

NRL Community

2021/2022



POWER FOR CHANGE

The NRL is a powerful vehicle for change. Our aim is to help communities thrive; to lead and inspire people to be the best they can be by providing pathways and opportunities to live positive, respectful and healthy lives.

Contents

1. Welcome – NRL CEO

2. Greatest Game For All

Overall Rugby League Reach in the Community

3. NRL Community

About NRL Community

Programs and Initiatives

In League In Harmony

Voice Against Violence

School to Work

Indigenous Leadership Youth Summit

State of Mind

League Stars Inspire

Community Awards

Road to Regions

Pacific Outreach

Measuring Impact – Marquee programs

Social Return on Investment

Measuring Impact

Findings

4. Community Support

Tonga Relief

NSW & QLD Flood Appeal

5. NRL Community program staff

6. State Leagues and the Affiliated States in the Community

7. NRL Clubs in the Community

The NRL is a powerful vehicle for change



WELCOME FROM ANDREW ABDO NRL CEO


Community is not just part of our game. It is our game.

Nelson Mandela once said, *“Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand.”* In rugby league this is what we aspire to do across Australia and the Pacific, all year round.

Rugby league brings people together. We are an inclusive sport and we celebrate our diverse and vibrant community. Sport is a language everyone understands. We proudly use the language of rugby league to connect with people and make a positive contribution to their lives.

The NRL delivers programs and initiatives which give back to communities right across Australia and the Pacific, all year round. Celebrating our volunteers, addressing social issues and providing pathways and opportunities for young people to live positive, inclusive and healthy lives.

Everyone is welcome in the rugby league community, making us the greatest game for all.



**“Community is not just part
of our game... it is our game.”**

Andrew Abdo CEO

REACH - THE GREATEST GAME OF ALL

The largest and most connected sports community in Australia and the Pacific.

Rugby League Community across Australia, New Zealand and the Pacific.

Rugby League continues to use our universal language to create a positive social impact across Australia, New Zealand and the Pacific.

The ARLC family of NRL Clubs, State Leagues and our NRL Community deliver programs and projects to hundreds of communities across Australia, New Zealand and the Pacific.

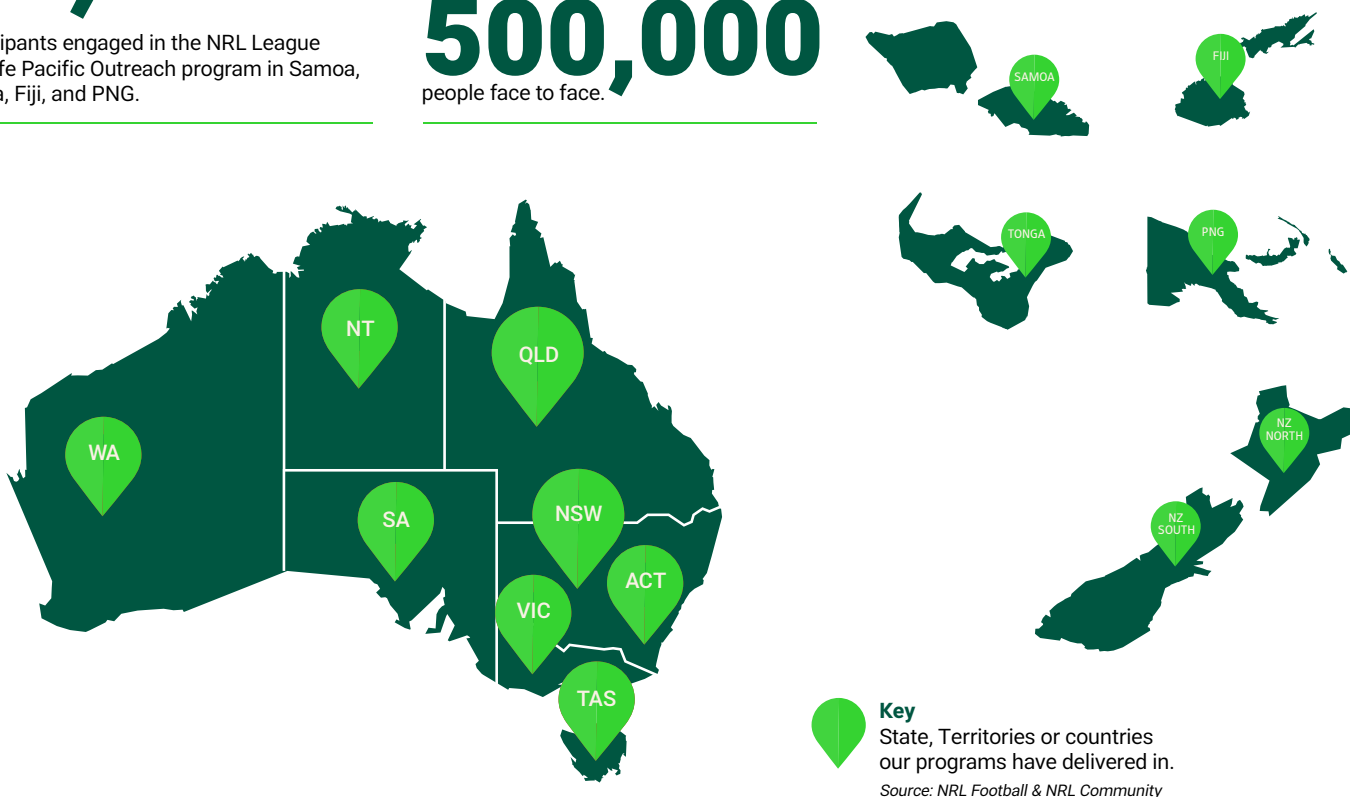
These programs range from inspiring health and well-being, respectful relationships, inclusion and diversity.

Where We Make a Difference

We are proud of our diverse members and players and those who volunteer, officiate and administer the game. Together, we make a difference by supporting members of the Rugby League family and local communities. Whether it is our Road To Regions across Australia or League for Life in Papua New Guinea, we use the power of rugby league to make a real difference.

Over **33,000** participants engaged in the NRL League For Life Pacific Outreach program in Samoa, Tonga, Fiji, and PNG.

7 Countries hosting rugby league sport for development programs, reaching over **500,000** people face to face.



NRL COMMUNITY

Overview of our work

Our programs and initiatives address crucial societal issues from mental health and domestic violence to cohesion and inclusivity and the importance of education and overall well-being. The NRL has strategically partnered with leading experts to deliver best-practice programs that have a tangible impact.

MARQUEE PROGRAMS AND PROJECTS						
Voice Against Violence	In League In Harmony	School to Work	State of Mind	League Stars Inspire	Community Awards	Road to Regions
Violence prevention initiative	Social cohesion program	Indigenous engagement initiative	Mental health initiative	Health & Wellbeing, Respect and inclusion	Celebrate volunteers and elite players' contribution to our community	Taking our community engagement to regional towns
COMMUNITY PARTNERS						
Full Stop Australia	Centre of Multicultural Youth	Accor	headspace	NSW Government		Your Local Club
Our Watch Australia	Moving Forward Together	Mirri Mirri	Black Dog Institute	Australian Government		NSW Government
Family and Sexual Violence Action Committee	Racism. It Stops With Me	TAFE NSW	Kids Helpline			
Samoan Victim Support Group	Multicultural NSW	Bennelong Energy	Lifeline			
Fiji Women's Crisis Centre	Victorian Government	Aboriginal Education Consultative Group	NSW Government			
Families Free of Violence, Family Protection Legal Aid Centre, Women and Children Crisis Centre		Door Dash	Australian Government			
Tonga Police		Lotte Weiss Foundation				
		Australian Government				
OTHER PROGRAMS AND INITIATIVES						
Community Support, Indigenous Youth Summit						



**NRL Community
Programs and Initiatives**



IN LEAGUE IN HARMONY

Overview

The In League In Harmony program aims to promote social cohesion by addressing issues such as social disengagement, racism, gender inequality and bullying.

Since 2013, The program has engaged over 10,000 participants across NSW, VIC, WA, QLD and the ACT. The initial seven-week program is delivered to youth between years 8-10 in high schools, community rugby league clubs and youth centres across Australia. It consists of a six-week series of in-class workshops, field-based movement activities, and a celebratory Gala Day in week 7.

High-achieving participants from the program are selected to become Youth Advocates. This leadership program exposes students to various personal development opportunities intending to inspire them to take action and become agents of change in their local communities.

The year in focus

In 2021, for the first time since the foundation of the program in 2013, the In League In Harmony program held its first Gala day outside the broader Sydney Area.

Over 200+ students from the Newcastle and Sydney regions joined to acknowledge, appreciate, and celebrate their achievements at Woy Woy Oval on the Central Coast.



The In League In Harmony program had a strong start to 2021. Twelve schools in New South Wales completed the 6-week program before COVID-19 restrictions halted the traditional face-to-face delivery. For the remainder of the year, the program adapted and got creative, collaborating with current and retired NRL players, and delivering online 'Game Changer' workshops.

VIC Highlights

With COVID-19 having a huge impact on the residents of NSW and VIC, it was great to see the Youth Advocates creating and sharing some online fitness videos. The advocates decided it was a great way to stay connected and encourage everyone to keep mentally and physically healthy during the lockdown.

NSW Highlights

An exciting new program called League Stars INSPIRE was delivered to 20 primary schools located in NSW.

The program aims for children to increase their knowledge on the importance of respect, inclusion and diversity through a fun and interactive presentation involving ball-in-hand activities.

Program partners

- Australia Human Rights Commission (Racism. It Stops with Me)
- Centre for Multicultural Youth
- Moving Forward Together Association
- Multicultural NSW, Victorian Government

“Students take more pride in themselves and are more respectful to others. They have built connections and formed new friendships. Students who didn't identify themselves as having leadership qualities before, now see themselves in a new light and have more confidence and self-esteem”.

Nathan – Cardiff High School



1209 participants
took part in the program

94% of participants
said the ILIH program helped them to
feel confident to be a leader of harmony
and inclusion in their community*

94% of participants
said the ILIH program helped them feel
an increased sense of belonging to
their community*

48 students
were inducted into the Youth Advocate
Program, which aims to develop the
leaders of tomorrow

*These statistics are from the completed surveys that were completed throughout NSW and VIC in 2021.

\$4.10 social
return
for every \$1 invested



"A massive improvement in terms of behaviour, amongst our year 10 boys, they have to earn the right to be a part of the program and shows in the broader school community. Respect towards each other and the school staff has definitely improved".

Paul – East Hills Boys High School High School



VOICE AGAINST VIOLENCE

Overview

The Voice Against Violence program aims to assist the rugby league community to stand up, speak out and take action to prevent violence against women and children.

The program consists of a grassroots-based program aimed at 16–18 year olds in rugby league clubs throughout Australia and the Pacific, as well as a 'Power for Change' awareness campaign across television and digital platforms.

The program's objectives are:

- To use the game's reach, profile, clubs and players to assist our community to stand up and acknowledge that a gender-based domestic violence issue exists.
- For the game to speak out against gender-based domestic violence through clearly communicating a strong stance on the issue.
- To take action to prevent violence against women and children by addressing the drivers of such violence, in particular gender inequality.

The year in focus



2021 saw the NRL continue in partnership with Police in NSW and QLD to enhance the program's reach to our community grassroots clubs and local high schools. Voice Against Violence Road Blitz have been delivered throughout Wagga Wagga, Kingaroy, Nanango, Murgon, Cherbourg and the Central Coast of NSW. These programs have been supported by Wagga Wagga City Council, QLD and NSW police and Wyong City Council. Throughout each of the VAV workshops, the League Stars Inspire 'Respect' primary school workshop was also delivered. In the South Burnett region, the NRL not only worked alongside the QLD Police but also teamed up with the Alison Baden Clay foundation to deliver workshops across primary schools/high schools and senior rugby league clubs.

