



**Kenya  
Rugby  
Football  
Union**

***Kenya Rugby Football Union***

# 2010 ANNUAL REPORT



SUSTAINABLE GROWTH THROUGH  
FOCUSED DEVELOPMENT AND  
EFFICIENT RESOURCE UTILISATION



# INTRODUCTION

- ✓ In 2010, Kenya Rugby continued to build on the pillars identified in the strategic plan.
- ✓ Kenya 15s retained the Elgon Cup and won the inaugural Victoria Cup. We also had a friendly with Mpumalanga that served as a wake call.
- ✓ Kenya A won the CAR Development trophy in Arusha
- ✓ Kenya 7s finished 8<sup>th</sup> overall in the IRB 2009/10 series with 52 points getting into 1 main cup semi final, 3 plate finals and 3 plate semi finals. In the Commonwealth games we finished outside the medal bracket when we lost in the quarter finals.
- ✓ Shujaa participated in 3 tournaments and has been identified as a feeder route to Kenya 7s.
- ✓ The U19 participated in the CAR tournament in Abidjan.
- ✓ The women's 7s team returned to Dubai 7s tournament, whilst the 15s retained the Elgon cup.

# PARTICIPATION & DEVELOPMENT

- ✓ The primary focus has been growth and retention of players, coaches, referees and administrators; and enhancing competition.
  - ✓ Players 39,148 (adults 6,772)
  - ✓ Match Officials 518 (104 active)
  - ✓ Coaches 671 (300 active)
  - ✓ Administrators 514 (many with triple roles)
- ✓ The challenge continues to be retention in an Amateur set up.
- ✓ Partnership with Government has led to several meetings with Provincial Sports Directors, with a pilot training program being executed in Rift Valley for Level coaching and officiating (Kericho 18, Eldoret 43, Nakuru 44)
- ✓ Competition has been enhanced thru re-organisation of the domestic season, the ESS to include a Western conference, increased participation in the National 7s circuit, introduction of Mtaa rugby countrywide.
- ✓ This will provide a solid base for further development of the game.

# COMPETITIONS

- ✓ The domestic season continues to generate great interest.
- ✓ Kenya Harlequins won the Kenya Cup and Enterprise Cup.
- ✓ The ESS was divided into 2 pools and was retained by Homeboyz.
- ✓ Homeboyz also won the Mwamba Cup
- ✓ The Western Union National 7s circuit was won by Mwamba.
- ✓ Bamburi Rugby Super Series was also played in Tanzania and Uganda and was won by Rhinos.
- ✓ The National Sevens Circuit saw increased participation with a 32 team format in Dala and a 24 team format during Kabeberi 7s

# MATCH OFFICIALS

- ✓ Over 1,000 games of varying intensity
- ✓ 13 IRB accredited training courses.
- ✓ Introduction of CMO reports.
- ✓ Referees exposed to various international tournaments.

# FINANCES

- ☑ The Union finances continue to grow in line with the game.
- ☑ Total income is Kshs 78.5m compared to a spend of Kshs 75.9m
- ☑ New sponsors include the Government of Kenya Kshs 10m, The Patrons Society Kshs 1.45m.
- ☑ We have also seen an increase in the 7s participation grant from the IRB as a result of a new sponsor HSBC.

# SECRETARIAT

- ☑ The Secretariat remains key to implementing Board policy.
- ☑ They continue to be led by Auka Gecheo - General Manager, Fred Ollows – Development Manager, Eric Situma – Projects Coordinator, Judy Wanjira – Administrative Assistant, Sarah Otieno, Adelaide Nasambu – Development facilitators, Mike Mwanja – Competitions Administrator, Simon Jawichre - Accounts Assistant, Malik Ndemi and Eric Musalia as Project facilitators.
- ☑ Fred Ollows provides valuable both locally and globally as part of various IRB work group.
- ☑ They continue to be complimented by a large pool of part time employees in the field and a large pool of dedicated volunteers.

# STRATEGIC PLAN

- ☑ The second annual review of the strategic plan was conducted in March this year.
- ☑ The review highlighted the continuing challenges of achieving set objectives given that revenue generation lags behind plan.
- ☑ The Board in conjunction with the stakeholders will continually review the plan in order to sustain the growth momentum.

# INFRASTRUCTURE



- ☑ Investment in infrastructure continues to grow through various partnerships.
- ☑ The new stands with a sitting capacity of 3,000 funded by the Safaricom Foundation were commissioned at a cost of Kshs 13.2m.
- ☑ The deposit towards the purchase of the Ligi Ndogo plot was increased to Kshs 40m (cost Kshs 70m).

# PARTNERSHIPS

- ✓ The partnership with the Government of Kenya yielded Kshs 10m to support 15s rugby.
- ✓ The partnership with Kenya Airways generated 120 tickets that were utilized as follows:
  - ✓ Kenya 7s                    22
  - ✓ Kenya 15s                89
  - ✓ Match Officials        9
- ✓ In December 2010, Benjamin Ayimba was awarded 'The Order of the Grand Warrior' by H.E the President.

# OUTLOOK

- ☑ 2011 looks good.
- ☑ 15s rugby will remain a key focus.
- ☑ We will host the CAR premier 15s tournament in November.
- ☑ The Safaricom 7s tournament has been moved to November in order to attract good quality teams and enhance competition.
- ☑ We will be increasing depth in the Kenya 7s team in order to increase depth and competitiveness.
- ☑ We continue to pursue live coverage of selected games in an attempt to improve the value proposition.

# THANKS

- ☑ We thank our various sponsors for having faith in Kenya Rugby, Safaricom, Kenya Airways, Bamburi, SDV Transmi, IRB, CAR, KEBS, EABL, Western Union, Brookhouse , The Patrons Society, Kenya Tourism Board, DHL, GVRC, World Vision, IRB SOS Kit aid and the Government of Kenya.
- ☑ We thank our stakeholders for their patience and understanding.
- ☑ Finally, I would like to thank the Board and the Secretariat for working tirelessly to develop the game of rugby.