



LEINSTER RUGBY

CLUB GUIDELINES



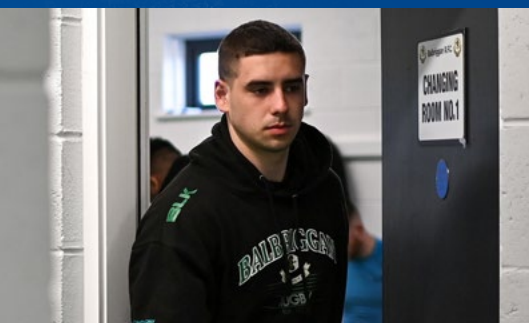
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LEINSTER RUGBY CLUB INFORMATION



Leinster Rugby's mission is to effect and support high quality sustainable Rugby environments by encouraging, promoting, growing and organising the participation in and playing of rugby in the 12 counties of Leinster.



This Leinster Rugby club information booklet will help you grow your club, with ideas and support available to help you deliver the best rugby experience in your community. It addresses the most common questions but also provides contact details for the right person within the branch.



A useful tool for all club officers and volunteers, it should be used as a guide for your club, in conjunction with the Marketing and Communications Guidelines and PRO handbook, all of which can be found on our Leinster Rugby website.



Point of contact:

Billy Phelan,
Leinster Rugby

Email:

billy.phelan@leinsterrugby.ie

Phone:

086 868 8314

SPIRIT OF RUGBY

The spirit of rugby is an IRFU initiative which include practical educational programmes that embody and promote the core values of the game – Respect, Inclusivity, Integrity, Fun and Excellence.

Spirit of Rugby aims to support players, coaches, volunteers and parents. Its' primary purpose is to educate those within the game about their rights and responsibilities on and off the field.

The programme delivers a series of educational workshops and support for clubs through designated Spirit of Rugby Officers focusing on:

SAFEGUARDING:

- Ensuring clubs have the correct child welfare policies in place and are adhering to current legislation
- Supporting the club welfare officers with vetting and training the club volunteers

ANTI-DOPING

- Delivering workshops to clubs, squads, schools, coaches and parents to ensure it provides the best possible environment to keep rugby clean

DISABILITY

- Supporting clubs that wish to set up inclusive teams
- To understand the needs of various disability groups and to identify issues that may affect their access to rugby
- To provide coaches and referees with disability specific information and training
- To include principles of inclusion within coaching and club development practices resulting in more people gaining access to the game

HEALTH & WELLBEING

Rugby clubs are encourages to become the hub of the local community where people can engage in activities which promote physical and mental well-being.

- Club as a hub
- Mental Health programmes
- Alcohol, smoking and supplementation

Point of contact:

Referee Development Manager,
Seán Gallagher

Email:

sean.gallagher@irfu.ie

Hayley Whyte,

Referee Administrator

Email:

Hayley.whyte@leinsterrugby.ie

REFEREEING

WHY TAKE UP REFEREEING?

Refereeing is a fantastic way to stay involved in the game, whether you are a former player or coach of any level. It is a great way to stay fit while also enjoying games from the best seat in the house. There is a lively social element within the LRR (Leinster Rugby Referees) as well as development pathways for those referees who show the potential and dedication to progress.

How does the LRR support referees?

The LRR encourages all members to retain an active membership in their clubs. This can involve refereeing friendly fixtures and underage games. The LRR continue to support their members with more formal education. This is delivered through area meetings, coaching and regular assessment.

WHAT HAPPENS AFTER I COMPLETE THE COURSE?

Once you complete the course you immediately become a trial member of the LRR. You will gain experience refereeing underage games and touch judging at a higher level and you will also receive mentoring and coaching along the way. There are also three follow up workshops once a month from September which will deal with key aspects of refereeing.

I'M A FULL MEMBER NOW, WHAT NEXT?

Once you become a full member you will continue to be coached and assessed and you will be appointed to referee games suitable for your ability. Some referees may be identified as having potential for further progression and will then join the development pathway. See below for further information.

HOW DO I GET INVOLVED?

