

RFL COUNCIL MEETING

WEDNESDAY 7 DECEMBER 2022



ROLL CALL & APOLOGIES

KAREN MOORHOUSE



AGENDA ITEM 1.0 – WELCOME & INTRODUCTION

SIMON JOHNSON





**IN MEMORY OF THOSE
WE HAVE LOST IN 2022**

AGENDA ITEM 2.0
MINUTES (13 JULY & 13 OCTOBER 2022)

SIMON JOHNSON



AGENDA ITEM 3.0

GOVERNANCE

SIMON JOHNSON, KAREN MOORHOUSE & RALPH RIMMER



APPOINT PRESIDENT

“IT IS HEREBY RESOLVED THAT Sir Lindsay Hoyle be and is hereby appointed as President of the RFL for a period up to the date of the General Meeting in December 2023.”



VICE - PRESIDENT

**THANK YOU,
MIKE
SMITH!**



ELECTION OF NON-EXECUTIVE DIRECTOR

IT IS HEREBY
RESOLVED THAT after
due consideration
Cherrie Daley be and is
hereby appointed as a
Non-Executive Director
of the Company for the
period up to the date of
the Annual General
Meeting in 2025.





ROLL OF HONOUR

JULIA LEE

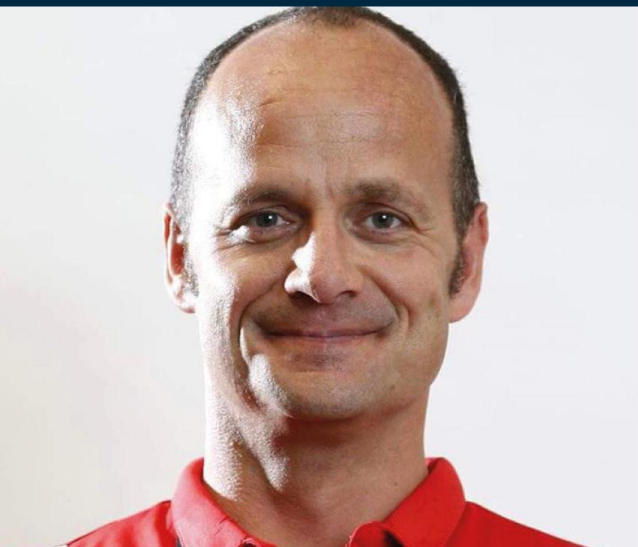
JACKIE SHELDON

JULIE STOTT

SUE TAYLOR

IAN LAYBOURN

Dr Richard Lawrance



**Presidents Award
2022**

Tracy Herd



AGENDA ITEM 4.0

RLWC

MICK HOGAN & RALPH RIMMER



AGENDA ITEM 4.1

STAGING THE RLWC

MICK HOGAN



THANK YOU





RUGBY LEAGUE
WORLD CUP
ENGLAND + 2021
15 OCT - 19 NOV 2022

OBJECTIVES

WHY (PURPOSE)

Making a positive impact on people's lives across communities

WHAT (VISION)

Delivering the biggest, best and most inclusive Rugby League World Cup ever

HOW (GOALS)

