

## **ARMY RUGBY UNION – POLICY FOR OVERSEAS RUGBY TOURS**

### References:

- A. 2008DIN10-039 Army Overseas Sports Tours and Visits.
- B. The Values and Standards of the British Army.
- C. ARU/Chmn/1 The ARU Discipline Policy, issued annually by ARU Chairman Discipline
- D. ARU Overseas Tour Pack.
- E. 2007D10-028 Application for Army Sports Lottery Grant.
- F. JSP 462 Chapter 25

### **INTRODUCTION**

1. The purpose of this ARU policy document is to provide supplementary guidance to Ref A for teams wishing to undertake a rugby tour to an overseas location. Rugby tours are a popular means of maintaining the balance in the military covenant for soldiers, and in so doing they must be considered a powerful recruiting and retention tool for commanders. This document will provide advice on the specific details for rugby union tours that is applicable to all levels.

### **DEFENCE DIPLOMACY**

2. The success of the Army representative sides over the years, at a national and international level, has raised global awareness of the ARU brand and at the highest levels in the case of the Army 7's team. Therefore, every team from within the British Army that conducts an overseas tour must, by association, reinforce this legacy at the appropriate level of competition. A vital aspect of any touring team must be to engender the development of rugby in that location. At its most basic this is achieved by playing games but it should also consider the ability to support local community initiatives as representatives of the British Army abroad. The image of any team must reinforce and support the Army brand of 'Being the Best' and ensure that 'best and fairest' is extended to being seen as a force for good in its touring environment. Certainly strong liaison with other nations' military teams is to be encouraged, and contact with other civilian teams must be examined for wider advantage or consequence, so as to optimise opportunity and avoid any unintended embarrassment – the ARU are always available and a valuable source of information and advice on these matters.

### **STANDARDS OF BEHAVIOUR AND DISCIPLINE**

3. It is self-evident that the Army requires all its members to conduct themselves in accordance with Ref B the Values and Standards of the British Army and there should be no compromise of these during a rugby tour. Indeed, increased awareness and exposure to the general public, often in foreign countries, requires all members of a touring party to act as 'ambassadors' of the ARU and British Army both on, and off the pitch. Ref C covers the detail of what is expected on the pitch by players and how discipline matters are to be handled and reported where necessary (précis available in the ARU Handbook). Any significant matter of discipline off the pitch needs to be dealt with by the OC of the touring party, who in turn needs to be of the requisite rank and have the authorised power to deal with the immediate discipline action. Matters of a serious nature must be reported as soon

as practicable to the chain of command and to the Defence/Military attaché of the UK High Commission/Embassy in country.

### **DEVELOPMENT OF A TOURING PLAN**

4. An overseas tour demands foresight and rigorous adherence to a number of mandatory steps. There is no such thing as an unofficial tour, and a tour consists of three or more matches in order to qualify for Army Sports Lottery (ASL) funding. The military estimate and orders processes provide a useful framework for planning and execution of a successful rugby tour.

5. **Timeline.** The timings that a tour organiser needs to bear in mind are outlined below, with the detail provided in the ARU Tour Pack, Ref D:

a. T – 12 Months. Gain broad agreement within the club and with the chain of command to tour. Write to the Defence Attaché (copy to ARU) of the country to be visited with an outline plan.

b. T – 9 Months. Contact ARU Secretariat for an Overseas Tour Pack, Ref D.

c. T – 7 Months. Apply to Army Sports Lottery for Tour Grant, Ref E relates, noting that all personnel must be members of the Army Sports Lottery in order to qualify for a grant.

d. T – 6 Months. Apply to the Secretary of the Army Sports Control Board (ASCB) for permission to tour enclosing written agreement from the Defence Attaché. Apply to ARU, using forms in Ref D, for permission to tour enclosing proof of: Tour insurance; Permission from overseas Union; Tour fixtures complete with contacts in country; and agreement from ASCB.

6. **Aims and Objectives.** The broad aim of a tour might be to win a particular event or series of fixtures in order to prepare/develop the club or team. The associated objectives might consider the specific playing or developmental outcomes as well as the wider effects that may be achieved. These wider effects could well be linked to a unit/formation plan or Army initiative. Tours are retention positive activities and wherever possible this should be measured and quantified in the resultant Post Tour Report (PXR). Furthermore the objectives might consider the third party effects that it wishes to have in the country to be visited. Again these might reasonably seek to promote and assist in the development of rugby union but may also include enduring association and support to a community that has hosted them. A strong and worthy set of aim and objectives will garner more support for a tour than generic and ambiguous statements.

