

WORLD RUGBY
**Impact
Beyond**
2025

**FIRST
PROGRESS
UPDATE**

 **TSC**
THE SPORTS CONSULTANCY



With seven months to go until the highly anticipated Women's Rugby World Cup 2025, excitement is building for the largest-ever global celebration of women's rugby. Set to break attendance records, England 2025 will be a transformative moment, not just for the game but for women's sport and society.

Central to delivering this is World Rugby's Impact Beyond 2025 Plan, with the RFU's Impact '25 programme and a range of inspiring projects spearheaded by the RWC 2025 Local Organising Company (LOC). Together, this collaborative effort will ensure the tournament's reach spans from grassroots participation to the elite level of the game, leaving a lasting legacy in England and worldwide.

We're proud to share our first progress report. This highlights the key global projects that are already underway, including the 42 Rugby Rising Play grants awarded to Unions to deliver our new bespoke girls' participation programme, and the launch of Child Fund Rugby Grassroots to Global Community Coaching Forums.

It also outlines the roadmap, leading up to and during the tournament, showcasing our commitment to increasing participation and inspiring a new generation of players and fans.

This report is the first of three, with updates to follow in mid-2025 and post-tournament, ensuring transparency and clear measurement and reporting against our goals.

Together, we are shaping a legacy that goes far beyond the field of play, empowering more women and girls, enriching communities, and championing gender equity.

We look forward to taking you on this journey with us.

Sally Horrox
Chief of Women's Rugby, World Rugby

WORLD RUGBY
Impact
Beyond

CONTENTS

A VISION FOR GLOBAL IMPACT	03
WHAT IS IMPACT BEYOND 2025?	04
OUR IMPACT STORY SO FAR	05
PROFILE & PARTICIPATION	06 - 07
CAREERS & GENDER EQUITY	08 - 09
CAPABILITY & EXPERTISE	10 - 11
IMPACT BEYOND 2025 ROADMAP	12

**FIRST
PROGRESS
UPDATE**

**MID YEAR
PROGRESS
REPORT**

**PROGRAMME
END IMPACT
REPORT**

A VISION FOR GLOBAL IMPACT

In September 2024, World Rugby launched the **Impact Beyond 2025** Plan, which aims to use the momentum of Women's Rugby World Cup 2025 to boost the growth of women's and girls' rugby worldwide. Impact Beyond 2025 has been built on strong foundations, learning from our delivered initiatives to design tailored programmes that have a meaningful impact for women and girls.

This update highlights the progress of Impact Beyond 2025 and the roadmap for the next 12 months:

IMPACT BEYOND 2025 AIMS



PROFILE & PARTICIPATION

Expanding opportunities to play and championing rugby as an inclusive sport where everyone belongs



CAREERS & GENDER EQUITY

Driving gender equity in rugby by empowering women and inspiring the next generation of leaders



CAPABILITY & EXPERTISE

Upskilling and uniting Unions to develop strong foundations needed for a thriving rugby future



WHAT IS IMPACT BEYOND 2025?

Impact Beyond 2025 focuses on three main objectives:

Building the profile of the women and girls' game, **creating opportunities** on and off the field, and **building the capability** of the rugby community.



PROFILE & PARTICIPATION

Rugby Rising Playing Grants

Fund bespoke rugby participation projects for girls worldwide

Wellbeing in Rugby

Supporting match officials against online hate
Webinars to raise global rugby community awareness on women's health matters

RWC 2025 Content Creators

Embedded 'point of view' content creators across the tournament

INCREASED GLOBAL LOVE OF THE GAME



CAREERS & GENDER EQUITY

ChildFund Rugby Grassroots to Global forums

Forums tackling barriers to women in grassroots coaching

Women's Rugby Players Hub

Digital platform for players, covering on-pitch development, off-field careers, wellbeing and finances

Careers Boost Programme

A year-long programme of training, resources, network building and work placements

MORE WOMEN IN RUGBY WORKFORCE



CAPABILITY & EXPERTISE

Global and regional summits

Thought leadership summits to connect and inspire rugby leaders

Women's rugby insight-led resources

Publication of new research around the commercial value and audience opportunity of women's rugby

Unlocking funding toolkit

Training resource for unions to unlock new sources of funding

STRONGER SUSTAINABLE UNIONS

INITIATIVES

OUR IMPACT STORY SO FAR

Since the launch in 2024, many projects are up and running, from our flagship Rugby Rising Play programme to our Regional Summits hosted around the world. Programmes will continue be rolled out as we measure the positive impact of our work throughout 2025.



