

KENYA RUGBY UNION

DEVELOPMENT & TECHNICAL REPORT 2010

The strategic orientation of the development and technical function at Kenya Rugby essentially is focussed around staffing and structuring game development processes of growing participation, enhancing skills and improving competitions.

A Participation, Skills and Competitions

What did we want to do in 2010?

1. Grow and retain numbers of players, coaches, referees + administrators and enhance their skills
2. Enhance competitions

Growing numbers, retention and skill enhancement of players, coaches, referees and administrators

Numbers

Game initiatives targeting increased participation have been particularly successful. The game is experiencing unprecedented numbers and the spin off to increased and broader interest is mutually reinforcing. In sum:

- Players – 39,148 (6,772 adult players, 18% of total)
- MOs – 518 trained (104 active, 20% active)
- Coaches – 671 trained (300 active, 45% active)
- Administrators – 514 (many with dual or triple roles)

As is clear, the basic challenge is retaining the huge number of players into the senior game and getting more of those trained to actively participate in the game. Many of those trained simply lack the confidence to participate because of not having played the game. In contrast, many of those that have played the game are not being retained in any post-playing role. Many of these cite career pressure as the main impediment.

A target in increasing participation has been closer cooperation with Government. Indeed, government network and resources is unmatched in grassroots reach. In 2010, KRU held several meetings with government in line with the strategic intent to cooperate closer. In one meeting with the Sports Commissioner and Provincial Directors of Sports, it was agreed that a Youth Centre approach be aimed at. As a first step, it was agreed that training be the immediate focus considering the risks associated with the sport. Rift Valley accepted to pilot the training programme. In this, 105 District Sports Officers (DSOs) and youth officers were trained, in Kericho, Eldoret and Nakuru on both the IRB Level One Coaching and Officiating programmes as follows:

- ❑ Kericho (18)
- ❑ Eldoret (43)
- ❑ Nakuru (44)

The initiatives seeking to increase participation will continue to hold pride of place in development programmes. Nevertheless, there is serious intent to focus on programmes that aid retention and conversion of trained coaches and officials. Follow up programmes will also target the government link.

One programme expected to raise numbers that still suffered lack of finance was the primary schools programme in collaboration with government. The aim has been to introduce it in the formal primary schools curriculum. The benefits of this cannot be gainsaid.

Players

The main target and results were in the enhancement of competitions to provide wider and deeper opportunity for playing. Principally, this year saw the completion of the re-configuration of the season. This allowed conformity to the Confederation of African Rugby (CAR) and our preferred international season window. This would allow better expression by players in the local fixtures.

Further, the Eric Shirley Shield having been reorganized to include a West Kenya Conference of 8, the formal membership of the Union expanded by a further 13 members. This expansion was a direct recognition of the emergence of Homeboyz RFC, the input of the new universities and fledgling West Kenya rugby at senior level.

The National Sevens Circuit also contributed to increased participation with the Kisumu (Dala) 7s breaching new ground with a 32 team format. Mwamba's Kabeberi 7s then followed suit with a second 24 team format.

The expansion of playing space was an affirmative action firmly pursued as part of efforts to further entrench rugby outside Nairobi. There was some resistance to this idea on the basis of playing quality. It remains a considered view that, over the long term, there will be overall gain. There was further such action when kit and equipment was donated to Kisii, Siaya MTC, Bungoma and Shepherds RFCs.

In addition, there was serious enthusiasm for Mtaa (community) rugby, in Nairobi and Mombasa, as well as beach rugby. These initiatives resulted in an attraction of new rugby publics. This, together with the presentation of an opportunity for 3rd sides were the best case presentation for retention of players fresh from school. Kenya Harlequins, Strathmore and Impala RFC took up the 3rd side openings.

The focus on the women's game increased in this year. The main strides were in girls' rugby where a pilot national schools tournament was held after provincial competitions in Nairobi, Rift Valley and Western. Butere Girls won in a tournament where the girls displayed breathtaking skill, pace and awareness. Several of the girls

could fittingly be national trialists. The competition was featured on national media. This type of competition is set to widen in 2011.

The main aim of this incursion into girls' rugby is to have it integrated into the formal school curriculum. The Kenya Secondary Schools Sports Association (KSSSA) has indicated a willingness to consider this so long as KRU pilots it in the manner it did the Schools' Rugby 7s as a precursor. Funds allowing, this should happen in 2012.

