
SOCIAL IMPACT REPORT 2015



**RESPECT
LEARN
HEALTH**

COMMUNITY IS NOT JUST PART OF OUR GAME; IT IS OUR GAME.



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BRINGING PEOPLE TOGETHER TO ENRICH THEIR LIVES

Rugby League has produced generations of legends and legendary moments. Men, women and children who have inspired others to better themselves in their own communities and through their own lives.

Some of these moments occur on the field – from dusty rugby league fields in far regions of the country, to the bright lights of major stadiums in our cities.

Many moments of real impact however, occur away from the field, in our local communities. It is these moments that connect our game and unite our fans like no other.

Superstars like Greg Inglis and Jenni-Sue Hoepper – with proud Indigenous backgrounds who spend countless hours in Indigenous communities and as part of programs such as School 2 Work and our All Stars week.

Retired greats like Dan Hunt and Nathan Hindmarsh, who stand with us in helping to tackle bullying in schools and raising awareness and support of mental illness.

Our elite ambassadors and players spend more than 35,000 hours outside of football commitments, working in their communities. They realise their impact and voice can go some way to helping improve the lives of many.

This Social Impact Report – the first of its kind for Rugby League – outlines the work we do and measures the impact we have throughout our communities.

Our communities are the foundations from which our game draws its strength.

Our purpose in serving communities is simple. To lead and inspire people of all ages and from all walks of life to be the best they can by providing pathways and opportunities to live positive, respectful and healthy lives.

In doing so, we will continue to bring people together and enrich their lives.

John Grant
Chairman, Australian Rugby League Commission

Suzanne Young
Chief Operating Officer

OUR ELITE AMBASSADORS AND PLAYERS SPEND MORE THAN

35,000 HOURS

OUTSIDE OF FOOTY COMMITMENTS IN OUR COMMUNITIES.



POSITIVE CHANGE IN OUR COMMUNITIES

PRINCIPLES THAT GUIDE US

Our game and our voice are big, but we are by no means experts across the community initiatives we take part in and support.

That's why it's crucial we partner with leading experts across Australia, New Zealand and the Pacific to help guide and support our campaigns.

Three pillars define our work in the community, and guide the programs and initiatives we invest in:

NRL RESPECT

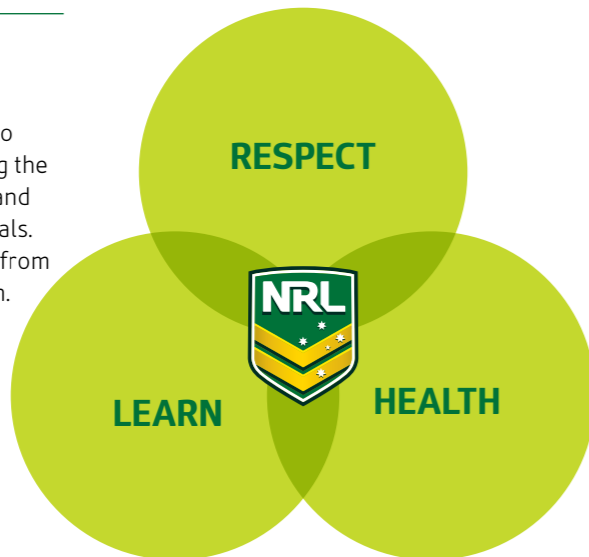
We are champions for developing self-respect and social responsibility to encourage inclusion and help build cohesive communities. We speak up against bullying, violence, racism and any other form of discrimination.

NRL HEALTH

We are a powerful voice for physical and mental health and wellbeing. We promote the benefits of sport and exercise to help people feel healthy, positive and connected.

NRL LEARN

We aim to inspire young people to follow their dreams by promoting the importance of study, education and working hard to achieve their goals. We understand this is important from the classroom to the locker room.