PROFILE & PARTICIPATION

INCREASED GLOBAL
LOVE OF THE GAME



Rugby Rising Play Grants

✓ **42 Unions**
will receive grants, introducing
more girls to rugby

✓ **7,000+ people**
impacted by successful launch
at WXV flagship events

✓ **2,000+**
Rugby Rising Play sports bras
produced and donated



CAREERS & GENDER EQUITY

MORE WOMEN IN
RUGBY WORKFORCE



Women's Rugby Players Hub

✓ **10 Modules**
soft launched in January,
to educate more players on how
to thrive on and off the pitch

ChildFund Rugby Grassroots to Global

✓ **2 forums**
delivered to date

✓ **30+ Forums**
by June 2025 to equip women
with skills to grow rugby



CAPABILITY & EXPERTISE

STRONGER SUSTAINABLE
UNIONS



Unlocking Funding Toolkit

✓ **Pilot launched**
in January providing guidance to Unions
on how to raise funding

Impact Beyond 2025 Regional Summits

✓ **25 unions**
brought together at the Asia and
Africa summits

✓ **50 delegates**
upskilled with training sessions

PROFILE & PARTICIPATION

Impact Beyond 2025 builds on foundational initiatives to open the door for girls worldwide to play and to elevate the visibility of women's rugby.

PILOT PROGRAMME



GIRLS PARTICIPATION PROGRAMME

With two years of research and piloting, GPP was designed to sustainably grow the playing population. The **lessons learnt informed** the programme's successful evolution into **Rugby Rising Play**:

- Across **9 Unions** in **5 regions**
- Involving over **5,300 girls**

Lessons learnt:

- ✓ **10 x one-hour lessons** provided a meaningful outcome
- ✓ **Rugby festivals** played a key role for the end of the programme



RUGBY
RISING
PLAY

IMPACT BEYOND 2025

RUGBY RISING GRANTS

This initiative is providing **42 Unions** with grant funding to run Rugby Rising Play – **World Rugby's first ever bespoke girls' participation programme.**

Rugby Rising Play is made up of 10 x one-hour lessons focussed on values including: ✓ **Integrity** ✓ **Passion** ✓ **Respect**

Rugby Rising Play launched alongside WXV 2024, with South Africa men's captain Siya Kolisi lending his support.



RUGBY WORLD CUP 2021



RUGBY
WORLD CUP
NEW ZEALAND 2021



CONTENT CREATOR PROGRAMME

World Rugby's first Content Creator Programme launched successfully at the **Women's Rugby World Cup 2021** in New Zealand. Since then, similar initiatives have been implemented across **WXV and the Pacific Four Series**, helping to boost the profile and audience of women's rugby and its powerful player personalities.



LOOKING FORWARD: Q1 2025: RWC 2025 CONTENT CREATOR PROGRAMME

Building on the first content creator programme in 2021 to drive the global profile and visibility of women's rugby through embedded 'point of view' content creators across the tournament.



TRANSFORMING GIRLS RUGBY IN PAKISTAN

Successfully introduced rugby to areas where girls have no access to organised sport

635 players took part in the Girls Participation Programme

Pakistan is driving this momentum forward by continuing to rollout the programme and are now delivering Rugby Rising Play

“I never thought I would play any team sport. This has given me confidence and new skills”

Participant from Bahawalnagar

CAREERS & GENDER EQUITY

Impact Beyond 2025 builds on World Rugby's ongoing leadership programmes to empower women and create a global network of female leaders and role models across the sport.

CURRENT PROGRAMMES



WOMEN IN RUGBY LEADERSHIP PROGRAMME

Scholarships, learning resources and mentoring to develop future rugby leaders and build a network of role models.

75 Capgemini alumni supported to date and **25** current participants in 2024/2025



Technical, tactical and leadership skills development of women in coaching and high-performance roles.

The Gallagher High Performance Academy has supported **32** women since 2023, with **11** reaching Head Coach or Assistant roles



IMPACT BEYOND 2025



LOOKING FORWARD:



Q1 2025: CAREERS BOOST PROGRAMME

Inspire a new cohort of women to further their careers in rugby, through a year-long programme of training, resources, network building and work placements.



Q2 2025: WOMEN'S RUGBY PLAYERS HUB

Support and empower women's rugby players worldwide on and off the pitch, through a bespoke digital learning hub developed in partnership with International Rugby Players'.

RUGBY WORLD CUP 2021



GRASSROOTS TO GLOBAL 2021

ChildFund Rugby's [Grassroots to Global programme](#), linked to Rugby World Cup 2021, focused on ways to attract and keep women involved in community rugby.

22 forums hosted by Unions, with **478 participants**



IMPACT BEYOND 2025

GRASSROOTS TO GLOBAL 2025

World Rugby and ChildFund Rugby are building on the 2021 programme with **multi-day forums**, equipping leaders with **skills, tools and networks to drive change**.

30+ forums hosted by Unions, with **over 1000 participants**



EMPOWERING COMMUNITY LEADERS IN CANADA

31 rugby leaders connected at the Childfund Rugby Grassroots to Global Forum in Vancouver, with a focus on driving gender equity through coaching

75% reported impactful experiences, inspiring collaboration and innovation to elevate rugby for the community

ChildFund also partnered with Gallagher to deliver a Gallagher High Performance Academy masterclass, inspiring future leaders and promoting coaching pathways



CAPABILITY & EXPERTISE

Impact Beyond 2025 Regional Summits unite Unions, sparking collaboration and driving the future of women’s and girls’ rugby across every region.

