

Teenage recruitment and retention trial

The NZRU is looking to trial some initiatives this year in the teenage area. Therefore I would like to get an indication of which Schools would be interested in participating. Once I get these, we can decide on our best way to move these initiatives forward.

Aim: *To give teenagers an opportunity to remain in our game and introduce new players to an exciting, convenient and fun grade of rugby.*

Background: After many discussions and workshops, which most of you have been involved in at some level or other, we can see that teenagers want an instant, exciting and fun competition, which doesn't affect their current social and busy lifestyles.

We have looked at alternative new games, mid-week or night fixtures, and modified current structures and competitions – but not one seems to cater for potentially growing the participation rate in this age group.

Therefore, we have decided to trial a number of these options and gather feedback from both teenagers and TICs to see which ones have merit and could be a realistic initiative for the future.

What are we thinking of?

Obviously we don't want to target the teenagers we already have playing rugby (2010 registered players). We believe we want to set up a 6-week (approximate) competition which is played in an exciting and fun environment, running parallel to a section of the current rugby season.

Game options (One to choose)

- Social rugby – XV man game with golden oldies scrums and possible shorter time of play
- 10-aside games
- Sevens – tradition 7's type tournament
- Rippa – as currently played by many Small Blacks teams

Times (Can choose more than one)

- Mid-week
- Night

Please discuss this and, if keen, register your interest by replying to this email and indicating which game and time(s) you are interested in trialling.

Any further queries, please contact me.

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