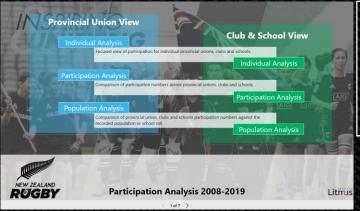
# **NEW ZEALAND RUGBY INSIGHTS TOOL**

The Insights Tool can be found here

### Background

Participation is a key metric for all areas and levels of Rugby. The Insights Tool enables you to see your player. referee and coach numbers since 2008. The tool has been developed in partnership with Litmus and it allows the user to break down the participation numbers in a Provincial Union, individual Club or Schools, Gender, Age and Ethnicity



### Why

The tool is designed to give clubs and Provincial Unions (PU) easy access to their participation numbers. These can be used for trend analysis, grant applications, reporting and recruitment



If you have any further questions about the tool, suggestions around how we can improve it or need exact numbers, please contact: Ben Van Berkel, Participation Analyst at New Zealand Rugby Ben.VanBerkel@nzrugby.co.nz





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# **NEW ZEALAND RUGBY INSIGHTS TOOL**

Provincial Union View – Individual Analysis

### This Page

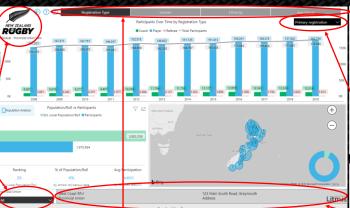
Shows you the participation numbers for each PU for the past 12 years

### NZ Rugby Logo

Click here to return to the home screen

### **Provincial Union**

Select your own Provincial Union to only see the statistics relating to it



### Registration Data

Default option is Primary Registration which means each person is only counted once. If you also select "Secondary Registration" numbers could be duplicated i.e. if one player registers as both a senior and a sevens player

### Address Bar

Each Provincial's Union's address is listed within this box

### **Demographic Selections**

Default selection of "Registration Type" shows you the number of Coaches, Players and Referees. If you would like the statistics broken down Gender, Ethnicity or Age Group, select one of these options





2

# NEW ZEALAND RUGBY INSIGHTS TOOL Provincial Union View - Participation Analysis

This Page
Shows you the total registrations for the past 12 seasons. If you hover over each PU or year, it will break down the registrations into the different demographic groups as shown below

Compact Principle District Nation Vision For Nation Nati

Map
Each PU has a pie chart
representing the number
of players, coaches and
referees. The larger the
pie chart, the greater the
number of total
participants. If you
change a demographic
selection, the pie chart
will reflect this.

Demographic Selections Like the page before, you can select one PU or specific demographic groups

### Example 1

RUGBY

Number of female players in Auckland in 2017 – In the Demographic Selection, select Auckland RFU as the PU, Player as the Registration Type, Primary Registrations only and Female as the Gender. This will show there have been "29K" players in the past 12 years and if you hover over the 2017 bar, you can see there were 3,021 female players in 2017





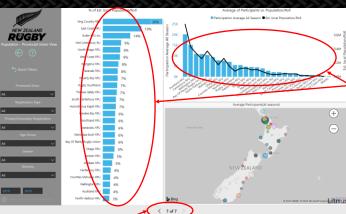
3

# **NEW ZEALAND RUGBY INSIGHTS TOOL**

Provincial Union View – Population Analysis

## This Page

Shows the percentage of registered participants against the population within the PU according to the 2013 census. Note that the PU and regional boundaries are not always the same



## Bars and Columns

If you right click on any of the blue bars or columns, it allows you to view a larger graph or drill down into one PU's data

### Navigation

You can also select these arrows to navigate between the pages. The Provincial Union Views are pages 5, 6 and 7 whilst the Club and School Views are on pages 2, 3 and 4





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# **NEW ZEALAND RUGBY INSIGHTS TOOL**

School & Club View - Individual Analysis

### This Page

Shows the number of school, referee or club participants have been involved for the past 12 years. This can be a single club or school or numerous clubs/schools. It also contains population data as per the previous page