The program continues to see growth in the Pacific with over 5,000 participants receiving the program in 2021 and the program has also launched in Samoa.

Program partners

- Full Stop Australia
- Our Watch Australia
- Family and Sexual Violence Action Committee
- Samoan Victim Support Group
- Fiji Women's Crisis Centre
- Families Free of Violence
- Family Protection Legal Aid Centre, Women and Children Crisis Centre
- Tonga Police



104 Voice Against Violence workshops delivered in 2021

6,631 participants

\$5.94 social return* for every \$1 invested
* 2019, Social Ventures Australia.

Workshops delivered across PNG, Tonga, Fiji and Samoa since Inception.

YEAR	VAV WORKSHOPS	PARTICIPANTS
2017	14	480
2018	21	396
2019	31	1111
2020	30	570
2021	85	5,481

Workshops delivered across Australia since inception

YEAR	VAV WORKSHOPS	PARTICIPANTS
2017	15	518
2018	62	1706
2019	64	1045
2020	22	609
2021	19	1,150

“The Voice Against Violence workshop uses that common language of sport to help people understand the issue of violence and the ways in which we can shape the future to make it better for the next generation.”

Alan Tongue, NRL Community Program Deliverer



SCHOOL TO WORK

Overview

School to Work supports our First Nations community through the delivery of our School to work program where we mentor participants throughout their Year 11, Year 12 and Post Schooling years. We provide workshops around career aspirations, culture and transitioning from schooling into post-school opportunities.

2012 was the first year the School to Work program commenced, where we had four NRL Clubs involved in the first few years of the program, Parramatta Eels, Canterbury Bankstown Bulldogs, Penrith Panthers and Wests Tigers, servicing all of Western Sydney. 2022 sees the program celebrate ten (10) years of operation with now eleven (11) NRL Clubs supporting the program across VIC, ACT, NSW and QLD. Over the course of ten years, we have assisted over 3000 students to complete Year twelve (12) and place them into employment and further education post-schooling. As a School to Work team, we have grown from three (3) employees in 2012, to now over 20 employees supporting our First Nations youth.

The year in focus

With COVID-19 impact over the years 2020-2021, School to Work still was still in full operation with our main focus of supporting participants in school or their post schooling with a large emphasis on the participant's mental health and well-being. We facilitated mental health workshops online for our participants on top of our intensive mentoring. These times provided space for innovation and formed the creation of our Yarning Circle to keep participants connected to the program and culture. Special guests included Hon Linda Burney, NRL Star Nicho Hynes, and NRL Legends Preston Campbell and Dean Widders.

During this year, we mentored 1000 Indigenous participants across 156 schools and mentored and placed over 350 of our participants in employment or further education placements.

Program partners

- > National Indigenous Australians Agency
- > Door Dash
- > Bennelong Energy Services
- > Accor
- > Lotte Weiss Foundation
- > BGIS



The program supports students after the HSC and has changed the lives of many of our students as a result of this support. The program works with families which makes this program very unique and valuable."

Glenmore Park High School



156 active schools
across the program involved

98% transition rate
from school-based studies to further study, training or meaningful employment thanks to the one-on-one support students receive from their Project Officers.

1000 take part
In 2021 we had 1000 Indigenous and Torres Strait Islander students take part in the School to Work program.

212 workshops
across the program in 2021

338 mentored
School mentoring visits across the program

\$4.41 social return
for every \$1 invested



"The Program is amazing, it has opened so many opportunities for me. Everything from helping with my connection to culture, employment opportunities and showing me I am capable of going to University".

Cardiff High School student



INDIGENOUS LEADERSHIP YOUTH SUMMIT

Overview

The annual NRL Indigenous Leadership Youth Summit involves over 60 participants from New South Wales, Victoria, Queensland, the Australian Capital Territory and New Zealand representing the 16 NRL Clubs. The summit focuses on enhancing leadership skills, cultural identity and personal development in successful career choices and further studies. This was achieved through a variety of workshops, team-building activities, and cultural sessions. The NRL uses the power of rugby league to inspire the young people through Indigenous NRL and NRLW player as well as connecting the young people with opportunities to continue on their leadership development journey when they return to their communities.

The year in focus

The 2021 Indigenous Youth Leadership Summit was held in Redfern and was a great success and achieved many positive outcomes for participants in developing workplace skills, cultural connection, leadership, confidence and communication. Staff were amazed at the transformation of some participants, as there was a noticeable difference. These subtle changes in participants can only be attributed to the impact of the various activities that foster an environment where participants feel safe and are able to express their thoughts and views openly with their peers. Without a doubt, participants will return to their communities as better leaders and role models. Exposing participants to the many wonderful people during the week, including both All-Stars teams, key NRL speakers and sponsors will leave a lasting impression that will be treasured for a lifetime.

2021 Indigenous Leadership Youth Summit selected four (4) Ambassadors from amongst the 64 youth, presenting a speech to the ARL Indigenous Council, raising issues that are facing young Indigenous people and providing solutions through the game. These youth are a voice for our Indigenous Youth Summit and are provided opportunities throughout the year to advocate for the program.

Staff were amazed at the transformation of some participants, as there was a noticeable difference.

These subtle changes in participants can only be attributed to the impact of the various activities that foster an environment where participants feel safe and are able to express their thoughts and views openly with their peers.





2021 Youth Summit Ambassadors

- 1: Claudia Brown
- 2: Tallara Bamblett
- 3: Bailey Scholes
- 4: Dylan McClelland



STATE OF MIND

Overview

State of Mind supports our rugby league community through the delivery of positive mental health education sessions, designed to increase mental health literacy, reduce the stigma around mental illness, start positive conversations and enable connections across communities.

This year's National State of Mind Campaign 'Be there for an offload' ran alongside the State of Origin series, helping to increase awareness of mental health and elevate the State of Mind Programs.

The State of Mind programs have been developed in consultation with our four expert partners in mental health, headspace, Lifeline, Black Dog Institute and Kids Helpline with the aims of:

- Using the games reach, profile, clubs and players to help remove the stigma surrounding mental ill health
- Connecting rugby league communities with our expert partners in mental health and local service providers
- Stimulating help-seeking behaviours by providing appropriate literature and resources
- Educating grassroots clubs through interactive face-to-face workshops that improve mental health literacy
- Developing elite players to be leaders in mental health advocacy within their clubs and communities

The year in focus

In 2021, the NRL continued to support the mental health and well-being of our grassroots rugby league communities through the delivery of the State of Mind Grassroots and Get in the GAAME programs. Clubs up in Townsville kicked off the 2021 workshops, with the program being delivered along the East Coast throughout the year, before entering the regional towns of NSW Dubbo, Tamworth, and Central Tablelands for the first time.

2021 saw the development of the Grassroots program, with newly designed ball-in-hand activities implemented to reinforce the key messages of being there for an off-load, staying connected, and seeking help early.

The 2021 National State of Mind Campaign 'Be there for an offload' ran alongside the State of Origin series, helping to increase awareness of mental health and elevate the State of Mind Programs. On the field we all know that it takes just one offload to change a game, to turn the tide and possibly a season. Off the field the same is true. One conversation can change a day or even change a life. With mental illness affecting almost one in two Australians, the campaign encouraged our wider community to make sure we are always running in support.

Toongabbie Tigers, a recognised State of Mind club that is actively involved in the mental health advocacy in their community were invited to be part of the video campaign. After completing the four-step process, including educational workshops and a Mental Health Action Plan, the Tigers have kept setting an example to others and continue to host an annual State of Mind Round.





693

Grassroots participants

1529

GAAME participants

2222

Total participants

4

million views across TV & socials

51

clubs across Australia involved in 2021

\$4.80

social return for every \$1 invested



"They went through the State of Mind] program in 2016, were recognised in 2017 and ever since then they've really invested in the game's messaging in and around State of Mind,"

Alan Tongue – State of Mind program deliverer





“The State of Mind program has had a huge impact across Australia since its inception. This has gone beyond the footy field and the sheds. The SOM programs aim to normalise conversations around mental ill health, encouraging help-seeking behaviours by educating people on how they can get help and how to assist a teammate, friend, family member or colleague going through a tough time. It’s great the program is supported by the government and backed by our expert partners, but there is still more we can all do as a collective.

It’s remarkable to see how the program has evolved over the years. As a former player, it’s great that we get to use our voice and our experiences to connect with our grassroots teams, clubs and communities. The NRL State of Mind program has not just changed the lives of people in our communities but has saved lives!!! I’m just thankful we’ve got the support from everyone involved, otherwise, the work we’ve done would not have been possible”

Clinton Toopi – State of Mind Program Coordinator

95% of respondents reported that their knowledge of the signs and symptoms of mental ill health has increased.

98% of respondents reported that they have a clearer understanding of what is ‘good’ mental health.

96% of respondents reported that they were more likely to seek professional help if they encounter mental health issues in the future

97% of respondents reported that they had more confidence to support someone who is experiencing mental health problems.

*These statistics are from the completed surveys that were completed during the NSW State of Mind Grassroots deliveries in 2021.



LEAGUE STARS INSPIRE

Overview

There is close alignment between what children learn in school about health and physical education and what the game provides, both on and off the field. The League Stars Inspire program is instrumental in aiding students to build resilience, adopt inclusive practices, and strengthen their overall wellbeing in the context of the classroom.

Delivered via both face-to-face and online platforms, the League Stars Inspire program draws upon testimony from the NRL's most renowned players to educate students on the importance of healthy minds, bodies and relationships. It utilises evidenced based strategies such as engaging stimuli and movement activities to reinforce key takeaways, and instil valuable skills tailored to the needs of each individual student population.

The program has been developed to support and guide those involved in the NRL to deliver to primary school-aged children important messages about attitudes and values and skills related to three key focus areas:

Respect

Respecting oneself and others and what it means to develop and maintain respectful relationships.

Health & Wellbeing

Positively taking on challenges and opportunities that help develop and maintain a healthy lifestyle.

Inclusion & Diversity

Having an appreciation of the qualities of others and a positive attitude towards difference.



"I have been a teacher for 17 years now and have seen many sporting/wellbeing programs presented but nothing has been better than the messages our students got from your presentation! The guys were professional, kind and caring. We loved how they played with our students before and after the presentation".

Teacher - Millars Well Primary School, Western Australia



53,642

participants reached in 2021



"The NRL has a unique ability to capture our students' attention at school through their interactive approach to face-to-face delivery, incorporating movement as a tool emphasising the values being taught. –Principal Primary school."

Principal, Primary School

"The program offers a platform for inclusivity and acceptance of diversity in a fun and interactive way. Our students have always walked away with a positive attitude and a better understanding of their role in supporting inclusion."

Teacher, Public School



COMMUNITY AWARDS - GRASSROOTS

Recognising the tireless contribution of our game's unsung heroes.

Rugby league's success begins at the grassroots and there are countless people from all walks of life who dedicate their time and effort to the game at the community level.

Through the NRL Community Awards, established in 2007, some of these tireless workers, mentors, trailblazers, clubs and future leaders are deservedly recognised for their achievements.

For the first time, the judging process for all grassroots awards was chaired by an ARL Commissioner, highlighting the link between the community and elite echelons of the sport.

Peter Beattie AC oversaw the selection for the Volunteer of the Year and Teacher of the Year, Professor Megan Davis chaired the Community Club of the Year judging panel, Kate Jones headed up the Women in League Award and Dr Gary Weiss helped select the Young Person of the Year.

"In a year where community rugby league across the country faced the continued challenges of COVID-19, it is a privilege to unveil some of the men, women and young people who played significant roles in ensuring the success of rugby league continued to thrive."

NRL Acting Head of Participation, Pathways & Community Andrew Every said.

"There are thousands of unsung heroes across Australia and the Pacific who contribute so much to our game each year and many will never receive the true recognition they truly deserve.

"Congratulations to 2021 award winners and finalists, thank you for your incredible contribution in making rugby league the greatest game of all."