To register your interest email sean.gallagher@irfu.ie

Leinster Rugby Referee (LRR) Area Representative:

- Midlands Area: Trevor McHugh
- Metropolitan Area: John Kerr
- North Midlands: Alistair Finlayson
- North East Area: David Jenkin
- South East Area: Ian Hayes

Point of contact:

Coach & Player
Development Manager,
Declan O' Brien

Email:

declan.obrien@leinsterrugby.ie

COACH DEVELOPMENT

The development of coaches at all levels has long been a priority of Leinster Rugby as high-quality coaching leads to high-quality experiences for players. This, in turn, leads to increased rates of participation and improved performance levels.

Every club should have a Coaching Coordinator to manage and coordinate the coaches and contribute to their development.

COACHING COORDINATOR:

The ideal candidate for this role will have an interest in coaching and recognise the value of high-quality coaching. He/she will be well organised and approachable with good management and communication skills. He/she need not be an 'expert' coach themselves.

RESPONSIBILITIES:

- Raise awareness of the importance of coaching and the need for coaches in your club.
- Support coaches through regular contact and communication.
- Maintain up-to-date records of coaches, their contact details and qualifications held.
- Identify gaps in the coaching structure and coordinate succession planning.
- Promote the education and development of coaches within the club; encouraging active participation at appropriate formal and non-formal coach development opportunities.
- Maintain regular contact with regional Coach Development Officers and Community Rugby Officers.
- Disseminate information on coaching courses and coach development initiatives.

Point of contact:

Brian Croke,
North Midlands Area

Email:

brian.croke@leinsterrugby.ie

RECRUIT:

The only way to get coaches is to ask! Ask, ask, ask again or ask somebody else. Some people will feel they don't have the skillset to coach. It is essential to put people at ease and assure them that they will be supported in the role and they will receive the required training and development to be successful.

RETAIN & DEVELOP

Coaches who feel valued and that have the confidence and skills to do a good job tend to stay in coaching roles for longer than those who don't. Save yourself from having to constantly recruit new coaches by keeping the coaches you have.

Leinster Rugby provides formal coaching courses at each level of the game and deliver these throughout the Province. There will be a course near you!

Leinster Rugby also provide a wide range of other non-formal coach development offerings designed specifically to meet the needs of your coaches and those of similar needs in other clubs.

Contact your local Coach Development Officer or Community Rugby Officer to discuss the training and development needs of your coaches.

LEINSTER RUGBY COACH DEVELOPMENT OFFICERS:

- Metropolitan Area Robert Mullen rob.mullen@leinsterrugby.ie
- Metropolitan Area Damien McCabe damien.mccabe@leinsterrugby.ie
- Southeast Area Eoin Sheriff eoin.sheriff@leinsterrugby.ie
- North Midlands Area TBC
- Midlands Area Ken Moore ken.moore@leinsterrugby.ie
- North East Area Ken Knaggs ken.knaggs@leinsterrugby.ie

CLUB DISCIPLINARY OFFICER

Point of contact:

Club Disciplinary Officer,
Hendrik Kruger

Email:

hendrik.kruger@leinsterrugby.ie

The club disciplinary officer is responsible for setting a standard for the behaviour of club members, particularly towards officials and visiting teams. Clubs should draw up their own guidelines for acceptable behaviour based on Leinster Rugby's Code of Conduct. The club disciplinary officer should lead any investigation into any act which breaches that code. The disciplinary officer should assist their club in any Branch hearing or investigations.

Each club, school and college is obliged to appoint a Club Disciplinary Officer who is responsible for disciplinary matters in the club. This role should lead to a strong positive culture towards visiting teams, officials and all participants in our game. It is imperative that primarily a suitable person is appointed to this role who understands the duties involved and the steps necessary to guarantee its success.

THE ROLE OBJECTIVES

- To develop a culture of respect for the game and its participants
- Encourage positive support for the clubs teams
- To liaise with Referees Association on initiatives to make the club as welcoming as possible
- To educate club members on code of conduct
- To report to the club secretary on any instances of abuse towards teams or officials
- To carry out an investigation into any sending off or abuse matter and recommend sanctions for those involved
- Report to the club executive monthly on the clubs disciplinary record



THE CLUB SHOULD:

Have a code of conduct agreed by their executive committee each season.

