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Rookie Rugby Report

ALBERTA JUNIOR RUGBY
ASSOCIATION





OVERVIEW

The AJRA was happy to embark on our Rookie Rugby program in 2019. With the support of Erin Kennedy a strategic plan was created and presented to the membership at our 2018 AGM. With overwhelming support from the membership, a Rookie Rugby Manager was hired in May of 2019. I was hired into this role, below is an update on the programming we have delivered since that point.

OBJECTIVES

1. Create a Rookie Rugby workforce to continue provincial-wide education around the program
2. All clubs have operating U7 and U9 Rookie Rugby programs
3. School engagement/adoption of Rookie Rugby
4. Increase Rookie Rugby events around province
5. Creating online Rookie Rugby presence across social media.

Year in Review



CLUB DEVELOPMENT

Development within the clubs has mostly been centred on increased engagement of youth and families, through parent/coach education sessions/nights. We have also been working alongside Rugby Alberta Coach Development Officers, we have been able to share our resources throughout the province at different club visits.



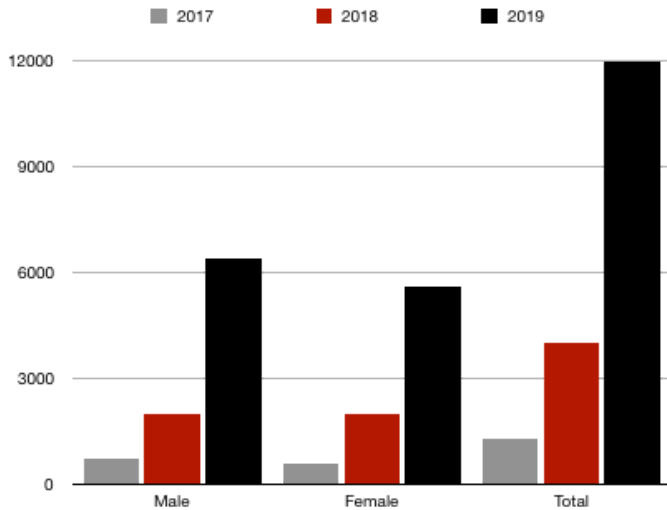
Rookie Rugby has been reviewed and endorsed by PHE Canada for schools and communities across Canada



CANADA SUMMER JOBS STUDENTS

As part of our strategic plan, applying for and receiving grants for summer students was essential to the success of our program. Through secured funding we were able to hire students. Each student was hired on an 8 week basis. The summer students were trained to deliver Rookie Rugby programming to schools and community groups using the free available resources on the Rookie Rugby website.

PARTICIPATION NUMBERS

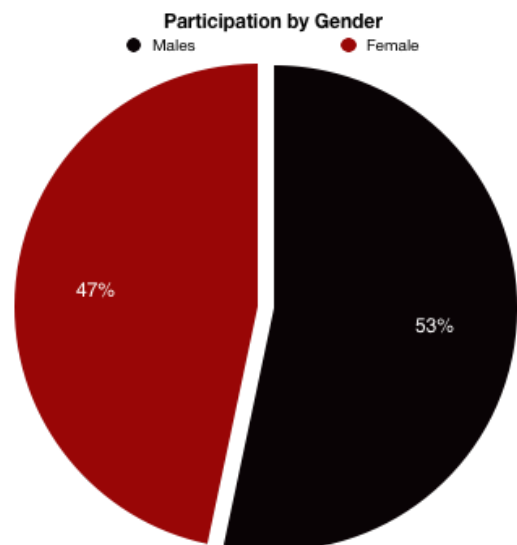


REVIEW OF 2019

We were able to provide programs into local communities (e.g. schools, youth groups) with 503 events conducted reaching nearly 11,966 youngsters. When we compared these numbers to previous year's data, we determined we reached almost three times as many participants.

FOR THE YEAR 2020

- 15,000 kids reached through outreach
- 50/50 split male/female across all Rookie Rugby registration
- Pilot 4 community Rookie Rugby programs
- 4 Rookie Rugby event activations
- 20-25 Try Days



412

Total number in-school
Rookie Rugby session

8

Total number of CSJ
students hired in Alberta
(Lethbridge (2), Calgary
(2), Edmonton, Grande
Prairie, Red Deer)

50%

Of participants were 6-
10 years old

School Programming



REVIEW 2019

To date, we have run 412 school sessions (sessions were 45 to 90 minutes in length), at in schools across Alberta. In addition to sessions for students, these sessions allowed the Rookie Rugby Instructor and the teacher an opportunity to Co-Coach the sessions as they gained a familiarity with the resources.



