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February 23, 2009

To; FRU Club Presidents

Subject: Future Direction of Youth Rugby

At the FRU AGM in January I gave a presentation on the issue of 'lost' players coming out of the Youth and High School programs not making the transition to senior clubs, a copy of that presentation is attached. Basically we need to implement a strategy of player retention so that the excellent work done by the U19 group in developing young players with experience is not wasted.

We have discussed with many people involved the reason that players leaving HS who are not going on to full time college are not lining up at your door to play, here are some of the issues we discovered;

- The players are just thrown in and used as cannon fodder at training.
- Training is not structured, poor coaching.
- The guys are more interested in drinking than playing.
- Nobody welcomed me to the club, I felt like an outsider.
- I couldn't afford the dues.
- I don't have transport to get to training.

These views, whether right or wrong has resulted in coaches of the U19 teams actually dissuading their graduating players from heading your way and I don't blame them for having this perception.

The FRU has had a policy of 'hands off' in the growth of the U19 programs but we now need to look at the rugby Continuum and provide an avenue through which these young players can progress there rugby careers in a positive and professional environment.

The FRU is proposing the creation of an U21 league, made up of a select number of 'franchises' that are sponsored and supported by senior clubs. These franchises will have a close relationship to the U19 teams in there area and may well share coaching resources.

If we could establish these teams then we have a platform on which to develop this young talent; the criteria that the franchise must meet are;

- U21 eligibility, under 21 as of Sept 1 of the season.
- Players CIPP registered.
- Players must not be recruited from an U19 team.
- Minimal Dues, \$50 per player per season is my target.
- Certified Coach's.
- Dedicated strip and team identity.
- Create alliance with local U19 teams
- Commitment to play in a Florida U21 League.
- Member of the FRU

Our objective is to have a U21 franchise in each key geographic region where we have strong U19 programs. As a start a league of 6 teams is proposed that will play in a FL U21 league playing home and away making a 10 game season with a state play off between the top 4 teams for the Florida U21 Cup. The target areas are;

- Broward County
- Martin County
- Monroe County
- Brevard County
- Orlando area
- Tampa Bay area

I know many clubs are and have been struggling for numbers, here is the answer. Please review our proposal with your club officers, this is an excellent motivational way of getting some of your Old Boys to step into coaching and managing the U21 team and that this will become a natural feeder to your senior side.

Please reply to me with your proposal and let's get things moving.

As clubs we need to be proactive in securing our future, looking to the future and growing the game.