Establish a disciplinary committee, of which the club disciplinary is chairperson, to deal with club disciplinary matter.

Take a proactive approach to any disciplinary matters including send offs, match official abuse or other incidences by investigating and hearing cases as soon as is reasonably possible and, if appropriate, handing down sanctions.

The Club should also work with the Branch Disciplinary Committee to ensure disciplinary matters are dealt with efficiently.

COMMUNITY RUGBY

Point of contact:

Head of Community Rugby,
Declan Fassbender

Email:

Declan.fassbender@leinsterrugby.ie



Leinster Rugby offers support and guidance on growing and developing clubs throughout the province. Professional staff have expertise and knowledge to make sure clubs and community groups have all the tools needed to ensure that they can be a success.



Leinster Rugby has a number of programme to increase rugby participation across clubs, run by Community Rugby Officers (CROs), Club and Community Rugby Officers (CCROs). The three areas of focus are schools (primary & secondary), clubs and county council. The ambition for the school programme is to inspire children to continue playing rugby and link them to their local club by holding the schools blitz there. It is important to work with your local CCRO to encourage those in schools and local community join the rugby family. An example of how to support your CCRO during a school blitz is outlined below.

PRE-TOURNAMENT

Send info pack to the schools where their CCRO has run the play rugby programme.

Invite coaches to attend, president, committee members etc.

Facilities: club, toilets, changing rooms, coffee/tea available

PRO to announce blitz on social media prior to event, tag schools, promote the good work being done in your club.

ON THE DAY

Facilities:
make sure all is open and access is there for all.

Meet and Greet:
CCRO will be there, always good to have club representatives present

Pitch support:
coaches from the club ref the games in club gear

Hospitality for teachers and parents, clubhouse on show, food or treats for kids after the event is always a nice touch.

FOLLOW UP

PRO:
Posting on social media and thanking schools, promoting training times.

Thank schools for offering use of facilities for different events and send them information on training times and club events.

Coach support:
offering club coaching support to help them continue rugby.

WOMEN'S & GIRL'S GAME DEVELOPMENT

The female game is now a well-established area within Leinster Rugby from mini's up to adult level. It is a rapidly developing area of our sport.

The goal of the Womens Development Officers (WDO's) is to assist clubs in creating a sustainable program for girls, from U8's to Womens Rugby. This is carried out through programs in schools, supports for club coaches and volunteers and player development programs.

Creating an opportunity for young players to enjoy our game is crucial to the sustainability of female rugby. Each of the five areas run mini friendly fixtures, U8's to U12's. These games allow clubs with full squads and those with new girl's teams or small numbers, who can amalgamate on the day, to play in an environment where they can learn, have fun and develop as players. This from the ground up model has led to the retention of young players and in turn a huge growth in mini girl's numbers over the last few years. Having a mini focus leads into a flow of players into the female youth section of clubs.

Our Community Rugby Officers in conjunction with the Womens Development Officers are working hard in local schools to give girls their first experience of playing rugby and encourage their attendance in your club as a hobby. Programs ran in schools include Primary School Aldi Play Rugby and Secondary school touch and contact blitzes listed in the community rugby section above.

The growth of the female game would not be possible without volunteers. A successful structure in a club would include a specific female co-ordinator who has the time and attention to drive this agenda in the club and area. There should be designated managers for teams and qualified coaches to work with the players. Teams benefit from having a co-ordinator who can reach out to other clubs in the same situation and arrange playing opportunities for the youngest players.

LEINSTER RUGBY CLUB GUIDELINES

Youth Girls sections are broken into U14, U16 and U18 and teams play in Leinster Competitions run by the youth committee. Competition coordinator contacts:

U14, David Mckeown, **dsmckeown@hotmail.com**

U16, Gary Brickel, **garybrickell@gmail.com**

U18, Aiden Wafer, **awafer@gmail.com**

Adult Competitions are run by Leinster Womens Committee and can be contacted through **womensadministration@leinsterrugby.ie**.