255,392

SCHOOL CHILDREN WERE EDUCATED ON THE VALUE OF WELLBEING AND LIVING AN ACTIVE AND HEALTHY LIFESTYLE DURING THE MONTH OF FEBRUARY FOR COMMUNITY CARNIVAL ACROSS 1,000 SCHOOLS AND 77 JUNIOR LEAGUES CLUBS



969

NUMBER OF SCHOOLS VISITED
DURING COMMUNITY CARNIVAL

42,649KM

DISTANCE TRAVELLED DURING COMMUNITY CARNIVAL



MEASURING OUR IMPACT

The primary objective in measuring our work in the community is to effectively articulate the social, economic and environmental value that our community programs contribute year on year.

Being accountable through this evaluation will ensure that we better understand and strive to improve our practices to achieve better outcomes for our community.

That's why we have chosen a well regarded methodology to understand, measure and value the impact of our programs in the community.

WHERE WE MAKE A DIFFERENCE

We are proud of the cultural diversity of our fans, members and players and those who volunteer, officiate and administer the game.

Our community work starts from within – with the support of our clubs and states. Together, we make a difference by supporting members of the rugby league family and local communities.

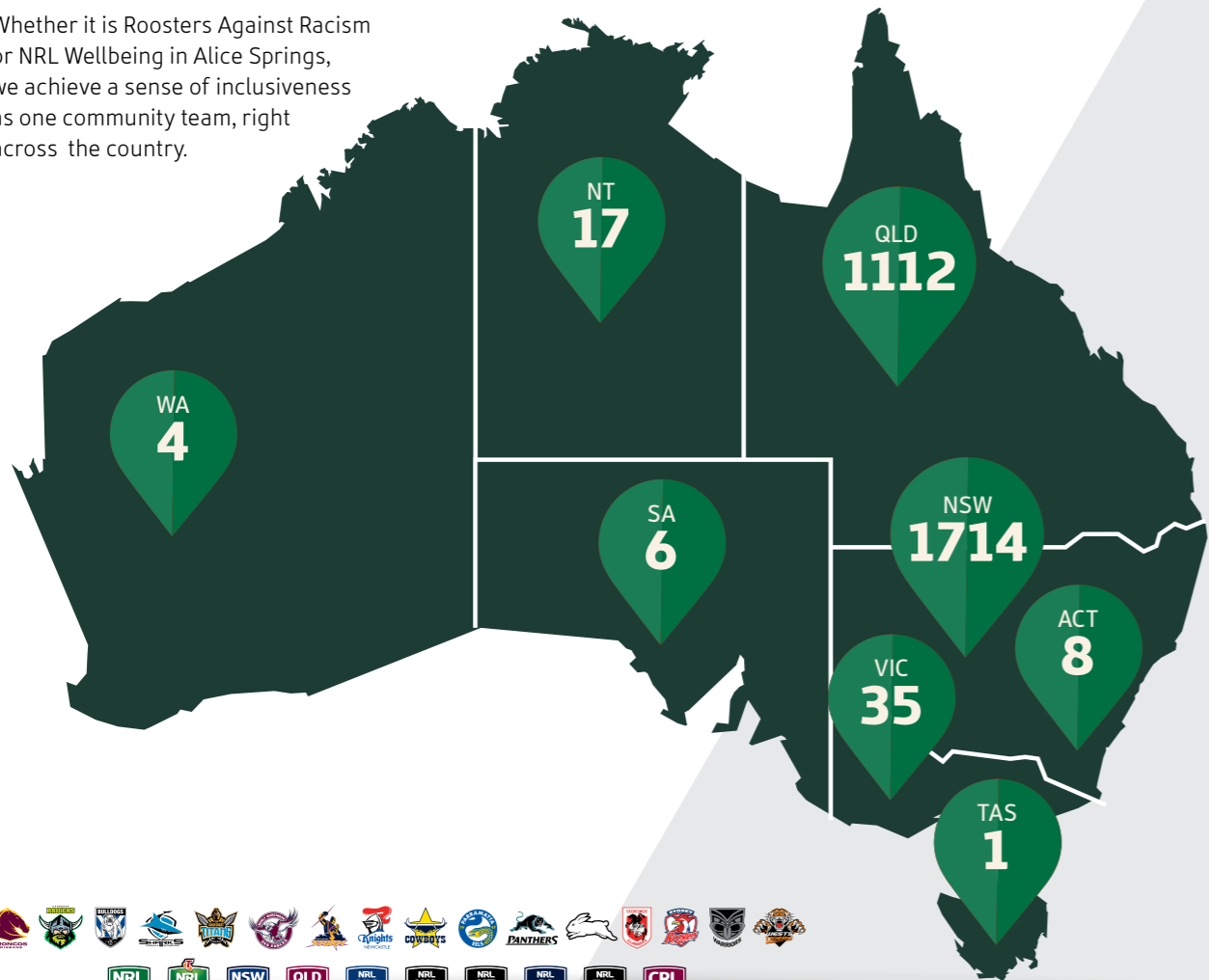
Whether it is Roosters Against Racism or NRL Wellbeing in Alice Springs, we achieve a sense of inclusiveness as one community team, right across the country.