The 2021 grassroots category award winners are as follows:

> **EISS Super Volunteer of the Year**

Theresa Tasaico

(Riverwood Legion Junior Rugby League Football Club)

Finalists: Tamara Musto (Karratha JRLC),
Robert Neil Redfern (Northern Districts Rugby League)

> **Community Rugby League Club of the Year**

Proudly presented by Your Local club:

Barcaldine Junior and Senior Rugby League Club

Finalists: Casino Cougars Rugby League Football Club,
Western Districts Warriors Rugby League Club

> **Young Person of the Year**

Halle Braybon

(Pakenham Eels Junior Rugby League)

Finalists: Sophie Scott (Queensland),
William Douglas (New South Wales)

> **Teacher of the Year**

Sheree Payne

(Kiama Public School)

Finalists: Matthew Sharp (Northern Territory),
Anthony Easton (Queensland)

> **Women in League Award**

Gillian Bann

(Yarrabah Junior Rugby League Club)

Finalists: Maryanne Longstaff
(South Adelaide Rugby League Club),
Belinda Allen (Queanbeyan United Blues)



COMMUNITY AWARDS - ELITE

Recognising the tireless contribution of our game's unsung heroes

Ken Stephen Medal – Man of the Year

Cronulla Sharks winger Ronaldo Mulitalo has won the 2021 Ken Stephen Medal in recognition of his wholehearted community and charity work.

Mulitalo, 21, was selected as the 33rd recipient of the award - brought to you by Your Local Club - ahead of fellow finalists Jamal Fogarty (Gold Coast Titans), Ryan Matterson (Parramatta Eels) and Cody Walker – fan vote winner (South Sydney Rabbitohs).

An esteemed judging panel, chaired by inaugural 1988 Ken Stephen Medal winner and ARLC Commissioner Wayne Pearce, bestowed the honour on Mulitalo.

As part of the prize, he will collect \$3500 for his nominated charity, \$3500 for his junior club and Springfield Panthers JRLFC and pocketed \$3500 for himself. NRL CEO Andrew Abdo congratulated Mulitalo, and all the Ken Stephen Medal nominees, for their outstanding off-field contributions.

Veronica White Medal – Woman of the Year

Gold Coast Titans star Karina Brown wins the 2021 Veronica White Medal – Woman of the Year.

In an indication of the high standard of nominations for the 2021 Veronica White Medal, the judging panel – chaired by ARLC commissioner Tony McGrath - were split for the first time between Brown and Taufu. Brisbane Broncos forward Tallisha Harden and young Sydney Roosters back Jocelyn Kelleher were also 2021 nominees.

Other members of the judging panel included White, the former Australian Women's Rugby League president and representative pioneer, ARL Indigenous Council chair Katrina Fanning, RLPA CEO Clint Newton, NRL Executive General Manager Partnerships Jaymes Boland- Rudder and NRL Elite Women's Football Strategy Manager Fiona Cerboneschi.

Karina Brown will receive \$3500 for her charity, the Karina Brown Challenge and \$3500 for herself. Jocelyn Kelleher also receives \$3500 for her charity, the Mark Hughes Foundation, after being the 2021 fan vote winner.

“Karina has a passion for not only playing at the elite level but importantly for inspiring others,” said NRL CEO Andrew Abdo.

“The power of Karina’s strong message to young girls that they can be their true self and succeed is an important one not just for females in rugby league but for young people everywhere.”

“Whether it be on the field, on a stage or out of the spotlight, Karina constantly inspires others to follow their own path, even if it may not always fit with society’s expectations.”



Ronaldo Mulitalo
Ken Stephen Medal 2021
Man of the Year



Karina Brown
Veronica White Medal 2021
Woman of the Year

**2021 Ken Stephen Medal
Man of the Year Nominees**

- Adam Doueihi**
(Wests Tigers/Strathfield Raiders)
- Cody Walker**
(South Sydney Rabbitohs/Casino Cougars)
- Jamal Fogarty**
(Gold Coast Titans/Beaudesert Kingfishers)
- Jamayne Isaako**
(Brisbane Broncos/Aranui Eagles)
- Jarrod Croker**
(Canberra Raiders/Goulburn Stockmen Juniors)
- Josh King**
(Newcastle Knights/Singleton Greyhounds)
- Nat Butcher**
(Sydney Roosters/South Eastern Seagulls)
- Nicho Hynes**
(Melbourne Storm/Umina Bunnies)
- Raymond Faitala-Mariner**
(Canterbury Bulldogs/Otahuhu Leopards NZ)
- Ronaldo Mulitalo**
(Cronulla Sharks/Springfield Panthers)
- Ryan Matterson**
(Parramatta Eels/Bankstown Bulls)
- Sean Keppie**
(Manly Sea Eagles/Narellan Jets)
- Tom Gilbert**
(North Queensland Cowboys/ Norths Devils Brisbane)

**2021 Veronica White Medal
Woman of the Year**

- Jocelyn Kelleher**
(Sydney Roosters)
- Karina Brown**
(Gold Coast Titans)
- Simaima Taufu**
(Parramatta Eels)
- Tallisha Harden**
(Brisbane Broncos)



YOUR LOCAL CLUB | ROAD TO REGIONS

Overview

The NRL Road to Regions presented by Your local club program aims to support and empower rugby league communities in regional and remote areas of Australia, while encouraging the local community to engage with rugby league as players, officials, volunteers, or fans.

In 2021 former players and ambassadors visited communities to deliver a range of key messages and programs including the NRL League Stars resource, junior league clinics, coaching clinics, and gala days.

The NRL Road to Regions tour provides a unique and valuable opportunity to give back to communities and fans from towns that aren't frequently visited, while also providing support to communities that have been affected by the recent natural disasters.

Year in Focus

For the first time in the history of the program we had a major sponsor, ClubsNSW became a supporting partner under the 'Your local club' banner.

Feedback

Game Development

"We had targeted after school clinics for females and at clubs without juniors. We are already seeing new junior registrations at these clubs as a result of these sessions."

"A clinic was ran at a club to line up with their sign on day. This sign on day ended up being the largest sign on day in at least the last 5 years of the club."

Ambassadors / NRLW Players

"Once in a lifetime experience, just your ability to provide a regional community the once in a lifetime experience as they do not often get access to our game let alone players within the community. It is an initiative I highly recommend not only to my NRLW team mates but also to my local club"

"Highlight being able to go into the schools and seeing how small their regional communities are but too see how passionate these kids and communities are for the game and how our game can bring communities together."





Ambassadors

23 Ambassadors & NRLW Players involved

Mitch Aubusson (Roosters)

Terry Campese (Raiders)

Jeremy Latimore (Dragons)

Steve Menzies (Sea Eagles)

Luke Lewis (Sharks)

Dene Halatau (Tigers)

Kurt Gidley (Knights)

Tiana Penitani (NRLW Dragons)

Kirra Dibb (NRLW Warriors)

Simaima Taufa (NRLW Roosters)

Tamika Upton (NRLW Broncos)

Ethan Lowe (Rabbitohs)

Tyrone Roberts (Titans)

Tallisha Harden (NRLW Broncos)

Annette Barber (NRLW Broncos)

Javid Bowen (Cowboys)

Millie Boyle (NRLW Broncos)

Lauren Brown (NRLW Broncos)

Chelsea Lenarduzzi (NRLW Broncos)

Alan Tongue (NRL/Raiders)

Georgia Hale (NRLW Warriors)

David Gower (Eels)

Kezie Apps (NRLW Dragons)

over
20,000
participants

9 regions across NSW,
QLD, VIC and SA

NRL PACIFIC OUTREACH

Overview

The NRL League for Life program is currently operating in four Pacific countries: Fiji; Papua New Guinea; Samoa and Tonga. The NRL operates in partnership with the National Governing Bodies as well as the Department of Foreign Affairs and Trade, through their Team Up program.

Specifically, the program objectives are to:

- > Address barriers to participation for women and girls and people with a disability across all roles (playing and non-playing) in rugby league
- > Work with community leaders and experts to reduce incidents of gender-based violence through community engagement and education programs
- > Promote positive attitudes towards gender equity and inclusion for all

The two core programs delivered by NRL Pacific staff are:

- > League for Life in-school sessions
- > Voice Against Violence workshops

Over
33,000
 participants engaged in
 the Pacific outreach
 community initiatives.

SAMOA				
League For Life	Holiday Programs	Rugby League Tournaments	Try Time (Inclusion program)	Rugby League Development Program
4264	674	377	251	231
TONGA				
League For Life	Voice Against Violence	Holiday Clinics	Vegetable Gardens	Try Time (Inclusion)
2983	4023	377	142	56
FIJI				
League Stars	Voice Against Violence	Holiday Programs	Community Events and Outreach	Competition Management
212	1111	437	595	3786
PNG				
League Bilong Laif	Voice Against Violence	Try Time (Inclusion program)	Girls Fun Days	Holiday Clinics
19211	347	400	390	3464



MEASURING IMPACT

Social Return on Investment

Social Return On Investment (SROI) methodology is an internationally recognised approach regularly used to understand, measure and value the impact of a program or organisation.

It is a form of cost-benefit analysis that examines the social, economic and environmental outcomes created by the activities of the program and the costs of creating them. This analysis ultimately enables a ratio of benefits to be calculated. For example, a benefit ratio of 1:3 indicates that an investment of \$1 delivers \$3 of social value.

Methodology and approach

This report presents the findings of an evaluative SROI analysis that looks at the investment made by NRL Community in three marquee programs and the outcomes experienced by end beneficiaries, as a result of these programs, in 2021.

Social Ventures Australia was engaged to independently conduct the analysis. The methodology employed was a six-stage approach:

STAGE 1 - SCOPE PROJECT

Define the project scope including boundaries, timing for analysis and stakeholders.

STAGE 2 - UNDERSTAND CHANGE

Engage with stakeholders to understand the outcomes generated through the program.

Develop the Program Logic Models.

STAGE 3 - MEASURE CHANGE

Identify and measure the outcomes experienced by end beneficiaries.

STAGE 4 - VALUE CHANGE

Determine the value of the changes experienced by different stakeholders.

Identify relevant indicators and financial proxies to value the outcomes.

Define the investment for the program.

Apply SROI filters to account for those aspects of change that would have happened anyway or are a result of other factors.

Understand how long the change lasts for.

STAGE 5: CALCULATE THE SROI

Calculate the outcomes and compare them to the investment of the program.

STAGE 6: REPORT

Synthesise and present key findings.

FINDINGS

ROI analysis tells a powerful story about the impact that each of our programs is having on the NRL fanbase and wider community.

When the total investment from the NRL, government and corporate sponsors is compared to the social value created for participants and the wider community, the result is an SROI ratio of 1:3.5 That is, for every \$1 invested, \$3.50 was generated in social return.

This value is an aggregate of the three marquee NRL Community programs which individually generate the following in social return:

- > **In League In Harmony – \$4.41**
- > **School to Work - \$4.40**
- > **State of Mind - \$4.80**

Due to the impact of COVID-19 and the subsequent limitations on data and delivery, one of the NRL Community's four marquee programs, Voice against Violence, was not considered for this report.

As was the case in the prior SROI studies, it is apparent that much of the value generated by NRL Community programs can be considered unique to the NRL. The profile, approach and reach of the NRL allow its community programs to generate value that would otherwise be difficult or impossible to replicate.

Social Ventures Australia's analysis demonstrates that across NRL Community's marquee programs, significant outcomes are being generated for individuals, communities and government.

Specifically, the NRL brand allows NRL community programs to engage with hard-to-reach demographics. In the case of State of Mind, the NRL is able to successfully deliver mental health messages to young males outside urban areas (particularly in NSW and Queensland), a cohort that the NRL's mental health expert partners have identified as a hard-to-reach group. The NRL has also sought to leverage its sizeable fanbase and brand recognition through media campaigns.

over

\$14.3m

value was created for participants and the community

The NRL brand allows NRL community programs to engage with hard-to-reach demographics.



