

# SOCIAL IMPACT REPORT 2016



**RESPECT  
LEARN  
HEALTH**

**THE NRL IS A POWERFUL VEHICLE FOR CHANGE. OUR AIM IS TO HELP COMMUNITIES THRIVE; TO LEAD AND INSPIRE PEOPLE TO BE THE BEST THEY CAN BE, BY PROVIDING PATHWAYS AND OPPORTUNITIES TO LIVE POSITIVE, RESPECTFUL AND HEALTHY LIVES.**

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## WELCOME FROM TODD GREENBERG NRL CEO



I am very pleased to be welcoming you to the 2016 NRL Social Impact Report.

Rugby League was founded when good men and women decided that the welfare and wellbeing of the members of their community was of the highest importance. Over a hundred years later, our Rugby League community remains the heart of our game.

The NRL community is comprised of all the people who through the game share common interests and values. The game binds this community by providing a common platform that transcends gender, culture, age, ability and geography – it provides a way to open doors, break down barriers and establish instant connections.

The NRL is committed to utilising the power of Rugby League to make a positive difference. Each year, the NRL delivers extensive programs designed to create positive social change across three core pillars; NRL Respect, NRL Learn and NRL Health.

This Social Impact Report provides the opportunity for us to celebrate and highlight just a few of our important 2016 community initiatives and the positive outcomes these initiatives are achieving.

I personally had the opportunity to get involved in a number of these programs throughout the year and was filled with pride when standing alongside the participants hearing their stories and the positive impact the messages communicated through the programs were having.

# PROGRAMS

REACH OF OUR PROGRAMS ACROSS AUSTRALIA, NEW ZEALAND AND THE PACIFIC

TWO SIGNIFICANT GRASSROOTS PROGRAMS WERE LAUNCHED IN 2016:

- »  **STATE OF MIND GRASSROOTS**
- »  **VOICE AGAINST VIOLENCE**

NRL WELLBEING WAS A KEY FOCUS FOR 2016 WITH OVER

# 1,000

INDIVIDUAL PROGRAMS DELIVERED ACROSS AUSTRALIA AND NEW ZEALAND

2016 SAW A

# 21%

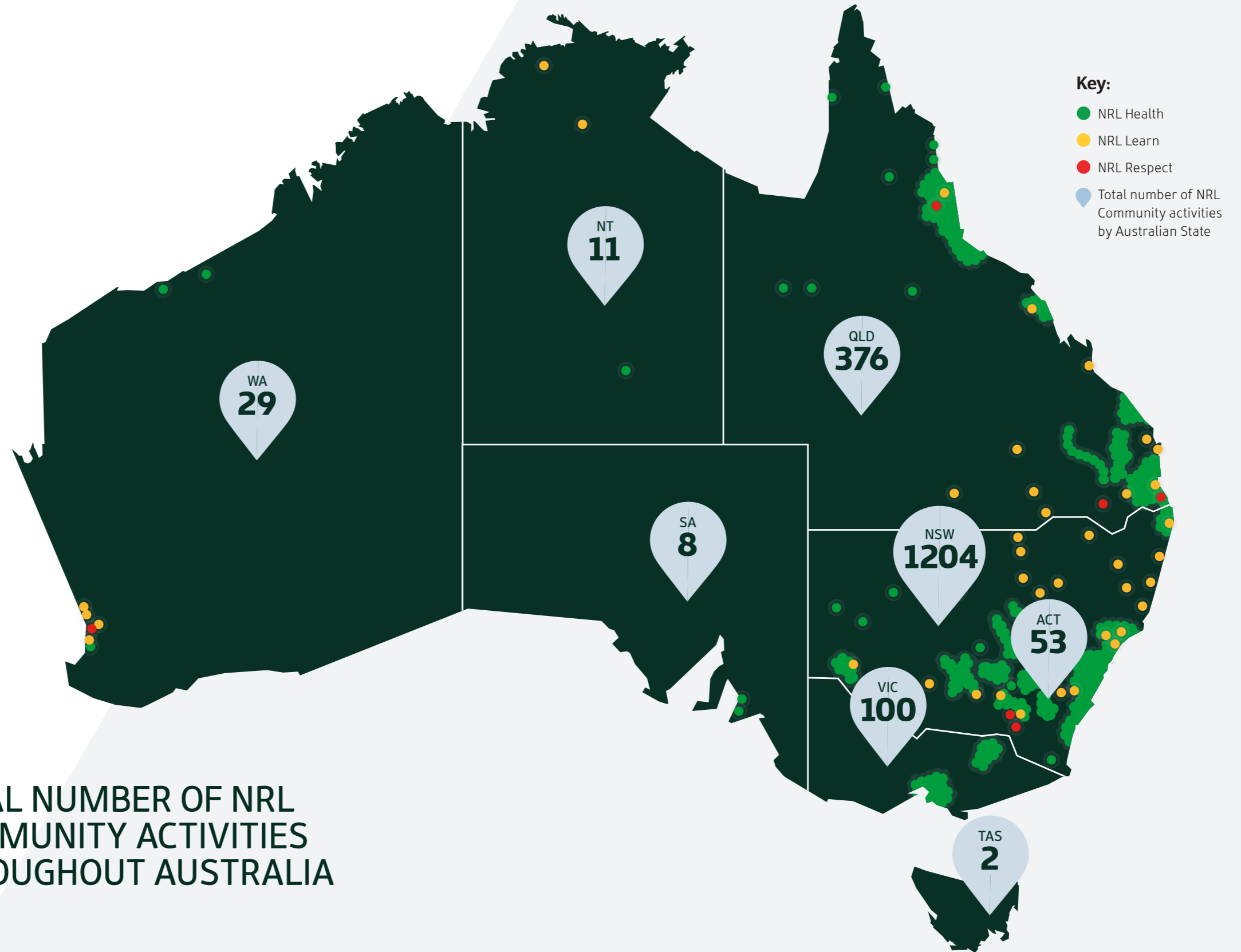
INCREASE IN THE NUMBER OF ACTIVITIES AND/OR PROGRAMS DELIVERED BY NRL AMBASSADORS