41

The number of cultural groups engaged in Community programs in 2015

3,500

The number of school children in Papua New Guinea given Community Education resources



Key: Approximate number of communities our programs are delivered in.

Source: NRL Football & NRL Community

12%

Indigenous players at the elite level

42%

Pasifika players at the elite level

SOCIAL RETURN ON INVESTMENT

Social Impact Reporting (SIR) is regularly used amongst not for profit organisations and social enterprises to better understand the delivery of social benefit to communities.

SIR is a form of cost-benefit analysis that tells the story of how change is being created by measuring social, environmental and economic outcomes, using monetary values. 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.

The NRL has used the SROI Guide, written by the UK Cabinet Office in 2009 and updated in January 2012 as a basis for this report. The SROI Guide is a result of consultation with practitioners, members, academics and others with an interest in social and environmental value, and impact measurement and is globally regarded as best practice.

METHODOLOGY AND APPROACH

The methodology utilised a six stage approach to measure the impact of the game's work in the community and engaged CSR Strategic Consulting to independently conduct the evaluation.

The scope of this report assessed the impact that three major NRL Community programs had on their participants, partners and communities:

- » **NRL In League In Harmony**
- » **NRL School 2 Work**
- » **NRL State of Mind**

The impact stages are as follows:

STAGE 1: SETTING SCOPE

- » Specify evaluation objectives and design
- » Determine stakeholders, resources, etc.

STAGE 2: MAPPING IMPACT

- » Map the program plan across the Impact Map
- » Develop outcome Indicators

STAGE 3: EVIDENCING OUTCOMES

- » Assign monetary values and financial proxies

STAGE 4: ESTABLISHING IMPACT

- » Adjust for deadweight and attribution
- » Draw, interpret and justify conclusions

STAGE 5: CALCULATE SROI

- » Calculate the ratio

STAGE 6: REPORT, USE AND EMBED

- » Use and embed the results
- » Disseminate the results to relevant groups



NRL RESPECT



NRL IN LEAGUE IN HARMONY

BUILDING COHESIVE COMMUNITIES THROUGH VALUES AND RESPECTFUL BEHAVIOURS

The NRL's In League In Harmony (ILIH) program aims to promote social cohesion by tackling issues such as social disengagement, racism, gender inequality and bullying.

Program participants take part in theoretical and practical classes over the course of seven weeks, with lessons designed to develop both rugby league and interpersonal skills by acknowledging, appreciating and celebrating the diversity amongst peers and the wider community.

At the conclusion of the seven weeks, students and participants host a Harmony Day celebration and gala-day festival.

NRL ambassadors, including former NRL players, help facilitate the course and gala days, along with NRL teaching staff and project officers.