Yours in rugby



Martin  
VP Youth  
Florida RU

Copy. R Champion, FYRU

# FLORIDA YOUTH RUGBY

**WHERE ARE ALL THE  
HIGH SCHOOL  
RUGBY  
GRADUATES**

**?**

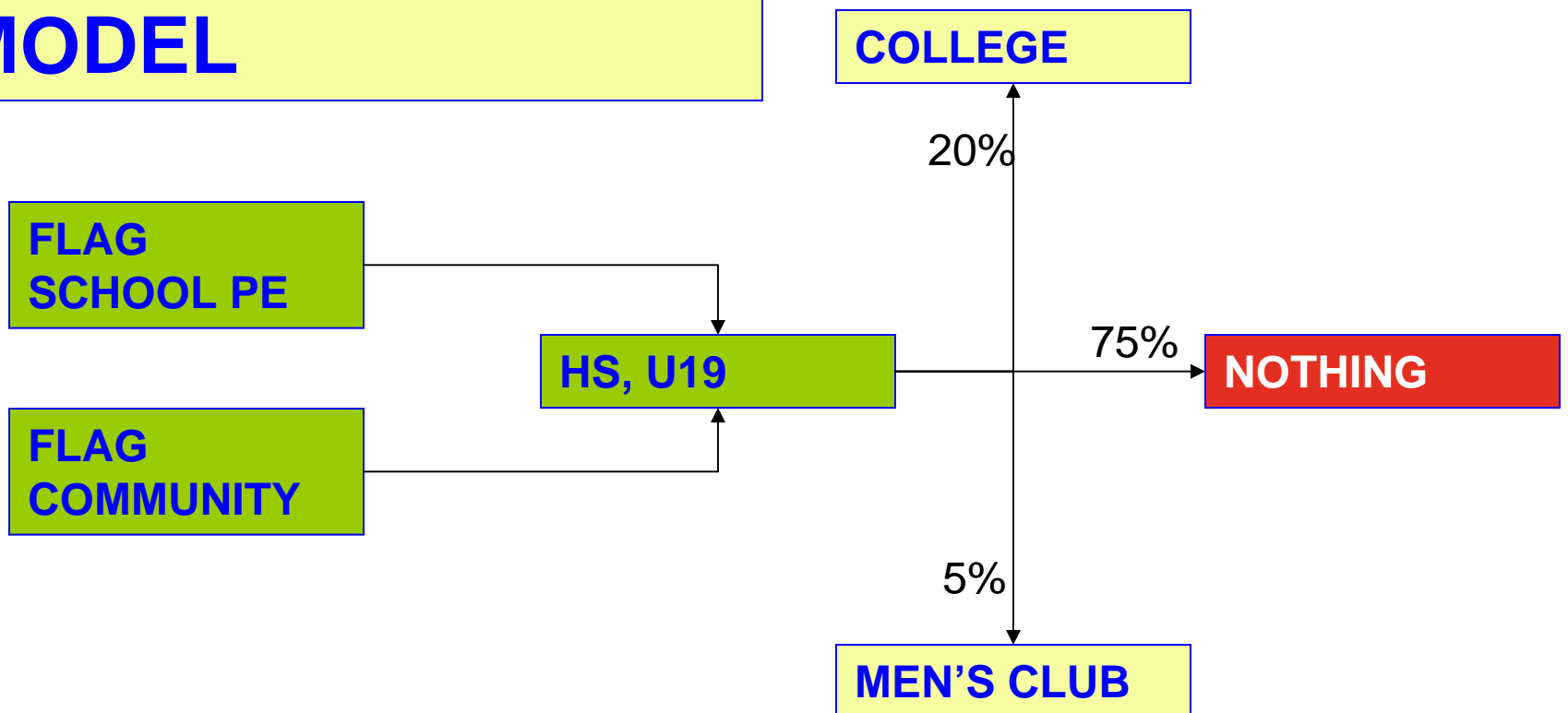
# FLORIDA YOUTH RUGBY

- 20 TEAMS WITH 30 PLAYERS = 600 PLAYERS
- 1/3<sup>rd</sup> GRADUATE EACH YEAR = 200
- 20% to COLLEGE = 40
- 5% to CLUBS = 10
- LOST = 150 PLAYERS