# PROGRAMS

## HIGHLIGHTS AND DELIVERY OF OUR PROGRAMS

Throughout 2016, NRL staff members, NRL Ambassadors and NRL players delivered a wide range of programs across Australia and New Zealand. The following Heat Map highlights the reach of our activities as well as the wide variety of programs delivered.



TOTAL NUMBER OF NRL COMMUNITY ACTIVITIES THROUGHOUT AUSTRALIA

# MEASURE IMPACT

## 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 Social Return On Investment (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 Cause Consulting Group 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:



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



# COMMUNITY

## OVERVIEW OF THE NRL COMMUNITY STRATEGY

The NRL is a powerful vehicle for change. Our aim is to help communities thrive; to lead and inspire people to be the best they can be, by providing pathways and opportunities to live positive, respectful and healthy lives.

We aim to have this positive impact on every community and/or individual we come into contact with – whether it be students or teachers in schools, players, volunteers or officials at a grassroots clubs, fans or members at an NRL game. We do this by focusing our efforts on three key pillars – NRL Respect, NRL Learn & NRL Health.

### TARGET GROUPS:



PILLARS	MARQUEE PROGRAMS	GAME PLATFORMS	OTHER PROGRAMS/INITIATIVES
<p><b>NRL RESPECT</b> The aim of NRL Respect is to unite and empower communities by promoting the values of self-respect and social responsibility</p>	<p><b>NRL Voice Against Violence</b> Domestic Violence Prevention Initiative</p> <p><b>NRL In League In Harmony</b> Social Cohesion Program</p>	<p><b>Representative weekend</b></p>	<ul style="list-style-type: none"> <li>» NRL Tackle Bullying</li> <li>» Pride in League</li> <li>» Inclusion Framework</li> <li>» Women in League Regional Forums</li> </ul>
<p><b>NRL LEARN</b> A vehicle for improving education, enhancing employment opportunities and pathways, and providing life skills</p>	<p><b>NRL School to Work</b> Indigenous Engagement Program</p>	<p><b>All Stars &amp; Indigenous Round</b></p>	<ul style="list-style-type: none"> <li>» NRL Learning With League</li> <li>» NRL Rugby League Reads</li> <li>» NRL Dream, Believe, Achieve</li> <li>» NRL Values</li> </ul>
<p><b>NRL HEALTH</b> A powerful voice for physical and mental health and overall wellbeing</p>	<p><b>NRL State of Mind Grassroots program</b> Mental Health Initiative</p>	<p><b>State of Origin</b></p>	<ul style="list-style-type: none"> <li>» NRL Wellbeing Program – Australia, NZ and Pacific</li> <li>» NRL Hospitals Program</li> </ul>

Community Carnival, NRL Ambassador Program & Community Awards



# NRL RESPECT

## / OVERVIEW

The aim of NRL Respect is to unite and empower communities by promoting the values of self-respect and social responsibility. We contribute to a more inclusive and cohesive society through innovative programing and productive partnerships with industry experts.