By being the most attended and viewed Rugby League World Cup ever

By delivering a commercially successful tournament, on budget

By driving positive social impact

By handing over the tournament responsibly

OUR VALUES

BOLD & BRAVE

WORLD CLASS | AUTHENTIC | INCLUSIVE

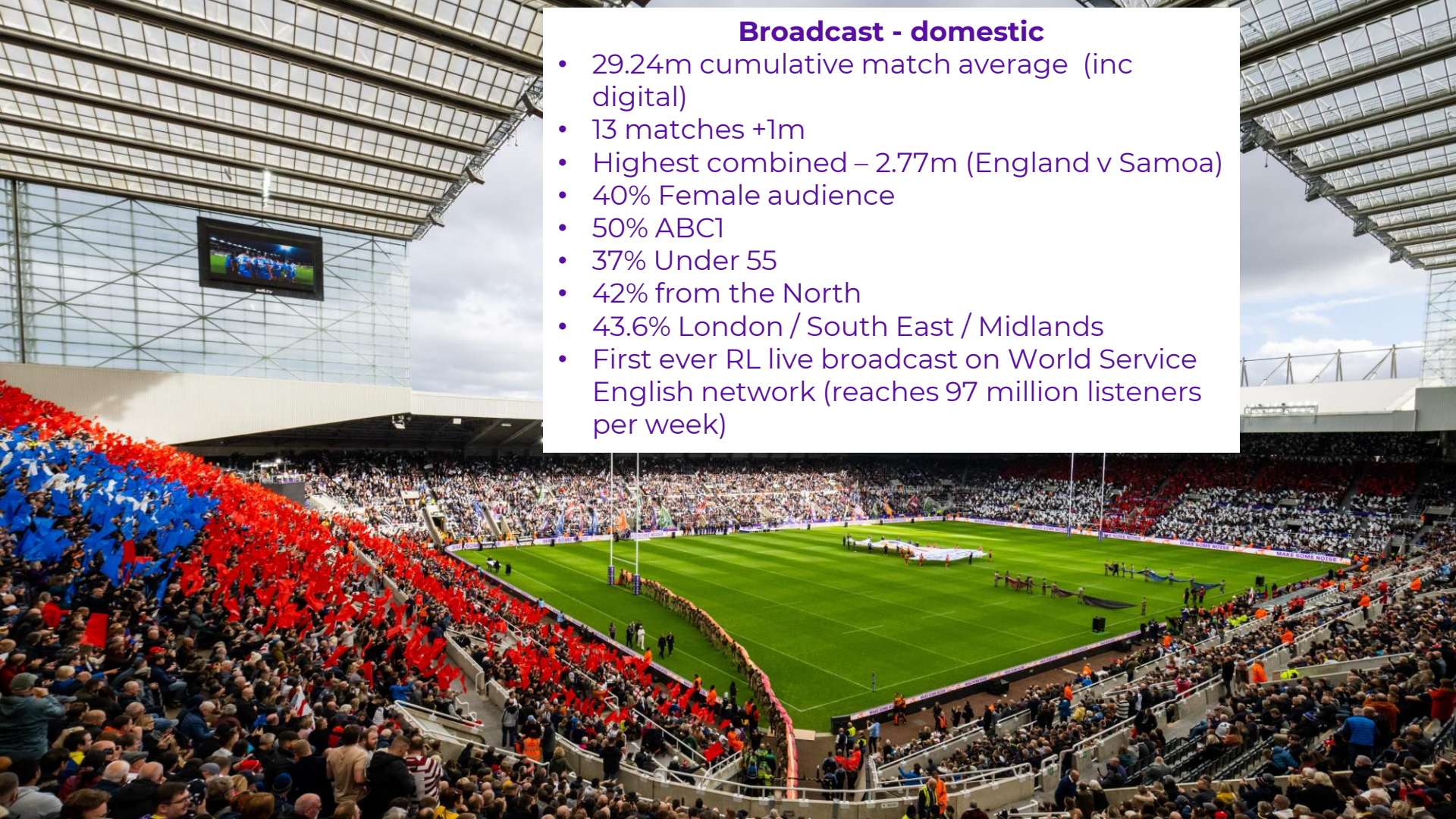


RLWC
2021



Broadcast - domestic

- 29.24m cumulative match average (inc digital)
- 13 matches +1m
- Highest combined – 2.77m (England v Samoa)
- 40% Female audience
- 50% ABC1
- 37% Under 55
- 42% from the North
- 43.6% London / South East / Midlands
- First ever RL live broadcast on World Service English network (reaches 97 million listeners per week)





Broadcast - international

- Linear broadcast – 57 countries
- Digital – 140 territories
- Australia (Fox / Kayo) – 3m in total (men) – 97k per game
- SF#1 AUS v NZL was the #1 RLWC game with an average audience of 467K (6:47am kick off on Saturday morning)
- Final - Australia v Samoa was #2 with an average audience of 411K tuning in live for the (3am on Sunday morning)



DIGITAL HIGHLIGHTS

Date Range: 10th October – 20th November 2022

WEBSITE



1.2
MILLION
USERS

OVER 400
STORIES FILED TO
RLWC2021.COM
AND THE APP



SYNDICATED
IN WHOLE OR PART
ON OVER 500
WEBSITES GLOBALLY

APP

165K
USERS

53K
DOWNLOADS
DURING TOURNAMENT

40K
RECORD
DAILY USERS

SOCIAL



3.7K

194M

5.8M

58M

186K

POSTS

IMPRESSIONS

ENGAGEMENTS

VIDEO VIEWS

NEW FANS

Twitter dominated social output (2.3k), with Facebook and Instagram both seeing over 600 posts during RLWC2021

Facebook added 91m impressions, YouTube added 64m and Twitter a further 32m. Reels do not provide impressions data

5.8 million engagements were generated, with TikTok leading platforms (2.2m), followed by Facebook and Instagram

Of the 58m video views, 24m came from Facebook, 12m from TikTok despite low post rates and 11m from Instagram

Of the 186k fans, 81k came from Facebook, 53k from TikTok and an additional 25k from Instagram. Twitter added 11k

Digital

- Most watched piece of content - 10m views of Siva Tau v Sipi Tau on TikTok



Attendance

- Total - 473,606 (highest ever)
- Highest combined opening day
- Highest men's and women's semis
- Highest men's quarter final game (England v PNG)
- World record wheelchair game
- Highest ever standalone game of women's RL
- Highest gate receipts for RL game (ex Aus) – 62% increase on RLWC2013 final

Social impact

- £25.8m total investment
- £22.7m capital funding
- £1.21m cultural festival
- £800k mental fitness programme



RUGBY LEAGUE
WORLD CUP
ENGLAND + 2021

BLAZING A TRAIL

MAKING A POSITIVE SOCIAL IMPACT

THE STORY SO FAR

SUMMARY REPORT



Media coverage (from 10 October to 20 November)

- 35k pieces of coverage across 1,341 unique publications, total print circulation of 9.2m
- Total viewership & listening figures of 54.7m, coverage in 49 countries
- Equal coverage of all three tournaments.
- Men's matches averaged more than 60 media and photographers on site for every group stage game. Women's group matches averaged 35-40 and wheelchair just over 20.