The senior women had a total of 6 tournaments. This was an improvement on the previous year but inadequate to capture sustained interest from the otherwise committed players. A league still remains hampered by a lack of even game spread but there is rugby played consistently at teacher training colleges. This may form the nucleus of a hatching league. Anyhow, the women had a much improved performance at the Dubai International Women 7s tournament reaching semi final. They received assurance that this tournament would be a permanent fixture.

Age grade players had total of 1,120 sessions and clinics. These were held for those in the below 14 years age bracket throughout the year in various locations in Nairobi. These included the Ngong and Bulbul, Matasia, Jogoo Road, Thika Road and Runda areas. The players also had the benefit of 14 tournaments spread through the year too including an appearance at the Safari Sevens where the inter-provincial U19 7s tournament was also held.

In sum:

- Membership increase by 13
- Reorientation of season to conform with international structure
- ESS includes West Kenya Conference of 8 teams
- National Sevens Circuit expands
- Mtaa Rugby. Includes participation by Mtaa Select in 3 of 5 7s Circuit tournaments
- 3rd Team pilots
- Beach Rugby

Age Grade

- 1,120 age grade sessions and clinics
- 14 below 14 tournaments
- Provincial U19 7s tournament

Women

- 6 senior women's tournaments
- Dubai International 7s
- 8 high schools girls' tournaments
- Elgon Cup

Affirmative action, clubs outside Nairobi

- Expanded ESS league
- Expanded National 7s circuit
- Kit & equipment donations (Webuye, Kakamega, Shepherds, Bungoma, Kisii , Mwamba et al)

Coaches

In this year, 15 IRB accredited courses were held in a bid to structure and fortify coaching in Kenya. Five of these courses were 7s specific. There has been increasing uptake of the coaching courses on offer. In this year, Paul Odera qualified as the first IRB Level 3 coach. He is now one of only 8 such coaches in Africa and one of the 2 in Anglophone Africa.

It is noteworthy that Kenya's training programme is now the most intense outside of South Africa, an IRB Tier 1 nation (Kenya is an IRB Tier 3 nation)

Summary:

- Coaching, 15 IRB accredited courses (including five 7s specific courses)

Match Officials

The key objectives of the match official activities were to increase the number of matches covered by accredited match officials and to increase their technical capacity on an ongoing basis. There were 102 active match officials, 69 of who officiated senior matches. The 102 officials were classed as 10 division 1, 20 division 2 and 72 entry level or new officials. There were also many more that attended training but never undertook actual officiating duty.

The match officials participated in nearly 1,000 matches, of varying duration and degrees of intensity, categorised as 100 top end senior, 300 second division 2, 400+ school, 90 college and more than 100 other matches.

In a bid to further improve officiating competence, 13 IRB accredited training courses were held with a Level 2 Coach of Match Officials course included. Godwin Karuga qualified as one of 2 IRB Level 3 trained referees in Africa. A concerted follow up programme was instituted for those who trained in the accredited programme. In the coaching of match officials (CMO) programme, 30 of the 69 senior level referees received CMO reports.

John Kagagi, an IRB Educator, undertook extensive technical consultancy work in this area. He ended up gaining the KRU Development Award. This was certain recognition for the work he undertook in structuring and implementing match official assessment and coaching. A key contribution of his was input into age grade officiating and mitigating the risks involved.

There were serious developmental efforts that culminated in international exposure of Kenyan match officials. A notable case was of Sarah Otieno who ended up officiating a final in front of 40,000 spectators at the Dubai International Women 7s. She was well reviewed by the IRB Reviewers. Other match officials on the international stage were Andrew Karani, Godwin Karuga, Karimi Mwangi, Constant Cap and John Kagagi (Performance Review).

Summary:

Local

- IRB accredited training – 13 (including 1 CMO)
- Achieved (increased practising senior MOs to 69)
- 100 top end local matches
- 300 Div 2 matches
- 400+ school matches
- Follow up programme for at least 50% of L1 trainees; 100% follow up of L2 & L3 trainees
- 30 of 69 coaches received CMO reports

International exposure

- Junior World Rugby Trophy 2010, Russia: Andrew Karani, Assistant Referee (AR)
- Commonwealth Games 7s, India: Constant Cap, AR
- IRB 7s 2010, South Africa: Andrew Karani, AR
- CAR Africa Cup, Zimbabwe: Godwin Karuga, Centre Referee (CR)
- CAR Africa Cup, Zimbabwe: John Kagagi, Performance Review (PR). Reviewed Jonathan Kaplan.
- CAR Development Cup, Rwanda: Karimi Mwangi, CR
- Dubai International Women 7s, UAR: Sarah Otieno, CR
- Safari 7s, Kenya (Constant Cap, Godwin Karuga)
- Cottco Festival, Zimbabwe (Alan Khakame)

Administrators

This group of individuals works in the background of the game, right through from the age grade to international game. The focus on them was not particularly specific but a need for administrator training was identified for club and elite squad levels. The training programmes for foregoing were developed but not run. It is planned that these programmes are run in 2011.