Our Respect programs work across a diverse spectrum of participants, from a newly arrived migrant developing their confidence through our In League In Harmony program to a Junior League player inspired to make a positive difference through our Voice Against Violence program. We will continue to use our strong voice to create an environment where everyone belongs.

### NRL RESPECT PROGRAMS:

- » **NRL Voice Against Violence**
- » **NRL In League In Harmony**
- » **NRL Tackle Bullying**
- » **Pride in League**
- » **Inclusion Framework**
- » **Women in League Regional Forums**

#### PILLAR PARTNERS



And the Australian Human Rights Commission  
**RACISM. IT STOPS WITH ME**

#### PROGRAM IN FOCUS

### NRL Voice Against Violence

Voice Against Violence is an NRL Community program aimed at decreasing and ultimately, ending domestic violence. This is achieved through a grassroots program for 16–18 year olds as well as an awareness campaign including a commercial and website, all launched in 2016. The program is focused on encouraging participants to: **Stand up** to acknowledge that gender

based violence is an issue in Australia and its local communities; **Speak out** to raise awareness and highlight the realities of the current domestic violence situation in Australia and; **Take action**, because we all have a role to play in in the prevention of violence against women.

The NRL is working alongside its expert partners to develop additional resources and education tools in the fight against domestic violence. Together with players, Clubs, States, Pacific neighbours and communities, the NRL wants to continue to be a catalyst for change and contribute directly to the long-term prevention of domestic violence.



FOR EVERY \$1 WE INVESTED  
 IN NRL VOICE AGAINST  
 VIOLENCE WE CREATED

# \$4.73

OF SOCIAL VALUE





**“DON’T LAUGH  
ALONG WHEN  
YOU HEAR  
SEXIST ‘JOKES’.  
CALL IT OUT OR  
WALK AWAY.”**

**MATT SCOTT**  
AUSTRALIAN KANGAROO



# NRL LEARN

## OVERVIEW

At the heart of the NRL Learn pillar is the use of sport as a vehicle for improving education outcomes. The vision for NRL Learn is to use our great game to inspire young people to follow their dreams.

This is achieved through the delivery of programs and initiatives that promote the importance of study, education and working hard to achieve your goals.

The NRL Learn team have developed a number of programs that meet the Australian Curriculum and the New Zealand Curriculum objectives. The suite of programs and resources available are outlined below.

There are multiple options for delivery of these programs including face to face in the dedicated NRL Learning Centre, via video conference hosted by members of the NRL Learn team, or in schools.

### NRL LEARN PROGRAMS:

- » **NRL School to Work**
- » **NRL Learning With League**
- » **NRL Rugby League Reads**
- » **NRL Dream, Believe, Achieve**
- » **NRL Values**

#### PILLAR PARTNERS



#### PROGRAM IN FOCUS

### NRL School To Work

The NRL School to 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.