7. **Financial Support.** There is a raft of opportunities for financial support available to rugby tours, ranging from individual and unit contributions to ASL grants and ARU Community grants, and including corporate grants from industry – often referred to as ‘sponsorship’. Army representative teams must conform to the corporate support agreements that have been established for the relevant season by the ARU, where they apply. Units are at liberty to find their own corporate financial support but are reminded to ensure that it is appropriate – if in doubt the ARU Secretariat can, and will provide direction. Further detail regarding sponsorship can be found in Ref F

8. **Insurance.** All teams must have insurance cover for both playing and touring. This is absolutely mandatory and the level of insurance required will often be dictated by the medical facilities and cost available in the destination country. The RFU in conjunction with Marsh provide a tour insurance policy that covers most eventualities likely to be encountered on an overseas tour. The ARU recommends that touring teams take out this policy in preference to those offered by tour operators which may not provide a sufficient level of cover. If Tour organisers take out insurance policies in preference to the RFU backed scheme they must ensure that a level of cover commensurate to that offered by Royal and Sun Alliance is available.

9. **Training Camps.** These are not covered by the ARU touring policy other than for the Army representative sides where a training camp in preparation for the Inter-Services competition may be considered.

10. **Publicity.** All tours must consider information operations – who, what, where, how and when they might be influencing the wider community. This work should align with and support the aim and objectives of the tour. Tour OCs must plan and be ready for engagement with interested Press in order to best exploit opportunities and protect the reputation of the British Army.

11. **PXR.** All tours must produce a PXR in accordance with Ref D and the completed document should be sent to the RFU and copied to the ARU with 4 weeks of completion. An important aspect of any such PXR is a cost-benefit analysis of the tour. This can provide empirical or objective data that helps to ensure the future of rugby union tours and is likely to be useful to other teams wishing to undertake similar enterprise in the future.

### **POINTS OF NOTE**

12. **Prize Money.** The ARU policy is that prize money is generally tax free and may be distributed to the competing individuals (including management, coaching, medical and playing staff) where appropriate and up to a value of £250 but not exceeding 50% of the total prize money. The remaining cash should be passed on to the sponsoring unit (i.e. the ARU in the case of Army Representative sides) and either donated to a relevant charity (i.e. SSAFA, ABF, RBL etc.) or retained for use in sport related (preferably rugby) activities. This does not preclude the ability to retain a percentage of cash for the ARU and award the residue to charity if the ARU so wishes. Although the ARU has no jurisdiction over its member clubs in this area it strongly advises that they consider this model when prize money is awarded.

13. **Army Representative Side Touring Schedule.** The ARU Council have agreed the following touring schedule for the Army's Representative sides based on a four year rotational basis:

a. **Year 1- 2015.** Army Senior XV to coincide with the planned Defence World Cup (inaugural year 2011).

b. **Year 2 - 2016.** Women's' XV

c. **Year 3 - 2017.** Army XXXV to coincide with entry in to the World Masters Games.

**British Army Germany BA(G).** While not a formal part of the Army Representative Touring Schedule any bids will be considered by the ARU on an individual basis.

**The Army Sevens Team.** The Army Sevens team will be allowed to take part in competitions overseas and the ARU Management Board will permit entry into overseas competitions which meet the following criteria

- (a) The competition must be within the authorised sevens season (1 June – 31 Aug annually)
- (b) The competition must be of sufficient standard against similarly elite opposition
- (c) The competition must be included in the annual budget submission
- (d) Travel and accommodation should not be prohibitively expensive.

14. When not involved in the Defence World Cup the Army Senior XV will undertake an overseas training camp prior to the Inter-Services series.

### **SUMMARY**

The opportunity for members of the Army to undertake overseas rugby tours is one that can deliver disproportionate benefit across a range of Army, unit and individual measures, and it is something that every player should aspire to. The organisation and execution of overseas tours requires a good deal of commitment (command, individual and financial) in order to achieve the very best results. The ARU policy is to support overseas rugby tours wherever practicable and this policy document provides the salient issues that must be considered. Much of the detailed work that must be undertaken in organising an overseas rugby tour is provided in Refs A-E and further advice is always available from the ARU website or the ARU Secretariat.