RUGBY WORLD CUP 2021



WOMEN IN RUGBY GLOBAL SUMMIT AT THE RUGBY WORLD CUP 2021

Over 300 delegates from 43 countries came together to discuss key areas of women’s rugby.

Topics included:

Youth engagement

Investment

Leadership

Player welfare

Growing the game

The summit created opportunities for **collaboration and knowledge-sharing**, supporting the development of women’s rugby across the world.



IMPACT BEYOND 2025



Impact Beyond 2025 Regional Summits take the Global Summit model worldwide, bringing together Unions to provide training on region-specific topics and opportunities for Union collaboration.

» Asia and Africa summits held so far

» 50 delegates upskilled across two summits

» 25 Unions represented

» Next summit takes place in Europe



94% of Asia attendees are now **very likely to collaborate** with other Unions

94% of Asia attendees **significantly enhanced their knowledge on growing the game**

After the Africa Summit, there was a **50% increase** in respondents feeling **extremely confident** around growing the women’s game

»» TAKING THE WOMEN'S GAME TO THE NEXT LEVEL IN AFRICA

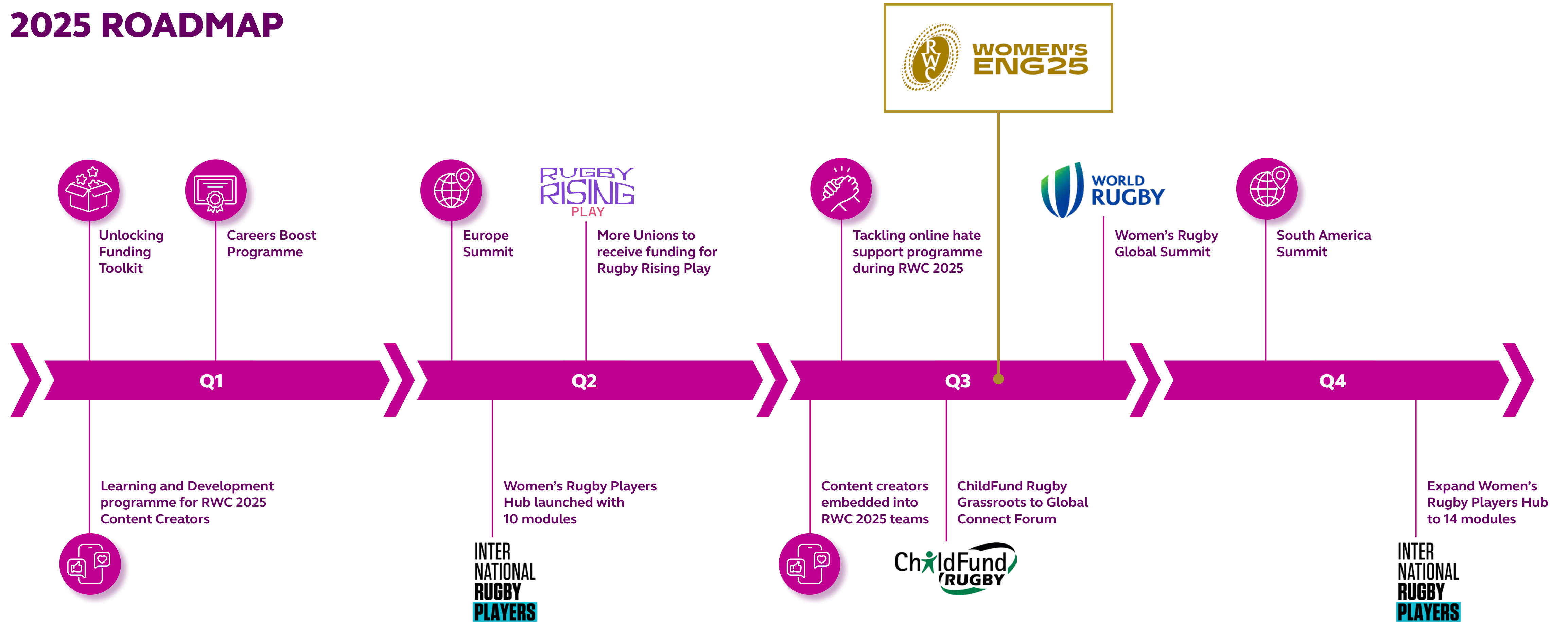
Following the Summit in Africa, Unions are targeting:

- The launch of a regional or continental U20 Women's series
- Plans to create female board member quotas
- New activities in schools and universities to attract more girls



World Rugby, in partnership with UK Sport and their International Partnerships Programme, will host 12 delegates who attended the Impact Beyond 2025 Africa Summit at RWC 2025 in England, offering bespoke career development support, as well as key learnings and networking opportunities.

IMPACT BEYOND 2025 ROADMAP



North America and Oceania Impact Beyond 2025 Regional Summits coming in 2026

 WORLD RUGBY
**Impact
Beyond**
2025

Find out more about the Impact Beyond 2025 plan [HERE](#).