



GLOBAL RUGBY

PLAYERS

FOUNDATION

GRPF STRATEGY 2025 - 2030

JANUARY 2025



GLOBAL RUGBY
PLAYERS
FOUNDATION



BY THE PLAYERS, FOR THE PLAYERS

The Global Rugby Players Foundation seeks to empower players who contributed to the success of the game, to achieve their full potential **Beyond the Game.**

02

Global Rugby Players Foundation

CONTENTS



04 **Beyond the Game:**
Our Vision, Our Mission, Our Purpose

07 **Sustaining Success**
Beyond the Game

10 **Our Collaborative**
Framework

05 **Our Founders**

08 **Our Services**

11 - 15 **Our Approach**

06 **Our Place in the**
Rugby Ecosystem

09 **Our Strategic Audiences**

16 **What Does Success**
Look Like?

BEYOND THE GAME

As players leave the game there needs to be a programme of support to ensure a smooth transition into their new career.



OUR VISION

- Whatever your story, wherever you played, we are there to support you as you take the next step(s) on your path.

OUR PURPOSE

- Support players in navigating their transition from rugby while empowering them to face the challenges associated with the 'loss of identity' that accompanies leaving the game.
- Promote the physical, mental, and social wellbeing of players after rugby, by offering comprehensive support services and proactive mental health programmes.

OUR MISSION

- We are dedicated to helping rugby players who have contributed and shaped our sport to achieve their full potential beyond the game.
- Prevent the social exclusion of the most vulnerable players, including those facing challenges such as unemployment, financial difficulties, physical or mental illness, substance abuse, or dependencies, by providing necessary support and resources.
- Encourage players to use their capacity as role models to create positive change in their communities.
- Advocate the importance of supporting players throughout their entire life, and not just their playing careers.



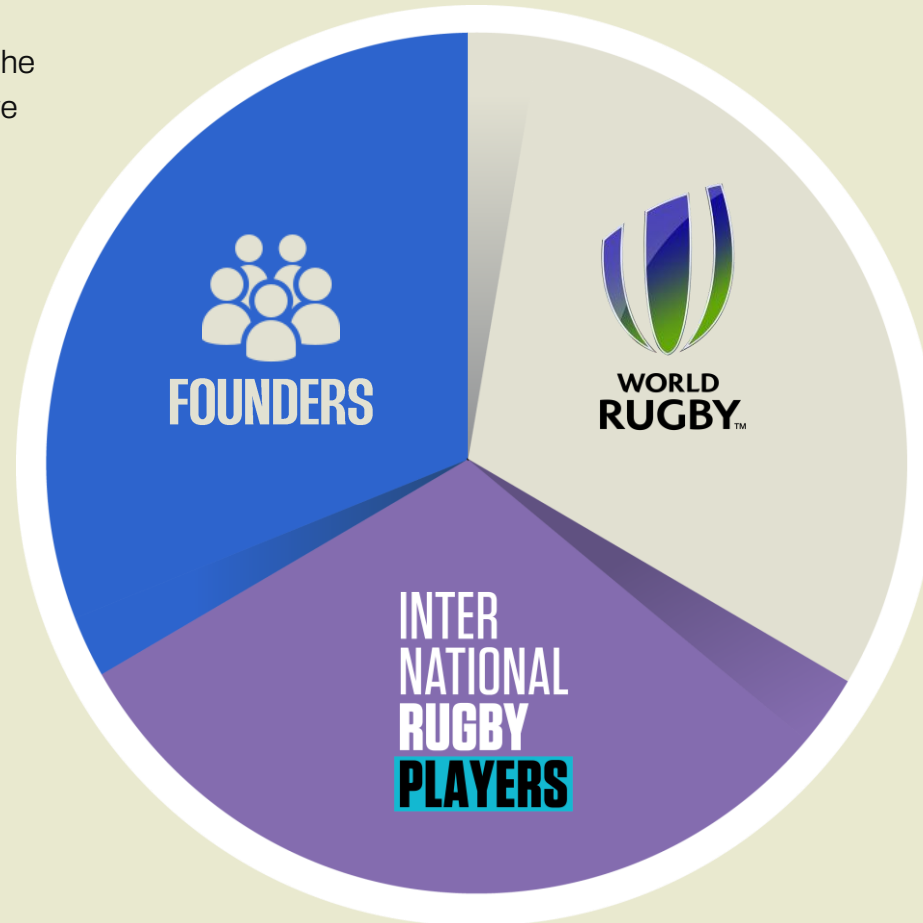
OUR FOUNDERS

The Foundation has been created by the ten Founders in collaboration with World Rugby and International Rugby Players.



