers.

In 2000, David was awarded the Australian Sports Medal for his services to sport by the Australian Government and in 2009 the Australian Olympic Committee acknowledged his significant contribution to the Olympic movement with its coveted Order of Merit award.



OFF THE FIELD

High Performance

HIGH PERFORMANCE UNIT

THE High Performance Unit (HPU) has a role to oversee the elite player development pathway in Australia. This program involves national Elite Player Programs as well as National Teams. These programs and teams include:

- Qantas Wallabies;
- Australian U20s;
- Australian Sevens Men's and Women's programs;
- National Academy program;
- Junior Gold and National Gold programs; and
- Elite Refereeing program.

Australian Rugby ended the 2011 year in good shape as we were still ranked second in the world and are the current Tri Nations champions.

The Under 20s are ranked third in the world after the 2011 Junior World Cup in Italy whilst the Men's Sevens finished sixth in the 2011 World series. These results were achieved whilst also providing players for the fifth Australian Super Rugby Team (Melbourne Rebels) for the first time.

Late 2011 saw the commencement of ARU's National Academy. The

Academy which comprises just over 100 of the best young players in the country is based in Brisbane and Sydney and houses elite developing players of all ages and from all over Australia.

The Academy caters for all elite players preparing for National Sevens and U20s as well as preparing a development pool of players for Super Rugby. The Academy offers specialised coaching and a centralised development curriculum for both on and off the field. The academy is resourced by a Head Coach (Paul Carozza in Brisbane and Nick Scrivener in Sydney) in both locations as well as a specialised forwards coach (Andrew Blades) and a scrum coach (Patricio Noriega).

Other HPU coaches and Qantas Wallabies coaches are also integrated into the program to give the players the best access to elite coaches in the country.

The Pathway to Gold program expanded in 2011 to recognise 23 Junior Gold Programs and five National Gold Squad training centres

across Australia involving over 750 players U15-U18 years and 50 coaches. The National Talent Scout Network appointed to assist with the development and selection of these players grew to 45 scouts nationally. In late 2011 an impressive 15 National Gold Squad players graduated to the National Academy or Extended Player Squads of the Super Rugby teams. Whilst, in the major benchmarking competition for players U18 years, the Australian Schoolboys rebounded from a tough Test Match against England to beat arch rivals NZ Schools late in the season. The Pathway to Gold program will undergo further evolution into 2012 to provide national talent development program opportunities to over 1000 players throughout Australia.

The alignment between the Pathway to Gold program and the National Academy has enabled Australian Rugby to maximise its resources and ensure every development dollar is being fully utilised. We expect these programs to grow and evolve further throughout 2012.

INTEGRITY

Sports Betting

ARU increased its relationship with a number of Approved Betting Operators in 2011 entering into Product Fee and Integrity Agreements for the first time.

These Agreements allow Betting Operators and ARU to share important information and work together to maintain the ongoing Integrity of ARU and Super Rugby matches and competitions.

As part of the Agreements Betting Operators ensure a portion of the proceeds generated from Betting on Rugby matches played under the auspices of ARU are returned to ARU for reinvestment in Australian Rugby.

Anti-Doping Program

ARU continued its close working relationship with the Australian Sports Anti-Doping Authority (ASADA) in 2011 conducting a comprehensive anti-

doping education and testing program across the Wallabies, Super Rugby, Australian Sevens, National Women's, Under 20s and State Academy squads.

A total of 162 tests were conducted over the course of the year - 52 match day and 110 non-match day tests - with all tests returning negative results.

In 2011 three amateur Rugby players competing in non-metropolitan competitions were handed two-year sporting bans for 'non-analytic' violations, none of the players tested positive.

The players received the bans after packages were seized by Customs and Border Protection containing prohibited substances, which were ordered online from overseas.

Illicit Drugs in Sport Policy/Illicit Drugs in Sport (IDIS) Education Program

As part of ARU's continued

endeavours to educate players on the dangers of Illicit Drugs ARU, in conjunction with the Rugby Union Players' Association (RUPA) developed an Illicit Drugs Policy.

In June 2011 the respective Boards of ARU and RUPA endorsed the Illicit Drugs Policy and fully supported the development and implementation of an Illicit Drugs Education Program.

ARU and the Commonwealth Government worked closely to develop greater awareness of the dangers of Illicit Drugs and the impact they have on our athletes and the broader community.

Through the Illicit Drugs in Sport Program, the Government is supporting ARU to ensure athletes have the education and support to make the right choices when it comes to Illicit Drugs.

COACHING AND MATCH OFFICIALS

THE education and training of coaches and match officials remains a key component of the services delivered by Community Rugby development staff across Australia. From Smart Rugby (the ARUs Occupational Health and Safety Program for Coaches and Match Officials), through Coaching and Refereeing Kids Rugby (CKR / RKR) and up to the Level 3 Program, the qualification and accreditation offerings aim to support and develop our key deliverers of the game.

In 2011, the following numbers of participants were either accredited or re-accredited:

* Smart Rugby qualifications only - 17,013 (of which 2,309 were CKR; RKR - 1,496 and Foundation - 13,208)

* Kids Rugby participants (coaching/ refereeing), including SmartRugby -

2,309

* Foundation participants, including SmartRugby - 1,496

* Level 1,2,3 coaches (accredited/ re-accredited) - L1 = 489; L2 = 268; L3 = 45

* Level 1,2,3 referees (accredited/ re-accredited) - L1 = 239; L2 = 145; L3 = 7

* Assistant Referee participants - 728

* Referee Coach Accreditations - 65

The sheer volume of participants (almost 23,000) demonstrates a keen thirst for education and training and ARU has a clear vision to ensure coach and match official behaviour provides every player an enjoyable experience that improves their play and enhances the prospects of them being a lifelong participant.

A number of courses underwent reviews during 2011 (including all of

our match official offerings) in order to maintain registration with the Australian Sports Commission.

ARU would like to thank the Member Union staff and volunteer coaches/ referees for their input.

Last year also saw the rollout of the new and improved National Kids Pathway which included education sessions, distribution of resources and Law dissemination across all States and Territories.

The Pathway received positive reviews by the players, coaches, match officials and parents involved with over 2,500 responses received nationally to the formal survey.

ARU would like to thank the Member Unions and all participants for their support of and delivery of the Pathway and Education across Australia.

AUSTRALIAN SPORTS COMMISSION

THIS is an exciting and challenging time for Australian sport.

The active lifestyle that has played a significant role in establishing our nation's identity, culture and international reputation is being challenged. Demographic shifts and competition from other activities are challenging the market relevance and value of sport to many Australians, resulting in an increasingly sedentary lifestyle, particularly among our children.

It has become clear that in order to reinvigorate engagement in sport among our community and regain our competitive edge in the international sporting arena, there is a need to do things differently.

A true sign that Australian sport is committed to this reform is the endorsement from the Commonwealth, State and Territory Governments of the National Sport and Active Recreation Policy Framework.

What this means is that for the first

time all governments have agreed on priorities for sport.

Underpinning the Framework is the new National Institutes System Intergovernmental Agreement which unites our National Institutes of Sport and national sporting organisations to work hand-in-hand to achieve common national high performance objectives to maximise resourcing and expertise in support of the development of world class athletes to achieve international success.

This Framework is supported by significant additional investment in sport by the Australian Government. The 2011-12 Budget provides \$300 million to support the full spectrum of sport from grass roots through to elite competition. Specifically, the Australian Government supports the Australian Rugby Union through investing over \$1.2 million. This investment supports Community Rugby and Rugby Sevens high performance programs.

Support by the Australian

Government will enable a more collaborative long term focus to drive reform within Australian sport and importantly make the connection between Australians standing on the podium and young Australians participating in sport.

The Australian Sports Commission looks forward to working with all sporting organisations, the state and territory institutes and academies of sport and state and territory departments of sport and recreation, to promote access to, and participation in, sport across the community and support Australia's continued sporting success.



Australian Government
Australian Sports Commission

OFF THE FIELD

COMMUNITY RUGBY REPORT 2011



AUSTRALIAN Rugby enjoyed a third consecutive year of growth in participation recording a record number of players at clubs and schools across the country.

After the previous year's record breaking participation figures, which saw numbers surpass the 200,000 mark for the first time in the game's history, Rugby broke through another milestone topping 250,000 registered players.

Overall a record 261,437 people played Rugby in 2011, which was an increase of 52,404 (25.1%) on 2010.

A total of 47,430 juniors played in 2011 increasing Rugby's junior playing

WHERE THE PLAYERS ARE

• NSW	41.78%,
• QLD	31.24%,
• ACT	10.12%
• WA	8.57%
• VIC	4.33%
• SA	2.66%
• NT	0.80%
• TAS	0.49%

numbers by 1.1% nationally.

The 2011 Qantas Walla Rugby Week, which enjoyed record numbers last year, helped deliver more than 111,063 players to school carnivals, gala days and competitions across Australia boosting school participation by a huge 86.3%.

Other key areas of participation in 2011 included:

- NSW Juniors up 1.4% to 20,458 (Record),
- Overall playing numbers in NSW up 21.2% to 101,690 (Record),
- QLD Juniors up 1.8% to 15,202 (Record),
- Overall playing numbers in QLD up 31.4% to 76,033 (Record),
- VRU Seniors up 1.4% to 2,537 (Record),
- Rugby WA Seniors up 3.9% to 3,273 (Record)
- SARU Seniors up 5.4% to 1,013 (Record and the first time senior playing numbers have broken 1,000 in South Australia)

ACT & SNSWRU									
Year	2006	2007	2008	2009	2010	2011	Variance	%	Variance
Seniors	2,912	2,975	2,827	2,960	3,097	2,955	-142		-4.6%
Juniors	4,969	5,038	4,858	4,435	4,284	4,269	-15		-0.4%
Schools (1) *	1,041	1,169	1,180	1,040	1,220	1,100	-120		-9.8%
Schools (2) **	5,460	6,103	6,279	5,354	7,670	16,204	8,534		111.3%
Women	191	175	276	272	165	108	-57		-34.5%
Golden Oldies							0		0.0%
Totals	14,573	15,460	15,420	14,061	16,436	24,636	8,200		49.9%
Total including GO (GO total is included in NSW GO figure)				14,061	16,436	24,636	8,200		49.9%
NSWRU									
Year	2006	2007	2008	2009	2010	2011	Variance	%	Variance
Seniors	18,949	18,398	18,770	19,321	19,120	18,836	-284		-1.5%
Juniors	18,246	18,867	19,491	19,353	20,170	20,458	288		1.4%
Schools (1) *	15,332	13,450	17,390	17,919	17,765	18,047	282		1.6%
Schools (2) **	24,778	25,329	19,106	20,990	26,278	43,808	17,530		66.7%
Women	783	611	617	522	557	541	-16		-2.9%
Golden Oldies				7,545	8,624	9,304	680		7.9%
Totals	78,088	76,655	75,374	78,105	83,890	101,690	17,800		21.2%
Total including GO				85,650	92,514	110,994	18,480		20.0%
QRU									
Year	2006	2007	2008	2009	2010	2011	Variance	%	Variance
Seniors	8,633	8,294	8,469	9,382	10,195	9,968	-227		-2.2%
Juniors	14,233	14,194	14,162	14,701	14,936	15,202	266		1.8%
Schools (1) *	23,288	21,527	20,140	20,301	19,584	19,400	-184		-0.9%
Schools (2) **	4,161	4,983	3,689	9,615	12,888	31,123	18,235		141.5%
Women	490	495	388	411	240	340	100		41.7%
Golden Oldies				4,685	4,615	4,322	-293		-6.3%
Totals	50,805	49,493	46,848	54,410	57,843	76,033	18,190		31.4%
Total including GO				59,095	62,458	80,355	17,897		28.7%
RWA									
Year	2006	2007	2008	2009	2010	2011	Variance	%	Variance
Seniors	2,412	2,664	2,861	3,179	3,151	3,273	122		3.9%
Juniors	3,273	3,178	3,277	3,495	3,721	3,705	-16		-0.4%
Schools (1)*	2,485	3,812	2,220	2,220	2,618	2,584	-34		-1.3%
Schools (2) **	6,152	3,005	4,349	3,978	3,216	11,154	7,938		246.8%
Women	149	134	115	171	129	147	18		14.0%
Golden Oldies				2,160	2,210	2,284	74		3.3%
Totals	14,471	12,793	12,822	13,043	12,835	20,863	8,028		62.5%
Total including GO				15,203	15,045	23,147	8,102		53.9%
VRU									
Year	2006	2007	2008	2009	2010	2011	Variance	%	Variance
Seniors	2,378	2,080	2,074	2,292	2,501	2,537	36		1.4%
Juniors	1,761	1,728	1,781	1,730	1,653	1,763	110		6.7%
Schools (1) *	1,360	1,420	1,420	1,340	1,360	1,200	-160		-11.8%
Schools (2) **	3,052	5,150	3,397	2,266	5,328	4,921	-407		-7.6%
Women	134	91	99	144	123	116	-7		-5.7%
Golden Oldies				551	610	621	11		1.8%
Totals	8,685	10,469	8,771	7,772	10,965	10,537	-428		-3.9%
Total including GO				8,323	11,575	11,158	-417		-3.6%
NTRU									
Year	2006	2007	2008	2009	2010	2011	Variance	%	Variance
Seniors	645	754	837	895	828	960	132		15.9%
Juniors	528	613	625	813	786	670	-116		-14.8%
Schools (1) *	251	135	0	0	0	0	0		#DIV/0!
Schools (2) **	833	595	530	775	1,100	260	-840		-76.4%
Women	0	0 46	18	66	52	-14	-21.2%		
Golden Oldies				264	322	390	68		21.1%
Totals	2,257	2,097	2,038	2,501	2,780	1,942	-838		-30.1%
Total including GO				2,765	3,102	2,332	-770		-24.8%
TRU									
Year	2006	2007	2008	2009	2010	2011	Variance	%	Variance
Seniors	478	444	387	451	439	406	-33		-7.5%
Juniors	364	356	394	321	262	263	1		0.4%
Schools (1) *	0	160	0	0	0	84	84		#DIV/0!
Schools (2) **	2,480	2,601	1,575	882	212	420	208		98.1%
Women	61	66	55	37	29	15	-14		-48.3%
Golden Oldies				238	250	351	101		40.4%
Totals	3,383	3,627	2,411	1,691	942	1,188	246		26.1%
Total including GO				1,929	1,192	1,539	347		29.1%
SARU									
Year	2006	2007	2008	2009	2010	2011	Variance	%	Variance
Seniors	871	856	954	900	961	1,013	52		5.4%
Juniors	853	880	1,023	1,055	1,124	1,100	-24		-2.1%
Schools (1) *	524	588	487	780	733	1,020	287		39.2%
Schools (2) **	1,753	2,523	2,598	2,100	2,934	3,173	239		8.1%
Women	107	68	64	94	116	179	63		54.3%
Golden Oldies				626	723	705	-18		-2.5%
Totals	4,108	4,915	5,126	4,929	5,868	6,485	617		10.5%
Total including GO				5,555	6,591	7,190	599		9.1%
NATIONAL									
Year	2006	2007	2008	2009	2010	2011	Variance	%	Variance
Seniors	37,278	36,370	37,179	39,380	40,292	39,948	-344		-0.9%
Juniors	44,227	44,854	45,611	45,903	46,936	47,430	494		1.1%
Schools (1)*	44,281	42,261	42,837	43,600	43,280	43,435	155		0.4%
Schools (2)**	48,669	50,289	41,523	45,960	59,626	111,063	51,437		86.3%
Women	1,915	1,640	1,660	1,669	1,425	1,498	73		5.1%
Golden Oldies	17,012	14,500	15,000	16,069	17,474	18,063	589		3.4%
Totals	193,382	189,914	183,810	192,581	209,033	261,437	52,404		25.1%
% change	9.5%	-1.8%	-3.2%	4.8%	8.5%	25.1%			
Actual change	16,727	-3,468	-6,104	8,771	16,452	52,404			
Clubs Total	83,420	82,864	84,450	86,952	88,653	88,876	223		0.3%
(Snrs, Jnrs, Women)	4.14%	-0.67%	1.91%	2.96%	1.96%	0.25%			
Schools (1 & 2)	92,950	92,550	84,360	89,560	102,906	154,498	51,592		50.1%
Schools 1	44,281	42,261	42,837	43,600	43,280	43,435	155		0.4%
Schools 2	48,669	50,289	41,523	45,960	59,626	111,063	51,437		86.3%
Schools figures are based on confirmation by school principals, convenor or state development staff (Secondary and Primary):									
* Schools 1 (Regular Rugby) - schools playing in a weekly competition that entails 5 (five) games or more.									
** Schools 2 (Irregular Rugby) - schools who competed in one off gala days, knock out competitions or the like.									
Regular Rugby	127,701	125,125	127,287	130,552	131,933	132,311	378		0.3%
	4.11%	-2.02%	1.73%	2.57%	1.06%	0.29%			
Note: ^ In 2005, Southern Inland & Far South Coast Unions moved affiliation from NSWRU to ACT & SNSWRU.									
State Union overall market share									
Year	2006	2007	2008	2009	2010	2011	2010-2011	% Variance	
ACT	8.26%	8.81%	9.13%	7.97%	8.58%	10.12%	1.54%		
NSW	44.28%	43.70%	44.65%	44.25%	43.79%	41.78%	-2.01%		
QLD	28.81%	28.21%	27.75%	30.83%	30.20%	31.24%	1.05%		
WA	8.20%	7.29%	7.60%	7.39%	6.70%	8.57%	1.87%		
VIC	4.92%	5.97%	5.20%	4.40%	5.72%	4.33%	-1.39%		
NT	1.28%	1.20%	1.21%	1.42%	1.45%	0.80%	-0.65%		
TAS	1.92%	2.07%	1.43%	0.96%	0.49%	0.49%	-0.00%		
SA	2.33%	2.80%	3.04%	2.79%	3.06%	2.66%	-0.40%		
		100%	100%	100%	100%	100%			
Participant overall market share									
Year	2006	2007	2008	2009	2010	2011	2010-2011	% Variance	
Seniors	19.28%	19.15%	20.23%	20.45%	19.28%	15.28%	-4.00%		
Juniors	22.87%	23.62%	24.81%	23.84%	22.45%	18.14%	-4.31%		
Schools (1)*	22.90%	22.25%	23.31%	22.64%	20.70%	16.61%	-4.09%		
Schools (2)**	25.17%	26.48%	22.59%	23.87%	28.52%	42.48%	13.96%		
Women	0.99%	0.86%	0.90%	0.87%	0.68%	0.57%	-0.11%		
Golden Oldies	8.80%	7.64%	8.16%	8.34%	8.36%	6.91%	-1.45%		
		100%	100%	100%	100%	100%	100%		