Community groups participating in the program include: Culturally And Linguistically Diverse (CALD) youth in high schools, intensive English centres, juvenile justice centres and junior leagues clubs. Our NRL ambassadors work and engage with youth from all backgrounds across religion, gender, culture and social backgrounds.

In 2015, more than 1,000 youth from 30 schools throughout New South Wales participated in the program – our most successful year since the program began in 2012.

The program has identified more than 200 Youth Ambassadors who are being further developed to become active leaders in their communities. Initiatives include students hosting harmony events in their schools, volunteering at NRL Harmony Day events, and mentoring their peers.

During 2015, the program delivered its inaugural In League In Harmony Youth Summit and was recognised at the Australian Multicultural Marketing Awards for service to youth.

Another highlight in 2015 included the NRL forming a partnership with the Human Rights Commission, through the In League In Harmony program, to promote the Commissions 'Racism. It Stops with Me' campaign.

"I have learnt more about being respectful of other people's differences and it made me a better person."

Program participant
Sir Joseph Banks High School 15yo

"One of the most beneficial parts of the program is the way in which the programs takes the message from the classroom environment and apply it in a practical Rugby League sense on the field."

Cobham Juvenile Justice Centre.

"Sport reflects and shapes the character of our society. Through our partnership with the NRL, we have an opportunity to develop a leading example of what a civil society can do to promote social inclusion and combat racial discrimination."

Dr Tim Soutphommasane
Race Discrimination Commissioner

"It has provided students with a great sense of the importance of teamwork, setting goals, communication and positivity. It has also provided students with the skills and confidence to learn new sports and make new friends with students from the mainstream high schools."

Fairfield Intensive English Centre



FOR EVERY \$1 WE INVESTED IN NRL IN LEAGUE IN HARMONY WE CREATED

\$5.44

OF SOCIAL VALUE



350 HOURS

THE NUMBER OF HOURS OF FACE TO FACE DELIVERY OF OUR IN LEAGUE IN HARMONY PROGRAM

NRL LEARN

NRL SCHOOL 2 WORK

GIVING YOUNG INDIGENOUS STUDENTS THE CONFIDENCE TO ASPIRE FOR MORE

The NRL School 2 Work program supports and mentors young Indigenous students to stay at school, aspire to achieve their goals, and assist in transitioning into further education and employment.

With the support of our clubs, the program has been supporting Indigenous youth since 2011 and has witnessed more than 300 students participate in the program.

The transition rate from school-based studies to employment is 98% - greater than the national average of 62% for similar education and employment outcome programs.

Throughout 2016 and 2017, the program will extend to support more than 500 participants right across the country.

Partnering with businesses and further education facilities has been key in transitioning students to the next stage of their life.

Our program has built strong relationships with more than 30 Australian businesses to assist in this process.

“Dean has been enormous help to me and ensures I maintain a balance between football and my studies. He has also helped me link up with the Badanami Centre for Indigenous Education at WSU who have been great. It's been tough maintaining a full study load with training and the support and resources provided by Badanami has been a big help and has also allowed me to mix with other Indigenous students.”

Tyrell Fuimaono
Participant

“The NRL School 2 Work Program continues to be a highly successful program that engages parents, students and community. It provides positive educational and employment outcomes for all students involved, in their transition from school to the workforce. The School 2 Work Program is very supportive and highly contactable on all levels whether communicating with students and parents, schools or community.”

Susan Turnbull
East Hills Boys High School

“The NRL School 2 Work program provides us invaluable assistance with our Indigenous School Based Trainees. First contact comes in the way of referring students to our program and the logistical support during the recruitment process allows students to meet the lengthy pre-employment requirements. Our trainees that are a part of the S2W program really benefit from the additional mentoring support. We work together to share information and support the students both at school, work and in the wider community. The program staff make my job easier and greatly contribute to the students' success.”