The driving force behind the Foundation are the [Founders](#). These are former players who have played at the highest level of the game and experienced the transition for themselves.

- Conrad Smith
- Census Johnston
- Dan Carter
- Jonny Wilkinson
- Kristine Sommer
- Richie McCaw
- Rachel Burford
- Sharni Williams
- Siya Kolisi
- Thierry Dusautoir

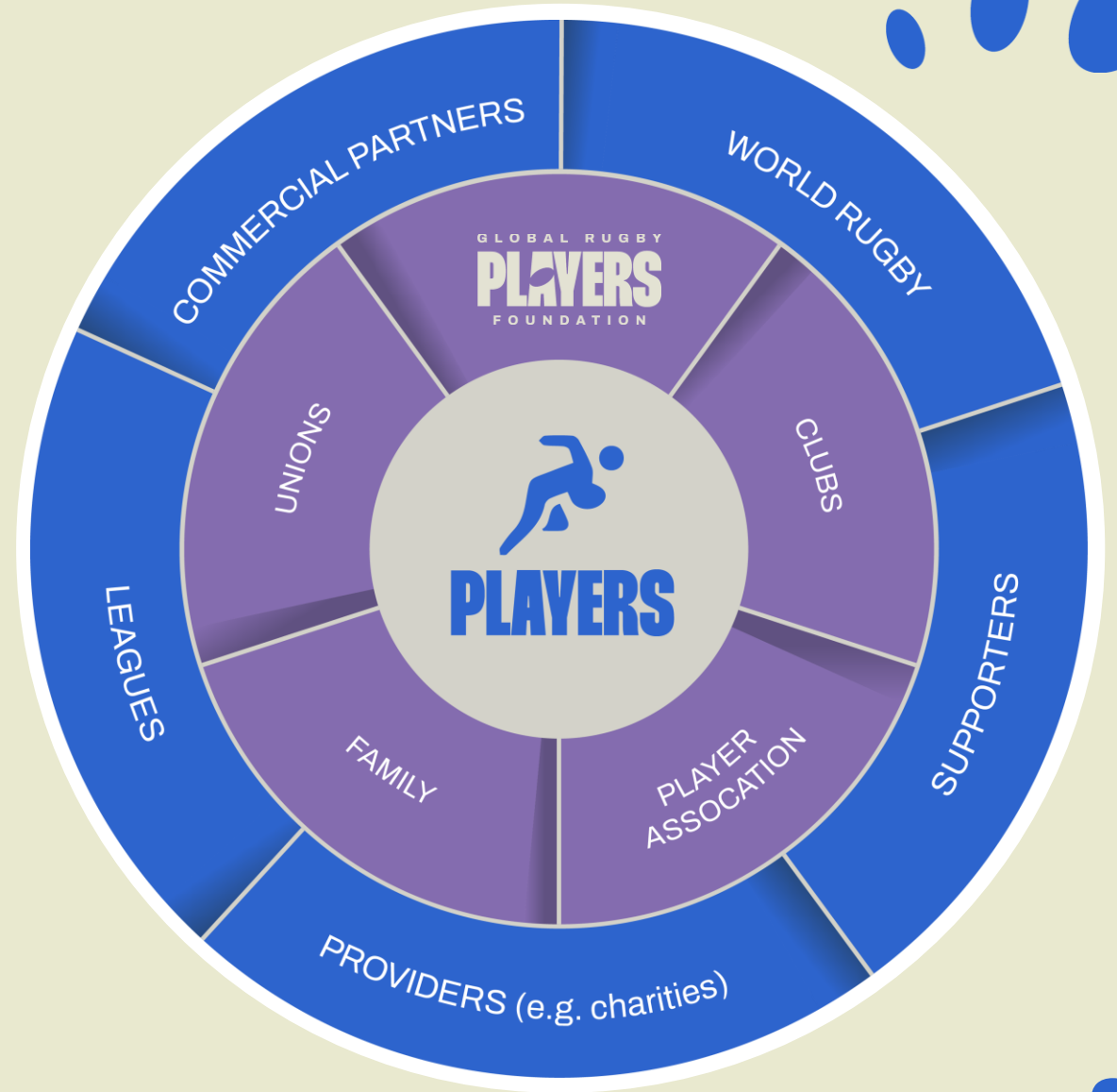


[World Rugby](#) is a founding partner to the Foundation. Through their global access to potential funders and resources, they are an important ongoing partner to help build and sustain the Foundation.

[International Rugby Players](#), through its global player associations, has successfully piloted some programmes for retired players in several countries. They will be key partners to extend these programmes to other countries and to guide the development of new programmes.