Launches

- 3 tournament launches (Manchester / York / London)



Match officials

- 28 running game match officials (in camp)
- 8 wheelchair match officials (in camp)

THE POWER SQUAD ★★

SUPPORTED
BY



THE
NATIONAL
LOTTERY

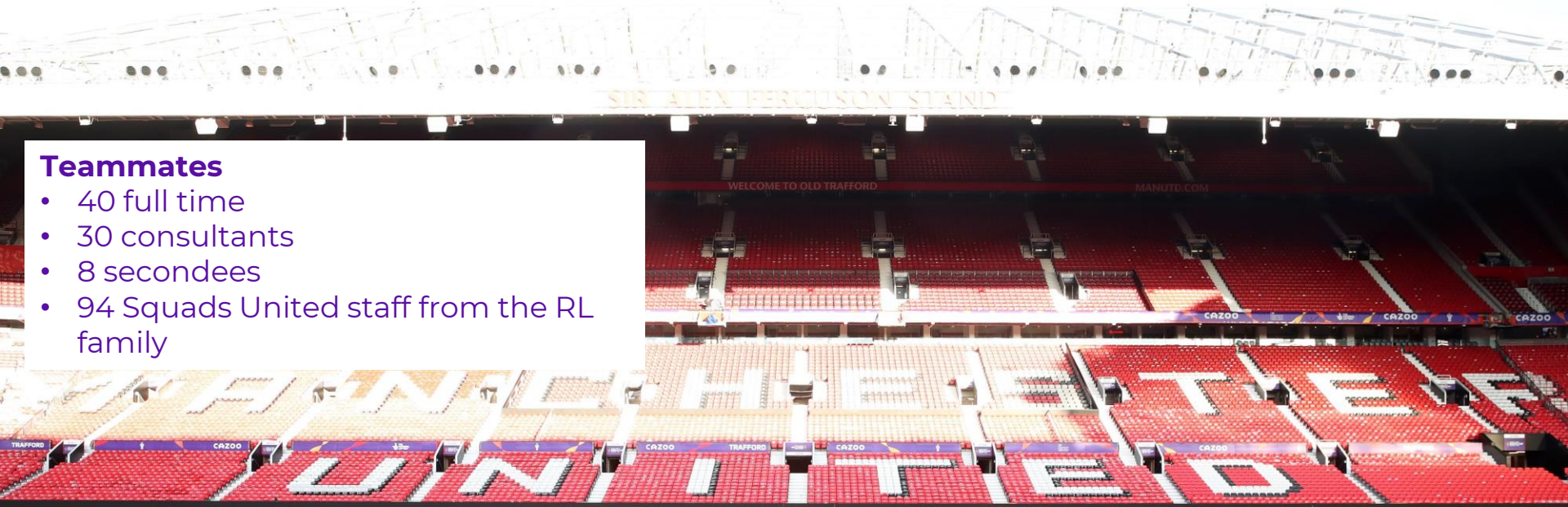
Volunteers

- Power Squad worked over 3,000 shifts and did approx. 18,000 volunteering hours
- 94 Squads United staff from the RL family

SIR ALEX FERGUSON STAND

Teammates

- 40 full time
- 30 consultants
- 8 secondees
- 94 Squads United staff from the RL family





Other

- Culmination of Ultra 7 in 7 challenge (Old Trafford)



Official events

- Gala Dinner (Newcastle)
- Finalists media event (Manchester)
- Observer Programme (Manchester)



Other

- 1 visit to Downing Street

CAZOO
Search. Drive. Smile.

CAZOO
Search. Drive. Smile.



Patron

- 1 visit by the Princess of Wales (Wigan)

LEARNINGS

Home advantage / home disadvantage

Discount hungry core audience – not sustainable

International calendar + international growth

Social impact / inclusivity a genuine USP

Knowledge & experience are irreplaceable

Broadcast reach over revenue

There is no hiding place



AGENDA ITEM 4.2

MAXIMISATION AND IMPACT OF THE

WORLD CUP

RALPH RIMMER



2022 FOCUS - RLWC2021 Maximisation and Transition

We will tell the story of Rugby League, our England teams, and the positive sporting and social impact of our sport in our communities to engage and inspire throughout this special World Cup year



SUCCESSFUL DELIVERY FULL DOMESTIC SEASONS

2022 FOCUS - RLWC2021 Maximisation and Transition

We will tell the story of Rugby League, our England teams, and the positive sporting and social impact of our sport in our communities to engage and inspire throughout this special World Cup year