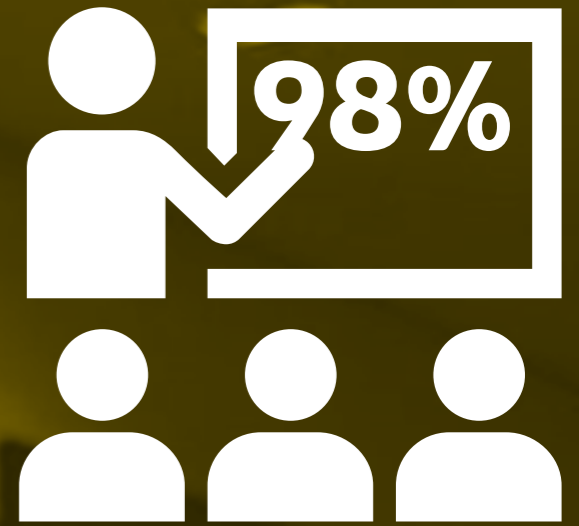
Kate Russell
Maxima Employment



FOR EVERY \$1 WE
INVESTED IN NRL SCHOOL
2 WORK WE CREATED

\$5.35

OF SOCIAL VALUE



**THE TRANSITION
RATE OF STUDENTS
INTO EMPLOYMENT
AND FURTHER
EDUCATION IN NRL'S
SCHOOL 2 WORK
PROGRAM IN 2015**

NRL HEALTH



NRL STATE OF MIND

BREAKING DOWN THE STIGMA AND CONNECTING COMMUNITIES AROUND MENTAL WELLNESS

In consultation with Australia's leading health experts, the NRL's State of Mind program aims to reduce stigma around mental illness by creating positive discussion and connection in our communities, and stimulating help-seeking behaviours by improving mental health literacy.

During the 2015 State of Origin series, the NRL's State of Mind program was launched in partnership with Lifeline, headspace, Kids Helpline and The Black Dog Institute.

Using the game's profile – and its significant Origin platform – the program is able to connect fans, members, communities and players at all levels around the issue of mental health and tools and techniques that can play a positive role in Australia's most widespread health issue.

The engagement of the game's elite playing group has been key in addressing stigma and shifting behaviour. Known as State of Mind Ambassadors, these men and women have a close personal connection to mental wellbeing, and are committed to encouraging our communities to improve their own mental health literacy and seek help no matter how big or small the problem may be.

"Footy players are perceived as these big tough guys that get out on the field every week so if we shed a bit of light on mental health issues and show that it's not a weakness, then it might give other people the motivation to seek help.

If someone gets an injury they can see it and know it affects performance and it's no different with your mental health. It's about breaking down that stigma. It isn't a weakness to have some mental health difficulties."

Dene Halatau
West's Tigers State of Mind Ambassador

Stakeholder Outcomes

With one in two people affected by mental illness in some capacity, our communities are the single most important stakeholder. NRL State of Mind used one of the game's greatest platforms, along with its reach through traditional and social media, to develop a total campaign circulation of 34 million people. Qualitative feedback received through online letters and surveys conducted at forums noted the power of the game to make a difficult topic more of a positive discussion. Our partners in the mental health arena noted the tremendous potential that exists for the game to connect, positively, with the target audience most at risk – young men.



FOR EVERY \$1 WE INVESTED IN NRL STATE OF MIND WE CREATED

\$2.73

OF SOCIAL VALUE

A photograph of two men sitting on grass. The man on the left is wearing a white t-shirt with the text 'WORLD SUICIDE PREVENTION' and dark shorts. The man on the right is wearing a baseball uniform, including a cap and a jersey. The image is overlaid with a large, semi-transparent yellow triangle on the right side. The text '3.4m' is prominently displayed in white on this triangle.

3.4m

**PEOPLE DIRECTLY
REACHED ONLINE
THROUGH THE GAME'S
STATE OF MIND
(MENTAL HEALTH)
CAMPAIGN**

CHAMPIONS AREN'T JUST ON THE FIELD

OUR FAMILY MEMBERS AT WORK

We love to celebrate the good things, the deeds that our players and community volunteers perform off the field. Our players and ambassadors willingly perform a staggering **35,000 hours** in the community every year. Of course, some of the real champions in our game work at the grassroots level.

