



**REPORT NAME:** National Registration Program Report

**SUBMITTED BY:** Myles Spencer

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Rugby Canada experienced a material growth in participation in 2015. Since 2010, the past fiscal year marked the largest increase in registered participants, with a 5% year-over-year change. This is a positive reflection of the investments being made in community rugby across Canada. 2015 marked the start of a nation-wide community rugby program targeted at increasing participation at the grassroots level. Rookie Rugby, in its pilot year, was a major contributor to the increase in Minor-category participants in targeted regions. The objective of Rugby Canada's community rugby plan is to expand the participation base, getting more youth playing the sport at a younger age. This aligns with Rugby Canada's strategic objective of increasing total participation to 30,000+ by 2019.

Rugby Canada's National Registration Program, now being referred to as Member Management, experienced considerable change in 2015. The launch of a new online member management platform in partnership with Sport Ngin, brought new challenges merging technology and the administration of the sport. The new platform required significant investment of resources at all levels (Club, Provincial and National) to build and implement ahead of the 2105 season. All ten (10) Provincial Unions utilized the platform, bringing an overall improved experience for the end users. Increased demand from Clubs for opening annual registration earlier in the calendar year was acknowledged. Efforts were made to achieve this, and the 2015 registration season was opened mid-February. The initial feedback suggested that Clubs and Provincial Unions, as well as Rugby Canada, had received a significant portion of annual registration revenue at a point earlier in the year than ever before.

The transition between service providers was met with an unexpected change to the core functionality of the member management platform. As Rugby Canada approached a critical point in the setup of the platform, Sport Ngin indicated they were experiencing delays, which ultimately forced a change in the way the system would function. As a result, 2015 was, regrettably, plagued with challenges on the administrative front. While the end user experience was not impacted, the inefficient reporting functions led to major challenges with financial and participant data reconciliation for various stakeholders. Considerable effort has gone into resolving these issues, and many other functions / deliverables, for 2016.

### ***Tours, Tournaments, Camps, Clinics, Programs / Academies and International Transfers***

Rugby Canada continued to evolve ways to service members by enhancing the various sanctioning and clearance processes for Clubs and Provincial Unions. The demand for sevens tournaments and one-off exhibition games, as well as camps and clinics to attract new players, all increased in 2015. As a result, an extensive white-paper presentation was delivered to Sport Ngin, on how to move these processes online. After developing and testing, these processes are set to be launched in early 2016. This process will allow each Provincial Union to approve and track all types of programs on a single platform, thus reducing a significant administrative burden.

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The three components of Rookie Rugby's Community Development program, Try, Play and Stay, all pushed the technological and administrative threshold in 2015. 2016 will see the launch of Try and Play Day online sanctioning processes as well as a more extensive discount code process to track first year minor registrations in Rookie Rugby targeted areas. Rugby Canada's staff is dedicated to further upgrade and the use of technology to better support the Provincial and Club stakeholders who deliver these programs.

Enclosed with this report (next page) is the **2015 Membership Registration Summary** by Provincial Union and category.

Rugby Canada appreciates the ongoing support of the Provincial Unions with regards to the National Member Management Program.

Respectfully submitted,

Myles Spencer  
Chief Operating Officer

### 2015 Membership Registrations by Category

Union	Minor	Junior	Senior	Total (Minor/Jr/Sr)	Other	Visitor	Grand Total
AB	639	1,331	2,130	4,100	222	411	4,733
BC	897	1,265	3,058	5,220	750	215	6,185
MB	0	24	530	554	4	126	684
NB	0	82	381	463	2	51	516
NL	38	148	136	322	0	60	382
NS	47	55	676	778	128	33	939
ON	1,771	3,718	4,005	9,494	720	621	10,835
PEI	0	24	43	67	0	20	87
PQ	336	539	1,535	2,400	108	38	2,438
SK	0	80	428	659	12	2	769
<b>Total</b>	<b>3,869</b>	<b>7,275</b>	<b>12,932</b>	<b>24,076</b>	<b>1,946</b>	<b>1,611</b>	<b>27,633</b>

Note: "Other" includes Masters / Winter / Flag registrations.

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