OUR PLACE IN THE RUGBY ECOSYSTEM

In the rugby ecosystem, we focus on past players and those transitioning from the game, distinguish ourselves from others who are primarily concerned with current players, but to be successful, we will need the support of the whole ecosystem.



SUSTAINING SUCCESS BEYOND THE GAME

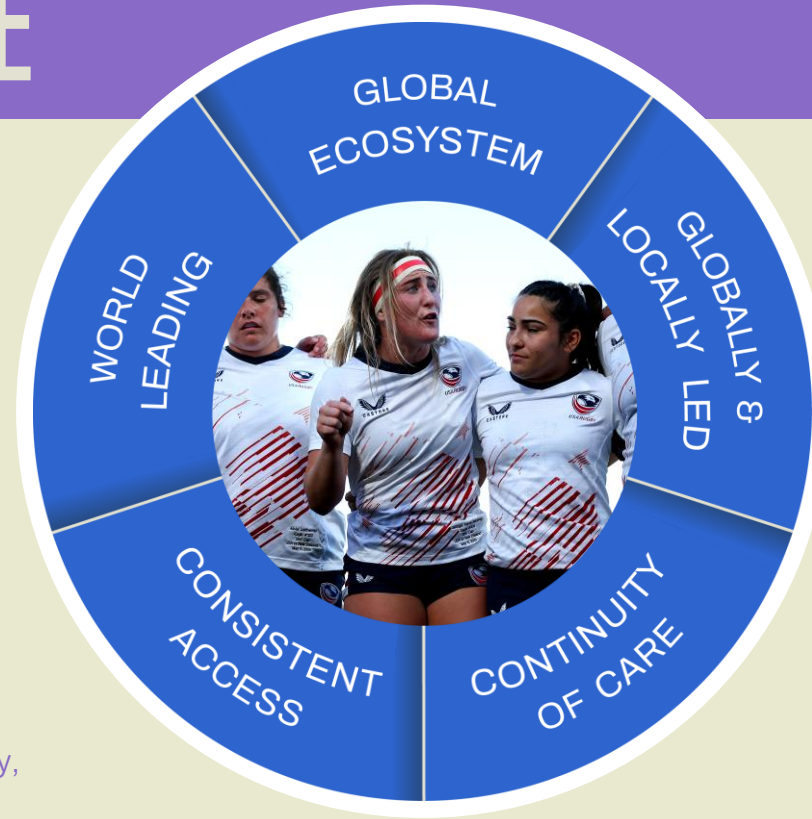
Our aim is to work with national and local organisations to reframe the concept of life Beyond the Game by looking at it as a positive challenge, creating opportunities to sustain success.

AWARENESS

Raise public awareness of the challenges players may encounter when transitioning away from the game, highlighting the importance of [supporting players during this adjustment](#) period. By taking a global-to-local approach, we can tailor and enhance our services for maximum impact where it's needed most.