OFF THE FIELD

QANTAS WALLABIES REWARDS PROGRAM



THE Qantas Wallabies Rewards Program took on a different look in 2011 as a result of the shortened domestic Test season due to Rugby World Cup 2011. Despite the reduced schedule there were still plenty of opportunities provided around the three Australian Tests.

The Sunday afternoon Test against Samoa allowed us to combine the experience with a fan day and skills and drills outside ANZ Stadium. This Test was also the first time we were able to have eight Under 6 teams from NSW participate in pre-Test games.

A Qantas Wallabies Fan Day and open training session was held at The Southport School (TSS) where the TSS 1st XV players had a chance to train with the Qantas Wallabies, whilst some of the junior boys assisted during the session. The visit was especially significant as five Wallaby squad members training on the day were TSS old boys.

Additionally 2011 enabled us to extend our reward of having the

Bledisloe Cup visit schools or clubs as part of the annual Bledisloe Cup Roadshow (BCR), a second initiative was implemented with a tour of our very own William Webb Ellis trophy roadshow around Australia.

The format allowed schools and club Rugby players, supporters, teachers and fans to get up close and personal with the trophies, with some getting the opportunity to actually 'raise' the Cups in celebratory style.

The national Roadshow took in all states and territories with 'Bill's' trip around the country known as the One Team Roadshow (OTR) to tie into ARU's national One Team campaign to raise support for the Qantas Wallabies.

In total the OTR, conducted over six weeks in all states and territories with 'Bill' in the lead up to the RWC, exposed the game to more than 12,000 participants.

We also ran a successful 'Have you seen Bill?' promotion throughout the tour asking fans to send us their

photo with 'Bill'.

The Bledisloe Cup Roadshow was run in Queensland and was accompanied by the 2011 Super Rugby trophy won by the Qld Reds.

Starting in Roma the tour moved east via St. George, Goondiwindi and Toowoomba before arriving in Brisbane for the fan day at Ballymore, one week out from the Bledisloe Test match.

The Bledisloe Cup and Super Rugby trophy were joined on the Roadshow by 'Bill' for the week, allowing some very lucky schools and clubs to have the three most prestigious Rugby trophies in their backyard.

Some 3,500 participants were seen as part of the two week initiative.

With eight Tests scheduled around the country in 2012, as well as the opening round of the HSBC Sevens World Series once again being held at Skilled Park on the Gold Coast there'll be plenty of opportunities to engage schools, clubs and the Rugby public in rewards programs.

EdRugby is ARU's National Education and Participation program designed specifically for Schools. In 2011, it continued to provide opportunities for primary and secondary schools and students, irrespective of their Rugby background, to participate in Rugby activities both on and off the field.

New to the EdRugby program in 2011 was Super Rugby Week, similar in structure and operation to Qantas Walla Rugby Week, but positioned at the commencement of the year in order to capitalise on the interest around the start of Super Rugby and club recruitment time.

Over 22,000 students participated in Super Rugby Week in its inaugural year underlining the interest in Rugby at all levels in 2011.

The third annual Qantas Walla Rugby Week broke all previous records with more schools and students taking part in the week long

THE KEY FIGURES

- A total of 2,918 schools have registered with the EdRugby program. This represents close to 30% of all Schools in the Country;
- Over 292 Schools across Australia registered for the Qantas Walla Rugby Week; and
- Over 46,000 students participated in Qantas Walla Rugby games,
- Over 22,000 students participated in Super Rugby Week.

program than ever before.

Held in the lead up to the Wallabies World Cup showdown against Ireland - Monday 12 to Friday 16 September - students played a minimum of 40 minutes of non-tackle Rugby and teachers were also encouraged to incorporate Rugby themes across their curriculum.

A total of 292 schools and 46,206

students took part in Qantas Walla Rugby Week 2011, which was more than double the 21,000 who took part in 2010, while 120 more schools signed up for the 2011 program compared to last year.

Since beginning in 2009 Qantas Walla Rugby Week has experienced significant growth with student numbers in 2011 triple the 15,000 that signed on in the inaugural year, while school numbers have also doubled.

Scone Grammar was awarded first place for their efforts that included a Gold and Green cake, Wear Gold Day and more.

EdRugby also continued to promote the Rugby brand and values through the delivery of EdRugby Promoting Values in Sport Forum. Qantas Wallabies James Horwill and Benn Robinson attended a Forum at Sydney Boys High where the pair spoke to students on the values of the game.

NATIONAL VOLUNTEER RECOGNITION PROGRAM

In 2011 there were more than 24,000 Community Rugby volunteers who devoted countless hours each week at the grass roots level of the game for the ongoing development, promotion and advancement of Rugby in Australia.

The National Volunteer Recognition Program rewards the dedication and hard work of Rugby volunteers and to raise the awareness of their contribution to the Game.

In 2011 volunteers from each state and territory were recognised at the prestigious John Eales Medal where Richard Hogg of the ACT was named the 2011 Volunteer of the Year.

Richard has been involved in Rugby at the Broulee/Moruya Rugby Club for over five years, including roles such as a coaching, refereeing, Senior Club Vice President, Sponsorship coordinator, and the less glamorous tasks at the Club including opening up on weekends and marking the field.

Richard was instrumental in the re-emergence of the Broulee/Moruya Junior Dolpins which has seen participation grow by 25% per year in the past four years, including the



introduction of two new teams since 2007. As sponsorship Coordinator, Richard has been able to provide a Player Development Fund to assist players with the financial costs of training camps, representative team costs or other course costs such as coaching and referee coaches.

Richard is recognised within the Brumbies Rugby Community as "a highly committed volunteer who has added an enormous quality to the Broulee Dolphins Junior Club as well

as the ACT Junior Rugby".

"Richard has dedicated himself to creating a club and culture at Broulee Junior Rugby that today is a model that many junior Rugby clubs could aspire and learn from," a spokesman for ACT Rugby Union said.

The other state and territory nominees in 2011 were Siobhan Seiuli (NSWRU), Graeme Tosch (VRU), Kevin Bird (NTRU), Harold Sealy (RugbyWA), David Rowe (SARU), Dan Bowdler (QRU), and Derik Joubert (TRU).

OFF THE FIELD



COMMERCIAL OPERATIONS

THE launch of the new Super Rugby competition with more games, more local derbies and the arrival of the Melbourne Rebels did much to lift Rugby's profile and reach in Australia. The base of significantly improved broadcast ratings for Super Rugby up by 41% and attendances growing on average by 5% topped off with the Red's win and an all-time rating record, set the ground for the Qantas Wallabies campaign later in the year. This was important in a RWC year, which means no June Tests and a truncated Tri Nations, so the success of the Bledisloe Cup match in Brisbane, a win on the field, a full house and the best television ratings in some years, was significant for the commercial program.

In a RWC year the commercial program comes under pressure due to the reduced Wallabies match program

and the commercial restrictions on our partners ability to leverage their support of the Wallabies during RWC. The overarching 'One Team' campaign played a significant role in linking our partners support during the domestic season to supporting the Wallabies at RWC. So with the above successes and careful planning Commercial Operations were able to achieve solid outcomes for the partners.

The year saw some significant new partnerships agreed, which will serve to underpin the commercial program into the future. These achievements included;

- Castrol Edge signing on as presenting partner of Test matches;
- New partnerships with Blackberry, Vero and Nine Wide World of Sports;
- Securing FxPro as naming rights partner for Super Rugby from 2012-15;

- Agreement with Destination NSW to host the Bledisloe Cup every year for 10 years in Sydney and Lions matches in 2013;

- A 10-year agreement with Events Queensland covering Test matches, Bledisloe Cup Test every 2nd year and Lions;

- A four-year agreement with Victorian Major Events for Test matches and Lions

- A three-year Agreement with Eventscorp WA for Test matches;

After eight years, Panasonic bowed out as a major partner of Rugby at Test, Super Rugby and Sevens levels. We thank Panasonic and in particular their CEO Steve Rust for their support over the years, particularly in supporting the Wallabies and ARU with the latest in technology.

WALLABIES AND TEST MATCH PARTNERS

ARU benefitted from the continued support of significant Australian and international companies. We thank all commercial partners who supported the Qantas Wallabies, Castrol Edge, Test Rugby, Super Rugby and our Sevens Rugby Events.



QANTAS WALLABIES:

Qantas continued their support of Rugby in Australia as naming rights partner of the Qantas Wallabies, a position

they have held since 2004. In 2011, The Great Crusade was Qantas' major leverage campaign which saw 25 campervans follow and support the Qantas Wallabies around New Zealand whilst showcasing some of the stunning attractions New Zealand has to offer. Qantas gave Qantas Wallabies fans opportunities to win a place on the Great Crusade by entering a video, showing how far they would go to support the Team. Qantas utilised in-flight and in-terminal channels to promote the campaign. During the Crusade, Qantas released a daily episode of the campaign which achieved significant viewership. The 22 part comedy series was nominated for an International Digital Emmy in the Fiction section.



Vero:

Prior to this year, Vero supported the Qantas Wallabies under the

Suncorp brand. In 2011 Vero was the stand alone hero brand, becoming the Official Commercial Insurance partner of the Wallabies. Vero hosted a boardroom lunch with Qantas Wallabies Coach, Captain and ARU Managing Director and CEO John O'Neill in attendance as well as a dinner with the Team for Vero brokers. The 'One Role' campaign rolled out this year by Vero complemented Australian Rugby's One Team campaign whilst allowing them to leverage their support throughout the entire season.



Lion Nathan:

Lion Nathan through its Tooheys New brand continued its support of Australian Rugby in 2011

as the Official Beer of the Qantas Wallabies. Leveraging programs were varied and included 'Man hugs' TV commercials, on pack and on premise promotions and other initiatives such as a lunch at the XXXX Brewery in Brisbane, a Tooheys New Harbour Cruise, a Charity lunch and a Facebook activation campaign.



CASTROL EDGE RUGBY INTERNATIONAL AND TRI NATIONS:

Castrol took up the position as naming rights partner to the Qantas Wallabies Test matches in 2011, the start of a four year partnership. The Castrol Edge Rugby International against Samoa launched the partnership which also carried through to the Castrol Edge Tri Nations matches. Castrol leveraged the partnership through in-precinct activity at matches as well as consumer and trade promotions. Castrol also ran a significant hospitality program at Qantas Wallabies matches in 2011 to leverage their B2B customers. We look forward to what will be a huge year in 2012 with the launch of the Castrol Edge Wales Tour and The Castrol Edge Rugby Championship.



Lexus:

The second year of Partnership built on the shared 'Pursuit of Perfection' vision, Lexus

produced player vignettes recorded in a Lexus vehicle used in broadcast and on-line channels. John Eales was also inducted as a new Lexus Ambassador, an excellent strategic fit for the John Eales Medal Lexus owner promotion promoted by Fox Sports, which gave the opportunity for one lucky winner and friend to be part of the exclusive event.