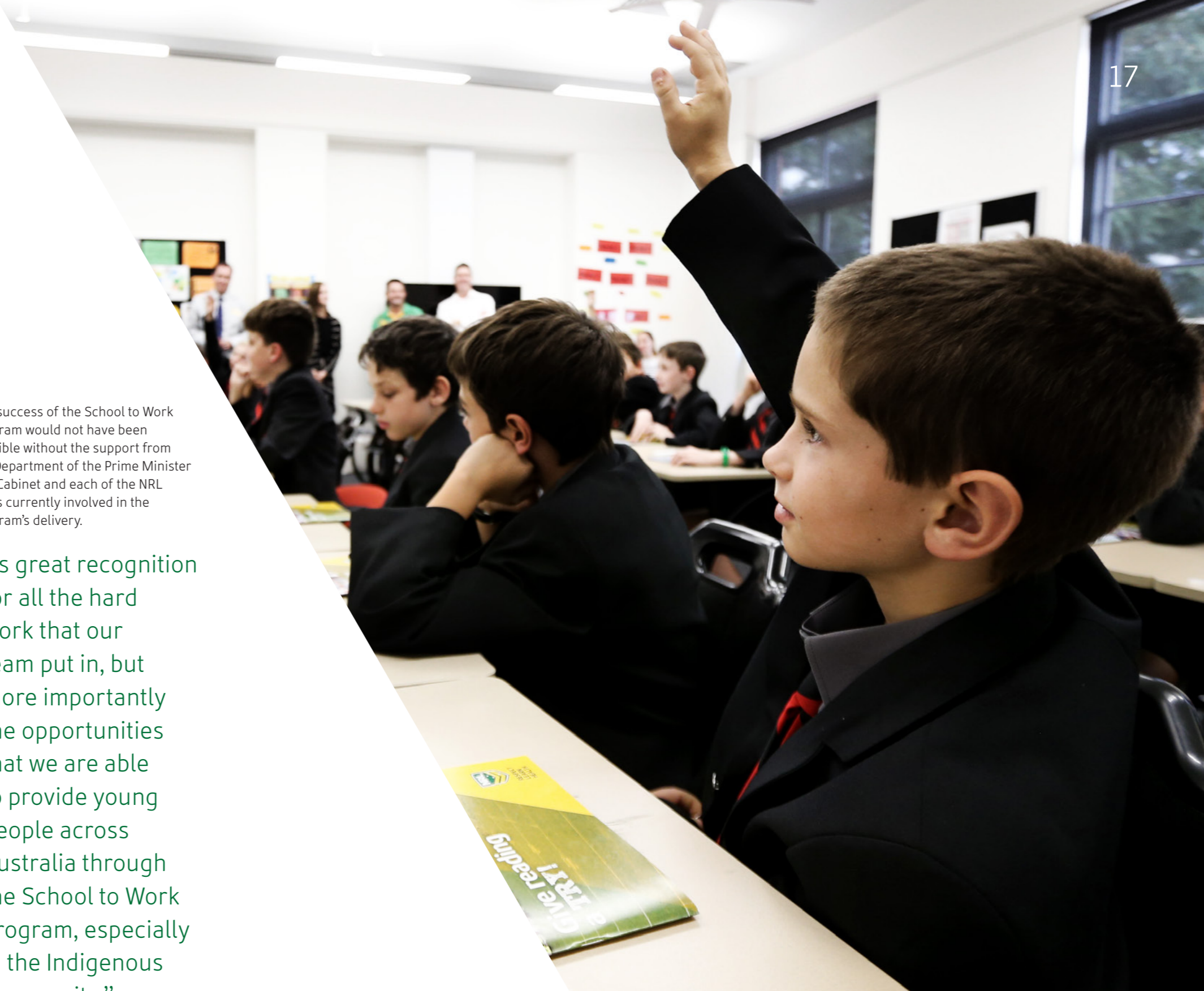
In 2016, the NRL was officially recognised on the international stage for their School to Work program at the annual Beyond Sport Awards in London. The NRL's School to Work Program was recognised for its success in providing increased opportunities, through Rugby League, for Aboriginal and Torres Strait Islander Australians to access quality programs aimed at closing the gap between Indigenous and other Australians across key social indicators such as education, employment and health.

Beyond Sport is the peak global organisation with the sole focus of demonstrating how sport can play an active role in sustainable social change. They deliver the Beyond Sport Awards annually to reward the best projects across the globe that use sport for positive social change.

The success of the School to Work program would not have been possible without the support from the Department of the Prime Minister and Cabinet and each of the NRL clubs currently involved in the program's delivery.

“It’s great recognition for all the hard work that our team put in, but more importantly the opportunities that we are able to provide young people across Australia through the School to Work program, especially in the Indigenous community.”

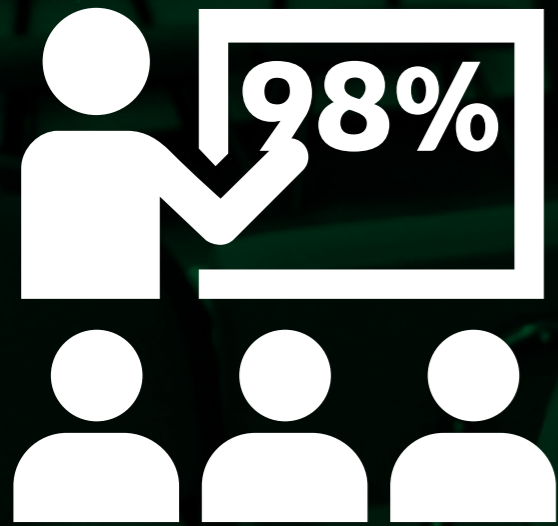
MARK DEWEERD



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

**\$5.46**

OF SOCIAL VALUE



**THE TRANSITION RATE  
OF STUDENTS INTO  
EMPLOYMENT AND  
FURTHER EDUCATION  
IN NRL'S SCHOOL TO WORK  
PROGRAM IN 2016**