The "←" button takes you to the previous page you were on, the "?" gives helpful hints and the "i" takes you to the next page for a more in depth analysis

# RUGBY

### Club, Referee Association or School Selections

Once you have selected the Club, Referee Assn or School as indicated above, choose the specific Club, School or Referee Assn you would like to view using this drop-down option. You can type the name(s) into the search bar for faster results. Note the club/school name is also know as Organisation

### Club, Referee Association or School Option

You can choose to view individual (or multiple) Clubs, Referee Associations or Schools by selecting one of these options





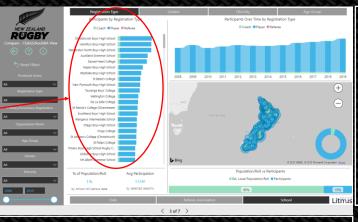
5

# NEW ZEALAND RUGBY INSIGHTS TOOL

School & Club View - Participation Analysis

### This Page

Shows the participation numbers broken down into School, Referee Assn or Club. i.e. it's showing in the past 12 years, Christchurch Boys High School has had the most registrations, followed by Hamilton Boys and Palmerston Boys



Number of male Maori coaches in 2019 in Bay of Plenty - Select the club option & within the Demographic selections, select Bay of Plenty Rugby Union, Coach as the Registration Type, Primary Registrations only, Maori as the Ethnicity and move the circle to only show 2019. This gives a result of 239 which is found under the "Avg Participation" or by hovering over the year 2019. It's also broken down into the numbers per club in BoP

### Example 3

Number of players at Martinborough club for the past three years -Select the club option & within the Demographic selections, select Player as the Registration Type, Primary Registrations only, Martinborough as the Organisation and the years to be 2017 to 2019. This shows 417 players in total 135 in 2017, 140 in 2018 and 142 in 2019





# **NEW ZEALAND RUGBY INSIGHTS TOOL**

School & Club View - Population Analysis

**This Page** Shows the total participation numbers as a percentage of the population

### **Participation Graph**

Some schools or clubs may look higher than you expect. This could be due to some smaller schools or clubs merging and playing under one name, incorrect roll data from the Ministry of Education or the 2013 Census data being applied to club "boundaries" incorrectly

# RUGBY

### **Definitions**

Registration- A registration is typically created by the participant within Sporty. The registration must then be approved by a member of the participants PU before it is made "active" & can be used in reporting. People can register as a Player, Coach, Referee or Volunteer/Admin (if required they can enter separate rego's for each)

### Definitions cont.

Primary Registration: The first registration entered for a participant type i.e. player

Secondary Registration: Any additional registrations entered for the same participant type

Example: If I register as a senior player and then as a sevens player and once as a coach...Í will have two primary rego's (one player & one coach) and one secondary rego (player)



# **NEW ZEALAND RUGBY INSIGHTS TOOL**

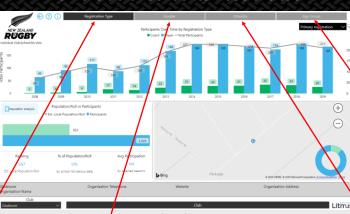
How a Club or School can use the tool

### This Page

From the School and Club View – Individual Analysis page shown above, I will outline how a Club (or School) can use the tool to obtain relevant information. For the demonstration I selected the Gladstone club from Wairarapa-Bush

### Registrations

The default view shows that player and coaching numbers increased dramatically between 2011 – 2014 and have since been relatively consistent, except for a reduction of coaches in 2019



### Gender

By clicking on the Gender option you can see that the increase in player and coaching numbers was mainly linked to males. Since 2014 male participants have varied between 209 and 223 whilst females has varied between 4 - 10

### Age Group

By clicking on the Age Group option you can see a large shift towards junior player occurred between 2011 and 2012 but numbers have been consistent since 2014, although 13 - 18yrs are reducing

### Ethnicity

By clicking on the Ethnicity option you can see that since 2014 over 200 of the participants identify themselves as NZ European and since 2016 the number of Maori participants has declined



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