***ARE YOU SHORT OF NUMBERS ?***

# FLORIDA YOUTH RUGBY

## THE DO NOTHING MODEL

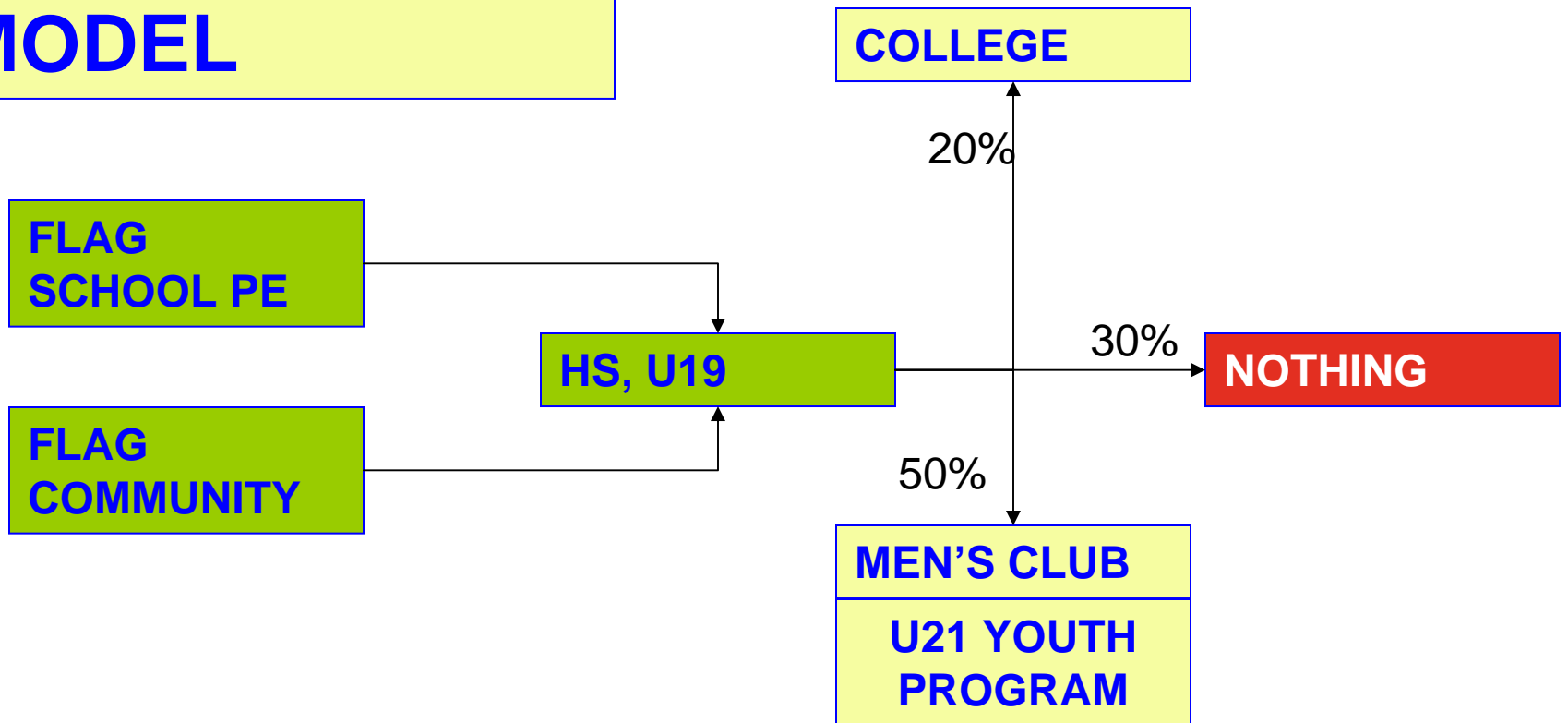


# FLORIDA YOUTH RUGBY

- **OPTION 1.**
- **ESTABLISH A YOUTH PROGRAM AT EACH CLUB TO FIELD AN U21 TEAM**
- **HAVE A YOUTH DEVELOPMENT COACH AT EACH CLUB (CERTIFIED)**
- **HAVE AN FRU U21 LEAGUE**
- **CREATE LINKS BETWEEN U19 TEAMS and SENIOR CLUBS**