Blackberry:

Research in Motion (RIM) the maker of BlackBerry partnered with the Qantas Wallabies in 2011, the start

of a two year partnership. Through this partnership, the Qantas Wallabies were given BlackBerry product to assist them with their day to day duties as Wallabies. BlackBerry launched the MyRugby fan application which was well received by the Rugby public and BlackBerry also leveraged their association with the Qantas Wallabies by delivering exciting and exclusive content to Qantas Wallabies fans through the 'Road to Glory' online Wallaby game and social media video content.



KOOGA OFFICIAL APPAREL PARTNER:

2011 was the second year of KooGa's apparel partnership with the Qantas Wallabies. KooGa

got behind the Qantas Wallabies and encouraged fans to do the same as the Team went on their quest for glory across the ditch through an on-line 'Back the Wallabies' campaign. Australians, no matter what game they supported, were encouraged to upload a photo to form a mosaic team poster. The campaign was endorsed by Australian sporting celebrities through online and outdoor media sites. KooGa again provided discounted merchandise offerings including a personalised Rugby World Cup Wallabies jersey so that Rugby fans could be a part of the support team campaign, being bold and wearing gold in a huge year for Rugby.



Panasonic:

Panasonic was again the Qantas Wallabies exclusive consumer electronics partner in 2011

providing state of the art equipment to the organisation. The partnership was leveraged by Panasonic through a 'Show Your Support Viera Skype' campaign where Rugby fans were encouraged to record a message of support for the Qantas Wallabies using Skype.



Nine Network Australia:

Further to Nine Network

Australia's position as Free to Air Broadcaster of

Qantas Wallabies matches, the Nine Network Australia also came on board as an Official Partner of the Qantas Wallabies. This partnership helped affirm Channel 9's association with ARU and its broadcast of the Rugby World Cup. The partnership provided ARU with valuable media advertising space across the Nine Network to promote the Qantas Wallabies One Team campaign.

OFF THE FIELD

SUPER RUGBY PARTNERS

TNT supported the new format Super Rugby season through its match official partnership. TNT has partnered Super Rugby for many years now and its on-going support is

greatly appreciated. As was the case in 2010, Panasonic also supported Super Rugby, as the official match ball partner. Betfair was an Official Sponsor of Super Rugby for the first

time in 2011. Betfair's leveraging activities consisted of a 'Get Your Head In The Game' campaign, utilising LED touchline signage, and at-ground precinct activity.



OFFICIAL SUPPLIERS

Australian Rugby and the Wallabies enjoy the continued support of the following Official Suppliers who we thank for their professional service and contribution - Intercontinental Group Hotels & Resorts, Gilbert Match Ball, Sportscraft, Victor Sports, Skins, Integria Healthcare, Le Coq Sportif, Gatorade and Julius Marlow.

INTERNATIONAL RUGBY SEVENS ADELAIDE



ARU hosted the Australian leg of the 2010/11 HSBC Sevens World Series in Adelaide on Saturday 2 and Sunday 3 April 2011. The event attracted 26,717 fans to the picturesque Adelaide Oval and at the conclusion of the two days of entertaining Rugby Sevens New Zealand was triumphant in the final. The 2011 International Rugby Sevens Adelaide was the fifth and final time the Australian leg of the HSBC Sevens World Series was held in Adelaide. ARU recognises the generous and loyal support the International Rugby Sevens Adelaide received from the Government of South Australia and the local community in Adelaide over the past 5 years. Without the support of all the stakeholders the event would not have grown to be as successful as it has been.

Government Partners:

The South Australian Government has been a valuable supporter of International Rugby Sevens Adelaide since 2007.

The Australian Government, through the Australian Sports

Commission, continued its support of Rugby from community participation to high performance level, while Adelaide City Council also provided support.

Other Partners

Direct Interiors - A valuable long term supporter of International Rugby Sevens Adelaide.

Coopers - Long term supporter of International Rugby Sevens Adelaide, kept the crowd entertained at the Coopers Pale Ale Bar.

Minter Ellison Lawyers - Enjoyed the sunny aspect & bird's eye view from the Clem Hill stand, hosting a Family BBQ on the Sunday.

ADT Security - New sponsor of the event in 2011.

V.I.P. Home Services - Put the crowd to the test in the V.I.P. Home Services 'Pass the Ball' competition, providing giveaways to the successful contestants.

Panasonic - Official Consumer Audio Visual & Electronics supplier for the event.

Gilbert - Official ball of 2011 International Rugby Sevens Adelaide.

Hilton Adelaide - Official hotel of 2011 International Rugby Sevens Adelaide & hosted all players and officials from the 16 countries. They also assisted in keeping the crowd cool by handing out fans throughout the oval.

Kukri - Official Apparel provider for 2011 International Rugby Sevens Adelaide. Provided a great range of merchandise to cater for the sun in the day & warm people up as the night drew to a close.

Fitness First - Showcased its continual support for Rugby by providing giveaways and gym passes to the crowd.

Konica Minolta - Kept officials running providing printers & technical support for the tournament.

Broadcast Partners - Fox Sports was once again a fantastic supporter of Rugby, showcasing the tournament live over the two days.

Adelaide Advertiser
DMG Radio, through Five AA and Nova 91.9FM

Variety Children's Charity - 2011 International Rugby Sevens Adelaide official charity of choice.

GOLD COAST SEVENS FEVER PITCH



IN APRIL, ARU granted hosting rights for the Australian leg of the HSBC Sevens World Series to the Gold Coast for the next four years. The colourful international tournament was staged at Skilled Park on Friday 25 and Saturday 26 November and was won by Fiji. It was the first tournament of the 2011/12 HSBC Sevens World Series which has expanded from 8 to 9 tournaments, with the introduction of the Tokyo Sevens.

ARU has entered into a partnership with the Queensland Government, through Events Queensland, and the Gold Coast City Council which will provide a solid platform for the event to become one of the most successful tournaments of the HSBC Sevens World Series. In the launch year of the Gold Coast Sevens - Fever Pitch tournament, support also came from a number of blue chip companies.

GOLD SPONSOR:

Lexus came on board as a Gold Sponsor in 2011 and will continue to support the event in the coming years. Lexus showcased a range of

their prestige cars in the precinct area at Skilled Park.

KOOGA OFFICIAL APPAREL PARTNER:

KooGa was the Official Apparel Partner for 2011 Gold Coast Sevens - Fever Pitch. KooGa unveiled a new green and navy strip at the event from under its new sub-brand 'Seviin'. All officials and volunteers of 2011 Gold Coast Sevens - Fever Pitch also wore clothing from the range and the crowd was able to purchase merchandise from a selection of new designs.

EVENT PARTNERS

Qantas extended its significant support of Rugby with the sponsorship of 2011 Gold Coast Sevens - Fever Pitch.

The XXXX Gold brand from Lion Nathan was the Official Beer of the Gold Coast Sevens and provided the XXXX Gold Beer Garden for the crowd to enjoy between games.

Sony was the Official Consumer Electronics Partner of Gold Coast Sevens - Fever Pitch, leveraging the partnership through an appearance by some of the Australian Sevens Team

at the Sony Centre in the nearby Robina Town Centre.

Crowne Plaza Hotels & Resorts, a dynamic hotel brand currently located in nearly 60 countries around the world, provided accommodation for all players and officials from the competing 16 teams in its Surfers Paradise property.

Cockfighter's Ghost, was welcomed as the Official Wine Partner of Gold Coast Sevens - Fever Pitch.

Fitness First continued its support of Rugby through its involvement with Gold Coast Sevens - Fever Pitch.

Gilbert was the Official ball of 2011 Gold Coast Sevens - Fever Pitch.

Fox Sports further illustrated its support of Rugby by showcasing the entire tournament live over the two days. In a first for Australian Rugby Sevens, Channel 9 also broadcast a one hour highlights package on the new tournament on the afternoon of the 27th of November as part of its Wide World of Sports Program.

Surf Life Saving Australia was the Official Charity of 2011 Gold Coast Sevens - Fever Pitch.

BROADCAST

TEST MATCH Rugby, Super Rugby and Sevens were again all broadcast domestically on Fox Sports. In 2011 the Nine Network entered into an agreement with Fox Sports to become the Free to Air Broadcaster of all Qantas Wallabies matches. Channel Nine also telecast a one-hour weekly Super Rugby highlights program throughout the season, the first time that Super Rugby has been shown on free to air television since the games' inception.

Internationally through our SANZAR partnership, Qantas Wallabies matches and Super Rugby were broadcast live by Sky Sport in New Zealand, Super Sport in South Africa, BSkyB in the UK, Canal + in France, Australia Network across Asia, ESPN Sur in South America, Fox in the US and J sports in Japan.

Audiences

Broadcast figures in 2011 were strong with 7 out of the top 10 subscription programs of all time Rugby matches all of which were played in 2011.

Rugby World Cup

In the 2011 World Cup, 3.2 million Australian viewers tuned in to see the semi-final clash between the All Blacks



and Wallabies, beating the all-time Pay TV viewership record for Fox Sports and topping the free-to-air ratings on Channel 9. No Rugby match since the World Cup Final in Sydney in 2003 has delivered an audience of the same magnitude. In a direct comparison with 2003, there were 800,000 more people watching the Eden Park clash than watched the RWC Semi Final between the same two teams in Sydney eight years ago.

A week earlier, 1.6 million viewers watched the quarter-final win over South Africa while 1.5 million viewers saw the Wallabies win the Bronze Final against Wales.

Castrol Edge Test Season

1.44 million viewers watched the Bledisloe Cup Test in Brisbane representing a 59% increase on the corresponding 2010 fixture and, at the time, the highest ratings for a Test Match since 2006. The Castrol Edge Test season attracted on average 33% more viewers per game than 2010.

Super Rugby

Australian broadcast ratings reached record levels for the 2011

Super Rugby season.

The Super Rugby Final broke the subscription television ratings record with an average audience of 526,000 viewers tuning in to the live and exclusive broadcast on Fox Sports 3HD and Fox Sports 3.

The game drew in the biggest audience in Brisbane Metro homes for the season with 172,000 viewers. Sydney and Perth also delivered record audiences with 137,000 and 33,000 viewers respectively.

Almost 100,000 of the 857,000 total audience for the Super Rugby Final (1 minute reach) had previously not watched any live Super Rugby coverage on Fox Sports during the 2011 season.

After the Final, average audiences for 2011 live Super Rugby on Fox Sports, at 71,000, were up by 41% compared to the 2010 season.

The total domestic audience for the whole season (18 regular rounds and 3 finals rounds) was 8.8 million viewers. The average cumulative reach by round in 2011 was 695,000 - up 30% on 2010.

Matches played in New Zealand and South Africa experienced average audience increases of 24% and 15% respectively showing an increase in Super Rugby consumption across the SANZAR nations.

OFF THE FIELD

ONLINE

DIGITAL activity through 2011 was at record-breaking levels. A new look website (rugby.com.au) was released in June which included revised site architecture, layout and design. Branded sub sites were developed to reflect ARU's line of business and the site was redesigned to be more user friendly with authoritative links built from other Rugby properties.

Monthly visitors to the rugby.com.au homepage peaked at 348,001 visits in August following the Castrol Edge Tri-Nations Championship win in Brisbane. This represents the highest monthly figure ever recorded on rugby.com.au.

Video views were up 280% year on year across the domestic Castrol Edge Test season compared to 2010, while there was a 674% year on year increase in videos uploaded. These

results were achieved in conjunction with a raft of new initiatives and innovations.

Mobile fan engagement continued to be an area of focus in 2011 and two Blackberry applications were launched (the official mobile handset device of ARU). The MyRugby Fan App provided fans with extensive coverage on the latest in Rugby from the Wallabies and Super Rugby. The MyRugby TV App for the Blackberry Playbook offered extensive behind the scenes coverage on the Wallabies as they progressed through the season.

Use of the Wallabies smart phone application and a YouTube channel with Wallabies branding continued to grow. There were more than 56,000 downloads of the smart phone app. In many cases, video viewing on smart phones matched or surpassed website numbers.

Australian Rugby strengthened its presence in Social Media and the numbers of followers and the degree of engagement increased rapidly in 2011. Engaging content was provided and cutting edge Facebook initiatives, such as 'Rugby Rewards' and 'Messages of Support', were launched. The Wallabies Facebook page had 131,224 fans at the end of the year representing a 165% annual increase.

A Tri Nations Facebook campaign, which positioned the Wallabies as a team for all of Australia ahead of the tournament, generated a 9-point increase in positive brand sentiment and a significant increase in page interaction. The campaign was nominated for a global Facebook 'studio' award being one of four finalists from Australia and the first ever Australian sporting case study to be nominated.

VENUES, ATTENDANCES AND MEMBERSHIP

ARU Event Operations conducted Castrol Edge Test matches at two domestic venues, ANZ Stadium for Tests against Samoa and South Africa and Suncorp Stadium for the final match of the Castrol Edge Tri Nations against New Zealand. A total of 133,654 attended the three domestic Test matches.

In addition, ARU conducted an Australian Barbarian match against Canada at Skilled Park on the Gold Coast and two World Series Sevens tournaments in Adelaide and the Gold Coast respectively.

Wallaby First/ First Plus members had a high renewal rate despite the limited number of domestic Tests. The renewal rate was 92% across both categories of memberships, with a total of 3,041 memberships.

This membership is capped, but for the first time it was opened up to new members and an additional 159 new members were signed.

Revenue of \$197,318 in new membership joining fees was generated and \$426,719 worth of membership subscriptions.

Shared Services - Super Rugby Memberships: For the first time ARU

assisted three Super Rugby teams with the execution of membership services.

ARU assisted the Rebels, Reds and Waratahs in selling, taking payment and fulfilment of all memberships providing a consistent service and driving economies of scale.

ARU also acted on behalf of the Super Rugby teams to assist members on game day.

Across the three Super Rugby teams and the Wallabies, 33,798 memberships were sold and fulfilled, which in turn drove the facilitation of 241,310 tickets across the Super Rugby and Test Season.

Domestic Matches	Venue	Attendance
Australia v Samoa	ANZ Stadium	29,008
Australia v South Africa	ANZ Stadium	52,788
Australia v New Zealand	Suncorp Stadium	51,858
Australian Barbarians v Canada	Skilled Park	4,122
Sevens World Series 2010/11 season (2 day aggregate)	Adelaide Oval	26,717
Sevens World Series 2011/12 season (2 day aggregate)	Skilled Park	25,872

GOVERNMENT EVENT SUPPORT



SOUTH AUSTRALIA:
After hosting the Australian leg of the HSBC Sevens

World Series in Adelaide for five years ARU decided that the event would be staged on the Gold Coast for four years from the 2011-12 Series.