For any more information on the above please contact your local WDO at **leinsterrugby.ie**.



COMPETITION GUIDELINES

Point of contact:

Fixtures Administrator,
Dermot O Mahony,

Email:

dermot.omahony@leinsterrugby.ie

TRANSFERS:

All transfers will be completed on Rugby Connect. Transfer deadlines and conditions are outlined below.

1st June – ALL Transfer deadline.

1st September – Transfers deadline between Junior clubs.

- However, if the transfer is agreed by both clubs and the player prior to competitions beginning, it will be approved.
- After that, clubs must make a case for a transfer, but again where all parties sign, it will most likely be approved.
- After Christmas clubs will need to outline exceptional circumstances for transfers to be approved but, even if they are sanctioned there will most likely be a playing restriction on the player, such as he may only be allowed play Cup rugby, not in any leagues.

OVERSEAS PLAYERS:

- The player must be cleared in from the Union where he last played by the IRFU -World Rugby Clearance form to be used
- The player must present themselves at the Branch with passport at least one week prior the commencement of competitions, where a residency form must be completed
- Overseas players are players coming from other jurisdictions including the European Union and the UK. They must all attend in the Branch. If an Overseas player holds a valid EU or UK passport, they are Irish qualified from a playing perspective. The IRFU must give clearance to attend the Branch.

REGISTRATION

All players must be registered on Rugby Connect. If a player is not registered on Rugby Connect, they cannot play. That includes Overseas players awaiting IRFU clearance and transfer requests that are pending.

ELECTRONIC TEAM SHEETS

All team sheets must be submitted electronically on Rugby Connect.

FIXTURES

All fixture changes must be submitted by 12:00 noon on Monday (prior to the weekend of the game), any request after this cut-off point will be turned down.

No fixture changes will be allowed after the weekend of the scheduled date.

CANCELLATIONS/WALKOVERS

When games are being cancelled, you must RING Hayley Whyte, referees administrator at **086-8516725** or Dermot O'Mahony at **086-1740600**. Do not text or email as it may not be received on time.

COMPETITION GUIDELINES

Regulation 12 - Table

Competition	Level	Sub	P&H	Overseas Players	Rolling Subs
Senior League	Senior	8	3	1 per match	Yes
Leinster Senior Cup	Senior	8	3	1 per match	Yes
Leinster League 1A, 1B	Junior 1	5	2	1 per match	Yes
Leinster League 2A, 2B, 3		7	2	1 per match	Yes
Metro Divisions 1,2,3		5	2	1 per match	Yes
Leinster Seconds League	Junior 2	7	2	4 per match	Yes
Metro Divisions 4,5		5	2	1 per match	Yes
Metro Divisions 6,7,8,9		7	2	4 per match	Yes
Metro Divisions 10,11		12	0	4 per match	Yes
JP Fanagan Leagues	Under 20's	7	2	2 per match	Yes
Gale Cup	Under 20's	7	2	2 per match	Yes
Towns Cup & Plate	Junior 1	5	2	1 per match	Yes
Metro Cup & Plate		5	2	1 per match	Yes
Prov 2nds Cup & Plate	Junior 2	5	2	4 per match	Yes
O'Connell Cup		5	2	1 per match	Yes
Anderson Cup	Junior 3	5	2	4 per match	Yes
Moran Cup		5	2	4 per match	Yes
Dunne Cup	Junior 4	5	2	4 per match	Yes
Winters Cup		5	2	4 per match	Yes
O'Connor Cup	Junior 5	5	2	4 per match	Yes
Guilfoyle-James Cup	Junior 6	5	2	4 per match	Yes
Fox Cup	Over 35's	5	2	4 per match	Yes
McCorry Cup	Under 20's	7	2	2 per match	Yes
Purcell Cup	Under 20's	7	2	2 per match	Yes

* P & H subs shall mean front row substitutes/replacements capable of playing both prop forward positions and hooker position respectively and must be identified on team sheets as P and H. This shall include all players on the pitch capable of playing in the front row.