# NRL HEALTH

## OVERVIEW

NRL Health aims to empower communities to be happy and healthy. From the holistic NRL Wellbeing program for primary school aged children to the NRL State of Mind Grassroots program, the game continues to have a positive impact on the health and wellbeing of the Rugby League family and broader community.

### NRL HEALTH PROGRAMS:

- » **NRL State of Mind Grassroots Program**
- » **NRL Wellbeing Program – Australia, NZ and Pacific**
- » **NRL Hospitals Program**

**PILLAR PARTNERS**

**PROGRAM IN FOCUS**

### NRL State of Mind Grassroots Program

In 2016, the already successful NRL State of Mind initiative grew into a grassroots program that directly impacts Rugby League communities across Australia and New Zealand. In collaboration with expert partners headspace, Kids Helpline, the Black Dog Institute, Lifeline and Le Va, a six step recognition process was developed and piloted with impressive results.

The NRL State of Mind Grassroots program aims to:

- » Reduce stigma associated with mental ill health
- » Increase mental health literacy of club leaders
- » Stimulate help-seeking behaviour of club members
- » Empower grassroots clubs to form relationships with local mental health services
- » Develop elite players as advocates for mental wellness

**The program's six steps include:**

- STEP 1**
  - » Club is supplied with resources including a life size player stand that holds partner brochures containing important information on mental health issues and services
- STEP 2**
  - » A mental health literacy education session for club leaders is delivered by a State of Mind Ambassador and a co-facilitator.
- STEP 3**
  - » The club hosts an event day, sharing messages of mental wellness and help seeking. The event day is an important way of engaging the broader community in the initiative.
- STEP 4**
  - » A mental health action plan is developed using a provided template.
- STEP 5**
  - » Clubs and individuals participate in measurement and evaluation processes.
- STEP 6**
  - » The club is recognised and celebrated as an NRL State of Mind Club.



In 2016 the program received a significant funding boost from the Queensland Government with an investment of close to \$1 million dollars over the next three years to provide the program to 220 Queensland grassroots clubs. The program was also delivered to several clubs across in New Zealand, Western Australia, Victoria and NSW.

The program was supported in 2016 by 22 elite players, who nominated themselves to become State of Mind Ambassadors. These ambassadors represented each of the 16 NRL Clubs, the Jillaroos and Touch Football Australia. The players completed the Mental Health First Aid qualification and helped to co-facilitate education sessions with grassroots clubs.

Results of the pilot program were independently researched and reported on by Yourtown. The results indicated that the program reached the desired outcomes and was effective in improving the confidence and ability of club members to help themselves and others when facing mental health difficulties.

**SROI**

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

**\$3.03**

**OF SOCIAL VALUE**

# OUTCOMES

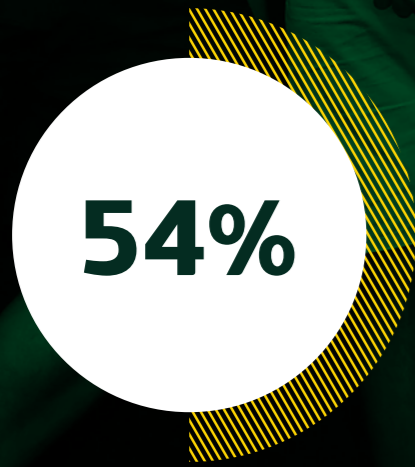
FOR THE STATE OF MIND GRASSROOTS PROGRAM TO DATE



INCREASED THEIR KNOWLEDGE OF THE SIGNS & SYMPTOMS OF MENTAL HEALTH



OF RESPONDENTS INDICATED THEY WERE MORE LIKELY TO SEEK HELP



WERE MORE CONFIDENT TO SUPPORT A PEER AFTER PARTICIPATING



INDICATED LESS PERCEIVED STIGMA

**“I’VE EXPERIENCED THE EFFECTS OF PRESSURE AND DEPRESSION AND WITH ONE IN TWO PEOPLE AFFECTED BY MENTAL ILLNESS AT SOME POINT IN THEIR LIFE, WE CANNOT SIT BY AS A COMMUNITY AND HAVE PEOPLE SUFFERING AND FEELING LIKE THEY ARE ALONE.”**

**DARIUS BOYD**

AUSTRALIAN KANGAROO AND  
STATE OF MIND AMBASSADOR



# NRL AMBASSADORS

## OVERVIEW

The NRL Ambassador Program consists of past and present Rugby League players who are passionate about using their profile and voice in order to make a positive difference to the Rugby League Community.