With the **thousands of people** who volunteer to coach a team, to teach in schools, referee a junior game, work in the canteen or take charge of the barbecue. These are some of their stories.





LUKE DOUGLAS

Being a Champion for the Community

An active member of the Gold Coast community since he joined the Titans in 2011, Luke is passionate about his role in the community, most notably his leadership in the association between the Titans and the Down Syndrome Association of Queensland.

The driving force behind Luke's extensive involvement with the disabled community is to honour his late mother, Trish, who worked as a teacher for disabled children throughout her life. During the summer months, Luke spends his time teaching children with a disability how to surf.

"I'm not a Wayne Bennett but I try to teach the kids a few things", Douglas said. "With charity work, I'm pretty passionate about it.

"My Mum was a teacher's aide and worked with children with disabilities and I suppose it has rubbed off on me. She passed away a few years ago and I'm just trying to continue her legacy".

In recognition of his efforts, Luke was this year awarded the Ken Stephen Medal – the highest honour awarded to a current player in the field of community service. It has a long and prestigious honour roll dating back to 1988 where the great Wayne Pearce was awarded the inaugural medal.



BRETT KIMMORLEY

Continuing to further Rugby League as an NRL Ambassador

The NRL's Ambassador Program furthers the game's community impact by retaining and developing current and former NRL players to reach and engage as many communities as possible. A strong focus is given to regional, rural and remote areas of Australia, New Zealand and the Pacific, where the game is often idolised, but where connection is more difficult.

The Ambassador Program has taken Rugby League greats across Australia, New Zealand and the Pacific to promote health and education messages including NRL Tackle Bullying, NRL Wellbeing and NRL Dream Believe Achieve to local communities.

"This game has given me everything, and I feel very lucky to have been involved for over 20 years. Community work and assisting others is something within my DNA. I understand that we are considered role models by the community, and for this reason I'm proud to work as an NRL Ambassador". – Brett Kimmorley



CHRIS KIRKLAND

Using Rugby League to build a greater sense of Community

As President and Captain-Coach of the Collarenebri Bulldogs in north-western NSW, Chris uses rugby league to provide a greater sense of community both on-field and off-field.

When Chris initially came to Collarenebri, the Bulldogs struggled to field a single senior side. Today, the Collarenebri Bulldogs have three sides, which are the pride and joy of the community. His dedication to Rugby League extends beyond his own club and the playing field, to providing guidance and training sessions for non-players to give them a healthy outlet to express themselves and feel part of the local team.

"Rugby League gives youth in the town something to strive for. It works as a vehicle for different genders of all ages to have a sense of purpose and community," said Chris.

During 2015, Chris was recognised for his instrumental contribution and on-going dedication to Rugby League and the Collarenebri community, by being awarded the game's National Volunteer of the Year.



DAVID GRAHAM

Connecting Education with Rugby League to provide more Opportunities

As a music teacher at MacKillop Catholic College in the Northern Territory, 27-year-old David has transformed his school's community using Rugby League as a platform for positive change.

The founder of the MacKillop Sharks Rugby League Club, David has streamlined school and club teams to work in partnership, so that students have every opportunity possible to play, and be part of the game, in all its forms.

Through his promotion of the NRL's 'Beyond the Goalpost Program', countless students have had the opportunity to referee and participate in Gala Days and at Northern Territory club games on the weekend. Three MacKillop College students were selected to referee at the recent Under 11's Laurie Spina Shield event in Townsville as a part of this program.

"Rugby League can really help kids in the Northern Territory; it is such an important part of our heritage and I have personally seen the positive changes in the lives of these students as a direct result of playing and being involved in Rugby League," said David.

In recognition of his commitment and passion, David was awarded the 2015 national Teacher of the Year for his positive use of rugby league in the community.