The support provided by the Government of South Australia through Events South Australia was fundamental to ARU being able to host a very popular event in Adelaide. The Government of South Australia is also a long-term supporter of Rugby

in South Australia through its support of a range of grassroots programs.

ARU recognises the support Rugby has received and continues to receive at all levels in South Australia and looks forward to deepening the relationship with the Government of South Australia in years to come.



QUEENSLAND:

For the Bledisloe Cup Match in Brisbane, ARU thanks Tourism Queensland and Brisbane Marketing for their significant financial and

marketing support. ARU would also like to extend a warm thanks to Events Queensland for their support of the inaugural Gold Coast Sevens - Fever Pitch tournament.

The support of the respective State and Territory governments and their agencies is appreciated by ARU, assisting in the expansion of the Test season and the spread and growth of Rugby across the country. In 2012 with the Qantas Wallabies hosting 8 domestic Test matches in addition to the Gold Coast Sevens - Fever Pitch event this continued support will be invaluable.

CORPORATE HOSPITALITY

RUGBY Hospitality catered for 5,623 corporate clients in 2011 across the 3 Test matches. In addition there were 788 Corporate Partner guests and over 413 ARU Guests catered for during the season.

The sales program for 2011 was managed by the ARU's Hospitality sales team and sold via four approved agents, - Matchpoint Hospitality, Southern Cross Sports Marketing, Corporate Sports Australia and Eaglestone Management.

The match day implementation and delivery of the hospitality events was

again largely outsourced to a third party provider, the Podium Group who worked closely with the hospitality team to ensure a first rate experience for our guests.

The partnership between ARU and Fox Sports was strengthened with an increased profile for the John Eales Medal, which was held under the Big Top at Luna Park in Sydney. It included a live broadcast on Fox Sports, and doubled as a farewell for the Qantas Wallabies before their journey to the Rugby World Cup. We also gave a number of fans the opportunity to experience the John Eales Medal in

person, with a "Gold Carpet" arrival by the Qantas Wallabies and their partners. The fans got the chance to witness history with a rare opportunity to attend the presentation of the Wallabies highest accolade with a seat at the John Eales Medal.

At the completion of the 2011 season, a strategic review of hospitality was conducted. One key outcome from this review was that Southern Cross Sports Management was replaced by Nine Live as an official hospitality agent of ARU.

LICENSING

ARU's Licensing Program enjoyed another successful year in 2011. A number of new licensees were introduced across a varied range of categories, the annual Point of Sale campaign was widely supported through an expanded retail network and a number of key licensees benefited from the increased awareness of Rugby during the Rugby World Cup period.

A number of new licensees joined ARU in 2011, including One Rugby (on-line store operator), WAECO (Wallabies ice-boxes), Winners Sports Nutrition (tinned biscuits), Cheeky Child (baby mobiles) I.M. Promos (corporate supply and fulfillment) and The Perth Mint ('Men of Gold' collectable coin). This new group of licensees will enable an expansion of the overall product range in addition to extending the retail network.

The biggest licensee, KooGa, was proactive in its support of ARU's marketing campaign, with the tailored 'One Team, One Jersey' tag-line featuring prominently throughout varied creative executions. KooGa's successful marketing campaign during the Rugby World Cup period encouraged consumers to 'Back the Wallabies' by purchasing a personalized jersey and was

supported by celebrity endorsements, Facebook, eDMs and billboard advertising. Furthermore, its predominantly gold range of replica on-field gear encouraged the public to 'Be Bold, Wear Gold' and sold well throughout retail.

KooGa also launched a new Australian Sevens kit at the Gold Coast Sevens tournament, giving the Men's and Women's Sevens teams their own unique look. The lime green was certainly a talking point and resulted in a huge amount of exposure for the teams.

The new Wallaby Shop licensee, One Rugby, took over the operation of the on-line store in June 2011. Wallaby Shop now features a wide range of merchandise including Qantas Wallabies, State Unions, RWC 2011, and other relevant Rugby products and equipment. Sales from Wallaby Shop continue to grow, notably after a Qantas Wallabies win. A number of marketing initiatives were implemented to assist with the re-launch of the store including eDMs sent to ARU and Wallaby Shop database, inclusion in Rugby HQ newsletter, Facebook and Twitter updates and on-line promotions and giveaways.

The new electronic game, Wallabies Rugby Challenge, was released in

early September to much anticipation. The licensee for this product, Tru Blu Entertainment, supported the launch with a number of marketing and retail initiatives including scarf giveaways for customer pre-orders and decoration kits supplied to retailers to dress up key stores during the pre-release and sales period. Approximately 45,000 units of Wallabies Rugby Challenge were sold in Australia in 2011 - an outstanding result.

The overall program was tied together at retail by again distributing Point of Sale to Rugby retailers nationally. To align closely to ARU's Marketing campaign, the program focused on ARU's 'One Team 2011' campaign. The kits were delivered to over 450 retail doors including Rebel Sports, Amart All Sports and Best & Less stores across the country. The predominantly gold collateral was received well by all retailers, and featured a number of licensed products including the jersey, training apparel and gifts and accessories.

With an expanded domestic Test Season in 2012, Licensing will continue to work closely with licensees, retailers and other key partners to grow the sales and promotion of Official Licensed Product.

OFF THE FIELD

Marketing

ONE TEAM 2011 CAMPAIGN

AUSTRALIAN Rugby launched a new brand positioning for the Qantas Wallabies, moving away from the Men of Gold campaign of the three previous seasons to activate a 'One Team' approach.

The 'One Team' campaign was part of a 2011 recruitment strategy aimed at broadening the supporter base for the national team.

While still appealing to the game's passionate fans, the 'One Team' designation was pitched as an appealing and inclusive invitation for all Australians to get behind the Wallabies in the year of the Rugby World Cup.

The centrepiece of the 'One Team' plan was an advertising campaign featuring a range of high-profile Australians - from sporting, political, and entertainment backgrounds - calling on the country to support the Wallabies.



Due to Rugby World Cup commercial restrictions, the tournament could not be directly referenced during the campaign which covered the three domestic Tests played during the season and in the countdown to the Wallabies' departure for the showpiece event in New Zealand.

However, post-campaign research under scored how "this is no ordinary year" was understood by the market to be aimed at more than three home internationals against Samoa, South

Africa and New Zealand.

The primary take out was that this campaign was aimed at developing support for the Wallabies at Rugby World Cup.

Those who agreed to take part in a campaign rolled out primarily across television, press and digital, were current Prime Minister Julia Gillard, former Prime Minister John Howard, Australian Test cricketer Shane Watson, world surfing champion Mick Fanning, master chef Neil Perry, Olympic swimming gold medallist Grant Hackett, world swimming championship gold medallist Geoff Huegill, world champion diver Matt Mitcham, INXS stars Tim and Andrew Farriss, former Defence Force Chief and ARU Board member General Peter Cosgrove, and Channel Nine television personalities Karl Stefanovic, Lisa Wilkinson and Natalie Gruzlewski.

By year's end, there were significant milestones achieved on a broadcast and attendance front that suggest the campaign assisted with significantly improving Australian Rugby's share of voice in a competitive sporting landscape.

Seven of the Top 10 most watched Pay TV programs of all time were Rugby matches played in 2011, with the Rugby World Cup semi-final between the Qantas Wallabies and All Blacks attracting an audience of 3.2 million across both the free-to-air and subscription television platforms of Channel Nine and Fox Sports.

The Bledisloe Cup Test in Brisbane was also sold out just 15 minutes after going on sale almost six weeks prior to the trans-Tasman showdown.

Another key plank in the strategy to



attract new fans and re-engage existing supporters was the Qantas Wallaby Towns campaign launched in early 2011.

The initiative saw Wallabies stars return to their home towns for guest appearances, with an emphasis on visits to schools and clubs.

Media organisations in regional and metropolitan areas were engaged via promotions and a publicity schedule to ensure awareness of the Wallaby Towns campaign, and their assistance helped deliver a highly-successful program.

A 'Best Dressed Business' competition was staged as part of each Wallaby Town visit, and the support from major retail areas provided further atmosphere and ambience.



ARU's Digital presence was marked by innovation in 2011 with a series of engaging activations across the online and social media platforms.

Across Facebook there was a Rugby Rewards program introduced, a Face Painting application available for the Rugby World Cup and cutting edge branded content produced - initiatives which led to Australian Rugby Union becoming the first sport in the country to be featured as a Facebook Case Study.

ARU was also one of four Australian organisations to feature in the Facebook Global Awards.

An online Messages of Support campaign was also established to coincide with the Wallabies' playing at the Rugby World Cup, with more than 15,000 good luck communiqués posted during the period leading up to the semi-final against the All Blacks.



The Face Painting application had more than 20,000 completed interactions and the Beached Az branded content - involving two episodes to promote the Qantas Wallabies Test matches against Samoa and the Springboks - featured collective views in excess of 135,000.

Adding further to the excitement surrounding the Rugby World Cup, ARU also rolled out across its online channels a series of interviews with former Wallabies stars. The footage for "Wallaby Stories" featured players who took part in Australia's six previous World Cup campaigns.

The content pool available to fans was also dramatically widened with video uploads increasing more than 300 percent on the previous year.

A Blackberry application was also launched exclusively on the Blackberry Bold, Torch and Playbook Tablet, including Qantas Wallabies and tournament content, news, results and behind the scenes footage.

ARU Hall of Fame Inductees

Three Hall of Fame inductees were announced during the year:

- Herbert 'Paddy' Moran
- John Eales
- Paul McLean

Fan Events

Three fan events were held to coincide with the Qantas Wallabies three Test matches in 2011.

• In partnership with The Sunday Telegraph, a Family Fan Day was held in Cathy Freeman Park before

the Samoan Test at ANZ Stadium in Sydney on 17 July. The event provided fans an opportunity to meet current and former Wallabies, test their ability at Rugby skills stations, learn about the history of the Wallabies' jersey, and have their photo taken with various trophies. Cultural Samoan dancers performed on the day and an Ecumenical service was held prior to the event. The event was attended by approximately 4,000 fans, contributing to walk-up ticket sales.

• Whilst the Qantas Wallabies were in a training camp on the Gold Coast,



the Rugby community was invited to attend an open training session at The Southport School on 25 July.

Fans were able to watch the team train and at the conclusion of the session, the Qantas Wallabies squad were available for autographs and photos with fans.

• In the lead up to the final and deciding match of the Castrol Edge Tri Nations, the Qantas Wallabies held a Fan Day for Brisbane fans at Ballymore, with the entire Australian squad in attendance - signing autographs, taking photos and participating in skills stations with children. A gold-coin donation raised funds for ARU charity partner, Redkite.

Sports Presentation

To celebrate the 20-year anniversary of the Wallabies winning the 1991 Rugby World Cup, players and management from the history-making outfit were acknowledged at the Samoa Test match. The segment saw players and management centrefield, with a

highlights package shown.

As part of the strategy to bring fans closer to the Qantas Wallabies, a playlist concept was introduced where members of the team provided a collection of their favourite songs for in-stadium broadcast pre-match, at halftime and post-match.



Rugby World Cup Farewell

The day before the Wallabies flew to New Zealand for Rugby World Cup, a public farewell was staged at Sydney Town Hall.

Fans from across NSW attended an event, hosted by Fox Sports' Nick McArdle and with special guest speakers including Senator Mark Arbib, Minister for Sport, NSW Premier Barry O'Farrell, and ARU Managing Director and CEO John O'Neill AO. The event was shown live nationally on Fox Sports News.

Super Rugby

Advertising channels for Super Rugby were broadened during 2011 to coincide with the launch of a new Conference format for the Southern Hemisphere competition, which expanded from 14 to 15 teams with the inclusion of a fifth Australian side, the Melbourne Rebels.

The media schedule included a combination of television, online, press and radio.

Significantly, there was a new dedicated one-hour radio program launched as part of a season that saw Super Rugby expanded and the seventh Rugby World Cup played in NZ.

The Austereo network broadcast 'The Ruck' every Sunday morning from 9am-10am in Sydney and Brisbane via Triple M and also into Canberra.

It was the first time a Rugby program had been assigned such regular and meaningful presence on commercial radio.

Another breakthrough for the game was the development of a Rugby-specific website by News Limited. 'Rugby Gold' was set up during 2011 to compete with the long-running 'Rugby Heaven' website of Fairfax.

OFF THE FIELD

Financial Analysis

Special Purpose Financial Report for the year ended 31 December 2011

AS FORESHADOWED in the 2010 Annual Report and in other public statements, 2011 has been identified for some time as a financially challenging year for ARU. The impact of the scheduling of the 2011 Rugby World Cup in New Zealand had a significant adverse impact on our domestic Test program and on the financial result of the Union. As a direct result of the reduced Test match schedule, ARU has recorded a deficit of \$7.5m for the year.

Total revenues were \$68.8m, down \$3.3m from \$72.1m in 2010. Expenditure was \$72.9m, up \$3.1m from \$69.8m in 2010. Funding for the new Super Rugby team, the Melbourne Rebels, was the principal expense item contributing to this increase in 2011.

Impact of RWC2011

The IRB's scheduling of RWC2011 in New Zealand materially impacted current year net revenues. With no June inbound Test series and a truncated Tri-Nations series, there were only three domestic Test matches in 2011 (NZ, SA and Samoa) compared to seven Tests in 2010.

The cost of this reduced schedule to ARU was approximately \$16m in foregone revenue, an amount independently verified by ARU's external auditor.

During the 2011 budget process, the Board and management identified a number of revenue and expenditure initiatives to mitigate the impact of this substantially reduced Test schedule.

Broadcast

Broadcast revenue recorded for the year was \$28.2m, an increase of \$8m from 2010. Of this increase, \$2m was attributable to a one-off rights fee payment made by the South African broadcaster, SuperSport, as part of its new broadcast agreement. The balance of \$6m represents ARU's share of increased broadcast revenue arising from the new global broadcast agreements.

Broadcast revenue is predominantly contracted in USD. In 2011, ARU was the beneficiary of extremely favourable foreign exchange hedging positions that converted USD at a rate of USD0.7508, a significantly better rate than the prevailing spot rates throughout 2011.

Sponsorships

Sponsorships revenue recorded for the year was \$21.2m, a decrease of \$1.8m from 2010. The decrease was predominantly due to the absence of a series sponsor for the 2011 Super Rugby season.

Matchday

Matchday revenues of \$12.5m (being net gate takings and corporate hospitality) were recorded for the year, a decrease of \$12m from 2010. As mentioned, this decline is due to the reduced Test match schedule caused by the scheduling of the Rugby World Cup.

Other revenue

- Licensing revenue recorded a \$0.3m increase to \$1.5m.

- Government grants increased \$0.7m as a result of new program funding from the Australian Sports Commission for community participation and high performance funding.