SUPPORTING OUR COMMUNITY

Charities and Causes - Supporting our communities in the tough times

Tonga Relief

So many of us would have been incredibly saddened by the devastation which hit Tonga on January 15, with a volcanic eruption and tsunami destroying homes, roads and farms.

The NRL has an incredibly strong connection to the Pacific - Tonga is part of the Rugby League Family. With help from clubs, players, fans and partners we will continue to work together to play our part in the 24-month recovery operation.

The NRL partnered with the Australian Red Cross through the trial matches and round one of the NRLW Premiership to raise money for the recovery efforts in Tonga. All money raised as part of the Red Cross Tonga Recovery Appeal will support Tonga's ability to rebuild.

A dedicated landing page was developed on nrl.com to house the appeal and direct fans and the community to learn more and donate. You can find it at [Tonga Relief | NRL.com](#). Promotion and marketing was supported on all NRL digital platforms, NRL socials and through our broadcast partners Channel Nine and Fox Sports.

Players from across the game lent their voice to the campaign with video content and promotion and awareness on their social platforms. [NRL](#), [NRLW](#), [Tonga relief](#), [Volcano](#), [Red Cross](#), [Charity | NRL.com](#)

NRL fans helped raise \$45,939 for the Tonga Recovery Appeal and the NRL made an additional donation of \$25,000.

Flood Appeal

Intense storms and rainfall across QLD and NSW earlier in the year have caused flash flooding across both states. Tens of thousands of homes and businesses are without power or have been damaged by floodwaters. People and families have been evacuated, and don't know when they will be able to return home.

The flooding has also caused road closures, making it difficult for people to access support services, or for relief to reach them.

Donations to the QLD and NSW Floods Appeal will help the Australian Red Cross to provide vital humanitarian support to the people and communities affected by the floods.

Based on ongoing needs assessment in Queensland and NSW and amount raised, that support may include:

- Enabling volunteers and staff to help with evacuations, relief centres and outreach service
- Supporting people and communities to recover and to build resilience to disasters

NRL helped raise \$50,072 for the Qld & NSW Floods Appeal through public donations (143 donations with an average gift of \$343), which is an incredible result.

The National Rugby League will help to create a \$500,000 relief fund to assist grassroots clubs affected by the recent floods across New South Wales and Queensland returning to the field. Working together, the NRL, QRL, NSWRL, NRL clubs and naming rights partner Telstra have joined forces to create the fund.

A dedicated landing page was developed on nrl.com to house the appeal and direct fans and the community to learn more and donate. You can find it at [Floods Relief | NRL.com](#). Promotion and marketing was supported on all NRL digital platforms, NRL socials and through our broadcast partners Channel Nine and Fox Sports.

NRL helped raise \$50,072 for the Qld & NSW Floods Appeal through public donations (143 donations with an average gift of \$343), which is an incredible result.

The National Rugby League will help to create a \$500,000 relief fund to assist grassroots clubs affected by the recent floods across New South Wales and Queensland returning to the field.



NRL COMMUNITY STAFF



We have a passionate team of NRL community staff that delivers programs and initiatives which give back to our community right across Australia and the Pacific, all year round.

OUR NRL COMMUNITY DELIVERY TEAM



NRL Community Staff

We have a passionate team of NRL community staff that delivers programs and initiatives which give back to our community right across Australia and the Pacific, all year round.

The programs and initiatives celebrate our volunteers, address social issues that impact our community, and provide pathways and opportunities for our young people to live positive, inclusive and healthy lives.

POSITION

General Manager	1
Community Manager	5
School to Work Program Staff	19
In League In Harmony Program Staff	2
State of Mind Program Staff	3
Voice Against Violence	4





State Leagues and Affiliated States





NEW SOUTH WALES RUGBY LEAGUE

Our mission is to use Rugby League to drive social change in the community by creating inclusive and diverse pathways that provide opportunities for anyone who wants to belong to the game. We are “the game” for all.

Programs and Initiatives

- > Try League
- > Volunteer of the Year Awards
- > Harmony Cup
- > Regional Tours (previously Hogs for Homeless)
- > Deadly Blues
- > Staff Inclusion workshops
- > RESPECT
- > Volunteer Recognition Program
- > Changing Rooms
- > Deadly Choices
- > Indigenous TAAP Camp
- > Women In Sport Leadership Program

Themes programs address

- > Inclusion and Diversity including Multicultural
- > RLGBTIQ+
- > All Abilities
- > Mental Health preventive measures relating to bullying, suicide, depression, anxiety and addictions; how to improve your mental fitness
- > Promoting a positive environment for all Rugby Participants and discouraging negative behaviours on and off the field for all involved in the game
- > Recognition of our Rugby League community to support the growth and retention of Volunteers

Reach

- > Changing Rooms: 1,570 as of 20 September
- > 2022 Regions Tours: 3000 Indigenous Programs: 4000
- > Inclusion and Diversity programs: 621 (current financial year July 2022 – 20 September 2022)
- > Volunteer Recognition - 26,500 Women In Sports leadership – 35 (restricted numbers)

Partners

- > Gotcha4Life (regional tours)
- > Multicultural NSW (Try League)
- > Pride in Sport (staff education, organisation)
- > Deadly Choices
- > PCYC
- > KARI Foundation (staff education, TAAP Camp, RAP)
- > NSW Health (Changing Rooms)
- > UNE (Women In Sports Leadership program)
- > Clontarf
- > What Ability Foundation

www.nswrl.com.au/community





QUEENSLAND RUGBY LEAGUE

Our mission for community is to maximise the role of rugby league clubs across Qld to positively impact health, safety and wellbeing of Queenslanders and to Enable every person in Queensland access to opportunity regardless of circumstance and geography.

Unite, excite and inspire people to create communities that are deeply connected to the game.

Programs and Initiatives

Indigenous Carnival support

- Indigenous carnivals FNQ, Jnr and Snr Murri Carnival (Redcliffe) Island of Origin (Thursday Island) Reconciliation week.

Adaptive League

- Walk with Me - all abilities (Gin Gin)
- All ability game Townsville vs Mackay
- Game Changer - all abilities (Gold Coast)
- State of Origin Wheelchair Rugby League
- Connect League all abilities (Sunshine Coast)

Community Clubs

- QRL Flood Recovery Program
- QRL Volunteer Awards
- Support Squad
- QRL Infrastructure strategy
- Maroons fan Day (Warwick)
- Positive Environment Program

Statewide Competitions

- Harmony round
- QANZAC round
- Indigenous Round
- Turn to me round (Host plus Cup)
- Women in League round (Host plus Cup)
- XXXX Rivalry round
- Respect Round
- Country Week (Ayr, Sarina, Roma, Thursday Island, Cunnamulla, Springsure and Monto)

Community Rugby League Themed Rounds

- All Abilities
- Challenge Games
- Deadly Choice Challenge Day
- QLD Pacific Island Cultural Carnival
- RLSQ 2022 Clinic
- QLD Nga Hau e Wha Maori Rugby League
- Tokoua Tonga Rugby League Inc Trials
- Island of Origin
- Yarrabah - Promotion of Healthy Lifestyle for Indigenous Women
- Remembrance Day
- Ladies Day's
- Zendath Kes Cup
- Ackerman Cup
- ANZAC Round
- Knee for Ackers Round
- Junior Crazy Sock Round
- Curtis Finn Day
- Wheelchair Rugby League
- Naidoc Luncheon
- Reconciliation Event
- Knockout Carnival
- Community Indigenous Rounds
- Rugby League Samoa Queensland Trials
- Pink Day
- Beyond Blue Awareness Day
- R U OK Day Fundraiser
- Mental Health Round
- Women in League
- Frank Fisher Cup
- Sports Intervention Program
- Moranbah Miners Superheroes Round
- Superhero Day
- Ronald McDonald House Fundraiser
- Charity Flood Appeal



QUEENSLAND RUGBY LEAGUE

Themes our programs and initiatives address

- > Indigenous
- > Multiple cultures
- > Survivors of domestic violence
- > Return service people
- > Cultural inclusion
- > Inclusion and well being
- > Domestic Violence Awareness
- > Organ Donation
- > ANZAC Day
- > Fundraising & Awareness
- > People living with disability
- > Cancer sufferers and their families
- > People living with mental illness/raising awareness
- > Females
- > Grassroot club support and development
- > Health & Wellbeing
- > Youth Crime
- > Fundraising for CQ Rescue Chopper and Leukemia Foundation

Partners

- > QPS
- > Local councils
- > Deadly Choices
- > Indigenous Communities
- > Cultural inclusion
- > Cancer charities
- > QPS - Youth Crime Prevention
- > Youth Justice
- > QLD Education
- > Pacifica & Maori Communities
- > Beyond Blue
- > Grassroot club support and development
- > Beyond Blue - Beyond Blue Awareness Day

BMD Constructions

We are committed to supporting the communities in which we operate. We work in partnership with Indigenous and non-Indigenous organisations.

Harvey Norman

Harvey Norman is a national retail organisation with a long history of investment in the community, in particular in championing equal opportunity for women's sport. Local business leaders who operate Harvey Norman stores are proud to continue to contribute to grassroots and community rugby league initiatives all across Queensland.

Containers for Change

Container Exchange (COEX) is a not-for-profit organisation created to establish and run the Containers for Change scheme in Queensland.

Multicultural Australia

We are Multicultural Australia. Queensland's settlement service provider for migrants and refugees.

Reconciliation Australia

We are an independent not-for profit organisation, the lead body for reconciliation in Australia. We promote and facilitate reconciliation by building relationships, respect and trust between the wider Australian community and Aboriginal and Torres Strait Islander peoples.

Pride in Sport

Pride in Sport is a national not-for-profit sporting inclusion program specifically designed to assist sporting organisations of all levels with the inclusion of employees, athletes, coaches, volunteers and spectators with diverse sexualities and genders. The world-first Pride in Sport Index (PSI) benchmarks and assesses the inclusion of LGBTQ people across all sporting contexts.

Queensland Government

Pride in Sport is a national not-for-profit sporting inclusion program specifically designed to assist sporting organisations of all levels with the inclusion of employees, athletes, coaches, volunteers and spectators with diverse sexualities and genders. The world-first Pride in Sport Index (PSI) benchmarks and assesses the inclusion of LGBTQ people across all sporting contexts.

<https://www.qrl.com.au/community/>





SOUTH AUSTRALIA RUGBY LEAGUE

Programs and Initiatives

Northern Nunga Tag

Nunga Tag is unique for us as a League and community, it is the only carnival that we hold that incorporates Primary and High school-aged participants, both male and female, as well as the broader First Nations communities. Community Elders are invited and have a presence on the day as well as connecting to younger generations and enjoying the coming together of the community.

Along with our participants and community in attendance, we also invite outside providers and services to attend and engage with all on the day, Uni SA Flinders, and Adelaide Uni will be there along with multiple career pathways/ opportunities providers, Health services, the ADF and many more. We love this Day.

Southern Nunga Tag - 10th anniversary

The Southern Event, which has become the biggest Indigenous sporting carnival in the South, even eclipsing the very popular Power Cup seeing around 500 participants take part in the day.

Spring 9's

Caters for around 250-300 players each. Community attendance is large. Spring 9's is about family and friendships. It is Friday nights, under lights playing 9 a-side Rugby League Tackle and Tag.

Active Inclusion Sports Days

Provides an opportunity for people of all abilities to experience Rugby League. Encourages students with a disability to participate in sports and get involved in community programs

Adelaide City Tag Social Competition

Allows the community to get involved in sport in a low-pressure and relaxed setting. Promotes a healthy lifestyle and provides a support system for people in the community

Disability, Aging and Lifestyle (DAL) Expo

Demonstrate the sport of Rugby League and provide an opportunity for people of all abilities to experience the game. Promote and encourage the community to get involved in our upcoming all abilities events.