AMPLIFY

Serve as a platform to promote positive practices and drive cultural change within the global ecosystem. By [measuring and tracking](#) the progress of the players as they engage with our programmes we are able to [magnify, enable and showcase best practices](#) to empower all players to become self-sufficient and lead healthy, fulfilling lives Beyond the Game.



ALIGN

Bring together current and former players worldwide and actively [encourage connection](#) through targeted and timely engagement strategies. This effort aims to bridge divides, address inequalities, and build a supportive global community.

ACTION

Establish a proven record of influencing, engaging, supporting, and mobilising the global ecosystem to [promote physical and mental health and well-being](#). Our efforts aim to reduce loss of identity and [prevent social exclusion](#) among our most vulnerable players while [advocating for the importance of lifelong support](#) for all players.

ALLY

Cultivate [collaboration and engagement](#) within the rugby ecosystem to allow for [greater contribution, sharing, and achievement of meaningful results](#). This approach is rooted in a shared understanding of the needs of current and former players, guided by our common ambition.

OUR SERVICES

In line with the Foundation's objectives, we aim to provide local solutions to the global challenges faced by players beyond the game.



We recognise that transition is unique to each person, and there is no one-size-fits-all approach. With the right guidance and support, players can find fulfillment and success in their lives Beyond the Game.

Our evidence-informed approach to supporting players will help to provide players with services based on their own particular needs and priorities. As support services develop and grow across the world, players can access local services that provide appropriate care, builds communities, help them to cope with change and promote connection.



ON THE GROUND FUNDING

We provide grant funding through RPAs or trusted partners to develop programmes of support, tailored to local needs.

CENTRAL PROGRAMMES

We develop and deliver programmes to support all players. This approach promotes sustainability and sharing of best practise.

COACHING

Career and Business Coaching, delivered individually or in groups support players to define their future, within a framework to ensure minimum standard.

COMMUNITY

Foster a global player community via a bespoke app. Provide opportunity for training to develop mentorship skills to support player mentorship programmes.

PARTNERSHIPS

Work in partnership with sponsors and third parties to fund, develop or deliver programmes or opportunities to former players.

OUR STRATEGIC AUDIENCES

Engaging and collaborating with our five target audiences will be key to fulfilling our purpose and strategic objectives.

Communicating the Foundation's purpose of supporting players who are navigating the transition from the professional game, to a future where they thrive post their playing careers, will be critical to ensuring positive ways of working with all of our stakeholders.

Key global stakeholders need to be aware not only of the Foundation, but also have positive opportunities to engage with the organisation, its activities and services; shaping our relationships, programmes and outcomes to ensure they are relevant, add value and meet expectations.

Our framework for collaboration will set out our intended ways of working; creating opportunities for innovative and authentic engagement, underpinned by effective consultation and a coherent communication strategy.

Regular assessment and communication of our impact and successes will further strengthen our relationships, promoting ongoing collaboration and partnership.

PLAYERS

Current and former professional players from the men's and women's game, and from around the world

PARTNERS

Organisers & regulators from around the world; from World Rugby, IRP, the Unions, the PAs, leagues and clubs, to the IOC and research & academic institutions, and third party delivery partners

SPONSORS

Our commercial sponsors, and those involved in rugby around the world

MEDIA

Multi channel, multi form media; from dedicated rugby press to wider sporting publications and beyond

