

# Information for focus group participants

## About the Auckland Rugby Union Club Review

### *Purpose*

We are carrying out an independent review to understand the experiences of club participants and to identify factors that contribute to a sustainable competition and positive rugby experiences for the Auckland Rugby community. The review is being conducted by Clara Pau and Jacquie Tran from Flame Trees Ltd. You can find out more about us from our website: <https://www.flametrees.co.nz>

### *Key principles for the review*

- **Independent:** While we work in the sport sector (primarily in the High Performance sector in NZ), we have no affiliations with any Auckland Rugby clubs.
- **Wide-ranging:** In the time allocated to the review, we will be curious and pursue leads that we uncover as we carry it out.
- **Consultative:** We are action-oriented and solutions-focused, and are committed to the integrity of the process.
- **Inclusive:** We embrace the diversity that exists across the clubs that Auckland Rugby supports and governs. We understand that this diversity enriches community and competition.

## About the focus groups

### *How the focus groups will be conducted*

Focus groups will be conducted either online or in-person, facilitated by Jacquie and Clara. The sessions will be scheduled for two (2) hours, including a break. Each session will focus in on one of these three major topics (more detail on each session is provided on page 2):

1. Club rugby experiences and club sustainability
2. Competition format and structure
3. Pathways

The focus groups provide an opportunity for participants across Auckland Rugby to provide their own points of view, appreciate the views of others, and work together to devise solutions to key issues in a group setting.

We ask that participants come along willing to listen and respect the diverse opinions of others, even if they differ from your own views.

A mix of individuals will be present at each session. People from all Auckland clubs will be invited to register their interest, and groups will be tailored accordingly to ensure representation across clubs and across participant roles in these sessions.

We know that not everyone feels comfortable speaking or participating in a group setting. We strive to create a welcoming environment where everyone can participate comfortably, without pressure.

Please let us know if you'd like to bring someone along with you. *In-person* focus groups will not be recorded, and we kindly ask participants not to record video or take photographs during any of the sessions.

## Registering your interest in the focus groups

Visit this link to express your interest in attending a focus group:

[https://bit.ly/club\\_review\\_focus\\_groups](https://bit.ly/club_review_focus_groups)

Once you have registered your interest, we will be in touch about confirming your place and provide further information about your participation in the review.

## Content of the focus groups

Each session will focus on one of three topics, as described below:

### 1. Club rugby experiences and club sustainability

Friday 30 July 2021, 6–8 PM online

Monday 9 August 2021, 6–8 PM in-person at Eden Park

The focus of this session is on ways to strengthen positive experiences in club rugby and support club sustainability. We will cover topics such as: interactions between clubs and the Auckland Rugby Union, the role of club legacy and history, funding and resourcing strategies, attracting and retaining club participants (players, coaches, volunteers, referees, and families), and club initiatives to prepare for the future of rugby in Auckland.

### 2. Competition structure and format

Monday 2 August 2021, 6–8 PM online

Tuesday 10 August 2021, 6–8 PM in-person at Eden Park

The focus of this session will be to examine current competition structures, and discuss possibilities for the Men's and Women's senior competition (across the grades). We anticipate discussion on topics such as: perceived advantages and disadvantages of particular formats (e.g., divisions, round robins); participant numbers and the effects on the wider competition; and competitive balance.

### 3. Pathways

Tuesday 3 August 2021, 6–8 PM online

Thursday 12 August 2021, 6–8 PM in-person at Eden Park

The focus of this session will be to consider strategies to grow the community game. We will cover topics like: connections between representative rugby and community rugby, high performance, participation, junior rugby and its connection to senior rugby, and the "Auckland Rugby Way".

## After the focus groups

You will receive a summary of the discussion of the focus group via email. You can make any suggestions or additions you wish to this document before returning it to us within the specified timeframe. All participation is voluntary.

We will use the information we gather from club participants to write a report and provide recommendations to Auckland Rugby relating to club and competition sustainability. We, in coordination with Auckland Rugby, will share findings from the review with you and all clubs.

## Frequently asked questions

### *Can I register my interest for multiple focus groups?*

Yes, you can register for multiple focus groups, but this does not guarantee your participation in every session that you express interest in. We will be reviewing all expressions of interest to ensure manageable session sizes and representation across clubs and participant roles.

### *Can I withdraw?*

Participation is voluntary. You can withdraw your participation at any time throughout the club review - to do so, please contact us (details listed below). We plan to complete the club review by August 2021.

### *What will happen with my information?*

You can find our privacy statement here: [https://www.flametrees.co.nz/privacy\\_statement.html](https://www.flametrees.co.nz/privacy_statement.html)

Our responsibility is to protect the confidentiality of what you choose to share with us. Only Clara and Jacquie will have access to your identifiable responses (e.g., your name and other identifying details attached to your responses). We will maintain the confidentiality of your responses by:

- Removing individually identifying details from any reports, presentations, and documents shared with the Auckland Rugby Union. In other words, they will not know which person has said any particular comment.
- Removing information that identifies specific clubs. In other words, they will not see club names attached to the responses of club participants.
- Summarising views that are shared by groups of people to protect individual identities. Examples of how this could be written include: "Several coaches across the clubs say that..."; "A number of players describe..."; "Some club administrators express the view that..."

### *What will happen from this review? What will ARU do with the info?*

This review, and the implementation of any recommendations which comes from this review will be driven by the Adult Rugby Committee. Flame Trees is responsible for independently conducting the review, providing recommendations and preliminary support around how changes might be implemented. The Adult Rugby Committee, along with the Council of Delegates, have the remit to decide what to do with our recommendations / implementation resources.

## Contact details

If you have any questions, concerns, or feedback about the club review, please contact us:

### **Jacquie Tran**

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