Harmony Cup

Harmony cup is an extension of our inclusive mindset, bringing more cultures, communities, and people together to promote well-being, and inclusivity connection. Another family day that we love to celebrate with Rugby League Tackle and Tag.

We hold these programs and events as they are very special to us and our community. This year the Inaugural Northern carnival coincides with the 10th anniversary of the Southern Event, which has become the biggest Indigenous sporting carnival in the South, even eclipsing the very popular Power Cup.



VICTORIA RUGBY LEAGUE

Programs and Initiatives

NRL Victoria's mission is to grow rugby league in Victoria and provide opportunities for all in the State to enjoy the game.

In 2022 our primary focus was following the exit of lockdowns (Nov 21) and restrictions (Feb 22) was reconnect and re-engage the rugby league community of Victoria and to also reconnect with schools with our sport.

Community activations with Melbourne Storm and delivery of League Stars Inspire at start of the year kick-started the engagement before focusing on delivery.

Other community activity delivery by NRL community team and Melbourne Storm were supported behind the scenes by NRL Victoria.

The ability to reset this year with rugby league community of Victoria will position us to be able to deliver community programs for next year - including VAV and Community Cup events.

Themes addressed this year were to reconnect our community, make them feel safe and supported following exit of lockdowns and restrictions.

www.nrlvic.com

Over
3,500
clubs participants.

Over
10,000
school participants.



WESTERN AUSTRALIA RUGBY LEAGUE

Programs and Initiatives

2022 will see the 5th annual Harmony Cup Nines staged in WA and it has grown in size and popularity each year. This event has been a fantastic way of celebrating the diversity of cultures that co-exist within the sport of Rugby League in WA.

One of NRL WA's core values is inclusiveness & ensuring everyone in our game feels welcome on & off the field. In the past this event has also been used as an effective platform on which NRL WA has also promoted our RESPECT & VOICE AGAINST VIOLENCE campaigns. In 2021, we had over 51 teams across 12 nationalities competing over the 3-day event, with around 1200 participants.

From 2017, we undertook a state-wide roll-out to all Rugby League clubs & Associations to educate the RL community regarding mental health. This WA Government funded campaign culminated at the historic first ever State of Mind game staged in Perth in June 2019.

We have also continued to use State of Mind branding on select NRL WA apparel and ground signage at major NRL WA events e.g. Finals, Anzac Challenge, and Harmony Nines.

We have also in the past delivered VET pathways programs, as well as the annual ROAD TO REGIONS to select regional areas of the state.

We have also conducted MACQUARIE BANK-funded clinics in Perth as well as select regional areas such as The Pilbara. Also, NRL WA strongly supported the STOP ELDER ABUSE campaign that was conducted by the Port Hedland community in The Pilbara.

Also by way of our sponsorship with the state government department HEALTH over the past 10 years, we have heavily promoted anti-smoking via our "Smarter than Smoking" sponsorship & over the past two years, the "Fuel to Go & Play" messaging that promotes healthy dietary habits throughout the Rugby League community of WA.

<https://nrlwa.com.au/>





NORTHERN TERRITORY RUGBY LEAGUE

Rugby League is enjoying a rapid period of growth in the NT, finding success in engaging Indigenous Australians with 45% of NRL NT registered participants identifying as Aboriginal and/or Torres Strait Islander.

Our approach is to access and engage communities through NRL programs in NT and build new partnerships, touch points and programs.

Community Programs and Initiatives

Deadly Cup Carnival

The inaugural Deadly Cup Carnival was held in November 2020 to celebrate NAIDOC Week, promote health and wellbeing, and raise awareness and support for the Deadly Vision Centre. With over 2,000 spectators, 17 exhibitors, 28 sponsors and 240 players, the event was a huge success. The day showcased and celebrated Larrakia people's culture and paid tribute to the land on which our community calls home.

We aim to build on our success and again deliver one of the largest NAIDOC celebrations in the Northern Territory. The event serves as an opportunity to link Deadly players and spectators to Health and Community Services; promote health checks and pathways to services within our community; celebrate Aboriginal and Torres Strait Islander people and their culture and showcase the Northern Territory's Rugby League talent. The Deadly Cup Carnival is a free Community Health Promotion event brought to you by Deadly Enterprises in partnership with NRL NT, Indigenous Allied Health Australia (IAHA) and our Sponsors.

In 2022 IAHA will take the lead on creating an educational and engaging cultural experience with activities for all ages to participate in. The Deadly Cup Carnival Cultural Experience will be a showcase of local Aboriginal and Torres Strait Islander talent and culture, providing an opportunity for spectators to participate and learn about the oldest continuing culture in the planet.

IAHA is a national member-based organisation that leads the workforce development and support for Allied Health professionals and students. The IAHA National Academy (NT) is building the Allied Health Workforce of the future and creating Deadly leaders through the process. Their academies enable Year 11 and 12 Aboriginal and Torres Strait Islander students to complete a Certificate III in Allied Health Assistants, setting them up for a career in health and community services.

NRL NT plays a pivotal role in the Deadly Cup Carnival and includes supporting registered NRL NT competition players to participate in the Carnival. Players from across the Northern Territory are selected on their sportsmanship, skill, and their commitment to the game. In 2022, the Carnival will feature 9 games from Under 14s through to Senior Men and Senior Women. The event helps to pave the way for our youth aspiring to be NRL players and allows their skills and their overall Deadly-ness to be showcased on the day. The activities organised as part of the Deadly Cup Carnival aim to support our Deadly players to be immersed in the rich history, knowledge and culture of Aboriginal and Torres Strait Islander people contributing to a more inclusive and respectful society. Participation age groups - under 14, under 16, under 18 boys and girls teams as well as Senior Women's and Men's teams.

Darwin Brothers Youth Wellness Camps aimed at creating greater awareness and support for our youth to deal with issues such as Mental Health, Social & Emotional Wellbeing, Anger Management, Positives and Negatives in Life, Youth Suicide and Working as a Team.

Focus areas

Increase awareness throughout NT of our commitment to providing benefits to all across our local communities.

Ensure NRL NT is having a positive impact by supporting junior & Senior platforms and developing new participation opportunities through associated programs and initiatives.

These shared focuses provide a unique opportunity to embed NRL NT within NT Communities ensuring the game has a positive long-term relationship with Territorians

Partners

- Deadly Cup - Deadly Enterprises
- Deadly Eye Vision
- Indigenous Allied Health Australia
- No More - nomore.org.au Cancer Council NT

<https://www.nrlnt.com.au/>



NRL Clubs





BRISBANE BRONCOS

Mission Statement

To inspire and excite the community that supports our club.

Community Programs and Initiatives

- Beyond the Broncos Indigenous Girls Academy
- Beyond the Broncos Careers Club
- Driver Training Program
- Resilience Program
- Beyond the Broncos Mentoring Program
- Broncos Pasifika Program
- Building Brighter Futures program
- Charity Partner Program

Themes or issues these programs address

- Indigenous youth mentoring
- Pasifika youth mentoring
- Vocational training for disadvantaged youth
- Fundraising for charities

Charity Partners

- **Rural Lifestyle Options Australia**
Supporting people with a disability in rural and regional communities.
- **Childhood Cancer Support**
Helping families impacted by childhood cancer.
- **Endeavour Foundation**
Supporting people with disability to live, learn, work and flourish according to their own interests and priorities.
- **Muscular Dystrophy Queensland**
Empowering people living with muscular dystrophy and similar muscle wasting conditions to make the most of opportunities and to live the lives they choose.
- **Radio Lollipop**
Providing care, comfort, play and entertainment to children in hospital when they need it most.
- **RizeUp**
Drive awareness of domestic violence within society by generating life-changing, practical support for the many families affected, giving them hope and empowerment to move on to a life free from violence.
- **The Carers Foundation**
Advocate for unpaid carers from ages 12 in the community, by providing unique health renewal programs to support emotional, physical and mental wellbeing to prevent health crisis breakdown.
- **STAR Community Services**
STAR supports the elderly and people with disability to live independently, engage with the wider community and achieve their goals.
- **Braille House**
Access to braille for everyone, to empower people of all ages who are vision impaired.
- **Share the Dignity**
Working to make real, on-the-ground difference in the lives of women and girls experiencing homelessness, fleeing domestic violence or doing it tough. n.
- **Stand By U**
Embracing the power of human connections to build a better, safer world for everyone.
- **Men of League**
Supporting men, women and children of the grassroots rugby league community who have fallen on hard times.

www.broncos.com.au/community





CANBERRA RAIDERS

Overview

The Canberra Raiders have a number of programs, and initiatives that are delivered to the Canberra Community. Listed below are a number of programs and initiatives that were delivered from both the Canberra Raiders and Canberra Region Rugby League.

Score Raiders

In partnership with the Disability Trust, the Score Raiders program is for those with a disability who want to get involved and play rugby league.

The Score Raiders play modified Rugby League rules with two-handed touch. Participants meet weekly for an afternoon training session to learn the skills and fundamentals of touch football.

<https://www.raiders.com.au/crrl/about/score-raiders/>

Wheelchair Rugby League

Wheelchair Rugby League is an adaptive, all-inclusive sport - not just a sport for people with disabilities. It is a variation of the running game that allows athletes with disabilities to compete with and against able-bodied people.

<https://www.raiders.com.au/crrl/about/wheelchair-rugby-league/>

Junior Club Visits

The Canberra Raiders visits all 15 junior clubs across the region, from Canberra, Cooma, Yass, Crookwell, and Goulburn. Each player spends approx. 1.5 hours at their allocated club, meeting the junior participants, coaches, volunteers, committee, and parents. There are just over 4,500 junior participants within the Canberra Region Rugby League junior competition. The players actively participated in skill and drill sessions, while assisting coaches with their training sessions on the night. The junior club visits allow the Canberra Raiders to give back to grass roots while connecting with over 4500 juniors in our community.

<https://www.raiders.com.au/news/2022/08/12/raiders-visit-junior-clubs/>

A number of other programs, initiatives and events include:

- > Meals from the Heart- Program facilitated through RHMC
- > Homes for Homes- Helping raise \$25600 for homeless people across
- > Fit for Life- Program in partnership with PCYC and the NSW Police Force.

Themes our programs address:

Inclusion, Mental Health, Diversity, and supporting the grass roots of our local rugby league competition.

Reach and Impact

Our programs impact our vast regional footprint measuring nearly 60,000sqm in area and has a population in excess of est to Riverina, east to Batemans Bay, south to Albury and Bega and north through to Bathurst and Orange.

Canberra Raiders Community Partners

<https://www.raiders.com.au/community/community-partners/>

Community Programs

Black Dog Institute

The Black Dog Institute is a community partner of the Canberra Raiders. The formal partnership was formed in December 2020. The Black Dog Institute is the only medical research institute in Australia to investigate mental health across the lifespan.

Menslink

Menslink is a major charity partner of the Canberra Raiders. Their program, Silence is Deadly, focuses on visiting schools across Canberra, Queanbeyan and Yass to talk with young guys of all ages about the hassles of life. Canberra Raiders players have featured in these program videos since 2016.

The Disability Trust

The Disability Trust provides highly professional care and support to people with disabilities and their families. Through their sport and recreation department, The Disability Trust have formed a relationship with the Canberra Raiders, whereby people with disabilities assist staff on game day with a wide variety of tasks and activities to encourage social interaction, self-confidence, teamwork and a sense of community. This group of talented young people are known as our Super Squad.

Ronald McDonald House Charities (RMHC)

The Canberra Raiders have had a long association with Ronald McDonald House Charities, who provide a home for families with children undergoing care in Canberra. Our Club are regular contributors to the Meals from the Heart Program located within The Canberra Hospital. Players and staff from the Club have all volunteered their time to help prepare meals for families during their stay in the house.

NRL School to Work

The School to Work (S2W) Program was developed in response to research highlighting that Indigenous youth who had not found an employment or training pathway six months after leaving school, had a significantly higher chance of being long-term unemployed.