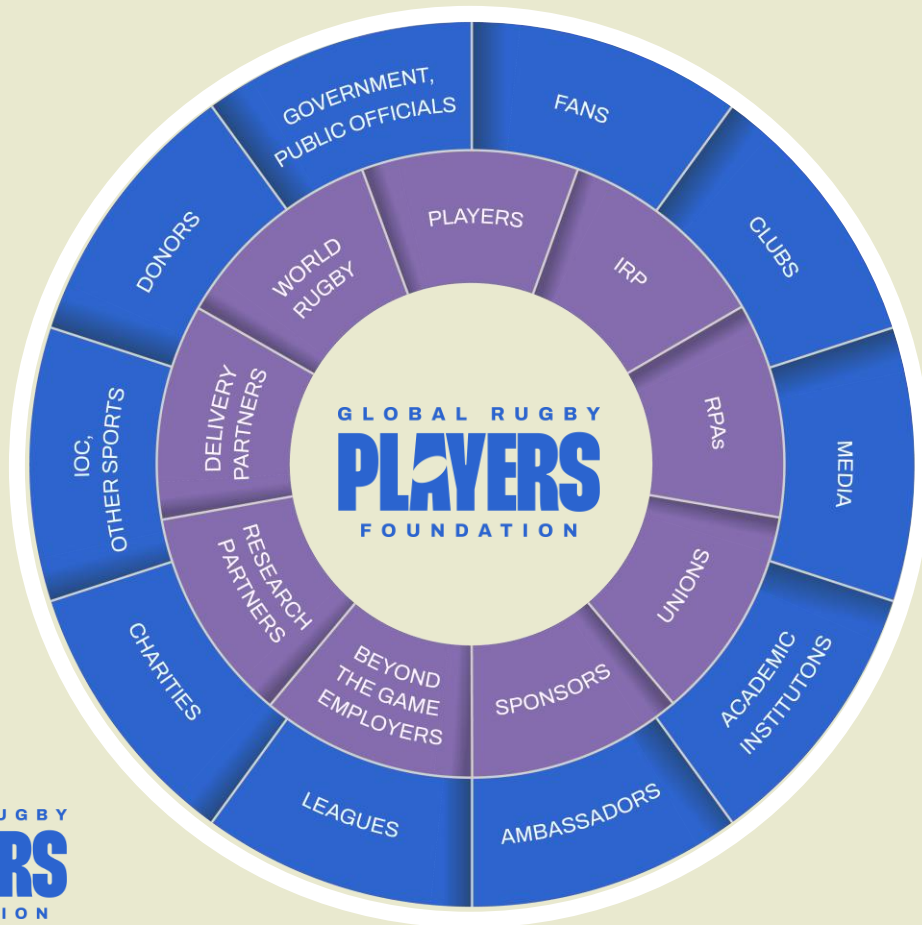
PUBLIC

From dedicated match-goers, virtual and social media followers of the game, to the general public

OUR COLLABORATION

FRAMEWORK

To successfully reframe the concept of life Beyond the Game by looking at it as a positive challenge, creating opportunities to sustain success we will need to work in collaboration with many different stakeholders.



AT THE CENTRE:

Through our consultative approach and innovative and authentic communication and engagement strategies, we will foster collaboration and effective ways of working so we are seen as the preeminent service provider and resource for players as they leave the professional game.

INNER CIRCLE:

Working closely with our key stakeholders we will partner and influence enhancements to current post game strategies and provisions for players, mobilising the essential core elements of support, networks and education to enhance life Beyond the Game.

WIDER ECOSYSTEM:

Within the broader rugby ecosystem and beyond, we will align our efforts to raise awareness of our purpose, identifying synergies with other sporting organisations, academic institutions and charities to ensure the benefits of our impact and research are shared. We will also engage with fans, media and public officials to promote our ambitions, our research, and fundraising activities.

OUR APPROACH

As players leave the game there needs to be a programme of support to ensure a smooth transition into their next career. Our approach will ensure that players, regardless of location, will be able to receive the support they need.



ON THE GROUND FUNDING



AWARENESS

Promote grant funding opportunities globally with PAs. Communicate the impact and success stories through reports, participant feedback and case studies

AMPLIFY

Take ownership and responsibility for the sharing of programmes and insights in order to replicate the success and impact realised among PAs and clubs globally.

ALIGN

Understand the needs of PAs and players to ensure sufficient funding is always available to support and deliver tangible results based on a common understanding of needs.

ALLY

Continuously seek new opportunities for partnership to enhance our service provision to our stakeholders, ensuring relevance and demonstrable benefit to all.

ACTION

Ensure regular funding cycles provide PAs and beyond the funding they need to make a difference to every player making the transition and leaving the game.



CENTRAL PROGRAMMES



AWARENESS

Promote GRPF Programmes; drive engagement through campaigns. Deliver programmes to coincide with key external calendar dates, e.g. Mental Health Day, World Heart Day, Financial Literacy Awareness Month.