REGISTRATION OF YOUTHS & MINI PLAYERS

All registrations are managed through Rugby Connect, the IRFU game management system.

FIRST TIME REGISTRATIONS:

- 01.** From *rugbyconnect.irfu.ie* select 'Leinster' from the Province list and then select the club. All available membership types will display below. Select the appropriate membership type and click 'Register'.
- 02.** Create a Sportlomo account on the next screen. If you already have an account, please login.
- 03.** Select the quantity of members to register under each membership type.
- 04.** On the next screen, fill in the registration form. Fields with an * are mandatory.
- 05.** Mini players require proof of age identification (a passport or birth certificate clearly showing the player's name and date of birth).
- 06.** Youth players require proof of age identification and a headshot photograph showing only the player.
- 07.** Click next.
- 08.** If signing up more than one member, complete all registration forms with identification as required.
- 09.** If the club is accepting payments through RugbyConnect, it will redirect to the payment page. If not, the registration is completed and a notification will be sent to the email address registered.
- 10.** Clubs will approve registrations before the Branch approval.

MEMBERSHIP RENEWALS

- 01.** The system will send a renewal notice before the start of each season. Either click the link in the email to renew or login to the RugbyConnect account using the same email address registered the previous season.
- 02.** Do not create a new account – this will create a duplicate in the system and a full registration will be required rather than a condensed renewal.
- 03.** Once logged in, all members on the account will be visible with a status 'expired'.
- 04.** Click Register/Renew
- 05.** Add the memberships to renew, select the quantity and click continue.
- 06.** Complete the pre-populated form.
- 07.** A renewing mini does not require ID.
- 08.** The photo uploaded for a new youth is valid for 3 years. If this has expired, please upload a new photo, otherwise use the existing. ID is not required for a renewing youth.
- 09.** A renewing member who was a mini and is now a youth will require a new photo.
- 10.** A number of Notices/Statements/Consents are required, add a Signature and click Register.
- 11.** If more than one membership is being renewed, at the end of the first form, click next and complete the subsequent member forms.

Please note: At the start of every season the turnaround time for Branch approvals is approximately 10 days due the number of registrations.

HELP:

All user guides, videos, FAQs and a Help section can be found at **www.irishrugby.ie/running-your-club/rugbyconnect**
Please contact the club for further assistance.

Point of contact:

(Volunteers, Funding & Finance,
Club Development,
Rugby Connect)
Rugby Services Officer,
Carol Maybury

Email:

carol.maybury@leinsterrugby.ie

Phone:

086 8115903

RUGBY SERVICES

Effective volunteers play an essential role in successful clubs. The success of volunteering in the club is best managed by a **Volunteer Coordinator**.

Volunteers keep the club fresh with new ideas and skills, while the volunteer coordinator ensures people who give up their time are rewarded and manages volunteer succession planning.

Volunteers do not need to be a rugby expert or have any rugby experience. There are opportunities for people of all ages to get involved. Volunteering does not need to be a full-time job.

The most basic unit of voluntary commitment is 'One Hour'. This is the shortest time during which one person can make a difference. While it might appear a small amount, lots of one-hour voluntary commitments can add up to a highly effective, focused group of volunteers who can take much of the hard work away from others in the Club.

Volunteer education and recognition should be prioritised.

A **Volunteer Policy** is essential for any club involving volunteers. It will help to clarify volunteer roles, establish values and direction for volunteer involvement, ensure continuity and formalise current practice. The volunteer policy should reflect what your club needs.

It is the job of the volunteer coordinator to ensure there are sufficient people involved – one person, one job. A panel of 'friends of the club' can be called upon for special events or to complete individual projects or when an extra set of hands is needed, without committing to a regular role.

Key roles need to be assigned in RugbyConnect each season.

A succession plan is required to ensure these key roles are filled and no individual feels 'stuck' with a role or stays in the role beyond their time.

The club constitution should outline how long a key role can be held for.