Men of League Foundation

The Canberra Raiders are proud to partner with the Men of League Foundation and provide fundraising support for activities and events which are organised each year throughout our region.

<https://www.raiders.com.au/community/>





CANTERBURY BANKSTOWN BULLDOGS

Overview

At the Bulldogs what we do off the field is equally as important to us as what we do on the field. Our mission is to positively impact and support our community through various initiatives including, dynamic programming, player engagement, and community investments that enrich the lives of our next generation.

Exclusive Signature Programs

- Partnering with Barnardos: Facing forward Schools Program
- Partnering with the PCYC: "Fit for Life" Program

Community Engagement with Players & Staff

- Hospital Visits
- Act of Kindness donations/visits
- Donating time to selected charities
- School visits

Themes addressed through programs and initiatives

- Identity
- Respectful Relationships
- Social Media Awareness
- Gratitude
- Wellness
- Traffic Safety
- Wellbeing
- Emotional Regulation
- Diversity & Inclusion Community Connection
- Cyber Bullying
- Fitness
- Drug & Alcohol Awareness
- Community Topics
- Sleep Hygiene

Events

- Luncheon
- Golf Day
- Community Round / Indigenous Round / Women in League Round / Multi-Cultural Round
- Reconciliation & introduce Club RAP

Partners

- NSW Police Force
- Barnardos Australia
- NSW Fire & Rescue

www.bulldogs.com.au/community





Overview

Sharks Have Heart utilises the profile of the Cronulla Sharks and our players to bring about social impact through the power of sport. Our community programs use rugby league as the vehicle to effect change.

Programs

- Sharks Deadly Choices
- Mega Jaws Disability inclusion program delivered by Skillz4me
- School Holiday Programs
- Aboriginal Cultural Immersion programs,
- A new primary schools program and a volunteers program are currently in development.
- Heartfelt moments (including hospital visits, and activities designed to lift the spirits of community members doing it tough). .
- From the Heart - Giving partners program.
- Club Grants
- Women in League full week of activations including personal and professional development opportunities for staff and volunteers, and careers sessions with female students.
- Reconciliation Action Plan and committee.
- Indigenous Round full week of activations including school visits, cultural immersion led by local elders.
- Sharks Have Heart Round full week of activations including community volunteering, vaccination drive.
- JRL engagement activities including JRL Blitz, Coach the Coaches etc.

Themes or issues these programs address

Diversity and inclusion, disability, Indigenous Health, healthy ageing, gender equity, mental health and wellbeing.

Expert Partners

- Deadly Choices- Aboriginal Health
- Skillz4me - Disability

Charity Partners

Deadly Choices, Skillz4me. We will be going to tender for 4 charity partners for 2023 towards the end of this year as part of our From the Heart Initiative. We also partner with the Cronulla JRL to help grow the game.

<https://www.sharks.com.au/sharks-have-heart/>





DOLPHINS

Overview

Dolphins catchment extends from the north of Brisbane, through the Redcliffe peninsula and Brisbane northern corridor, up to the Sunshine Coast, Wide Bay and Rockhampton and Central Queensland.

Almost immediately after winning the NRL bid, the Dolphins employed Game Development staff to work across our catchment and grow participation in the game, with a particular focus on remote regional areas, youth and women.

Growing the game and engaging with communities who have not received attention from NRL or State Cup clubs was a large focus of the successful Dolphins NRL bid and a pillar for the future of the organisation.

The Dolphins established and sponsored the Dolphins Cup - which provided school age rugby league players in Central Queensland and Wide Bay the opportunity to play in the top school competition in Queensland. Six schools competed in the inaugural Dolphins Cup in 2022, and the winner of the competition was automatically booked a semi-final spot in the Queensland-wide competition. Rockhampton schools Emmaus College, The Cathedral College and Rockhampton Grammar, as well as Yeppoon's St Brendan's College and Bundaberg's Bundaberg State High School and Shalom Catholic College were the inaugural schools involved.

Dolphins Game Development staff have supported grassroots development in a range of country centres, including Springsure, Emerald, Blackwater, Rockhampton, Bundaberg, Maryborough, Hervey Bay, Yeppoon, Biloela, Central Highlands, Longreach, Moreton Bay and the suburbs north of Brisbane.

Some of these areas of Queensland have been starved of the presence of an NRL team, and the Dolphins have successfully engaged these communities with not only game development and football-related workshops, but also education on health and wellbeing, physical health and healthy lifestyles.

Theme focused areas

- Participation
- Female participation
- Engaging remote communities
- Education
- Wellbeing
- Physical health and healthy lifestyles
- Game Development
- Club development
- Coach Education



Reach

Across Club visits, School visits and Community events, the following people have been reached:

- 73 Junior clubs
- 189 Schools
- 21 Community Events
- 11,338 participants
- 2,047 female participants
- 2,074 Indigenous participants



www.dolphinsnrl.com.au





GOLD COAST TITANS

Overview

As an NRL club, our voice is louder than most. But we're determined to use it to fuel positive change. To speak up for those in our community who often feel unheard. And through our actions, we Care, Include, Unite and Inspire – making life better for our region's most vulnerable people. Together, we're Titans.

Community Programs

Deadly Futures

The Gold Coast Titans Deadly Futures program is an experience for Year 10 high school Aboriginal and Torres Strait Islander students that covers Indigenous Timelines, Cultural Identity and Career Aspirations. Delivered in partnership with the Preston Campbell Foundation, students are guided on a pathway to a greater understanding and sense of Aboriginal and Torres Strait Islander history and culture. Students will be encouraged to discover more about their own identity to inspire them to choose a pathway to lead them to success but to also help them deal with setbacks and empower them to find their feet and continue on their journey.

Leagueability

After the inaugural season in 2018, the Leagueability program has become the first Disability Rugby League Program in Australia to provide a competition for both men and women. The program has grown into four teams – two development squads and two playing squads.

There has been significant growth in the program since its inception. Each player that has pulled on a Gold Coast Titans jersey has been welcomed into the Club and its legacy.

Down Syndrome Run Out

Down Syndrome Queensland is a registered charity established by parents in 1976. Staffed by a small, dynamic team of full-time and part-time staff, Down Syndrome Queensland provides a range of services and support for families throughout Queensland. To learn more, visit the Down Syndrome Queensland website.

Since 2014, the Gold Coast Titans have hosted a very special group of Queenslanders on match day at Cbus Super Stadium, with children from the Down Syndrome Association of Queensland taking centre stage.

NAIDOC Day

The Gold Coast Titans immersed themselves into the local Indigenous community during NAIDOC week by holding our first event in 2015. What started as a small celebration with community organisations and activities has now grown to an annual event attracting over 1,000 attendees.

The Titans NAIDOC Event is run in partnership with Kalwun Health Corporation and Deadly Choices on the Wednesday of NAIDOC week. Over 50 community, corporate and government organisations provide information and benefits while kids activities and performances keep everyone entertained.

Titans School League

The Surfside Buslines Titans Schools League high school competitions began in 2006 as the Titans Cup & Challenge, a two-tier, open age boys competition for local Gold Coast high schools.

The Surfside Buslines Titans Schools League now caters for 3 school year levels (Yr.7/8, Yr.9/10 & Yr.11/12), with 2 divisions in each, for both boys and girls. The Titans competition provides schools of all abilities to opportunity to experience playing Rugby League in a safe and enjoyable environment. It also allows those schools looking to advance, a pathway to state wide competitions. The league is now the largest regional school competition in Australia.

High schools from South East Queensland and Northern New South Wales are welcome to enter teams into the competition where they are able to develop themselves into more confident and capable rugby league teams.

Titans Teacher Ambassadors

The Titans Teacher Ambassador Program aims to strengthen and flourish the relationship between local schools and the Titans. The club hopes to have at least one Titans Teacher Ambassador at each school in our catchment area and reward those who truly support the club. By having Titans Teacher Ambassadors at your school, the club can continue to deliver new and exciting initiatives along with the established programs that remain popular within the community.

Titans Cultural Collective

The Titans Cultural Collective is a working group made up of members from various First Nations affairs - closing the gap, reconciliation, community safety, racism, national unity, education and wellbeing.

Additional

Outside of our regular programs, we also assist with 'ADHOC' events like natural disasters, requests from Make a Wish and other charities etc.

Themes and/or issues these address

- Multicultural affairs - education and wellbeing, racism and national unity
- Disability - Inclusive sports, employment pathways, ableism.
- JRL/School League - NRL participation, wellbeing.

Reaching thousands of people from different backgrounds and different abilities.

Partnered with Griffith University to start a research thesis in inclusive sports and employment pathways for people with disabilities nationally.

Through surveys, we have found that the reach and impact of our programs have not been for just our participants - but also their families, friends, carers, schools and extensive support networks.

Expert Partners (specify for which program)

- Deadly Futures - Preston Campbell Foundation & Department of Education QLD
- Leagueability - Dr Dinesh Palipana OAM, Dr Gaj Panagoda, IRL Board.
- Down Syndrome Run Out QLD - Down Syndrome Association QLD.
- NAIDOC Day - Preston Campbell Foundation & Kalwun Development
- Titans School League - NRL Game Development Officers
- Titans Teacher Ambassadors - Department of Education QLD
- Titans Cultural Collective - Multicultural ambassadors of the Gold Coast
- Titans Multicultural Ambassadors - Multicultural ambassadors of the Gold Coast

Charity Partners

We have a charity partner for each NRL home game we host with 50/50 - no 'official' charity partner.

www.titans.com.au/community/





MANLY WARRINGAH SEA EAGLES

Overview

Manly Warringah Sea Eagles proudly support our local community. We aim to provide people across the Northern Beaches of Sydney with the tools to succeed and thrive within our community. The Sea Eagles are central to the community of the Northern Beaches and the Sea Eagles Foundation plays a pivotal role in helping our people reach their full potential.

Programs

- Junior Rugby League Clinic – Mudgee
- PCYC – Fit For Life Program
- Junior League Clinic – Narrabeen
- Magic Round School Visits – Brisbane
- Trainer Group – Game Changer Program
- Inviting Local JRL Clinics to play at half time of home games
- Sea Eagles Community Round – Involving Youth Up Front, Burdekin Association & What Ability
- Training Visits – Hero's with Ability
- Youth Up Front – Business Services Coffee Cart Program
- Youth Up Front – Connecting Women to Trades Program
- Burdekin – Learn to drive program
- Men of League – Crazy Socks
- Mark Hughes Foundation – Beanies for Brain Cancer Round

Themes or issues these programs address

- Game Changer Disability Program – Inclusiveness, Mental Fitness, Goal Setting
- Youth Up Front Business Services program - provide workplace opportunities to students to assist them make a successful transition through school and from school to further education.
- Burdekin Association – Assisting Youth

Expert Partners

- Youth Up Front
- PCYC – Dee Why
- Trainer Group
- Burdekin Association

www.seaeagles.com.au/community





MELBOURNE STORM

Overview

Melbourne Storm has a deep connection with our community. We are proud to call Victoria home and represent the growing 'purple army' across the state and those who follow us around the country. The Club has built itself on the values of family, accountability, hard work, respect and passion. It is these values that drive Storm to be the best it can every year, on and off the field. The Storm Community program aims to inspire and make a difference in people's lives through Our Game, Our Diversity, Our Recognition, Our Partners and Our People. Our Storm is Your Storm.

Programs and Initiatives

- In League In Harmony
- School to Work
- Prevention of Violence Through Sport - Voice Against Violence
- Road to Glory
- Donate Life Week
- Score Storm
- Good Friday fund raising
- Starlight Foundation fundraising
- Men's Gatherings
- Women of Storm events

Reach

Each program has a different target audience. We hope to give various groups support through these programs ranging from young, disadvantaged youth, young people dealing with Cancer and Indigenous boys and girls looking to further their education, through to mature aged Indigenous men, women who are facing abusive relationships, or those who are in need of urgent organ and tissue transplant.

