



CHARITY PARTNERSHIP TENDER

Rugby Australia (Rugby AU) is inviting applications from Australian based charities to be our official charity partner. The partnership will commence after the finalization of the tender process (or as agreed upon by both parties) and will be offered for a three-year period.

The selected partner will be the official charity partner of Rugby Australia, as well as our four national teams:

1. Wallabies
2. Wallaroos
3. National Men's 7s Team
4. National Women's 7s Team

The following information provides an overview of Rugby Australia and outlines the selection criteria and steps to follow to apply to become our official charity partner.

About Rugby Australia

Rugby Australia was formed in 1949 to give the game a national governing body which represents all levels of Rugby in Australia and across all eight member union states and territories. Rugby AU is a member of World Rugby, Oceania Rugby and SANZAAR.

In April 2016, Rugby Australia (then ARU) announced the 2016-2020 Australian Rugby Strategic Plan, underpinned by a vision *"to inspire all Australians to enjoy our great global game"*.

To realise this vision, Rugby AU agreed to focus on four key pillars:

1. Make Rugby a game for all – Our Community
2. Ignite Australia's passion for the game – Our Fans
3. Build sustainable success in the professional game – Our Elite Teams
4. Create excellence in how the game is run – Our Administration

Who we are looking for – eligibility and selection criteria

To be eligible to apply your organisation must be:

- An Australian based organisation with national reach
- Registered as a charity organisation

Rugby AU is seeking a charity partner that presents an opportunity to create shared value, reflects the values of our game, and would resonate with the Australian Rugby Community.

A Selection Panel will be formed to assess all applications and the following criteria will be used to shortlist candidates:





- Why does your organisation wish to be the Official Charity Partner of Rugby AU and why would it be a good fit?
- What would your shared objectives from the partnership be?
- Does your organisation have sufficient resources to manage implementing the partnership?
- What is the single point of difference your organisation can bring to Rugby AU?
- What innovative ways will your organisation work with Rugby AU and our national teams to meet the objectives of the partnership?
- How will Rugby AU and its national teams help elevate and contribute to your work?

What we are offering

Rugby AU is committed to providing our new charity partner with a range of opportunities, rights, and access to our national teams. Subject to agreement, this may include:

- Access to players from each of our national teams
- Giveaways (tickets to Australian matches, signed jerseys, etc)
- Branding and marketing opportunities
- Fundraising opportunities at Australian test matches
- Networking and other collaboration opportunities with our other partners
- Right to use Rugby AU images and intellectual property
- Access to corporate hospitality at Australian test matches

Instructions and application process

Applications should be submitted via email to charitypartner@rugby.com.au by **Friday 21 June 2019**.

There is no set application template, however applications should be:

- Written (i.e. no video submissions)
- Concise and to the point
- Address the eligibility and selection criteria

Those charities shortlisted for the next phase of the process will be notified in early July and invited to present to the Selection Panel and Rugby AU Executive Committee.

A final decision is expected to be made by Rugby AU in late July.

Selection panel

The Selection Panel will consist of:

- 2 x Rugby AU representatives
- 1 Rugby AU Board Member
- 2 x Player Representatives

