

A Summative Analysis of the Needs of Community Rugby Programs in Canada



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INTRODUCTION

- The HSBC Bank Community Rugby Fund (i.e., The Fund) is a program that offers a wide range of grants aimed at improving the sustainability and growth of rugby programming across Canada.
- 'The Fund,' presented in partnership with Rugby Canada and HSBC Bank Canada, allows all registered rugby clubs, schools, and community organizations to apply for program-related funding that aligns with Rugby Canada's strategic plan.

Objective: Rugby Canada partnered with our research team to analyze the content within received 'The Fund' applications to assess the various needs disclosed by community rugby organizations.

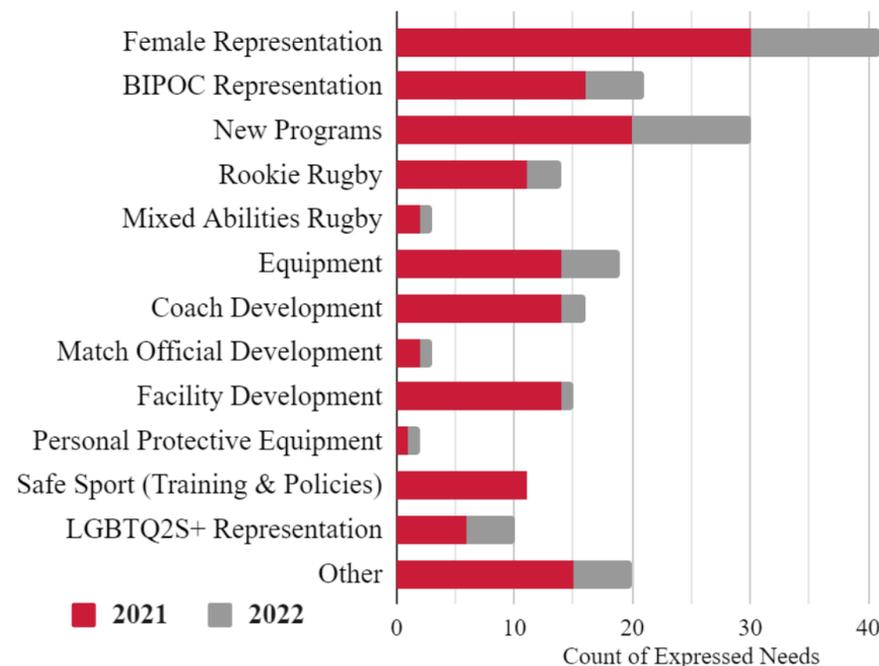
METHODS

The applications from the 2021 (N=91) and 2022 (N=35) cycles of 'The Fund' were subjected to:

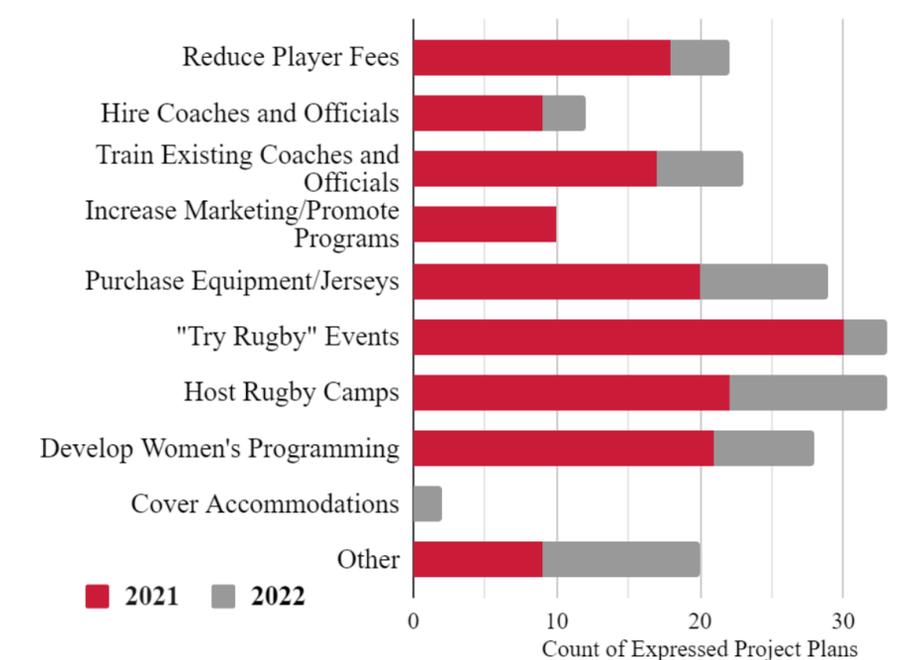
- Content analysis to determine application needs, proposed project plans, and descriptions of implementation intentions.
- Thematic coding was completed in alignment with the current Rugby Canada strategic plan.

RESULTS

Overall, the application **needs** could be categorized within three umbrella themes: (1) Increased female representation, (2) Increased BIPOC representation, and (3) Development of new programming and opportunities.



Overall, half of applications (50%) indicated more than one **project plan**. Most common plans included: (1) Try Rugby Days, (2) Host Rugby Camps, and (3) Purchase Equipment and Develop Women's Programming.



IMPLICATIONS

- These findings shed light on the status and intentions of community rugby organizations nationwide and begin essential discussions for the current standing of community programming in this sport.
- The analysis of the submitted applications provided tangible information to Rugby Canada on how to more clearly articulate expectations to organizations seeking to receive funding support in future years.

NEXT STEPS

For Funding Applicants:

- Identify and address a relevant issue.
- Explicitly articulate the need(s) you seek to address.
- Align the proposed plan with the need.

For Future Funding Applications:

- Provide clear instructions for applicants to follow.

For Sport Organizations and Stakeholders:

- Recognize need for new sport programming.
- Community organizations recognize the need for increased BIPOC and Female representation and acknowledge willingness to commit to change.