- IRB grants recorded a \$2m increase to \$4.2m due to receipt of a special grant for RWC year.

Expenditure

ARU Expenditure increased \$2.5m to \$72.3m in 2011. Major factors contributing to this increase were:

- Super Rugby grants and player payments up \$3.0m due to funding of the Melbourne Rebels, Australia's fifth Super Rugby team.

- Commercial operations increased \$0.4m. This was predominantly due to the fact that ARU hosted two Sevens tournaments in 2011, one in Adelaide at the beginning of the year and one on the Gold Coast at the end of the year. The effect of hosting two tournaments was that net event costs were materially greater than in 2010.

- Corporate services expenditure was \$1.0m less than 2010. This difference is predominantly due to the effect of lower year end provisioning costs in 2011.

- Community Rugby expenditure was up \$0.35m due to expenditure related to new government funding programmes.

- High performance and national teams expenditure was down \$0.3m.

- SANZAR costs were up \$0.5m due to the establishment of an independent SANZAR office and increased travel costs for expanded Super Rugby competition.

- Overall wages and salaries expenditure increased by \$1.4m in the year. \$0.6m of this increase was due to the centralisation of the academy program which transferred the equivalent amount of costs from "Allocations to Member Unions" to "wages and salaries" expense. \$0.5 of the increase was due to increased staffing for membership and ticketing shared services - these costs are fully recovered by recharges to users.

Allocations to member unions

In 2011, allocations to Member Unions were reduced by \$0.9m to \$5.2m in 2011. Approximately \$0.6m of the reduction resulted from the decision to centralise the academy program. Approximately \$0.25m of the reduced allocations to Member Unions is attributable to the transitional arrangements with NSW RU for Community Rugby.

In both cases, the reduced allocation to Member Unions did not result in decreased spending in Academies and Community Rugby.

It simply means that the expenditure is now direct ARU departmental expenditure reflecting the fact that ARU provides the services.

Statement of Financial Position

The Statement of Financial Position shows a total capital position (excluding unrealised changes in net asset values) of \$14.4m down from \$21.9m in 2010 - the reduction being attributable to funding the \$7.5m deficit.

The realised cashflow hedge reserve of \$6m represents the deferred proceeds of forward contracts sold in 2010.

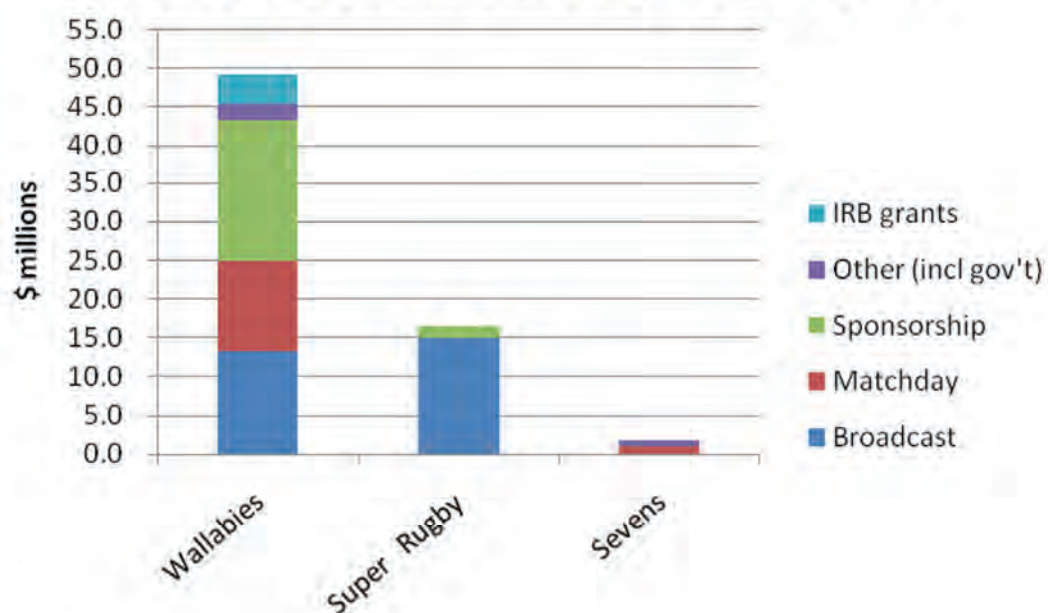
Those contracts related to the 2012-15 period. This reserve will be released into the P&L in the relevant years.

The unrealised cashflow hedge reserve arises from the accounting treatment of forward contracts in place at year end to cover future broadcast revenues. The value in this reserve represents the benefit attributable from the difference between the forward rates contracted and the spot rate at 31 December 2011. The value at year end is matched by equivalent value in the Financial Assets category of the Statement of Financial position.

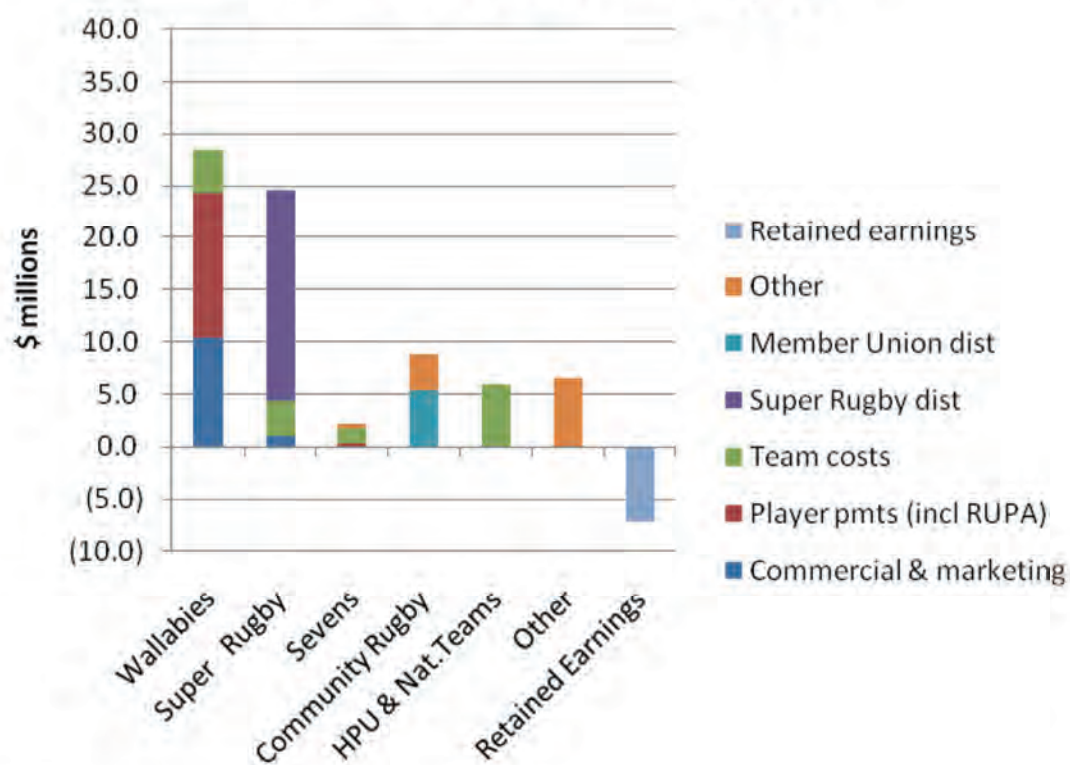
There was a reduction in cash of \$15.8m in the year from \$21.3m to \$5.5m. This reduction is due to the operating deficit of \$7.5m, the effect of \$4m of 2011 broadcast revenues that had been prepaid and banked into 2011 cash balances (no such prepayment exists for 2012), and the effect of two large debtor balances at end of 2011. Both debtor balances relate to arrangements where the funds were expected to be, and subsequently have been, received in early 2012.

Revenue in advance of \$3.6m (in current liabilities) consists of 2012 prepaid sponsorship and Test match hospitality revenues. Revenue in advance of \$6.6m (in non-current liabilities) represents the value of 2012-15 broadcast revenues flowing from SANZAR Europe.

Where does the money come from



Where does the money go



Australian Rugby Union Limited

ABN 36 002 898 544

Special Purpose Financial Report
31 December 2011

Contents

	<i>Page</i>
Directors' report	2 – 5
Lead auditor's independence declaration	6
Income statement	7
Statement of comprehensive income	8
Statement of financial position	9
Statement of changes in equity	10
Statement of cash flows	11
Notes to the financial statements	12 – 25
Directors' declaration	26
Audit report	27 – 28

Directors' report

For the year ended 31 December 2011

The Directors of Australian Rugby Union Limited ('the Company') submit herewith their report together with the special purpose financial report of the Company for the year ended 31 December 2011 and the Auditor's report thereon. In order to comply with the provisions of the Corporations Act 2001 the Directors' report is as follows:

1. Directors

The names and particulars of the Directors who held office at any time during or since the end of the financial year are:

- | | | |
|---|--|---|
| 1 | Peter McGrath
LLB, FAPI MAICD
Chairman | Peter joined the Board in April 2005 and was appointed Chairman in April 2007. He is Chairman of the Nominations Committee and a member of the Human Resources Committee. Peter is one of the Australian Rugby Union representatives on the International Rugby Board Council and is a member of the International Rugby Board Executive Committee. He is one of the Australian Rugby Union's delegates to the SANZAR UJV Executive Committee and will take up the position of Chairman of SANZAR from the 1 January 2012. Peter is a solicitor and Partner of Griffin Legal in Canberra, a Solicitor of the ACT Supreme Court and a member of the Law Society of the ACT. Peter is a qualified Valuer and a Fellow of the Australian Property Institute. Peter is also a Fellow of the AICD. |
| 2 | Michael (Mike) Brown
B.E (Hons) BSc MIEAust CPEng
Non-Executive Director | Mike joined the Board in April 2005 and resigned in April 2011. Mike was Chairman of the Governance and Policy Committee and a member of the Nominations Committee. He is a Civil Engineer with 37 years experience in the Building and Construction Industry. Mike is Chairman of the Rugby Youth Foundation and a former Director of New South Wales Rugby Union. |
| 3 | Mark Connors
LLB – Bachelor of Laws,
Professional Diploma in
Stockbroking
Non-Executive Director | Mark joined the Board in April 2007 and is a member of the Audit Committee. He was nominated to the Board by the Rugby Union Players Association (RUPA) having also been a former Executive Committee Member of RUPA. Mark represented Queensland and Australia between 1991 and 2006 and was a member of the 1999 World Cup winning Wallabies team. He is a former practicing lawyer now working as an investment adviser specialising in Australian Equities. |
| 4 | Gen. Peter Cosgrove AC MC
FAICD
Non-Executive Director | Peter joined the Board in April 2007 and resigned from the Board in April 2010. He was a member of the Nominations Committee and the Human Resources Committee up to October 2009. Peter re-joined the Board in April 2011 and is Chairman of the Governance and Policy Committee and a member of the Nominations Committee. Peter is a Director of Qantas Airways Limited and Cardno Limited, and a Director on a number of other Boards. Peter is a Fellow of the AICD., Chairman of the Defence South Australian Defence Advisory Board and Chairman of the Australian War Memorial Council. Peter retired as the Chief of the Australian Defence Force in 2005. He was Australian of the Year in 2001. |
| 5 | Michael Hawker AM
BSc(Syd), FAICD, SF Fin, FAIM
Non Executive Director | Mike re-joined the Board in June 2009 and is Chairman of the Audit Committee. He was Managing Director and CEO of Insurance Australia Group (IAG) for seven years, and has over 25 years in the financial services industry. He is currently based in London and is an independent Non-Executive Director of Aviva Plc and Macquarie Group. He is Chairman of the George Institute and an Advisory Board Member of the Hong Kong based private equity firm GEMs. Michael has represented Australia and New South Wales and has been a previous Board Director of Australian Rugby Union and New South Wales Rugby Union. |
| 6 | Richard (Rick) Lee
BE(Chem.) MA(Oxon.) FAICD
Non-Executive Director | Rick joined the Board in June 2006 and is Chairman of the Human Resources Committee. He was CEO of Rothschild in Australia for nine years. Rick is currently Chairman of Salmat Limited, Deputy Chairman of Ridley Corporation Limited and is a Director of Newcrest Mining Limited. He is also Chairman of the Australian Institute of Company Directors. |

Directors' report (*continued*)

For the year ended 31 December 2011

- | | | |
|----|--|---|
| 7 | Richard (Dick) McGruther OBE
FCA FAICD
Non-Executive Director | Dick McGruther re-joined the Board in September 2009 and resigned in April 2011. Dick was Chairman of the Audit Committee and a member of the Nominations Committee. He is a Chartered Accountant and a consultant with Bentleys Chartered Accountants, after extensive services as a Partner of the firm. Dick is also Deputy Chairman of Watpac. He is a former International Rugby Board representative, Chairman and President of Queensland Rugby Union and was Australian Rugby Union Chairman from 1996 until 1998. |
| 8 | John Mumm
MCom(Hons), FAICD
Non-Executive Director | John joined the Board in November 2007 and is a member of the Audit Committee and Human Resources Committee. He was a member of the Nominations Committee up to October 2009. John is currently Chairman of Spencer Stuart in Australasia and a former Director of the firm's global board. He is also a member of the Buildcorp Group Advisory Board. |
| 9 | John O'Neill AO
DipLaw(Syd) FAIB FAICD
Managing Director & CEO | John re-joined the Board in June 2007, having previously served as Managing Director (MD) & CEO in 1995 – 2004. He is a member of the Governance and Policy Committee and the Nominations Committee. John is one of Australian Rugby Union's delegates on the International Rugby Board Council and a member of the SANZAR UJV Executive Committee. John is a Director of Echo Entertainment Limited. He is a former CEO of Football Federation Australia from 2004 to 2006, former Chairman of Events New South Wales and was MD & CEO of the State Bank of NSW, from 1987 to 1995. John is a qualified solicitor, and a Foundation Fellow of the Australian Institute of Company Directors and a Fellow of the Australia Institute of Bankers. |
| 10 | John Eales AM
Non-Executive Director | <p>John joined the Board in April 2010 and is a member of the Nominations Committee. John participated in two successful World Cup campaigns; captained the Wallabies in victories including the 1999 World Cup; led Australia through three Bledisloe Cup wins and two successful seasons of Tri-Nations fixtures and also led the Wallabies to the first series victory over the British and Irish Lions.</p> <p>John is a founding Partner of Mettle Group, which was acquired by publicly-listed company Chandler Macleod, for whom he continues in an executive role. John is a director of International Quarterback, a corporate hospitality and event management firm; GRM International, a project management firm in the field of international aid and development; and the Sports Australia Hall of Fame. John is an Ambassador for Qantas, Lexus and the Australian Indigenous Education Foundation. In 2004 and 2008 (and again for London in 2012) John attended the Olympics as an Athlete Liaison Officer for the Australian Team.</p> |
| 11 | Dr Brett Robinson
MBBS, Dr. Phil (Oxon)
Non-Executive Director | <p>Brett joined the ARU Board in April 2011. Brett was the inaugural captain of the ACT Brumbies in the Super 12 competition and in total, played 16 test matches for the national rugby union team. From 2002 to 2005 he was the General Manager of Australian Rugby Union's High Performance Unit.</p> <p>Brett has recently been appointed to the role of Managing Director & CEO of the Integrated Oncology Network (ICON) to lead the expansion of their day oncology network and to deliver on a vision to establish comprehensive cancer services nationally. Prior to this Brett was the Australian CEO for Mondial Assistance and this was preceded by executive management roles with Insurance Australia Group (IAG), with responsibility for its key brands of NRMA, CGU and Swann in QLD.</p> <p>Brett is registered to practice in Queensland and continues to assist Orthopaedic colleagues in advanced joint replacement surgery. Brett remains actively involved in clinical research and supervises a PhD student at the ANU.</p> |

Directors' report (*continued*)

For the year ended 31 December 2011

2. Company Secretary

Ashley Selwood B.Bus, MBA, FCPA, ACIS was appointed Company Secretary in May 1998 and has held the position until his resignation on 16th September 2011. Ashley is a member of Chartered Secretaries Australia.