7000

World Cup
inspired players



OURLEAGUE
300k

members



50%

commercial partner
retention
to deliver budget



**New and
existing**

volunteer programmes

+250 volunteers in
Community Clubs



**x3 Teams
ready to win**

Inspiring all



375k

available
customer contact records
65% engaged



**Transition facilities
programme**

People Systems Broadcast
Corporate and Legal



**Engagement -
England channels**

f 5m **t 5m**
@ 3m



Diversification
of RFL and sport income



**International
influence &
calendar**



SUCCESSFUL DELIVERY FULL DOMESTIC SEASONS

AGENDA ITEM 4.3

ENGLAND TEAMS

RALPH RIMMER





ENGLAND TEAM REVIEWS, RLWC 2021

- Monitor and evaluate the performance of the 3 England World Cup Teams
- Highlight areas of best practice
- Feedback to Clubs to help overall improvement across the whole game

METHOD & TIMESCALES

- Led by Chief On-Field Officer
- Survey of players and staff
- Receive written reports and discussions with key lead staff (Head Coaches, Team Manager, S&C, medical)
- Final report that considers 3 domains:
 1. **Players** - how they performed, developed and engaged with the England programmes
 2. **The Environment** - How effectively the England programmes operated from the perspective of day-to-day experiences of athletes and staff.
 3. **The System**- how the system is operated

Reports to be completed in time for RFL Board of Directors meeting, February 2023



AGENDA ITEM 5.0 – STRATEGY

RALPH RIMMER



STRATEGY



Over 40,000 Core Community
Players registered
Growth in Junior & Youth
Players since 2021



Over 5,000 Women
and Girls registered in
2022



+21% increase in Inclusion
players registered from
2021 to 2022



£22.7M

Investment into CreatedBy, transforming
rugby league facilities across the country



STRATEGY



Super League Cumulative Match Audience **12,722,050** [up +17.8% vs 2021]



Championship Cumulative Match Audience **671,450**



OURLEAGUE



Attendance **62,154** [up +2% vs 2021]
Cumulative Match Audience **697,860** [up +25% vs 2021]



Final attendance **51,628** [up +29% vs 2021]
Final Average Match Audience **1,158,210** [up +23% vs 2021]



Attendance **60,783** [up +35% vs 2021]
Average Match Audience **418,600** [up +11% vs 2021]



STRATEGY

- Disability Rugby League Dividend – Impact Report
- Enjoy The Game - Campaign
- Medical - Research
- Sport England Governance & Business Transformation Projects



AGENDA ITEM 6.0 – STRATEGIC PARTNER

MATT DWYER AND OTHER IMG REPRESENTATIVES



AGENDA ITEM 7.0 CAMPAIGNS

BEN ABBERSTEIN, ROBERT HICKS, VICTORIA SINACOLA



AGENDA ITEM 7.1 – TACKLE IT – RUGBY LEAGUE VS DISCRIMINATION

BEN ABBERSTEIN





TACKLE IT – RUGBY LEAGUE VERSUS DISCRIMINATION

- Widen the reach and impact of Rugby League
- Diversify Rugby League's Talent Pool and Workforce
- Improve the culture of Rugby League
- Clarify processes, instil confidence in - and encourage - the reporting of discrimination, and ensure appropriate sanctions are in place



TACKLE IT – RUGBY LEAGUE VERSUS DISCRIMINATION

- Rugby League Club Board Diversity Project



- Education – key to challenging and preventing discrimination
 - Nujum Sports
 - Ramadan (w/c 20 March 2023), Islamophobia (November)
 - Mandatory education
 - Player Education Week
 - CoachRight
 - Re-education as part of sanction
 - OurLearning Zone
 - New learning and development resources
 - Guidance and templates
 - In-person workshops being developed



TACKLE IT – RUGBY LEAGUE VERSUS DISCRIMINATION

- **How to communicate inclusively**

Contribute to an inclusive culture by communicating in a way that welcomes and respects everyone

- **What is systemic racism?**

This path dives into what systemic racism is, how people around the world experience it and how it shows up at work

- **How to be antiracist and self-educate**

Understand antiracism and why it must be active, plus principles and actions for making the most of self-education and a hub of different types of resources so anyone can start

- **How to be antiracist and take action**

How to look out for racist things you can influence, discuss them using a careful approach and, ultimately, create change

- **What is an ally?**

Explore what it means to be an ally

- **How to be a better ally**

Everything you need to be a continuously learning active ally



AGENDA ITEM 7.2 – ENJOY THE GAME CAMPAIGN & ACTION PLAN

ROBERT HICKS



INTRODUCTION OF HEADCAMS



- Head cams were trialled through the National Conference League in 2022.
- Building on NCL pilot
- Using monies from 2021 Misconduct cases, the RFL, together with BARLA, Yorkshire Junior League, North West Youth & Junior League, North West Men's League and Yorkshire Men's League
- Game-wide project
- Aim: Curtail poor behaviours from coaches, players and touchlines
- Purchased 200 Headcams