Developed Programmes:

- Club Governance, Admin and Management
- Elite Squads Management

Strategic Impact

Indisputably, and inspite of various challenges, game development in 2010 contributed to the strategic desires of the Kenya game of a higher quality, providing a solid base for further

development and culminated in a better overall product. It is expected that the 2011 year will be an even bigger boon.

- Higher quality game. Higher:
 - playing performance.
 - coaching.
 - officiating
- Solid base for effective rugby development. More:
 - participation.
 - retention.
 - talent pool for all levels.
- Better product. Increased:
 - Fans
 - Sponsors
 - Government involvement

B Management

The development staff continued to grow in 2010. It comprised 5 full-time, 22 part-time, 19 volunteer staff. The greatest gratitude must be expressed to the 19 volunteers more closely involved with the formal development programme. There certainly were many more involved on an on-and-off basis all over the country. They too must be thanked. Game development would be severely hampered without this contribution type. Formally, the summary staff was:

<input type="checkbox"/> Development Manager	01
<input type="checkbox"/> Development Officer (Projects)	01
<input type="checkbox"/> Asst. Development Officers (Projects)	02
<input type="checkbox"/> Provincial Development Officers	07
<input type="checkbox"/> District Development Officers	05
<input type="checkbox"/> Age Grade Facilitators	14
<input type="checkbox"/> Women Rugby Facilitators	05
<input type="checkbox"/> IRB Trainers	02
<input type="checkbox"/> IRB Coach Educators	08
<input type="checkbox"/> IRB Match Officials (MO) Educators	05

What did we want to do?

1. Ensure the best return for available development funds
2. Enhance coordination of rugby development activities
3. Standardize rugby development programmes, to the extent practical.

The KRU Strategy defines management focus. The strategic planning forum of February 7th was therefore of particular importance. In addition, from the Balanced Scorecard training programme, key performance areas were isolated that informed role

description and the attendant performance contracting. These activities served the purpose of focussing rugby development management to a degree higher than previously experienced.

The largest funding of the development programmes remained the IRB Development Grant. The returns to this funding remained very high considering that practically all the agreed key performance indicators (KPIs) were well exceeded. It is instructive that many of the achievement outlined in the first section of this report were achieved within, basically, this funding yet many were outside the KPIs negotiated with IRB.

In terms of coordination, the provincial development units continued to be used to devolve activity. To this structure, district development outfits to be run by district development officers (DDOs) were added. The 5 districts, experiencing the most intense rugby activity, so vested were Nairobi (Sebastian Shivoka), Nakuru (Ronald Lovega), Kakamega (John Asila), Bungoma (Vincent Barasa) and Mombasa (Tolbert Achayo). An outline of the main achievements in these districts is:

- Nairobi: Increased participation in schools rugby ; introduction of technical training institutes (TTIs)
- Nakuru : Introduction of Prescott and Damu Pevu; Coordination of U16s League
- Kakamega: Coordinating introduction of girls rugby; coordination of KRU training programmes; management of Kakamega RFC
- Bungoma: Coordinating introduction of girls rugby; coordination of KRU training programmes; management of Bungoma RFC
- Mombasa: Beach, Mtaa Rugby; U14s rugby; Shepherds RFC

Summary:

- Strategic Planning Forum, 7th February 2010
- Balanced Scorecard training
- Role description and performance contracting
- 7 functional provincial development units
- 5 district development officers employed, all part time
 - Nairobi
 - Nakuru
 - Kakamega
 - Bungoma
 - Mombasa

Strategic Impact:

It is clear that that the making of the management processes a focal point ensured the strategic return of boosting management of rugby development and value for spend.

Boosting

- management of game development
- value for development spend

CONCLUSION

We consider that game development is on sound footing and will experience phenomenal growth in the next few years. Concentrated attention needs now be paid to further funding to raise quality and retention.