Nick Weeks B.Com, LLB (Hons), joined the Company in 2006 and was appointed Company Secretary in 2007. He held the role as an alternate until Ashley Resigned in September 2011. Since Ashley's resignation he takes on primary capacity of the role. In addition to Nick's role as Company Secretary he is the Company's General Manager of Strategy, Corporate Affairs and Legal. Before joining the ARU, Nick worked with Allens Arthur Robinson in Sydney and Cravath, Swaine & Moore LLP in New York.

3. Directors' meeting

The number of directors' meetings (including meetings of committees of directors) and number of meetings attended by each of the directors of the Company during the financial year are:

Director	Board Meetings		Audit Committee Meetings		Human Resources Committee Meetings		Governance & Policy Committee Meetings		Nominations Committee Meetings	
	A	B	A	B	A	B	A	B	A	B
Mr P McGrath	7	7			2	2				
Mr M Brown	2	2								
Mr M Connors	7	7	3	3						
Gen. P Cosgrove	4	5								
Mr J Eales	6	7								
Mr R Lee	7	7			2	2				
Mr J Mumm	7	7	3	3	2	2				
Mr J O'Neill	7	7								
Mr R McGruther	2	2	1	1						
Mr M Hawker	7	7	2	2						
Dr B Robinson	4	5								

A - Number of Meetings Attended

B - Reflects the number of meetings held during the time the Director held office during the year

4. Principal activities

The Company's principal activities in the financial year were the promotion, efficiency, progress, development and general governance of the game of rugby.

No significant change in the nature of this activity occurred during the year.

The Special Executive Committee (SEC) of the Queensland Rugby Union (QRU) was established as a requirement of the Facility Agreement between the Company and QRU. The Committee is made up of appointments from both companies. The Company's appointments on the Committee include: one Non-Executive Director, the Company's Managing Director and two Executives of the Company.

The Committee met nine times during the year.

Directors' report (*continued*)

For the year ended 31 December 2011

5. Review of operations

The operating deficit for the financial year before allocations and other payments to Member Unions was a deficit of \$2,337,000 (2010: surplus \$7,146,000).

The deficit, and the significant variance from the 2010 surplus, was a direct result of the IRB's scheduling of Rugby World Cup 2011 in New Zealand which materially impacted current year net revenues. With no June inbound test series and a truncated Tri-Nations series, there were four less home test matches for the Wallabies to generate revenues. The direct financial impost of this reduced schedule was \$16m with reductions in matchday and broadcast revenues being the major contributors. However, through the 2011 budget process ARU Board and management instigated certain initiatives to significantly mitigate the impact of this substantially reduced schedule.

Allocations to Member Unions for coaching and development were \$5,185,000 (2010:\$6,080,000).

The net deficit for the financial year after allocations and other payments to Member Unions was \$7,522,000 (2010: surplus \$1,066,000).

6. Events subsequent to reporting date

In the interval between the end of the financial year and the date of this report, no item, transaction or event of a material and unusual nature has arisen, in the opinion of the Directors of the Company, to affect significantly the operations of the Company, the results of those operations, or the state of affairs of the Company in future financial years.

7. Environmental regulations

The Company's operations are not subject to any significant environmental regulations under either Commonwealth or State Legislation.

8. Indemnification and insurance of officers

In accordance with the Company's Constitution, the Company must indemnify both current and former Directors for all losses and liabilities incurred by the person as an officer of the Company incurred in defending proceedings, whether civil or criminal, in which judgement is given in favour of the person or in which the person is acquitted; or in relation to such proceedings in which the Court grants relief to the person under the Corporations Act 2001.

In respect to this indemnity, the Company has paid insurance premiums of \$20,000 in respect of Directors and Officers of the Company. The insurance policies do not contain details of the premiums paid in respect of individual Directors or Officers of the Company.

9. Lead auditor's independence declaration

The Lead auditor's independence declaration is set out on page 6 and forms part of the Directors' report for the financial year ended 31 December 2011.

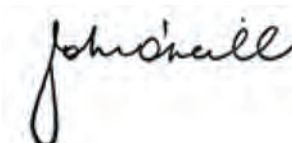
10. Rounding off

The Company is of a kind referred to in ASIC Class Order 98/100 dated 10 July 1998 and in accordance with that Class Order, amounts in the financial report and directors' report have been rounded off to the nearest thousand dollars, unless otherwise stated.

By order of the Board



P. McGrath
Director



J. O'Neill
Director

Dated at Sydney this 30th day of March 2012.

Lead auditor's independence declaration



Lead Auditor's Independence Declaration under Section 307C of the Corporation Act 2001

To: the directors of Australian Rugby Union Limited

I declare that, to the best of my knowledge and belief, during the financial year ended 31 December 2011 there have been:

- (i) no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

KPMG

Trent Duvall
Partner

Sydney

30 March 2012

KPMG, an Australian partnership and a member firm of the KPMG network of independent member firms affiliated with KPMG International Cooperative ("KPMG International"), a Swiss entity.

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Income statement

For the year ended 31 December 2011

	<i>Note</i>	2011 \$'000	2010 \$'000
Revenue			
Broadcasting licence fees		28,160	20,286
Sponsorships		21,212	23,039
Net gate takings		9,935	20,679
Corporate hospitality		2,543	4,042
Licensing revenue		1,483	1,215
Government grants		1,235	339
Affiliation fees		-	21
IRB grants		4,207	2,204
Other income		26	249
Total revenue		68,801	72,074
Operating expenditure			
Commercial operations		12,876	12,366
Corporate services		7,611	8,652
Community rugby		3,623	3,274
High performance and National teams		11,255	11,584
Super Rugby grants and player payments		33,709	30,537
SANZAR costs		3,830	3,382
Total operating expenditure		72,904	69,795
Operating surplus/(deficit) before financing income		(4,103)	2,279
Dividends received		1	47
Foreign exchange gain/(loss)		891	4,330
Net interest income/(expense)		956	643
Financing income/(expense)		1,848	5,020
Surplus/(deficit) after financing income		(2,255)	7,299
Share of profit/(loss) of jointly controlled entity	21i	(82)	(153)
Surplus/(deficit) before tax		(2,337)	7,146
Income tax expense	4	-	-
Surplus/(deficit) for the period		(2,337)	7,146
Allocations to Member Unions & Affiliates	17	(5,185)	(6,080)
Net surplus/(deficit) for the period	22(a)	(7,522)	1,066

The income statement is to be read in conjunction with the notes to the financial statements set out on pages 12 to 25.

Statement of comprehensive income

For the year ended 31 December 2011

	Note	2011 \$'000	2010 \$'000
Surplus/(deficit) for the period		(7,522)	1,066
Other comprehensive income			
Net change in fair value of cash flow hedges transferred to profit and loss		(5,694)	2,370
Net change in fair value of cash flow hedges taken to equity		-	6,021
Revaluation of property, plant and equipment	9	40	-
Total other comprehensive income for the period		(5,654)	8,391
Total comprehensive income for the period		(13,176)	9,457

There were no movements in equity arising from transactions with owners as owners.

The statement of comprehensive income is to be read in conjunction with the notes to the financial statements set out on pages 12 to 25.

Statement of financial position

As at 31 December 2011

	Note	2011 \$'000	2010 \$'000
Current assets			
Cash and cash equivalents	5	5,474	21,317
Trade and other receivables	6	16,137	9,691
Other assets	7	681	1,080
Financial assets	8	1,702	8,704
Total current assets		23,994	40,792
Non-current assets			
Trade and other receivables	6	5,784	1,670
Property, plant and equipment	9	1,514	1,309
Intangible assets	10	1,383	-
Financial assets	8	609	-
Investment in Joint Venture	11	1,022	311
Total non-current assets		10,312	3,290
Total assets		34,306	44,082
Current liabilities			
Trade and other payables	12	7,675	6,476
Deferred revenue	13	4,430	7,612
Employee benefits	15	779	506
Financial liabilities	16	35	-
Total current liabilities		12,919	14,594
Non-current liabilities			
Deferred revenue	13	4,978	-
Other liabilities	14	200	200
Employee benefits	15	191	136
Financial liabilities	16	42	-
Total non-current liabilities		5,411	336
Total liabilities		18,330	14,930
Net assets		15,976	29,152
Equity			
Retained surplus		8,403	15,925
Realised cash flow hedge reserve		6,021	6,021
Total capital position		14,424	21,946
Asset revaluation reserve		903	863
Unrealised cash flow hedge reserve		649	6,343
Total equity		15,976	29,152

The statement of financial position is to be read in conjunction with the notes to the financial statements set out on pages 12 to 25.

Statement of changes in equity

For the year ended 31 December 2011

	Retained earnings		Asset revaluation reserve		Cash flow hedge reserve realised		Cash flow hedge reserve unrealised		Contributed equity		Total equity	
	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010
	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000	\$'000
Balance at beginning of period	15,925	14,859	863	863	6,021	-	6,343	3,973	-	-	29,152	19,695
Total comprehensive income for the period												
Net surplus/(deficit) for the year	(7,522)	1,066	-	-	-	-	-	-	-	-	(7,522)	1,066
Other comprehensive income												
Net change in fair value of cash flow hedge transferred to profit and loss	-	-	-	-	-	-	(5,694)	2,370	-	-	(5,694)	2,370
Net change in fair value of cash flow hedge transferred to equity	-	-	-	-	-	6,021	-	-	-	-	-	6,021
Revaluation of property, plant and equipment	-	-	40	-	-	-	-	-	-	-	40	-
Total comprehensive income for the period	(7,522)	1,066	40	-	-	6,021	(5,694)	2,370	-	-	(13,176)	9,457
Balance at end of period	8,403	15,925	903	863	6,021	6,021	649	6,343	-	-	15,976	29,152

The statement of changes in equity is to be read in conjunction with the notes to the financial statements set out on pages 12 to 25.

The Company is a Company Limited by guarantee and, in the event of the winding up of the Company, members may be required to contribute a maximum of \$100 each.

Statement of cash flows

For the year ended 31 December 2011

	<i>Note</i>	2011 \$'000	2010 \$'000
Cash flows from operating activities			
Cash receipts in the course of operations		54,200	68,998
Cash payments in the course of operations		(64,442)	(60,829)
Net cash provided by/(used in) operating activities	22(a)	(10,242)	8,169
Cash flows from investing activities			
Dividends received		1	47
Net interest received		1,031	643
Proceeds from sale of property, plant and equipment		-	-
Proceeds from sale of shares		-	1,554
Payments for property, plant and equipment		(425)	(234)
Payments for intangibles		(1,400)	-
Net cash provided by/(used in) investing activities		(793)	2,010
Cash flows from financing activities			
Payments for foreign exchange options		-	(1,821)
Proceeds from sale foreign exchange contracts		-	6,021
Proceeds from sale of options		377	-
Allocations to Member Unions & Affiliates		(5,185)	(6,080)
Net cash (used in)/ from financing activities		(4,808)	(1,880)
Net increase/(decrease) in cash held		(15,843)	8,299
Cash at beginning of year		21,317	13,018
Cash at end of year	22(b)	5,474	21,317

The statement of cash flows is to be read in conjunction with the notes to the financial statements set out on pages 12 to 25.

Notes to the financial statements

For the year ended 31 December 2011

Note 1. Statement of significant accounting policies (continued)

Australian Rugby Union Limited (the 'Company') is a company domiciled in Australia. In the opinion of the directors it is not a reporting entity as there are unlikely to exist users of the financial report who are unable to command the preparation of reports tailored so as to satisfy specifically all of their information needs. Accordingly, this special purpose financial report has been prepared to satisfy the directors' reporting requirements under the Corporations Act 2001. This special purpose financial report was authorised for issue by the directors on 30th March 2012.

(a) Statement of compliance

The financial report is a special purpose financial report which has been prepared in accordance with the Corporations Act 2001, the recognition and measurement aspects of all applicable Australian Accounting Standards adopted by the Australian Accounting Standards Board ('AASB'), the disclosure requirements of AASB101 *Presentation of Financial Statements*, AASB107 *Cash Flow Statements*, AASB108 *Accounting Policies, Changes in Accounting Estimates and Errors* and AASB1048 *Interpretation and Application of Standards*.

(b) Basis of preparation

The financial report is presented in Australian dollars.

The financial report is prepared on the historical cost basis except that financial instruments are valued at fair value through the profit and loss as well as derivative financial instruments and memorabilia which are measured at fair value.

The Company is of a kind referred to in ASIC Class Order 98/100 dated 10 July 1998 (updated by CO 05/641 effective 28 July 2005 and CO 06/51 effective 31 January 2006) and in accordance with that Class Order, amounts in the financial report and Directors' Report have been rounded off to the nearest thousand dollars, unless otherwise stated.

The preparation of a financial report in conformity with Australian Accounting Standards requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses. The estimates and associated assumptions are based on historical experience and various other factors that are believed to be reasonable under the circumstances, the results of which form the basis of making the judgements about carrying values of assets and liabilities that are not readily apparent from other sources. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the period in which the estimate is revised if the revision affects only that period or in the period of the revision and future periods if the revision affects both current and future periods.

The accounting policies set out below have been applied consistently by the Company to all periods presented in the financial report.

The Company has reported a "total capital position" on the statement of financial position. This measure captures realised equity positions of the organisation and excludes unrealised changes in net asset values that are recorded in equity including cash flow hedge reserve and asset revaluation reserve. This is the measure the Board and management uses to assess the net asset backing of the organisation.