Themes or issues these programs address

- Social inclusion inclusivity and capacity building.
- Supporting Indigenous boys and girls to transition from school to work or further education.
- Support of an all-abilities program for rugby league in Victoria.
- Increase awareness of organ and tissue donation
- Raising important funding for the Starlight Foundation and Good Friday Appeal.
- Promoting and supporting NRL programs and campaigns.
- Various natural disaster relief efforts and fund raising.

Partners

- Our Watch - Prevention of Violence Through Sport (Voice Against Violence)
- Centre for Multicultural Youth - In League In Harmony
- Organ and Tissue Authority - Donate Life Week
- Dardi Munwurro - Men's Gathering
- Victorian Women's Trust - Women of Storm program

www.melbournestorm.com.au/community





NEWCASTLE KNIGHTS

Overview

The nib Newcastle Knights' deep connection to community extends beyond the game of rugby league. Through the Knight Strong Charitable Program, we continue to make positive and lasting contributions to a range of causes aimed at building strong, healthy, safe communities.

Programs

Knight Strong Community priorities are Indigenous Programs, Health and Wellbeing, Food Insecurity Support Programs and Young Job Seeker Support Programs.

Indigenous Programs - Knight Strong is a health and wellbeing partnership between the nib Newcastle Knights and Awabakal Ltd Medical Service. The program aims to stimulate community participation in annual health assessments and prioritise positive health outcomes for Indigenous Australians.

Health and Wellbeing Programs

- > John Hunter Children Hospital visits
- > The nib Newcastle Knights are regular visitors to John Hunter Children's Hospital. The players' impromptu visits lift the spirits of the children and their families during their stay in hospital.

Adopt a School

- > The Adopt-a-School program theme – "Eat Well, Play Well, Stay Well" supports participating schools in educating kids about healthy lifestyle choices. Schools can call on their 'adopted Knight' to assist them in the classroom, school activities, sporting clinics, presentation nights or school assemblies. We currently have 17 schools in the program.

Game Changer

- > Game Changer is a five-session program that provides people with a disability the opportunity to improve their physical and mental health, build self-confidence and get job ready.
- > Facilitated by NRLW recruit Millie Boyle and other Newcastle Knights stars, and delivered in partnership with Knight Strong, the program integrates evidence-based teachings and relatable content to help participants improve their daily lives. The program is presented in a fun and engaging environment that serves to encourage and empower!

Food Insecurity Support Programs - Soul Cafe

The nib Newcastle Knights are committed to supporting the most vulnerable members of our community. Through regular visits to Newcastle's Soul Café, players and staff lend a hand serving meals and speaking with visitors to the service. As the cost of living continues to climb, we remain committed to supporting programs that respond to food insecurity and food affordability issues.

Young Job Seeker Programs - NRL School to Work Program

The School to Work program utilises the positive profile of rugby league to support young Aboriginal and Torres Strait Islander people on their education and employment journey. The club supports the School to Work project officers at their events as well as provides opportunities for work experience days at Wests Group venues.

Charity partners

- > John Hunter Children's Hospital
- > Westpac Rescue Helicopter Service
- > Mark Hughes Foundation
- > Ronald McDonald House

www.newcastleknights.com.au/community





NEW ZEALAND WARRIORS

Programs

Tupu Maia

Girls only health & wellbeing programme for students Year 6-8.

Tupu (grow, foster) Maia – (confidence, bravery, boldness).

Warriors Community Foundation have created a programme for Wahine Toa, Tupu Maia.

Tupu Maia is specifically targeted at Year 6-8 girls to focus on:

- Confidence
- Participation
- Enjoyment of sport
- Wellbeing
- Keeping physically and mentally active with their peers

Prepare to Perform - Whakarite ki te Mahi

Drawing from the experiences of high-performance athletes; sleep, hydration and nutrition form the cornerstone of our everyday wellbeing. Prepare to Perform is an exciting, dynamic programme designed to help developing minds and bodies perform at their best, creating skills and wellbeing techniques that last a lifetime.

It's easy for children to see why these wellbeing attributes are important for a professional athlete, the purpose of the programme is to reinforce the message that they're important attributes for everyone's wellbeing.

League in Libraries - Riki i nga Whare Pukapuka

Established with the aim of improving literacy achievement in primary schools, League in Libraries encourages children to rediscover the enjoyment of reading and literacy as essential life skills through the support of engaging mentors and role models.

Drawing on the Warriors' celebrity status to persuade children that reading is not only an important life skill it's also cool. The programme incorporates a writing competition where students are invited to submit stories about their favorite Warriors for judging. The best primary and intermediate age student has their work professionally illustrated and published.

Eight winning classrooms attend a library afternoon in their region where players help them complete literary activities and give out reading resources and league souvenirs.

Results have been very positive, suggesting more children are reading, and improved literacy especially for children attending low decile schools.

Themes or issues these programs address

Key health & educational issues of young people in NZ and some of the reasons the foundation delivers meaningful programmes to tamariki & rangatahi.

- UNICEF's most recent report states that Covid-19 has wiped out 20 years of education gains with 9% of children in years 1-8 falling below the minimum reading proficiency levels in 2020.
- New Zealand has one of the worst youth suicide rates in the OECD – and on average twenty young people are admitted to hospital each week as a result of self-harm. (Chief Coroner 2019).
- New Zealand has one of the highest child obesity rates and we know this leads to poor mental health, higher incidences of being a victim of bullying and lower educational achievement. (Taking Action on Childhood Obesity, WHO, 2016).



Impact of Programs

Tupu Maia

Key Measures for Girls Only Programme-Tupu Maia

- Increase confidence in girls playing sport aged 9-12 years of age
- Increase participation in girls aged 9-12 years of age, including links to clubs
- Increase the “fun” element

8 pilot schools from June 2022

Key Measures for Prepare to Perform Whakarite Ki Te Mahi

- Increase participation in low decile school tamariki from 13,000 in 2021 to 20,000 in 2022
- Positive feedback from teachers and students 90% of schools to ask us back
- Wellbeing trends both physical and mental, recognised within community

14,000 in 2021.

Key Measures for League in Libraries-Riki i nga Whare Pukapuka

- Increase creative writing in schools
- Increase young writers' aroha for literacy
- Increase engagement in reading and writing for tamariki

500 entries and 50 schools in 2022

We also deliver Roadshows, Mini Mods, and drills and skills at schools.

<https://warriorscommunity.kiwi/>





NORTH QUEENSLAND COWBOYS

Mission Statement

We work to raise awareness for education, social and health causes through our established community programs.

We are creating opportunities and inspiring futures through the Cowboys Community Foundation.

We are stronger with the support of our dedicated community partners.

And we cherish the contribution of our present and past players.

Together, we're building a stronger North Queensland.

Programs

- > Adopt-a-School
- > The Resilience Project
- > Community Corner
- > Obe Geia Challenge
- > Play it safe - off the field and on the road
- > Child Protection Week
- > Ready, Set, Vote
- > Try for 5!
- > Dream, Believe, Achieve
- > Field of Dreams
- > Toyota Hilux Kick
- > Women in League
- > Cultural Walk

Themes or issues these programs address

- > Adopt-a-School - 'Eat Well, Play Well, Stay Well' for primary school students
- > Try for 5! - Improve and encourage school attendance with school students in Queensland
- > The Resilience Project - helping to build a more resilient community
- > Dream, Believe, Achieve - training and employment program
- > Community Corner - raising awareness of charities and not-for-profit organisations that benefit our community
- > Field of Dreams - hosting people at a home game who would not ordinarily attend
- > Obe Geia Challenge - junior rugby league carnival, promoting positive behaviour and rugby league on Palm Island
- > Play it safe - off the field and on the road - road safety campaign to promote the Safe Systems pillars
- > Women in League
- > Child Protection Week - at game activation promoting child protection
- > Cultural Walk - at game activation promoting reconciliation
- > Ready, Set, Vote - electoral participation

Impact in Programs

Through all programs, we have reached over 150,000 YTD

<https://www.cowboys.com.au/community/>

150,000
reached through our
programs





PARRAMATTA EELS

Through our community programs, Rugby League harnesses the Game's popularity to make a difference in people's lives across Western Sydney.

Themes or issues these programs address

Pillar 1: Community connection

Our community pillar of community connection aims to help those new to Western Sydney feel a part of the local community, engage and strengthen our connection with the Indigenous community of Western Sydney and provide opportunities for those with a disability to participate in Rugby League.

Programs

In League In Harmony

Assisting multicultural integration and to help those new to Western Sydney feel a part of the local community.

Deadly Choices

To engage and strengthen our connection with the Indigenous community of Western Sydney.

Heroes with Ability

To provide opportunities for those with a disability to participate in Rugby League.

Pillar 2: Health & wellbeing

Our community pillar of community connection aims to help those new to Western Sydney feel a part of the local Our community pillar of health & wellbeing aims to promote healthier lifestyle choices in young children and reduce the stigma and provide tools to counteract mental health through education and public awareness.

Programs

The Eels partner with the PCYC to support Fit For Life and GRIT

Fit For Life is an early intervention program designed to engage youth ages 10 to 17 who are at risk of poor choices and anti-social behaviour. Through physical fitness, nutrition and social engagement, Fit For Life aims to improve overall wellbeing as well as prevent and divert youth from offending behaviours.

www.parraeels.com.au/community







PENRITH PANTHERS

Overview

Panthers engages in programs that deliver positive education, health and social outcomes for people and communities in Western Sydney and beyond.

Community Programs

- > Panthers on the Prowl
- > Adopt a School
- > Sticks to Stadium
- > Building Young Men

Themes or issues these programs address

Panthers on the Prowl aims to make a difference to the wellbeing of young people in the communities in which we live.

The Adopt-a-School program is committed to reaching out to local primary schools within the Penrith district. As part of the program, Panthers players visit local schools and have an active role in assisting educators with executing curricular activities, sporting clinics, school assemblies and a variety of other school activities.

Sticks to Stadium is a community program designed to educate and inspire Indigenous youths aged 8-16 from regional NSW for a three-day, two-night visit to Penrith to enjoy once-in-a-lifetime experiences with the Panthers.

Building Young Men is a mentoring program run by Panthers on the Prowl and focuses on providing positive role models and making a lasting impression on local teenage boys.

Impact of these programs

The Adopt-a-School program reaches over 6,000 students a year in 20 schools throughout Western Sydney. In addition, a number of classroom collateral including alphabet, body parts and times tables posters were delivered to over 50 schools in the local district.

This year, the Sticks to Stadium program hosted three different groups from regional NSW areas such as Dubbo and Foster/Taree, each group included eleven students and four carers.

Panthers on the Prowl (POTP) reaches out to both stage 2 and stage 3 students. The Stage 2 Program runs four mornings per week for 3 weeks with groups of 10 Year 3-4 students. The Stage 3 Program runs five afternoons per week for a whole term and groups are comprised of 10 Year 5-6 students. POTP also runs a secondary program for Year 11 students and a computer literacy program for Adults.

www.penrithpanthers.com.au/community/



PANTHERS





SOUTH SYDNEY RABBITOHS

Souths Cares

Souths Cares was established in 2006 as an independent, public benevolent institution. The Souths Cares charity has been built upon the South Sydney Rabbitohs' long and proud history of supporting the community; in particular Aboriginal and/or Torres Islander people. It's charter is to support disadvantaged and marginalised youth and their families through the delivery of capacity building programs addressing education, training, health and employment needs.

Souths Cares delivers a suite of community programs which includes but is not limited to;

- > Nanga Mai Marri (School to Work)
- > Deadly Youth Mentoring Program
- > Rabbitohs Wellbeing Program
- > Regional Health Promotion Tours
- > Liverpool Opportunity Hub
- > Connect Respect Resilience Program
- > Barranggirra Program

In addition to our community programs Souths Cares delivers a range of bespoke initiatives to support our community needs.

