

IRFU Welcoming Clubs Programme



WOMEN IN RUGBY

Embracing the Future

Background notes from the presentation

Welcoming Clubs

The Welcoming Clubs programme aims to support the “team off the field” at the Community Rugby Clubs in the development and delivery of their club activities. It focuses on the development of “grassroots business skills” and understanding needed by the volunteers within the clubs to enable them to optimise their resources.

During season 2011/2012 over 90 clubs engaged with the programme at interactive workshops and web pages were developed which provided background information and a range of case studies which highlighted best practice.

To view the web information go to - http://www.irishrugby.ie/club/welcomingclubs/welcoming_clubs_index.php

During the first workshop we discussed how many of the clubs a) had women working as the secretaries, President or in other senior positions within the club. We also discussed how many clubs hadn't “embraced women” within their clubs and how this was a mistake. At the second workshop two clubs reported back how they had made changes within their clubs and the positive outcomes they have achieved.

UL Bohemian RFC

Following the meeting the club representatives decided to make a conscious effort to target the women at the club and to try and get them involved. Their first step was to form a small ladies committee with the aim of running a recruitment evening for the mini section parents with a focus on the Mothers. The Committee gave out an invitation to every Mother who came along to training. The invitation had a raffle ticket attached which a) entered them into a draw for two Heineken Cup tickets and pre match lunch in the car park and b) a free drink. Over 300 people turned up to the “social evening” where there was a buffet and short presentations. The Women's team ran a further raffle on the night for which tickets were sold and the income covered the cost of the evening.

As a result of the evening they were able to recruit a further group of volunteers whose first event was to provide all of the food for a presentation night two weeks later. It went very well and the club are optimistic about the support the ladies committee will provide for the club.

Kanturk RFC

Again following the meeting the Kanturk representatives decided to build a relationship with the Mothers of the mini section. They provided coffee in the club house for them during the mini rugby training and on Mother's Day provided each Mother with a small plant. As a result the relationship between the Mothers and the club has grown. One outcome which they have attributed to the growing relationship / understanding of the “wants and needs” of the Mothers was that the Summer School was promoted to the Mothers and it sold out in two weeks.

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IRFU Welcoming Clubs Programme; An IRFU initiative which provides clubs with a road map and training for the “team off the field” to assist them in running their sports club as efficiently as possible.

Why should your club consider running a women's team?

We asked this question to a range of rugby clubs including Sligo, Malone, Railway Union, Derry and Old Belvedere. The answers they gave are included in the case studies that are included in this pack.

What needs to be done in preparation?

The IRFU have prepared some details information for those clubs wanting to start up a Women's team. This information can be found on the website, simply go to – [I couldn't find this link](#)

Creating the plan

There is a detailed document included in the pack which will take you through the steps you need to take when developing your plan.

Recruitment

Further information about the recruitment ideas used can be found in the case studies.

Further information about "Play rugby" can be found on the IRFU website - http://www.irishrugby.ie/agegrades/about_playrugby.php

Support from the IRFU

This can also be found on the web site – [Again I couldn't find this I'm afraid](#)

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