(c) Changes in accounting policy

In the current year, the Company has not adopted any revised standards issued by the Australian Accounting Standards Board (AASB) as none are relevant to its operations in the current financial year.

(d) Associates and Joint Ventures

In the financial statements, investments in jointly controlled entities are accounted for using equity accounting principles. Investments in joint venture entities are carried at the lower of the equity accounted amount and recoverable amount.

Notes to the financial statements

For the year ended 31 December 2011

Note 1. Statement of significant accounting policies (continued)

The entity's share of the jointly controlled entity's net profit or loss is recognised in the income statement from the date joint control commenced until the date joint control ceases.

(e) Foreign currency

Foreign currency transactions

Transactions in foreign currencies are translated at the foreign exchange rate prevailing at the date of the transaction or applicable foreign exchange contract rate. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are translated to Australian dollars at the foreign exchange rate ruling at that date. Foreign exchange differences arising on translation are recognised in the income statement. Non-monetary assets and liabilities that are measured in terms of historical cost in a foreign currency are translated using the exchange rate at the date of the transaction. Foreign currency differences arising on translation are recognised in the income statement except for differences arising on qualifying cash flow hedges, which are recognised in other comprehensive income. Non-monetary assets and liabilities denominated in foreign currencies that are stated at fair value are translated to Australian dollars at foreign exchange rates ruling at the dates the fair value was determined.

(f) Financial instruments

i Derivative financial instruments

The Company uses derivative financial instruments to hedge its exposure to foreign exchange arising from operational activities. The Company does not hold or issue derivative financial instruments for trading purposes.

Derivative financial instruments are recognised initially at fair value. Subsequent to initial recognition, derivative financial instruments are stated at fair value. The gain or loss on re-measurement to fair value is recognised immediately in profit or loss. However, where derivatives qualify for hedge accounting, recognition of any resultant gain or loss depends on the nature of the item being hedged (see accounting policy (g)).

The fair value of forward exchange contracts is their quoted market price at the balance sheet date, being the present value of the quoted forward price.

ii Financial assets at fair value through profit and loss

An instrument is classified as at fair value through profit or loss if it is held for trading or is designated as such upon initial recognition. Financial instruments are designated at fair value through profit or loss if the Company manages such investments and makes purchase and sale decisions based on their fair value in accordance with the Company's risk management or investment strategy. Upon initial recognition, attributable transaction costs are recognised in profit or loss when incurred. Financial instruments at fair value through profit or loss are measured at fair value, and changes therein are recognised in profit or loss.

(g) Hedging

Cash flow hedges

On entering into a hedging relationship, the Company formally designates and documents the hedge relationship and the risk management objective and strategy for undertaking the hedge. The documentation includes identification of the hedging instrument, the hedged item or transaction, the nature of the risk being hedged and how the entity will assess the hedging instrument's effectiveness in offsetting the exposure to changes in the hedged item's fair value or cash flows attributable to the hedged risk. Such hedges are expected to be highly effective in achieving offsetting changes in fair value or cash flows and are assessed on an ongoing basis to determine that they actually have been highly effective throughout the financial reporting periods for which they are designated.

Where a derivative financial instrument is designated as a hedge of the variability in cash flows of a recognised asset or liability, or a highly probable forecasted transaction, the effective part of any gain or loss on the derivative financial instrument is recognised directly in equity.

Notes to the financial statements

For the year ended 31 December 2011

Note 1. Statement of significant accounting policies (continued)

(g) Hedging (*continued*)

Cash flow hedges (*continued*)

When the forecasted transaction subsequently results in the recognition of a non-financial asset or non-financial liability, or the forecast transaction for a non-financial asset or non-financial liability, the associated cumulative gain or loss is removed from equity and included in the initial cost or other carrying amount of the non-financial asset or liability. If a hedge of a forecasted transaction subsequently results in the recognition of a financial asset or a financial liability, the associated gains and losses that were recognised directly in equity are reclassified into profit or loss in the same period or periods during which the asset acquired or liability assumed affects profit or loss (i.e. when broadcasting or match fee revenue is recognised).

For cash flow hedges other than those covered by the preceding two policy statements, the associated cumulative gain or loss is removed from equity and recognised in the income statement in the same period or periods during which the hedged forecast transaction affects profit or loss. The ineffective part of any gain or loss is recognised immediately in the income statement.

When a hedging instrument expires or is sold, terminated or exercised, or the entity revokes designation of the hedge relationship, but the hedged forecast transaction is still expected to occur, the cumulative gain or loss at that point remains in equity and is recognised when the forecast transaction is ultimately recognised in the income statement. If the hedged transaction is no longer expected to take place, the cumulative unrealised gain or loss recognised in equity is recognised immediately in the income statement.

The effective portion of changes in the fair value of derivatives that are designated and qualify as cash flow hedges are recognised in equity. The gain or loss relating to the ineffective portion is recognised immediately in the income statement within 'increase/ (decrease) in fair value of financial instruments'.

The gain or loss relating to the effective portion of forward foreign exchange contracts hedging receipts is recognised in the income statement within 'revenue'.

(h) Property, plant and equipment

i Owned assets

Items of plant and equipment are measured at cost or deemed cost less accumulated depreciation (see below) and impairment losses (see accounting policy (m)).

Items of memorabilia are measured at fair value less accumulated depreciation (see below) and impairment losses (see accounting policy (m)).

Where parts of an item of property, plant and equipment have different useful lives, they are accounted for as separate items of property, plant and equipment.

ii Subsequent costs

The Company recognises in the carrying amount of an item of property, plant and equipment the cost of replacing part of such an item when that cost is incurred if it is probable that the future economic benefits embodied within the item will flow to the Company and the cost of the item can be measured reliably. All other costs are recognised in the income statement as an expense as incurred.

iii Depreciation

Depreciation is charged to the income statement on a straight-line basis over the estimated useful lives of each part of an item of property, plant and equipment, the depreciable amount being cost less residual value.

The estimated useful lives in the current and comparative periods are as follows:

- Plant and equipment 2 - 20 years
- Memorabilia 40 years

The residual value, the useful life and the depreciation method applied to an asset are reassessed at least annually.

Notes to the financial statements

For the year ended 31 December 2011

Note 1. Statement of significant accounting policies (continued)

(i) Intangible assets

Intangible assets include the cost of intellectual property and software. Amortisation is charged to the income statement on a straight line basis over the estimated useful lives of software assets. Intangible assets are amortised from the date they are available for use.

The estimated useful life in the current and comparative period is as follows:

- Intellectual Property Indefinite
- Software 3 years

These are stated at cost less accumulated amortisation. The carrying amount of expenditure on intangibles is reviewed at the end of each financial year and where the balance exceeds the value of the expected future benefits, the difference is charged to the income statement.

(j) Trade and other receivables

Trade and other receivables are stated at their amortised cost less impairment losses (see accounting policy (m)).

(k) Consumables

Stocks of coaching manuals, law books and other items which are held for resale are recognised as consumables. Consumables also comprises stocks of consumables including uniforms, footwear, player sustenance and other rugby equipment which are used by the Company in the ordinary conduct of its business.

Consumables are stated at the lower of cost and net realisable value. Net realisable value is the estimated selling price in the ordinary course of business, less the estimated selling expenses.

The cost of other consumables is based on the first-in first-out principle and includes expenditure incurred in acquiring the consumables and bringing them to their existing location and condition.

(l) Cash and cash equivalents

Cash and cash equivalents comprise cash balances and call deposits. Bank overdrafts that are repayable on demand and form an integral part of the Company's cash management are included as a component of cash and cash equivalents for the purpose of the Statement of Cashflows.

(m) Impairment

The carrying amount of the Company's assets, are reviewed at each balance sheet date to determine whether there is any indication of impairment. If any such indication exists, the asset's recoverable amount is estimated (see accounting policy (m) i).

An impairment loss is recognised whenever the carrying amount of an asset or its cash-generating unit exceeds its recoverable amount. Impairment losses are recognised in the income statement, unless an asset has previously been re-valued, in which case the impairment loss is recognised as a reversal to the extent of that previous revaluation with any excess recognised through profit or loss.

Notes to the financial statements

For the year ended 31 December 2011

Note 1. Statement of significant accounting policies (continued)

(m) Impairment (*continued*)

i Calculation of recoverable amount

The recoverable amount of the Company's held-to-maturity receivables carried at amortised cost is calculated as the present value of estimated future cash flows, discounted at the original effective interest rate (i.e. the effective interest rate computed at initial recognition of these financial assets). Receivables with a short duration are not discounted.

Impairment of receivables is not recognised until objective evidence is available that a loss event has occurred. Significant receivables are individually assessed for impairment. Impairment testing of significant receivables that are not assessed as impaired individually is performed by placing them into portfolios of significant receivables with similar risk profiles and undertaking a collective assessment of impairment. Non-significant receivables are not individually assessed. Instead, impairment testing is performed by placing non-significant receivables in portfolios of similar risk profiles, based on objective evidence from historical experience adjusted for any effects of conditions existing at each balance sheet date.

The recoverable amount of other assets is the greater of their fair value less costs to sell and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset. For an asset that does not generate largely independent cash inflows, the recoverable amount is determined for the cash-generating unit to which the asset belongs.

ii Reversals of impairment

An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined, net of depreciation or amortisation, if no impairment loss had been recognised.

(n) Employee benefits

i Defined contribution superannuation funds

Obligations for contributions to defined contribution superannuation funds are recognised as an expense in the income statement as incurred.

ii Long-term service benefits

The Company's net obligation in respect of long-term service benefits, other than pension plans is the amount of future benefit that employees have earned in return for their service in the current and prior periods plus related on-costs.

iii Wages, salaries, annual leave, sick leave and non-monetary benefits

The provisions for employee benefits to wages, salaries, annual leave and sick leave represent the amount that the Company has a present obligation to pay resulting from employees' services provided up to reporting date. The provisions have been calculated at undiscounted amounts based on remuneration wage and salary rates that the Company expects to pay as at reporting date including related on-costs, such as workers compensation insurance and payroll tax.

Non-accumulating non-monetary benefits are expensed based on the net marginal cost to the Company as the benefits are taken by the employees.

(o) Provisions

A provision is recognised in the balance sheet when the Company has a present legal or constructive obligation as a result of a past event which can be reliably measured, and it is probable that an outflow of economic benefits will be required to settle the obligation. Provisions are determined by discounting the expected future cash flows at a pre-tax rate that reflects current market assessments of the time value of money and, where appropriate, the risks specific to the liability.

(p) Trade and other payables

Trade and other payables are stated at their amortised cost.

Trade payables are non-interest bearing and are normally settled on 45-day terms or less.

Notes to the financial statements

For the year ended 31 December 2011

Note 1. Statement of significant accounting policies (continued)

(q) Revenue

i Goods sold and services rendered

Revenue is recognised in the income statement when persuasive evidence exists, usually in the form of an executed sales agreement, that the significant risks and rewards have been transferred to the buyer. The primary sources of the Company's revenue relate to broadcasting rights, sponsorship properties and match ticket sales. Broadcasting and sponsorship revenue is recognised in line with the terms specified in the relevant contracts. Revenue from ticket sales is recognised at the time the match is played. No revenue is recognised if there are significant uncertainties regarding recovery of the consideration due, the costs incurred or to be incurred cannot be measured reliably, there is a risk of return of goods or there is continuing management involvement with the goods or service.

ii Grants

Grants are considered non-reciprocal transfers to the Company. Grants that compensate the Company for expenses incurred or which contribute to the cost of a capital expenditure are recognised immediately as revenue when there is reasonable assurance that the Company has obtained control of the grant or the right to receive it. Grants expected to be received on a multi-year public policy agreement are recognised as revenue when the Company has met the conditions or provided the services that make it eligible to receive the grant.

(r) Expenses

i Operating lease payments

Payments made under operating leases are recognised in the income statement on a straight-line basis over the term of the lease. Lease incentives received are recognised in the income statement as an integral part of the total lease expense, over the term of the lease.

ii Net financing costs

Net financing costs comprise interest payable on borrowings calculated using the effective interest method, interest receivable on funds invested, foreign exchange gains and losses, and gains and losses on hedging instruments that are recognised in the income statement (see accounting policy (f)).

Interest income is recognised in the income statement as it accrues, using the effective interest method.

(s) Income tax

The Company is exempt from income tax under the terms of Division 50 of the Income Tax Assessment Act 1997.

(t) Goods and services tax

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the taxation authority. In these circumstances, the GST is recognised as part of the cost of acquisition of the asset or as part of the expense.

Receivables and payables are stated with the amount of GST included. The net amount of GST recoverable from, or payable to, the ATO is included as a current asset or liability in the balance sheet.

Cash flows are included in the Statement of Cash Flows on a gross basis. The GST components of cash flows arising from investing and financing activities which are recoverable from, or payable to, the ATO are classified as operating cash flows.

Notes to the financial statements

For the year ended 31 December 2011

Note 2. Other expenses

	2011 \$'000	2010 \$'000
Employee benefits		
Wages and salaries	12,848	11,439
Superannuation	974	898
Total employee benefits	13,822	12,337
Amortisation	17	-
Depreciation of Plant and equipment	261	210
Total amortisation and depreciation	278	210
Net (benefit) from movements in provision for employee entitlements	328	170
Operating lease rental expense payments	1,609	1,412

Note 3. Auditors' remuneration

	\$	\$
Audit services		
Auditors of the Company - KPMG		
Audit of the financial report – current	54,550	68,400
Other services		
Auditors of the Company – KPMG		
Other assurance services	6,800	4,200
	61,350	72,600

Note 4. Income Tax

The Company is exempt from income tax in Australia under the terms of Division 50 of the Income Tax Assessment Act 1997. The Company did not have any Tax Expense from revenue earned from overseas activities.

Note 5. Cash and cash equivalents

	\$'000	\$'000
Cash at bank and on hand	3,435	11,826
Cash on deposit	2,039	9,491
Cash and cash equivalents in the statement of cash flows	5,474	21,317

Notes to the financial statements

For the year ended 31 December 2011

Note 6. Trade and other receivables

	2011 \$'000	2010 \$'000
Current		
Trade receivables	8,190	3,602
Member unions receivables	108	404
Loan to Queensland Rugby Union **	783	820
Other receivables	7,056	4,865
	16,137	9,691
Non-current		
Loans to Member Unions:	\$'000	\$'000
ACT Rugby Union	427	427
Northern Territory Rugby Union	80	80
Queensland Rugby Union **	750	1,270
South Australian Rugby Union	-	42
Tasmanian Rugby Union	17	17
Other receivables	4,634	-
Provision for doubtful debts	(124)	(166)
	5,784	1,670

** The Company extended a 4 year interest bearing facility of \$3,000,000 to Queensland Rugby Union (QRU). The loan commenced on 13th August 2010 and is secured by a second right of charge being the real property mortgage over Ballymore and repayable in annual \$750,000 tranches. At 31st December 2011 the loan was drawn to \$1,500,000. Post 31 December 2011, the QRU has formally indicated their intention to repay the loan in full in 2012 and expire the facility with the Company.