**NRL
AMBASSADORS
VISIT OVER**

130,000

**CHILDREN PER YEAR
ACROSS AUSTRALIA,
NEW ZEALAND AND
THE PACIFIC**



2016 AMBASSADORS

Based in many locations across Australia and New Zealand, our NRL Ambassadors are responsible for the delivery and implementation of Community programs, Welfare and Education Programs as well as working across major events, sponsorship and the Premiership Season.

The NRL Ambassador program consists of past and present Rugby League players who are passionate about using their profile to create a positive difference in the game. Ambassadors represent Rugby League at all times to promote a positive profile, brand awareness and perception of Rugby League within the Community.

The 2016 Ambassadors are:

- | | |
|---------------------|-------------------|
| Adam MacDougall | John Skandalis |
| Alan Tongue | Josh Perry |
| Anthony Minichiello | Justin Hodges |
| Alex McKinnon | Luke Bailey |
| Ben Ross | Mario Fenech |
| Ben Smith | Matt Cooper |
| Brent Tate | Matt King |
| Brett Kimmorley | Matthew Bowen |
| Bronson Harrison | Nathan Hindmarsh |
| Dallas Johnson | Nathan Merritt |
| Dan Hunt | Petero Civoniceva |
| Danny Buderus | Renaë Kunst |
| Darren Lockyer | Roy Asotasi |
| David Simmons | Ruan Sims |
| David Peachey | Samantha Hammond |
| George Rose | Shaun Timmins |
| Georgia Hale | Stephanie Hancock |
| Jason King | Tallisha Harden |
| Jerome Ropati | Tom Learoyd-Lahrs |
| Joe Galuvao | Wendell Sailor |

PROGRAM PARTNERS

We greatly appreciate the support of our wonderful partners, including funding provided by the Australian Government



And the Australian Human Rights Commission

RACISM. IT STOPS WITH ME

APPENDIX

The below details the breakdown of each program calculation.

Program	Activity	Program Costs (\$)	Indicator	Quantity	Financial Proxy	Value (\$)	Source	Impact (\$)	SROI for every \$1
IN LEAGUE IN HARMONY	6-week Sessions: syllabus-based theory and practical lessons.	\$133,000	New clubs/group activities joined during the year	897	Value of increased 30 minutes x 2 day per week of physical activity through QALYS for one year	\$963	Wellbeing SROI Guide 2014	\$215,953	
			Increase self-reported confidence	1311	Quality of Life Index indicator for community life	\$2,489	LifeCycle UK SROI Scotland	\$489,462	
			Reporting less violence and more awareness	68	Youth crime rates cost to society	\$1,720	Varua & Stenberg (2009) SROI	\$17,544	
								\$722,959	\$5.44
SCHOOL 2 WORK	Career Development Pathways through mentoring sessions, workshops, internship opportunities, self-esteem workshops etc.	\$2,300,000	Number of students achieving employment	156	Cost of an unemployed person	\$37,000	EFSI report, Business Insider report (adapted for AU)	\$3,896,100	
			Number of students achieving enrolment	50	Value of post-secondary education	\$195,000	OECD Education Indicators In Focus 2012	\$6,581,250	
			Number of students graduated from program	191	Cost of a Personal Development Course	\$660	Professional Development Training Pty Ltd	\$102,109	
			Number of students graduated from program	191	Social services ATSI vs non ATSI	\$20,000	ABS 2015	\$1,719,000	
								\$12,298,459	\$5.35
STATE OF MIND	Mental Health Awareness Campaign, Tools, Resources and Training opportunities, self-esteem workshops etc.	\$100,000	Number of individual users accessing mental help resources	1777	Observed spending on related goods - costs of 2 GP visits	\$128	Australian Medical Society	\$127,944	
			Use of NRL State of Mind Self Assessment and Emergency Resources	269	Reduced use of medical services	\$2,156	Breaking the Silence report, Lifeline	\$144,991	
								\$272,935	\$2.73



RESPECT
LEARN
HEALTH