EDUCATION – DELIVERED ON OUR LEARNING ZONE



Parent Workshops – Delivered by MindsMatters



Game Day Manager Course



CoachRight course – Requirements for all Coach to annually undertake



2023 Marketing Assets

- All Super League, Championship and League One clubs will be supplied with the following Enjoy The Game promotional assets in advance of season launch:
 - ETG campaign logo
 - Re-launch video for 2023 featuring England men's, women's and wheelchair players
 - LED and big screen ads for matchdays
 - Matchday programme ads
 - Social post imagery – for use on matchday
 - Codes of Conduct posters / social posts
- Bespoke campaign for each Club - email ross.alexander@rfl.co.uk
- Videos
 - People within sport
 - How discrimination/abuse has affected them
- ETG will feature prominently at all RL Commercial main events



AGENDA ITEM 7.3 – ENVIRONMENTAL SUSTAINABILITY

VICTORIA SINACOLA



Sustainability project update

- 27 club interviews conducted to date
- Interviewees have been constructive and positive and expectations for the project are high.
- Most clubs interviewed have already taken some sustainability steps and several are doing a lot.
- Reported sustainability actions are mainly facility-focused (heating, lighting, catering, waste management)
- Outside of sustainability, interviewed clubs are universally very actively engaged with their local communities on issues including health and education.
- Community engagement and communications initiatives on sustainability are not widely reported, however
- Many clubs hope that sustainability projects can be cost-neutral, preferably with financial benefits over time

AGENDA ITEM 8.0 - CONCUSSIVE AND SUB-CONCUSSIVE IMPACTS

RICHARD YATES & PROF. BEN JONES



LEGAL CLAIM

- Circa 75 Claimants
- Large playing career period
- Letter of Claim received
- Disclosure of documents
- Claim formally issued in Rugby Union



STATEMENT

As a result of scientific knowledge, the sport of rugby league continues to improve and develop its approach to concussion, head injury assessment, education, management and prevention across the whole game. We will continue to use medical evidence and research to reinforce and enhance our approach.

Support to former professional players is always available from rugby league's charity partner RL Cares.



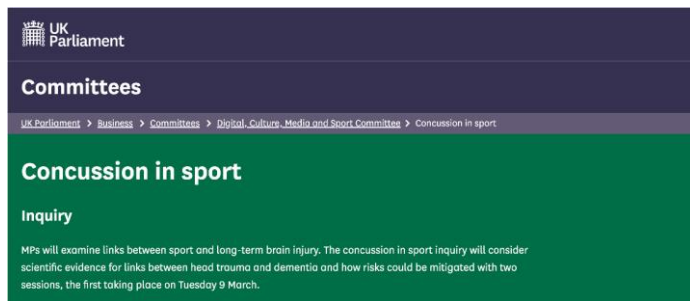
CULTURE/FUTURE

- Evidence-based decisions moving forwards
- Effective enforcement of regulations to protect players
- Educate/reiterate player safety and welfare
- Importance of innovative and medical projects
- Culture is key – players, coaches, medics
- Player welfare is paramount



QUANTIFYING AND REDUCING RISK

1. Concussion
2. Head impact (acceleration) e.g., sub-concussive exposure



UK Parliament

Committees

UK Parliament > Business > Committees > Digital, Culture, Media and Sport Committee > Concussion in sport

Concussion in sport

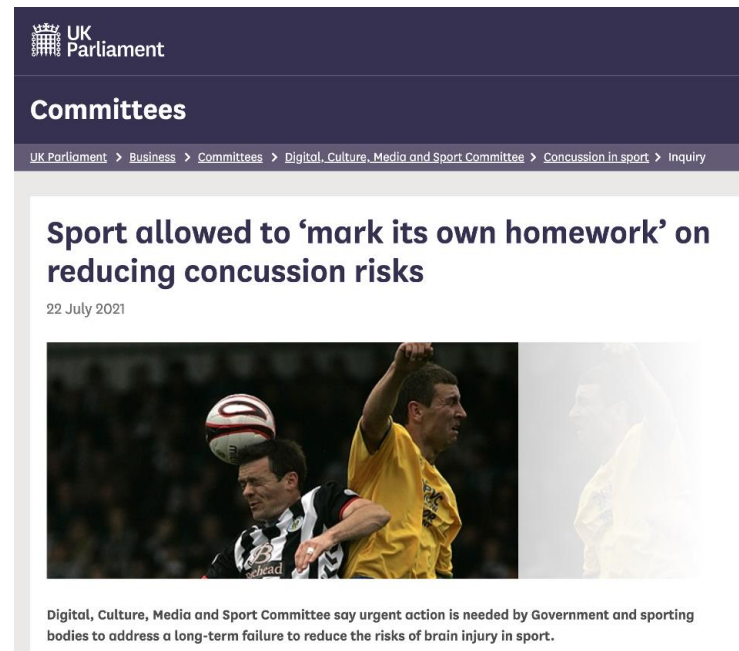
Inquiry

MPs will examine links between sport and long-term brain injury. The concussion in sport inquiry will consider scientific evidence for links between head trauma and dementia and how risks could be mitigated with two sessions, the first taking place on Tuesday 9 March.