Based in locations across Australia and New Zealand, our 2016 NRL Ambassadors were responsible for the delivery and implementation of Community, Participation and Welfare & Education programs as well as working across major events, sponsorship and the Premiership Season.

**“IN MY OPINION, THE BEST THING ABOUT BEING AN NRL AMBASSADOR IS BEING ABLE TO GIVE SOMETHING, ANYTHING, BACK TO THE GAME THAT GAVE ME SO MUCH.**

**WE ARE ABLE TO MAKE A DIFFERENCE ACROSS THE WHOLE OF AUSTRALIA, I LIKE THAT OUR IMPACT IS NOT RESTRICTED TO JUST ONE AREA.**

**THE NRL SPREADS SUCH IMPORTANT SOCIAL MESSAGES TO A WIDE RANGE OF THE COMMUNITY. FROM GRASSROOTS JUNIOR RUGBY LEAGUE CLUBS, TO FIRST GRADE PLAYERS, IT ENCOURAGES AUSTRALIANS TO GET INVOLVED, TO RESPECT EACH OTHER AND TO MAINTAIN A HEALTHY LIFESTYLE.”**

**DAN HUNT**



“ I LOVE THAT I AM ABLE TO PLAY A ROLE IN OUR YOUNG PEOPLE’S LIVES TO OFFER SUPPORT WHEN NEEDED AND ENCOURAGE OUR YOUNG GENERATION, ESPECIALLY FEMALES, ON THE IMPORTANCE AND BENEFITS OF PLAYING SPORT.

THE THING I LOVE ABOUT THIS GAME IS THAT NO MATTER YOUR SHAPE, SIZE, GENDER – YOU CAN PLAY A BIG PART IN THIS GAME. THROUGH HARD WORK AND DETERMINATION, I AM PROUD OF HOW MY LIFE HAS TURNED OUT – NOT BAD FOR A YOUNG, OVERWEIGHT KID WHO WAS BULLIED FROM COUNTRY MACKAY.

I AM SO PROUD TO HAVE PLAYED A ROLE IN THE RISE OF WOMEN’S RUGBY LEAGUE. FEMALE SPORT IN GENERAL IS NOW IN THE SPOTLIGHT AND THESE ATHLETES ARE FINALLY GAINING THE RECOGNITION THEY THOROUGHLY DESERVE. WHILE THIS ISN’T WHY I AND MY TEAMMATES PLAY OUR GREAT GAME, THE MESSAGES WE CAN DELIVER THROUGH SPORT BY WAYS OF EMPOWERMENT, SELF-RESPECT AND HUMILITY WITH THE BACKING OF THE NRL IS SUCH A BOLD STATEMENT.”

RENAE KUNST





## 2017 AMBASSADORS

Roy Asotasi  
Matthew Bowen  
Sam Bremner  
Danny Buderus  
Terry Campese  
Petero Civoniceva  
Ben Creagh  
Jamie Feeney  
Mario Fenech  
Nathan Friend  
Joe Galuvao  
Tazmin Gray  
Dene Halatau  
Georgia Hale  
Steph Hancock  
Bronson Harrison  
Nathan Hindmarsh  
Justin Hodges  
Jenni-Sue Hoepper  
Dan Hunt  
Dallas Johnson  
Brett Kimmorley  
Matt King  
Jason King

Renae Kunst  
Darren Lockyer  
Alex McKinnon  
Steven Menzies  
Anthony Minichiello  
Karyn Murphy  
Corey Parker  
Frank Puletua  
Jerome Ropati  
George Rose  
Ben Ross  
Andrew Ryan  
David Shillington  
Ruan Sims  
John Skandalis  
David Solomona  
Maddie Studdon  
Brent Tate  
Alan Tongue  
Clinton Toopi  
Dean Widders  
Craig Wing  
Rebecca Young



**THANK  
YOU**



**RESPECT  
LEARN  
HEALTH**