# FLORIDA YOUTH RUGBY

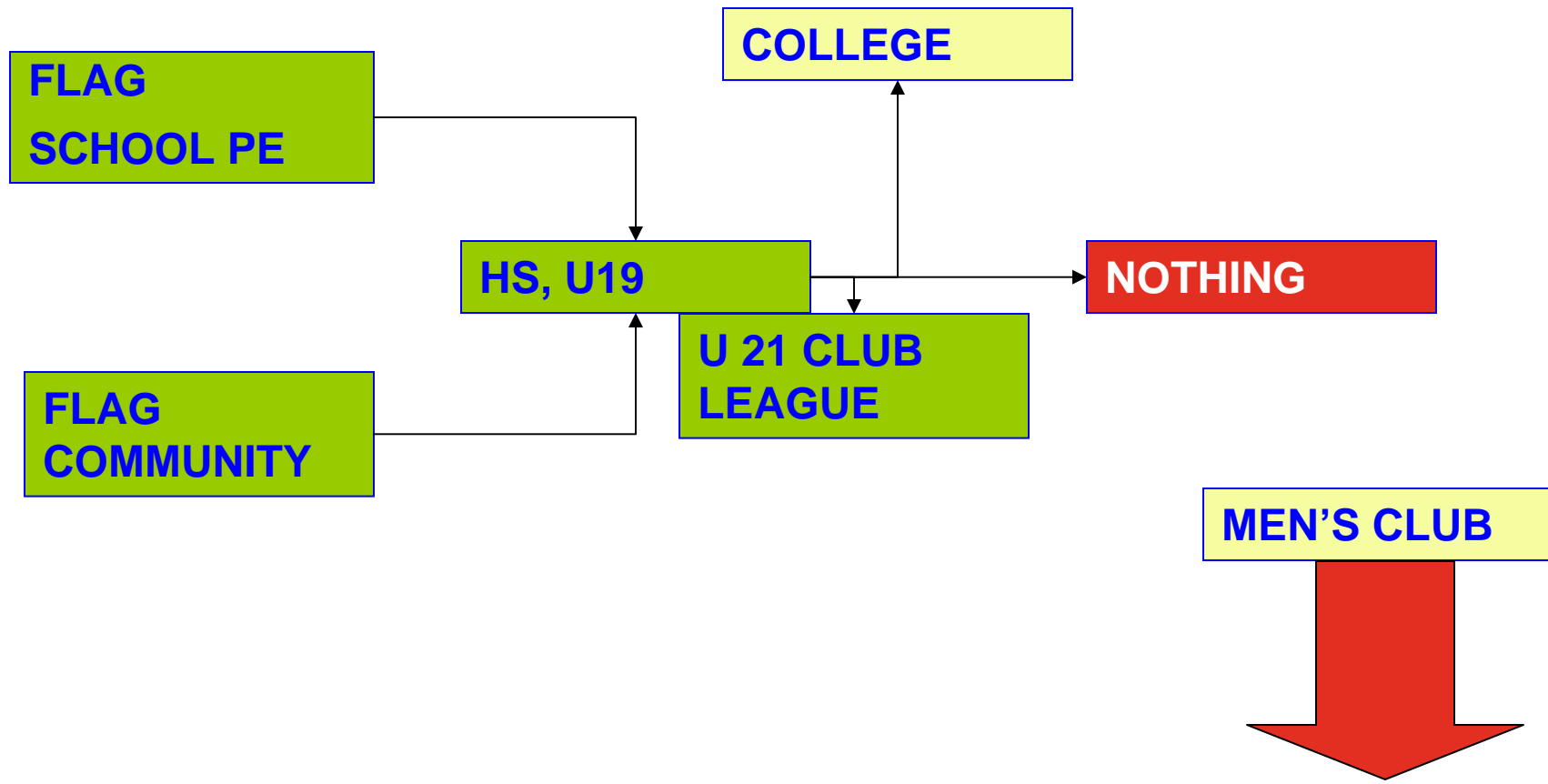
## THE GROWTH MODEL



# FLORIDA YOUTH RUGBY

- **OPTION 2**
- **WE GET THE U19 HS GROUP TO EXTEND TO RUN U21 TEAMS**
- **OPTION 3**
- **DO NOTHING AND DIE**

# FLORIDA YOUTH RUGBY



# FLORIDA YOUTH RUGBY

- **OPTION 3**
- **DO NOTHING AND DIE**

2500 ARAPAHOE AVE. SUITE 200 BOULDER, COLORADO 80302 WWW.USARUGBY.ORG



**PLAY  RUGBY**  
**USA RUGBY**

**ROOKIE RUGBY**

# ROOKIE RUGBY

- ITS TOUCH RUGBY WITH FLAGS
- WE HAVE THE MARINE CORPS SPONSORING BALLS
- ATTENDE DTHE FLORIDA HEALTH AND PHYS ED CONFERENCE
- HAVE OVER 150 SCHOOLS SIGNED UP

# ROOKIE RUGBY

- NEXT PHASE
- CARDIO STUDY BY SFU
- USARUGBY SEEKING MAJOR SPONSOR
  - FULL TIME PAID PROGRAM CO ORDINATOR, PAID
  - REGIONAL TRAINERS DRAWN FROM COLLEGES, PAID.

# ROOKIE RUGBY

TARGET FOR 2009

- PART OF FLORIDA PE CURRICULUM
- 600 SCHOOLS PARTICIPATING
- AVERAGE 2000 STUDENTS PER SCHOOL =

**1.2 MILLION** KIDS

PLAYING RUGBY EACH YEAR

# ROOKIE RUGBY

- UPCOMING EVENTS FEBRUARY
  - TRI COUNTY PE CONVENTION,
  - TRI COUNTY PARKS AND REC CONFERENCE
  - WEST COAST PARKS AND REC CONFERENCE

# ROOKIE RUGBY

- NEED TRAINER FOR PALM BAY NOW
- NEED TRAINERS FOR FEBRUARY ON
  - MIAMI DADE
  - BROWARD
  - PALM BEACH

CAN **YOU** HELP?