6TH Edition
International Consensus
Conference on Concussion
in Sport

Amsterdam (The Netherlands)
27 - 28 October 2022




UK Parliament

Committees

UK Parliament > Business > Committees > Digital, Culture, Media and Sport Committee > Concussion in sport > Inquiry

Sport allowed to 'mark its own homework' on reducing concussion risks

22 July 2021



Digital, Culture, Media and Sport Committee say urgent action is needed by Government and sporting bodies to address a long-term failure to reduce the risks of brain injury in sport.

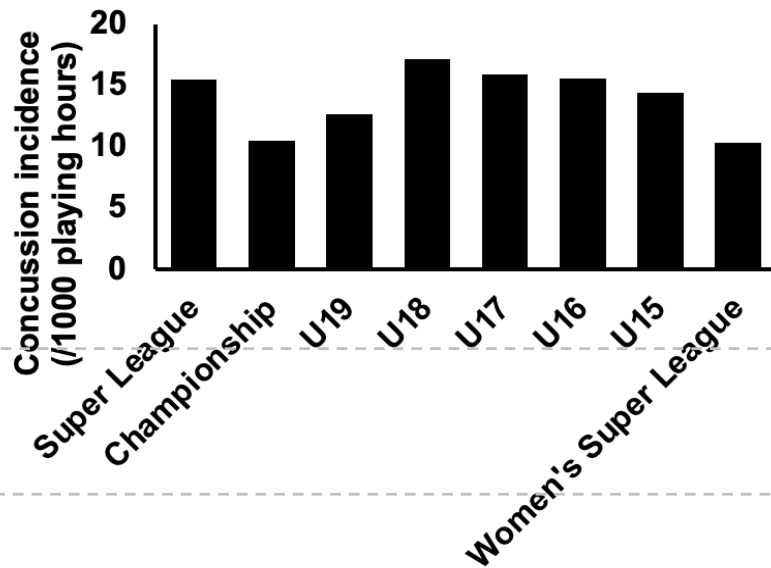
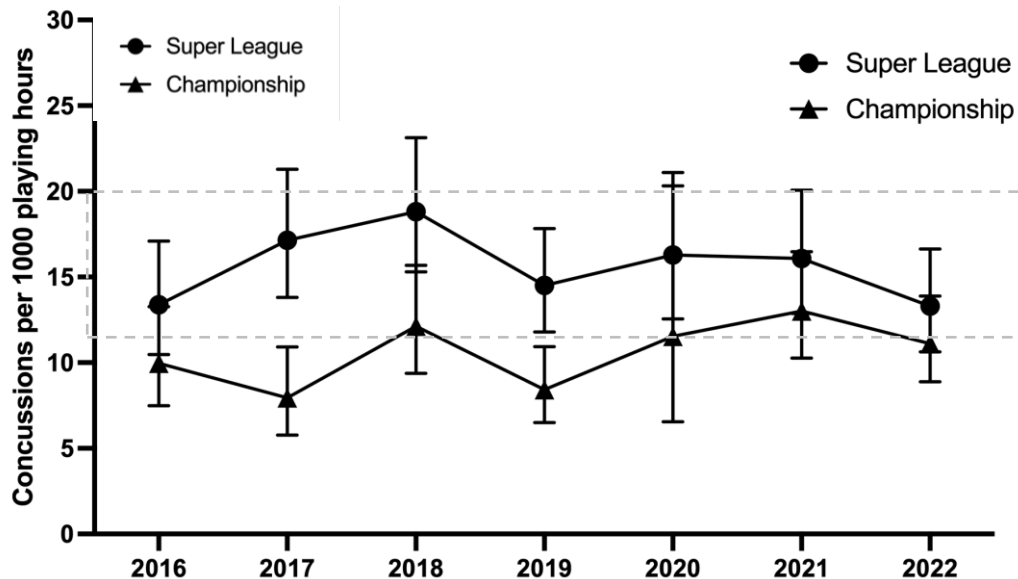
Jointly organised by



CONCUSSIONS IN RUGBY LEAGUE

number of
conussions
per 1000 hrs

2 concussions every match	58
1 concussion every match	29
1 concussion every 2 matches	14
1 concussion every 3 matches	10
1 concussion every 4 matches	7



GREATEST RISK FOR CONCUSSION IN RUGBY LEAGUE

ORIGINAL RESEARCH ARTICLE

Open Access

A Case-Control Study of Tackle-Based Head Injury Assessment (HIA) Risk Factors in the National Rugby League

Andrew J. Gardner^{1*}, Grant L. Iverson^{2,3,4}, Suzi Edwards^{5,6} and Ross Tucker⁷

Risk factors for head injury events in professional rugby union: a video analysis of 464 head injury events to inform proposed injury prevention strategies