FINANCE:

Each club must appoint a Treasurer to manage the club finances. This role is best supported by a Finance Sub Committee, who can research funding opportunities, gather costings, investigate sponsors and ensure the club has financial security. The Club must upload the club accounts annually to RugbyConnect.



RUN YOUR CLUB AS YOU WOULD A BUSINESS.

The cost to run the club each season should be included in the Club Development plan. This gives a clear view of what fundraising, if any, is required. Fundraising should be used for projects and not to supplement income, if possible.

Investigate if any cost savings could be implemented, for example, energy savings. Be mindful of 'donor fatigue' if major fundraisers are held annually.

If the club has a database of past members as well as present members, do they support the club financially. In many jurisdictions, generous tax relief is available for donations.

All available grants should be applied for, most especially the IRFU Club Support Scheme. The Sports Capital Programme is another source of funding both for capital projects and club and team equipment.

Is there someone associated with the club who has knowledge of the grants process or with business experience that could be the Grants Officer?

For funding projects, the IRFU Financial Assistance Programme can be availed of.

FACILITIES:

It is recommended to complete a **needs analysis** of the club facilities.

The club should plan for the immediate and future needs to facilitate the number of teams. This would include the existing condition and any requirement to upgrade or redevelop facilities as well as reviewing male and female changing rooms and shower facilities, disability access, first aid/medical facilities, floodlighting and gym and gym equipment.

The club should have a maintenance programme in place for both artificial and grass pitches and floodlighting.

GOVERNANCE AND MANAGEMENT:

The club should have an open and non-discriminatory **constitution** and should have an effective **committee structure**. Each membership section should be represented on the committee. A succession plan should be in place to ensure volunteers are not overloaded and to keep the committee up to date. Role descriptions ensure volunteers know what is required of them.

All meetings should be minuted. These may be requested by some funders as evidence of good governance.

The club should also have a Club Development Plan and as mentioned above should include the cost to run the club each season.

Where is the club and where does it want to be in 1, 3 or 5 years, both on and off the pitch?

The club representatives should engage with the area committees and the Leinster Branch, who are in place to support the club with resources both on and off field.

The **IRFU Insurance** criteria must be adhered to, including note of the current insurance limitations and the need to secure additional insurance for the club and members.

The RugbyConnect system is used to administer both Member Registration and Competition Management.

All players (from Senior to mini) and coaches must be registered in RugbyConnect.

These must be added to a panel.

Mandatory roles must be assigned and accepted in Rugby Connect also.

A **communication plan** will help the club to gather support for events and developments. A current website and active social media accounts will ensure all club and community members are informed and in turn, more likely to support and volunteer. Communicating the club's development plan will enable the community to see where the club is going and what the ambitions are. It helps to get buy in.



Ensure information is updated regularly through a central point and through team administrators.

Member retention is essentially basic customer service. Understanding what the 'customer' wants and fulfil their expectation. Communication strengthens the bond with the customer. Establish an excellent customer experience.

Essential policies and plans include:

- Safeguarding
- Volunteer
- Communication
- Coach Development
- Player Recruitment and Retention
- Club Development Plan

CLUB MANAGEMENT STRUCTURE

GENERAL COMMITTEE

TRUSTEES

EXECUTIVE/MANAGEMENT COMMITTEE

ADMIN

Meetings
Correspondence
Tickets
Player
Registration
Safety
Child Welfare
Equality
Staff

RUGBY

Recruitment
Coaching
Adult
Underage
Women
Mini
Referees
Equipment

VOLUNTEER

Recruitment
Tasks
Reward
Upskill/Training

FINANCE

Sponsorship
Membership
Funding
Grant Streams
Legal &
Accounting
Insurance
Equipment

GROUND

Maintenance
Pavillion
Health/Safety
Risk Assessment

PROMOTION & MARKETING

School Links
Other Sporting
Bodies
Public
Sponsorship
Community
Relations
Media Relations
Referees
Web Site

PLANNING & DEVELOPMENT

Development
Plan
Funding Sources
Facilities

SOCIAL

Events
Functions
Bar

EXECUTIVE COMMITTEE (6/8 MEMBERS)

- Chairperson
- Vice Chairperson
- Hon Secretary
- Director of Rugby
- Hon Treasurer
- Chair of Social
- Chair of Promotion & Marketing
- Chair of Promotion & Development

ROLE OF THE SECRETARY

All sorts of information will arrive in the mailbox of a club. Someone will need to sift through this information and distribute it to the relevant people in the most effective manner.