AMPLIFY

Develop education programmes based on consultation and research into key areas affecting players; roll out to our global partners where need is identified. Collate and promote sharing of best practices globally between PAs and Clubs.

ALIGN

Through consultation, understand the needs of the players and PAs to create relevant, value-add programmes which complement existing offerings. Bridge the gaps that exist due to lack of funding or current capacity.

ALLY

Partner with PAs and other organising or regulatory bodies to design programmes that address priority areas of education such as Mental Health and Wellbeing,

ACTION

Launch our GRPF education platform providing access to the global rugby player community, past and present. Create comprehensive support services. Measure and track results to inform future development.



COACHING

AWARENESS

Promote the availability of career and business coaching to support preparation and planning post game. Raise player awareness of how to secure the best opportunities for a second career.

AMPLIFY

Publicise best practice and personal success stories where coaching has enabled players to become self-supporting and lead a healthy and fulfilling life Beyond the Game.

ALIGN

Understand the trends and themes identified by PAs and clubs across the world to enhance and tailor business and career coaching support services.

ALLY

Attract and retain a global network of coaches, bringing with them diversity of experience and insight to ensure that transitioning is a positive experience, and one which can be proactively managed.

ACTION

Develop coaching framework, distilled from observed best practice from our global engagement, to ensure a minimum standard of advice is available to all who need it.



COMMUNITY

AWARENESS

Utilise our global relationships throughout the rugby ecosystem to build networks, connections and a player community where every member has their own experiences to share.

AMPLIFY

Become a key voice driving the change in culture and perceptions of player wellbeing and transition through our global Community and its associated PA, club and player networks.

ALIGN

Foster the Community and network, working with PAs and local clubs to promote its existence, benefits and impact. Identify opportunities for Community growth and future benefit to meet local needs where they exist.

ALLY

Assist, through our engagement activities, with the creation and set up of local Communities and support networks to meet the diverse needs of PAs, clubs and players past and present.

ACTION

Launch our GRPF Community app to connect players globally. Provide mentorship training for those who are keen to give back, drawing on their own experiences to prevent potential loss of identity and social exclusion.



PARTNERSHIPS

AWARENESS

Seek partnership and sponsorship for our programmes and services, promoting the need and tangible impact already delivered. Fund third party research or programme delivery supporting player welfare.

AMPLIFY

Use our platform to promote opportunities for investment. Advocate responsibility for supporting players Beyond the Game to ensure players are supported throughout their entire life.

ALIGN

Facilitate introductions and alignment with partners and local PAs and clubs to enable direct, grassroots support and funding, complementing existing service provision and GRFP support.

ALLY

Identify partners who want to support the sport and the players to become employers of choice, benefitting from the diverse skills past players can bring to the workplace, not just those who bring financial support.

ACTION

Enhance our ability to offer services and grant funding opportunities through partner sponsorship. Create second career opportunities within our Beyond the Game Employer network.

WHAT DOES SUCCESS LOOK LIKE?

To enable our success it will be critical that we are clear on our purpose and remit; have a full understanding of our stakeholder landscape; foster a keen sense of collaboration and cooperation; and prioritise our efforts to deliver the biggest and best possible impact.

MEASURES OF SUCCESS



OPERATIONAL INTEGRITY

Uphold standards, ensure systems function, and build stakeholder trust.



AWARENESS

Communicate key messages to increase engagement and influence positive change.



PIONEER RESEARCH DEVELOPMENT

Drive innovation and generate groundbreaking solutions.



LEAD COLLECTIVE CHANGE

Inspire and mobilise people for shared vision and impactful transformation through collaboration.



GROW PLAYER IMPACT

Enhance opportunities, connection and develop skills for players Beyond the Game.



SUSTAINABLE INCOME GENERATION

Create consistent, diversified, and long-term revenue streams.



PROGRESS HEALTH & WELLBEING PROVISION

Enhance physical, mental, and emotional support systems.



WOMEN'S GAME ADVOCATE

Elevate visibility and equity for female players.







GLOBAL RUGBY

PLAYERS

FOUNDATION