Ross Tucker,¹ Martin Raftery,¹ Simon Kemp,² James Brown,³ Gordon Fuller,⁴ Ben Hester,¹ Matthew Cross,^{1,5} Ken Quarrie⁶

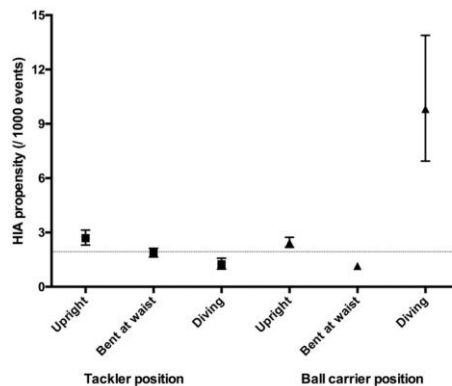


Figure 2 Head injury assessment (HIA) propensity for tackler and ball carrier body position.

Carrier is concussed - Tackler Height vs Carrier Height

90 (33%)

		Height of Carrier			
		Upright	Bent at Waist	Falling/Diving	Inconclusive
Height of Tackler	Upright	28%	12%	9%	0%
	Bent at Waist	6%	11%	7%	0%
	Falling/Diving	0%	0%	27%	0%
	Inconclusive	0%	0%	0%	1%

Tackler is concussed by Carrier - Tackler Height vs Carrier Height

159 (58%)

		Height of Carrier			
		Upright	Bent at Waist	Falling/Diving	Inconclusive
Height of Tackler	Upright	32%	25%	7%	0%
	Bent at Waist	3%	23%	3%	0%
	Falling/Diving	1%	1%	6%	0%
	Inconclusive	0%	0%	0%	0%

Tackler is concussed by Tackler - Tackler Height vs Tackler Height

25 (9%)

		Height of Impacting Tackler			
		Upright	Bent at Waist	Falling/Diving	Inconclusive
Height of Concussed Tackler	Upright	16%	12%	4%	0%
	Bent at Waist	0%	36%	12%	0%
	Falling/Diving	0%	4%	16%	0%
	Inconclusive	0%	0%	0%	0%

QUANTIFYING RISK; NUMBER AND MAGNITUDE OF HEAD ACCELERATIONS

INSTRUMENTED MOUTHGUARDS

Rfl 8 Jan 2022

RFL confirms launch of extensive research project in 2022 season

Ready for impact? A validity and feasibility study of instrumented mouthguards (iMGs)

Ben Jones ^{1,2,3,4,5} James Tooby, ¹ Dan Weaving, ¹ Kevin Till ^{1,3}
Cameron Owen ^{1,2} Mark Begonia, ⁶ Keith A Stokes ^{7,8} Steven Rowson, ⁶
Gemma Phillips ^{1,2,9} Sharief Hendricks ^{1,4} Eanna Cian Falvey ^{10,11}
Marwan Al-Dawoud, ¹ Gregory Tierney ¹²

Latest News from Gallagher Premiership Rugby / Latest News from Gallagher Premiership Rugby

PREVENT BIOMETRICS CONFIRMED AS INSTRUMENTED MOUTHGUARD PROVIDER FOR A STUDY DURING THE 2022-23 SEASON

The RFU, Premiership Rugby and World Rugby confirm that Prevent Biometrics has been selected as the instrumented mouthguard (iMG) provider for a study with Premiership Rugby, Allianz Premier 15s and England representative teams for the 2022-23 season.