FOR THE YEAR 2020

We will be attending teachers' conventions in the new year, in February and March. These sessions are across the different regional school districts. Work with clubs and summer students to identify target schools in club communities. The focus for school development is targeting the Junior High School age groups.



These sessions are across the different regional school districts. The focus for school development is targeting the Junior High School age groups. The hope is that these participants will join rugby clubs at the U9/U11/U13 age grades and continue to participate and fill the U15/U17 age grades in subsequent years.

Community Activations



REVIEW OF 2019 ACTIVATIONS

- U13 development camps
- Half time activations at the Senior Wolfpack game in Red Deer
- Grow Boy event in Red Deer
- The Boys and Girls Club of Strathcona County at Druids.
- U of A Sport multi-sport camps sessions
- Calgary NE Sports Hub
- Edmonton Scottish Soccer Dome Grand Opening

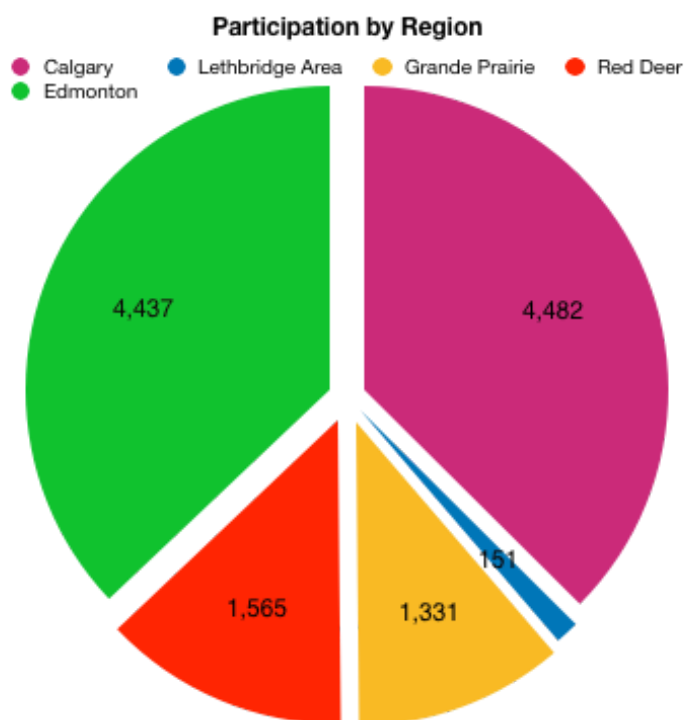
SUMMER CAMP SESSIONS

Continuing to provide Rookie Rugby Session to multi-Sport summer camps. Activations at the U of A Sport camps, Rookie Rugby was presented to several different multi-sport camps, running on average 6 sessions per day for over 100 participants.

With increased involvement at the schools level earlier in the calendar year we hope to be able to successfully run some AJRA Rookie Rugby Camps in 2020.



Community Programming



INDOOR ROOKIE RUGBY PROGRAMMING

Flag rugby is safe on basketball courts, fields, and turf facilities. This will allow us to increase your sport offerings during colder winter months.

CALGARY SPORTS HUB

The City of Calgary's Sports Hub program. Is designed to help sport organizations to provide programming at a reduced cost. AJRA participated in one block of this program over the fall at Crossing Park School. The program consisted of 2 days per week for 6 weeks. We where we were able to reach 630 students for multiple sessions. This programming is continually growing with potential to expand to other areas of Calgary. This will provide the AJRA more opportunities to target areas/schools that are in close proximity to member clubs.

RURAL BASED PROGRAMMING

In the future we will be looking to build on the work started by our Grande Prairie summer student, who started of a rural rugby review. To help to understand the needs and challenges for these areas. We will hope to focus more in the coming year to develop programming for these areas.



Questions & Discussion



ROOKIE RUGBY
ALBERTA

FREE RESOURCES

Rookierugby.ca

SAY HELLO

rookierugbyalberta@gmail.com

FOLLOW

Instagram @rookierugbyalberta
Facebook @albertajuniorrugby
Twitter @AlbertaJrRugby