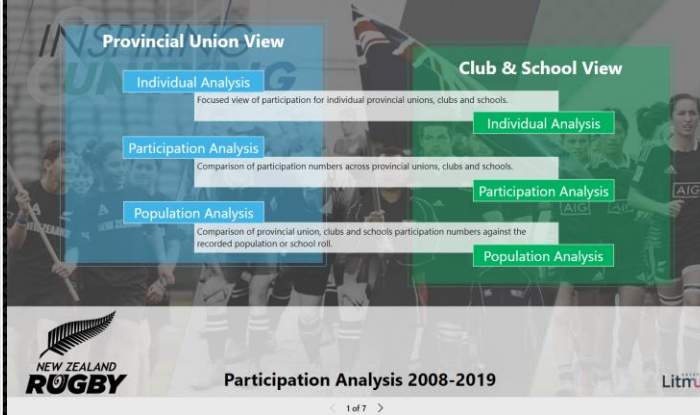


NEW ZEALAND RUGBY INSIGHTS TOOL

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

Contact

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



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

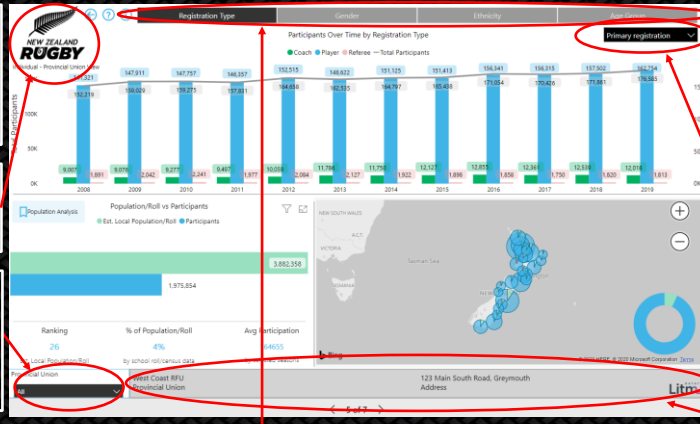
Click here to return to the home screen

Provincial Union

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

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



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



NEW ZEALAND RUGBY INSIGHTS TOOL

Provincial Union View – Participation Analysis

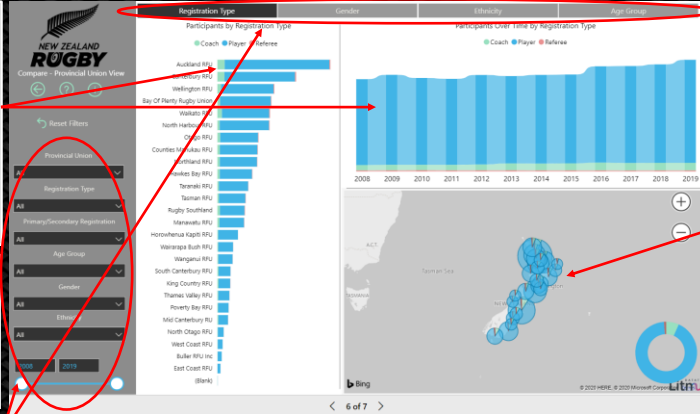
This Page

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



Demographic Selections

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



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.

Example 1

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



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



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

Icons

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



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

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 known as Organisation



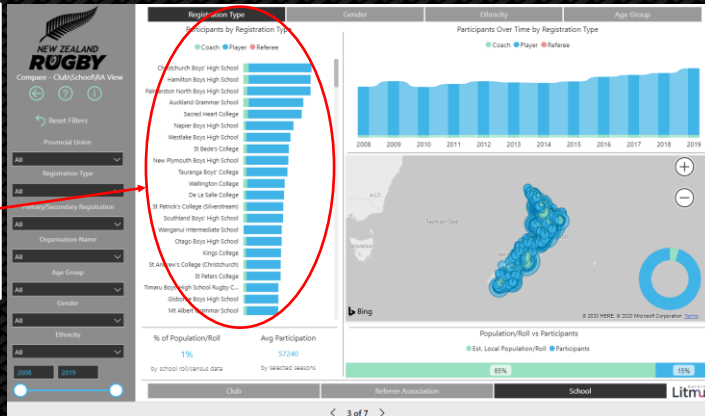
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NEW ZEALAND RUGBY INSIGHTS TOOL

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



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

Example 2

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



6