Clubs may receive regular newsletters or bulletins from the Branch and IRFU, amongst other organisations. Someone in the club needs to ensure that officials and members are made aware of the relevant news, deadlines and opportunities.

The Honorary Secretary is the head administrator for the club. The remit is broad. As well as looking after the general running of the club, the Secretary is the link between internal and external stakeholders. The wide range of duties requires someone to be dedicated. They should be a good organiser and be reliable. They should have good communication skills. They are responsible for scheduling and running meetings, accurately recording and circulating the minutes.

Ideally the person needs to be:

- A capable manager who can delegate effectively
- Confident and good at communicating
- Skilled at administration and meeting procedures
- Well organised
- IT literate

The Secretary will:

- Act as the main communication link between the Committee, sub-committees, club members, other clubs and leagues
- Manage and record all inward and outward correspondence, ensuring the necessary actions are followed up
- Manage legal and insurance matters
- Submit the necessary details to the IRFU and Leinster Branch
- Maintain accurate records of club members and former members
- Organise the AGM, Management Committee and club meetings, preparing agenda and taking minutes

ROLE OF THE TREASURER

The Treasurer looks after the club accounts and financial dealings, reporting to the Management Committee. This is a crucial role.

Ideally the person needs to be:

- Financially knowledgeable, with skills covering bookkeeping, accounting, VAT returns and rules, and investments
- Arithmetically sound
- Careful and confident with figures, cash and cheques
- A good record-keeper
- Aware and decisive

The Treasurer will:

- Look after the club's finances to make money work for the club
- Know exactly where the club stands financially at any time, and keep the Committee informed of any trends or issues
- Plan and monitor a budget each year
- Prepare and present the accounts for the end of year financial report
- Deposit money and issue receipts promptly
- Keep adequate records of any transactions
- Renew insurance annually
- Ensure the club's affiliation fees are paid

Point of contact:

Communications & Media
Manager, Leinster Rugby,
Marcus Ó Buachalla

Email:

marcus.obuachalla@leinsterrugby.ie

CLUB PROMOTION

The PRO is a key person in promoting the club and rugby in Leinster. It is therefore important that this is done in a positive manner and that it reflects well on the club thereby encouraging sponsors, volunteers and others to support and become involved in the club.

Every rugby club needs publicity – it helps development and attracts new members and sponsors as well as encouraging and motivating present members. A good PRO can be very beneficial to the club. The main function of the PRO is to communicate with the general public on behalf of the club presenting a positive image to the club and rugby in the local community and beyond.

Why is promotion important?

- Every club needs publicity whether it is among Club members or within the Community.
- It helps development and attracts new members, volunteers and sponsors.
- Portrays positive image of your club and rugby in the local community and beyond.

Key role responsibilities of the Club PRO

- Be aware of all club activities and make sure your members know them too! Most effective tools available are weekly newsletters/social media/local press
- Communicate with club officers and team managers/coaches and make sure they know who you are too.
- Build up relationships with your Leinster Rugby CCRO/local press/your area PRO representative.
- Use social media to increase awareness about your club in the local community and engage with members

Rugby clubs throughout the province should aim to incorporate a long term effective marketing/communications strategy into their overall operational plan as it can benefit a club in the following ways:

- Attracting and retaining members
- Recruitment of volunteers
- Attracting and securing sponsors
- Fundraising
- Creating greater awareness in the community of the club's contribution
- Promotion of club events
- Enhancing the competitiveness of the club in the local sports and leisure market
- Generating recognition for achievements on and off the pitch

A good starting point is for clubs to devise a calendar of events as this will help you plan all marketing/communications operations for the season.