Note 7. Other assets

	\$'000	\$'000
Current		
Consumables	66	66
Prepayments	615	1,014
	681	1,080

Note 8. Financial assets

	\$'000	\$'000
Current		
Foreign exchange options*	1,662	1,671
Foreign exchange forward contracts	40	7,033
	1,702	8,704
Non-Current		
Foreign exchange forward contracts	609	-
	609	-

* The foreign exchange options refer to the fair value of USD currency options at 31st December 2011 at a strike price of \$1.05. The options purchase is intended to hedge the exposure to any adverse effects of foreign currency (AUD/USD) volatility in relation to broadcasting revenue to be received between 2012 and 2015.

Notes to the financial statements
For the year ended 31 December 2011

Note 9. Property, plant and equipment

	2011	2010
	\$'000	\$'000
Memorabilia		
At fair value	927	887
Accumulated depreciation	(45)	(22)
Total memorabilia	882	865
Plant and equipment		
At cost	2,095	2,111
Accumulated depreciation	(1,463)	(1,667)
Total plant and equipment	632	444
Total property, plant and equipment (net book value)	1,514	1,309

During 2011, additional memorabilia assets were donated to the company and have been independently valued at \$40,100 by a valuations specialist.

Note 10. Intangibles

	\$'000	\$'000
Intellectual Property *	1,300	-
Software **	100	-
Accumulated amortisation	(17)	-
	1,383	-

* In 2011, the Company acquired the intellectual property rights of the Melbourne Rebels' Club property in respect of the Super Rugby competition at a cost of \$1,300,000. The Board have determined an indefinite useful life for the intangible asset; as a result, it will be tested annually for impairment. At 31st December 2011 the intellectual property asset was found to have no indications of impairment.

** In July 2011, the Company purchased computer software at a cost \$100,000. This will be amortised over 3 years in line with its expected useful life.

Note 11. Interest in joint venture

	\$'000	\$'000
Investment in SANZAR Europe S.a.r.l.	1,104	464
Share of profit/(loss) for the current period	(106)	(153)
	998	311
Investment in SANZAR Pty Ltd	-	-
Share of profit/(loss) for the current period	24	-
	24	-
	1,022	311

Note 12. Trade and other payables

	\$'000	\$'000
Trade creditors	3,786	1,687
Member Union creditors and accruals	197	504
Other creditors and accruals	3,692	4,285
	7,675	6,476

Notes to the financial statements
For the year ended 31 December 2011

Note 13. Deferred revenue

	2011 \$'000	2010 \$'000
Current		
Test match revenue	1,693	1,087
Broadcasting license fees	1,666	5,475
Sponsorships	250	750
Government grants	432	-
Other	389	300
	4,430	7,612
Non-current		
Broadcast license fees	4,978	-
	4,978	-

Note 14. Other liabilities

	2011 \$'000	2010 \$'000
Non-current		
Provision for make good	200	200
	200	200

Note 15. Employee benefits

	\$'000	\$'000
Current		
Annual leave	404	243
Long service leave	375	263
	779	506
Non-Current		
Long service leave	191	136
	191	136
	970	642

Superannuation

The Company contributes on behalf of employees to externally managed defined contribution superannuation plans. Benefits are based upon the accumulation of assets in these plans. The value of contributions remitted during the period was \$974,000 (2010 \$898,000).

Note 16. Financial liabilities

	\$'000	\$'000
Current		
Financial Lease *	35	-
Non-Current		
Financial Lease *	42	-
	77	-

* The finance lease is in relation to the purchase of computer software in 2011 which has been capitalised as an intangible asset (see Note 10). The finance lease expires in February 2013.

Notes to the financial statements

For the year ended 31 December 2011

Note 17. Allocations to Member Unions & Affiliates

	2011 \$'000	2010 \$'000
Queensland Rugby Union Ltd	2,047	2,257
New South Wales Rugby Union Ltd*	1,276	1,806
Australian Rugby Football Schools Union	500	500
Victoria Rugby Union Inc	325	425
ACT & Southern NSW Rugby Union Ltd	295	295
Western Australia Rugby Union Inc	200	260
Northern Territory Rugby Union Inc	225	225
South Australian Rugby Union Ltd	225	225
Tasmanian Rugby Union Inc	55	55
Other	37	32
Total	5,185	6,080

* Allocation to New South Wales Rugby Union for 2011 represents grant funding for Premier Rugby. In 2010, the funding includes the last tranche of funding supplied under the previous Community Rugby funding model. Community rugby development in NSW now forms part of ARU's community rugby operations.

Note 18. Commitments

a) Broadcasting Agreements

The Company, together with New Zealand Rugby Union and South African Rugby Football Union has entered into agreements for the period 2011 to 2015 inclusive. These broadcasting agreements commit the Company to provide five teams for the Super Rugby Competition and also to provide for Test matches as part of the Tri- Nations and Rugby Championship competitions and the June window for the period of the agreement.

b) SANZAR Joint Venture

The Company has given certain undertakings in respect to its participation in the SANZAR joint venture. These undertakings are consistent with its undertakings in the broadcasting agreements and continue under the new broadcasting agreements for the 2011 to 2015 period.

c) Collective Bargaining Agreement

A Collective Bargaining Agreement has been negotiated between the Company, New South Wales Rugby Union Ltd, Queensland Rugby Union Ltd, Australian Capital Territory and Southern New South Wales Rugby Union Ltd, West Australian Rugby Union Inc and Rugby Union Players Association Inc.

Under this agreement the Company, along with the other rugby bodies is required to make minimum player payments. The parties are negotiating a new agreement for 2012 and beyond.

d) Participation Agreements, Professional Rugby Agreements and Community Rugby Grants

The Company has entered into Participation Agreements and Professional Rugby Agreements with the entities responsible for the five teams competing in the Super Rugby competition from 2011.

The total amounts payable by the Company for 2012 would be as follows:

	\$'000
Professional Rugby	
Participation Agreements	12,790
Professional Rugby Agreements	8,000
	20,790
Further, the Company has non-binding arrangements in relation to Community Rugby as follows:	
Premier Rugby Grants	1,798
Community Rugby Grants	3,060
	4,858
	25,648

Notes to the financial statements

For the year ended 31 December 2011

e) Operating lease commitments

	2011 \$'000	2010 \$'000
Less than one year	1,664	1,607
Between one and five years	6,930	6,227
More than five years	1,737	4,730
	10,331	12,564

The Company leases property under non-cancellable operating leases. The leases will expire within six years. Leases generally provide the Company a right of renewal at which time all terms are renegotiated. Lease payments comprise a base amount plus an incremental rental based on movements in the Consumer Price Index.

The Company leases motor vehicles under operating leases expiring within four years. Lease payments are fixed for the term of the leases.

Note 19. Contingent liabilities

The Company is defendant in a number of claims for personal injuries and other damages relating to the game of rugby. These claims are being defended and generally are subject to insurance coverage. At this time the Directors are unable to ascertain what the Company's liability, if any, may be.

Note 20. Investment in jointly controlled entities

i SANZAR Pty Limited

The Company has a 33% interest in SANZAR Pty Limited (ACN 069 272 304). The primary purpose of SANZAR Pty Limited is to manage the Super Rugby, Tri Nations and Rugby Champion rugby competitions in the Southern Hemisphere as well as the associated broadcasting agreements.

The assets and liabilities of SANZAR Pty Limited were not material as at 31 December 2011 and the Company's interests are valued at \$24,000 (2010: nil). See Note 11.

All of the obligations of the venturers arising from or attributable to the entity are several only and not joint and several.

ii Rugby Shared Services Pty Ltd

The Company has a 50% interest in Rugby Shared Services Pty Ltd (ACN 139 655 413) (RSS) which was established on 24 September 2009. The primary purpose of Rugby Shared Services Pty Ltd is to facilitate and develop efficiencies across various rugby operations.

The assets and liabilities of Rugby Shared Services Pty Ltd were not material as at 31 December 2011 and the Company's interests were therefore not consolidated in the Company's financial statements.

Rugby Shared Services Pty Ltd net results as at 31 December 2011 were not material. Consequently, the Company's interests were not consolidated in the Company's financial statements.

Note 21. Interest in joint ventures

i SANZAR Europe S.a.r.l.

The Company has a 33% interest in SANZAR Europe. This investee was established in conjunction with New Zealand Rugby Union and South African Rugby Union, to develop a European operation to facilitate sales in the European broadcasting market. Based on an evaluation of the risks and rewards of the investee it is not consolidated by the Company. The Company and other investors all provided an equal portion of the loan to the investee for start up purposes. The Company's share of the loss of its equity accounted investee for the year was \$82,000 deficit (2010: \$153,000 deficit).

Notes to the financial statements

For the year ended 31 December 2011

Note 22. Notes to the Statement of Cashflows

(a) Reconciliation of deficit to net cash provided by operating activities

	2011 \$'000	2010 \$'000
Net surplus/(deficit) for the period	(7,522)	1,066
Add/(less) items classified as investing/financing activities:		
Allocations to Member Unions	5,185	6,080
Interest received	(1,091)	(761)
Interest paid	60	118
Dividends received	(1)	(47)
Proceeds from sales of option contracts	(377)	-
Fees paid on options purchase	-	150
Add/(less) non-cash items:		
Amortisation	17	39
Depreciation	261	210
(Gain)/Loss on fair value foreign exchange forward	691	(691)
Fair value of options sold during the year	455	-
Before change in assets and liabilities	(2,322)	6,164
Change in assets and liabilities during the financial period		
(Increase)/decrease in receivables	(11,717)	683
(Increase)/decrease in prepayments and consumables	399	969
Increase/(decrease) in payables and provisions	1,603	(1,445)
Increase/(decrease) in deferred revenue	1,795	1,798
Net cash (used in)/provided by operating activities	(10,242)	8,169

(b) Reconciliation of Cash

For the purposes of the Statement of Cashflows, cash includes cash on hand, at bank and short term deposits at call. Cash as at the end of the financial period as shown in the Statement of Cashflows is reconciled to the related items in the balance sheet as follows:

	\$'000	\$'000
Cash at bank and on hand	3,435	11,826
Cash on deposit	2,039	9,491
	5,474	21,317

Notes to the financial statements

For the year ended 31 December 2011

Note 23. Key management personnel disclosures

Directors Income

The following information on the Directors' remuneration is voluntarily disclosed by the Company notwithstanding that the Company is under no obligation under Special Purpose Reporting to disclose this information.

Income paid or payable to Directors of the Company from the Company in connection with the management of the affairs of the Company:

	2011	2011	2010	2010
	\$	\$	\$	\$
	Salary	Incentives	Salary	Incentives
<i>Mr P McGrath</i>	43,600	-	43,600	-
<i>Mr M Brown</i>	7,267	-	21,800	-
<i>Mr M Connors</i>	21,800	-	21,800	-
<i>Mr P Cosgrove AC, MC</i>	14,533	-	7,267	-
<i>Mr J Eales AM</i>	21,800	-	15,442	-
<i>Mr M Hawker</i>	21,800	-	21,800	-
<i>Mr R Lee</i>	21,800	-	21,800	-
<i>Mr R McGruther</i>	7,267	-	21,800	-
<i>Mr J Mumm</i>	21,800	-	21,800	-
<i>Mr J O'Neill AO</i>	762,500	180,000	737,500	385,000
<i>Mr B Robinson</i>	14,533	-	-	-
	958,700	180,000	934,609	385,000

Directors' declaration

In the opinion of the directors of Australian Rugby Union Limited ('the Company'):

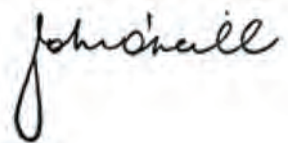
- a) the Company is not a reporting entity
- b) the financial statements and notes, set out on pages 7 to 25, are in accordance with the Corporations Act 2001, including:
 - i. giving a true and fair view of the financial position of the Company as at 31 December 2011 and of its performance, as represented by the results of their operations and its cash flows, for the financial year ended on that date in accordance with the statement of compliance and basis of preparation described in Note 1; and
 - ii. complying with Australian Accounting Standards (including Australian Accounting Interpretations) to the extent described in Note 1 and the Corporations Regulations 2001; and
- c) there are reasonable grounds to believe that the Company will be able to pay its debts as and when they become due and payable.

Dated at Sydney this 30th day of March 2012.

Signed in accordance with a resolution of the directors:



P. McGrath
Director



J. O'Neill
Director



Independent audit report to the members of Australian Rugby Union Limited

Report on the financial report

We have audited the accompanying financial report, being a special purpose financial report, of Australian Rugby Union Limited (the company), which comprises the statement of financial position as at 31 December 2011 and the income statement and statement of comprehensive income, statement of changes in equity and statement of cash flows for the year ended on that date, notes 1 to 24 comprising a summary of significant accounting policies and other explanatory information, and the directors' declaration.

Directors' responsibility for the financial report

The directors of the company are responsible for the preparation of the financial report and have determined that the basis of preparation described in Note 1 to the financial report is appropriate to meet the requirements of the *Corporations Act 2001* and is appropriate to meet the needs of the members. The directors' responsibility also includes such internal control as the directors determine necessary to enable the preparation of a financial report that is free from material misstatement, whether due to fraud or error.

Auditor's responsibility

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. These Auditing Standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditor's judgement, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation of the financial report that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

These procedures have been undertaken to form an opinion whether, in all material respects, the financial report is presented fairly in accordance with the basis of accounting described in Note 1 to the financial statements so as to present a true and fair view which is consistent with our understanding of the company's financial position, and of its performance.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Audit report



Independence

In conducting our audit, we have complied with the independence requirements of the *Corporations Act 2001*.

Auditor's opinion

In our opinion the financial report of Australian Rugby Union Limited is in accordance with the *Corporations Act 2001*, including:

- (a) giving a true and fair view of the company's financial position as at 31 December 2011 and of its performance for the year ended on that date in accordance with the accounting policies described in Note 1; and
- (b) complying with Australian Accounting Standards to the extent described in Note 1 and the Corporations Regulations 2001.

Basis of Accounting

Without modifying our opinion, we draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared for the purpose of fulfilling the directors' financial reporting responsibilities under the *Corporations Act 2001*. As a result, the financial report may not be suitable for another purpose.

A handwritten signature in black ink, appearing to read 'Kim'.

KPMG

A handwritten signature in black ink, appearing to read 'Trent Duvall'.

Trent Duvall
Partner

Sydney

30 March 2012



Gold Coast Sevens - Fever Pitch
would like to acknowledge the
support of the following Partners



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