Themes or issues these programs address

Nanga Mai Marri (School to Work)

This program was developed in 2011 to address the issues related to school attendance, HSC completion and transition to further education or employment opportunities for Aboriginal and/or Torres Strait Islander students through culturally appropriate service delivery in the South Sydney region.

Deadly Youth Mentoring Program

An early intervention program to address the over representation of Aboriginal and/or Torres Strait Islander Youth in the justice system.

Rabbitohs Wellbeing Program

A health promotion initiative addressing multiple focus areas.

Regional Health Promotion Tours

Enabling Regional and Remote communities to complete the Rabbitohs Wellbeing Program, whilst also providing opportunities to participate in physical activity.

Liverpool Opportunity Hub

This program was developed in 2020 to address the issues related to school attendance, HSC completion and transition to further education or employment opportunities for Aboriginal and/or Torres Strait Islander students through culturally appropriate service delivery in the Liverpool LGA.

Connect Respect Resilience Program

A Mental health initiative to help reduce the stigma around Mental Health and promote early help-seeking.

Barranggirra Program

A culturally appropriate Mentoring program to support Aboriginal and/or Torres Strait Islander Apprentices, Trainees and Learners in the Sydney Metropolitan Area.

Impact and reach of our programs

Nanga Mai Marri (School to Work)

- > 94% transition to tertiary education, employment and/or training.
- > 2021 presented a 100% HSC completion rate

Deadly Youth Mentoring Program

- > 88% of participants have had no contact with the Youth Justice system 12 months after exiting the program.
- > 90% of participants have not entered custody in the 12 months after exiting the program.

Rabbitohs Wellbeing Program

- Year to date this program has been delivered to over 21,000 participants.
- Eight Health & Wellbeing workshops are offered as part of the program, to meet the unique individual Health & Wellbeing needs of the community. **Regional Health Promotion Tours**
- Year to date this program has been delivered to over 10,000 participants in Regional and Remote areas.
- Six Regional/Remote communities engaged in 2022.

Liverpool Opportunity Hub

- 24 schools engaged in the program.
- 94% transition to tertiary education, employment and/or training.

Connect Respect Resilience Program

- Year to date this program has been delivered to over 11,000 participants.
- Over 50 parents, coaches and volunteers have completed their Mental Health First Aid.

Barranggirra Program

- Delivered to over 30 LGAs in Sydney from Palm Beach to Sutherland out to the Blue Mountains.
- More than 250 Employment & Training stakeholders are currently engaged in the program.



www.rabbitohs.com.au/community





ST. GEORGE ILLAWARRA DRAGONS

Overview

Dragons Community is driven by its role as a representative of our community and committed to the positive role it plays within it. We are committed to ensure its associated programs are aligned to key social issues and areas of focus for rugby league, and the Dragons continue to be leaders in this area. Dragons Community has a clear mission; to have a positive impact on people's lives within our community, a community that stretches from Earlwood in the north to Bateman's Bay in the south.

Mission Statement

The mission statement of Dragons Community is a simple one: "to have a positive impact on people's lives within our community; a community that stretches from Earlwood in the north to Batemans Bay in the south".

Entrenched within Dragons Community's mission statement are a number of objectives. They are as followed:

- To support and encourage young people, especially youth, to make positive choices around health, education and other social issues
- To promote respect for self and others, responsibility and self-esteem
- Promote rugby league as a means of delivering health benefits and promoting positive social interaction
- Use the profile and the strength of the Dragons' brand to assist selected local charities and association

Programs

- The Best You Can Be - Health and Wellbeing
- Community Hub - Game On Game Day experience
- Score Dragons - Social Inclusion
- Dusty and Friends
- Reconciliation Action Plan
- Smith Family Homework Club

One off engagement

- Kids Big Day Out
- Seniors; High Tea @ The Footy
- NRL Inspire assembly visits
- Youth Groups
- Junior League events; Club visits, Junior League Game Day, Junior League Relay

Themes or issues these programs address

St George Illawarra Dragons players in particular understand too, that they are in a unique position, whereby they can promote and encourage – either directly or indirectly – the physical, cultural and intellectual welfare of young people in our community.

Dragons Community will again utilise three pillars of focus that reflect the needs of the community to deliver their programs in 2022.

These three key areas of focus remain as: health and wellbeing, education and social inclusion.

These three focuses will expand to the following key initiatives and programs that have been planned for 2022.

- Second phase implementation of our Reconciliation Action Plan (RAP)
- The implementation of the 2022 'Best You Can Be' school resource (eighth edition) will present students with different focuses and tips for students to follow.
- Female participation initiatives leveraged from the success of the NRL Women's Premiership seasons.
- Community valued initiatives including Score Dragons Social Inclusion program and NRL School to Work.

www.dragons.com.au/community



CLASSIC



HVLS

ICORP

mod

st.george

CLASSIC





SYDNEY ROOSTERS

Community programs and initiatives

- Holiday Clinics - NRL and Roosters Combined
- Female Holiday Clinics - Roosters run
- Coach the Coaches - Roosters coaching staff
- Steggles Charity Nest - Provide experiences to Ronald McDonald House Randwick families such as Ball Kid opportunities, game day tickets, attending exclusive training sessions and having players and staff visit the RMHC Randwick.
- Steggles Charity Nest - Provide experiences to Ronald McDonald House Randwick families such as Ball Kid opportunities, game day tickets, attending exclusive training sessions and having players and staff visit the RMHC Randwick.
- Bush to Posts - Encouraging school attendance and participation at rural schools such as Lightening Ridge Central School. Providing the chance to come to Sydney as a reward and attend a NRL match with sideline experiences.
- Game Changer Program - A 6-week program for those with disabilities.
- Physical Disability Rugby League Team Support.
- Boots for Brighter Futures - Through community partner and Connor Watsons charity Cultural Choice Boots were painted for players across Indigenous round that were used to raise funds for indigenous education.
- Volunteering at local Surf Club to restore and clean.
- CEO Walk in my shoes Campaign - Joe Kelly Helping to raise over \$100,000 for Ronald McDonald House Randwick.
- Veronica White Fan Medalist - Jocelyn Kelleher and her chosen charity the Mcgrath Foundation.
- Supporting Mcgrath foundation through beanies for brain cancer round as well as players taking part in the Mcgrath foundation opening walk from SCG to the Opera House including Kelleher.

Themes and issues addressed

- Junior Participation
- Eastern Suburbs and Central Coast Community Engagement
- Indigenous Inclusion
- Female Participation and Pathways
- Charity and Volunteer involvement
- Disability Inclusion

Impact

- Central Coast Junior Clinic had over 100 children participate.
- Coach the Coaches Clinic held on the Central Coast to help upskill junior coaches had over 40 people register.
- Female participation clinics have been very popular over the school holidays with the first clinic having over 50 attendees.

Partners

- Steggles - Ronald McDonald House / Game Day Initiatives
- Mirvac - Restore, clean and paint Community Partner Bondi Bathing SLSC.
- Anytime Fitness - Supporting community initiatives
- Steggles Charity Nest
- Mission Australia
- Men of League
- McGrath Foundation

<https://www.cowboys.com.au/community/>





WESTS TIGERS

Mission Statement

West's Tigers' mission statement is to enrich the lives of the community.

Programs

West's Tigers Virtual Community Blitz

In 2022, West's Tigers took an innovative approach to deliver a virtual experience for local schools within the inner and south west of Sydney. With the entire West's Tigers playing squad on deck, West's Tigers community and Game Development staff delivered five live NRL Inspire workshops via YouTube Live. The virtual event saw over 70 schools participate in one day, learn key themes such as respect, inclusion and diversity, as well as hear from their favourite West's Tigers players. The live sessions were held at the West's Tigers Elite Training Facility.

West's Tigers Unite Harmony

West's Tigers flagship community program, 'West's Tigers Unite Harmony' has had a healthy reception from local schools, delivering a free 6 week program to over 20 high schools within the inner and south west of Sydney. Unite Harmony is the first consecutive program at the club to be delivered for more than 12 months. Western Sydney University will also be assisting with the optimisation of the program to further enhance the effectiveness of its impact in the community. This is the first uninterrupted year Unite Harmony has been delivered post pandemic.

West's Tigers Autism Friendly Room

For the fifth consecutive year, West's Tigers partner with Autism Spectrum Australia (ASPECT) to deliver a safe, fun and comfortable environment for families who have a child living with a hidden disability, to attend a West's Tigers match. In 2022, West's Tigers also participated in the global Hidden Disabilities Sunflower initiative, supporting people with disabilities that may not be so obvious to the casual observer. Under the Hidden Disability Sunflower initiative, people with such disabilities can choose to wear a lanyard bearing a sunflower logo as a subtle way of letting others know that they may require additional support, assistance or a bit more time.

AED defibrillators to rural and remote regions of NSW

West's Tigers Community delivered over 55 AED defibrillators to rural and remote regions of NSW. In July, West's Tigers hit the road to outback NSW to places such as Dubbo, Menindee and Condobolin to deliver AED's to Local Aboriginal Land Council's (LALC) to promote the importance of the devices in the bush as well as host a range of FREE rugby league activations. Furthermore, we partnered with Michael Hughes Foundation and Heart 180 to deliver FREE CPR courses to LALC staff and representatives in the regions visited. This is only one half of the campaign, with 40 additional AED's to be delivered later in October 2022. Therefore resulting in over 80 AED's delivered to regional areas of NSW and places which will benefit greatly from these devices.

West's Tigers Intro to rugby league for newly arrived refugees

In 2022, West's Tigers delivered a variety of Come and Try clinics with charity Settlement Services International (SSI). SSI deliver multiple programs for newly arrived migrants within Australia and assist with their living circumstances as well as their integration into Australian society. West's Tigers delivered 5 free come and try clinics with the aim to create greater connection between the participants and the local community. Many participants had not played rugby league before, nor speak English or have English as their second language.

West's Tigers Tamworth Engagement

West's Tigers delivered a range of community activations which lead into the RD 22 NRL fixture in Tamworth during August. West's Tigers community delivered activations including a free All Abilities Clinic, free Wheelchair 'ComeNTry' clinic, deliver a healthy lifestyle workshops at the NRL Primary School Rugby League Carnival, deliver a West's Tigers Rugby League Festival with Kari Foundation, which includes Aboriginal cultural immersion activities for local high schools, a free community clinic with over 200 participants, meet and greet as well as host a free NRL Coaches workshop with West's Tigers coaching staff for local teachers and coaches to attend and brush up on their coaching skills and knowledge.

Themes or issues these programs address

Wests Tigers Virtual Community Blitz

- Respect
- Inclusion & inclusion
- Diversity
- Teamwork

Wests Tigers Unite Harmony

- Community cohesion
- Teamwork
- Wellbeing
- Healthy & active lifestyles
- Effective communication
- Inclusion & Diversity

Wests Tigers Autism Friendly Room

- Inclusion & Diversity

AED Community Regional Trip

- CPR training
- Rugby League clinics
- Health & Wellbeing
- Community connectedness
- Teamwork
- Enriching the community

Wests Tigers Come and Try clinics for newly arrived refugees

- Social connectedness
- Belonging
- Teamwork
- Excellence
- Health & Wellbeing
- Inclusion & Diversity

www.weststigers.com.au/community

Wests Tigers Tamworth Engagement

- Cultural competency
- Health & Wellbeing
- Grassroots
- Wests Tigers Virtual Community Blitz"

Reach of programs

- Wests Tigers Virtual Community Blitz - 10,000 students, 70 schools
- Wests Tigers Unite Harmony - 600 students, 20 schools
- Wests Tigers Autism Friendly Room - 160 participants
- AED Community Regional Trip - >500 participants
- Wests Tigers Come and Try clinics for newly arrived refugees - 100 participants
- Wests Tigers Tamworth Engagement - 1000 participants"

Expert Partners

- Kari Foundation
- Michael Hughes Foundation
- Settlement Services International (SSI)
- Autism Spectrum Australia (ASPECT)



THANK YOU

nrl.com/community