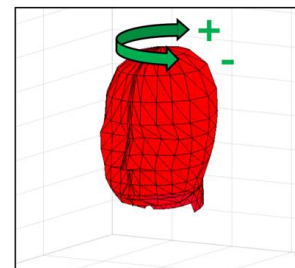
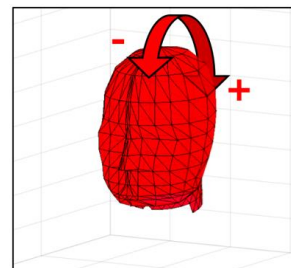
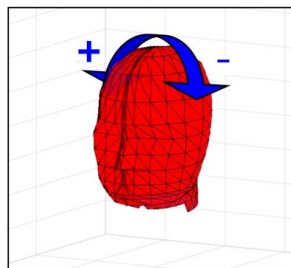
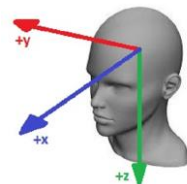
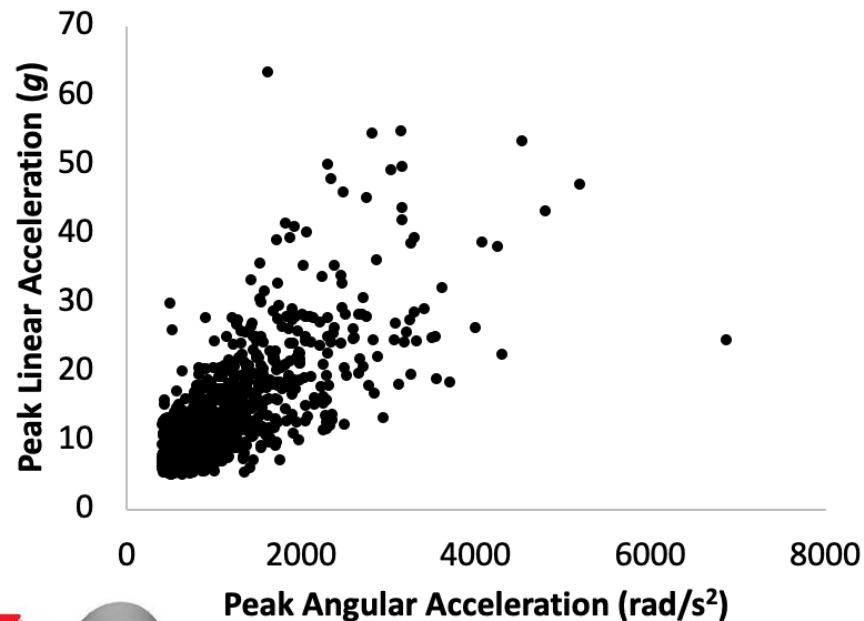
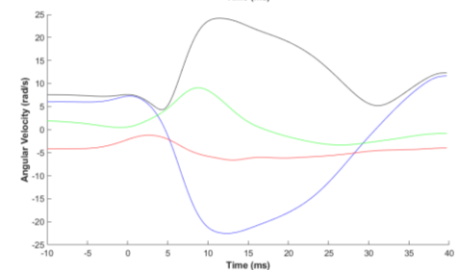
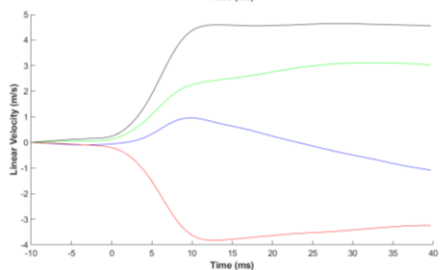
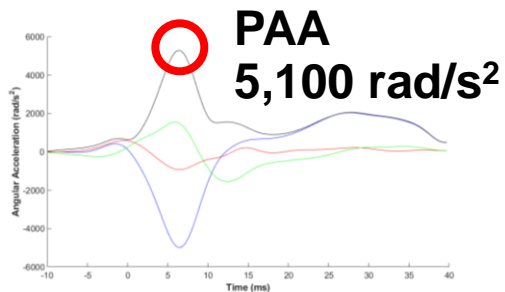
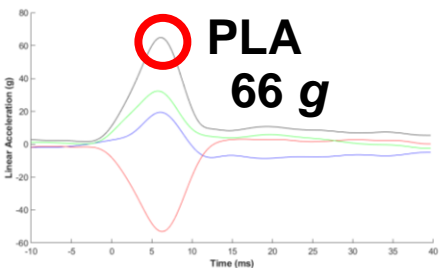
A comprehensive procurement process took place to select the instrumented mouthguard provider for this study, which included a review of the validation work undertaken by the Rugby Football League in partnership with Leeds Beckett University in their pilot study for the TACKLE project.

This combined with consultation by subject experts both in the UK and abroad and the existing work World Rugby has carried out with Prevent Biometrics during its recent ORCHID study and with the Red Roses during last November's Autumn Internationals, resulted in Prevent Biometrics being the selected provider.



INSTRUMENTED MOUTHGUARDS

What is an impact?



AGENDA ITEM 9.0 - DISCIPLINARY REVIEW

**ROBERT HICKS, GARY HETHERINGTON, MIKE RUSH, NEIL HAMPSHIRE &
KEVIN NICHOLAS**



ONFIELD DISCIPLINARY REVIEW

Process

- Build on Club led review in 2017
- Review systems
- Attend ALL sections MRP & ORT
- Other collision sports and NRL

Aims

- Player behaviour change – more accountable
- Deterrent v Player welfare
- Deal with foul play strongly
- Consistency
- Greater understanding



PROPOSED AMENDMENTS

- Make better use of fines as a sanction
- Grade D – PCN
- Increase use of totting up to 3 previous offences
- Guidance on frivolous/unreasonable
- Remove use of Comparison Clips
- Comms/Awareness of system for all involved
- New sanction framework



SANCTION FRAMEWORK

Grade	2023 Sanction Range	Previous Sanction
A	0 – Fine	0 – 1
B	Fine – 1	1 – 2
C	1 – 2	2 – 3
D	2 – 3 and Fine	3 – 5 and Fine
E	3 – 5 and Fine	4 – 8 and Fine
F	6+ and Fine	8+ and Fine



AGENDA ITEM 10.0 - RL CARES

CHRIS ROSTRON & STEVE MCGORMACK





Player Wellbeing & Welfare





RLWC





Movember





Offload





Fundraising & Events





Heritage



AGENDA ITEM 11.0 - ANY OTHER BUSINESS

SIMON JOHNSON

