



THE LAO RUGBY FEDERATION 2007 SPONSORSHIP PACKAGE



**LAO RUGBY FEDERATION
2007
SPONSORSHIP PROPOSAL**

Dear Friends and Supporters,

With the help of our sponsors, and the hard work of a dedicated team of volunteers, the Lao Rugby Federation (LRF) has made good progress over the last twelve months. We are working hard against various challenges to build the sport of rugby union in the Lao PDR. We have lost several long-serving players, motivators and administrators in the past two years, but new blood has been found and the sport is growing faster than ever before.

2006 will long be remembered as the year when the Lao PDR returned to international rugby, with our national team competing hard in Cambodia at a tournament for four Asian nations: Brunei, Cambodia, Indonesia and the Lao PDR. The formation of a competitive national team is the culmination of our grassroots efforts in promoting rugby as an opportunity for healthy living, community building and personal development. Rugby is widely recognised as a sport that provides a unique culture of camaraderie and mutual support and it is appealing to an ever broader section of our global society. We believe this sport will be an asset to young Lao people that will help them to lead richer, healthier and more enjoyable lives.

The development of the national side is the most visible tip of our achievements over the past few years. However, we are also working hard to make the game accessible to children from all backgrounds. The LRF now has four clubs and five schools playing rugby with players ranging from eight years old to well over fifty! Our ambition is to keep the momentum of our growth so that rugby spreads to people outside the capital. If we can sustain this growth, we will not only be able to offer rugby to more people along with all of the associated health and well-being benefits, but we can also move towards full membership of the International Rugby Board, which in turn will assist the federation in further catalysing rugby development in the Lao PDR.

To do this, as ever, we will rely on the support of our generous sponsors and those who donate their time and energy. Stay with us, for you are part of us, and part of the great game of rugby.

Mr. Yong Chanthalangsy
President, Lao Rugby Federation

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1

THE LAO RUGBY FEDERATION 2007 ANNUAL PLAN

INTRODUCTION

The contents of this annual plan are based on the LRF strategic plan 2007 – 2012; it will play a key role as a building block of the strategic plan. It is presented in the context of the LRF logical framework for 2007 – 2012 to ensure that a link is made between activities and the overall strategic plan. Consequently, activities are detailed in relation to the specific result that they work towards rather than the order in which they will be undertaken.

This plan presents only the commitments that are made by the LRF up to the end of 2007, it does not detail month by month commitments as they will be worked out in detail by responsible parties and incorporated into monthly planning within the LRF. However, LRF success during 2007 should be measured by the implementation of the activities and achievement of outputs outlined opposite.



Celebration at the Domestic 7s monthly competition

RESULT ONE *Increased participation of children and adults in rugby*

ACTIVITIES

- Baseline survey of current LRF outreach through schools and club rugby.
- Consolidation of schools activities; weekly training sessions for a minimum of 30 weeks per year and registration of all players.
- Establish club and player registration process and criteria required for registration with the LRF and disseminate to clubs.
- Support to domestic teams to complete formal registration process with the LRF; establishment of constitutions, board members and player registration and assisting teams to seek sponsorship and financial support for activities.
- Seeking financial support to support consolidation of the school's programme; avenues to be explored will include private businesses, state businesses, donors and private sources.

MEANS

- Rugby development officers.
- Rugby development trainers.
- Key board members.
- Technical support for rugby development officers; to be provided by the Rugby Development Officer board member and an International Coaching Volunteer.
- Financial resources.

MEASURES OF SUCCESS

- Publication of LRF baseline survey on the LRF website.
- Monthly rugby development reports leading to an annual rugby development report incorporating a training session diary.
- LRF player registration database.
- Website publication of formal club registration procedures.
- Club statements (supported by the LRF) providing constitutions, board member names and player registration details.
- Annual income and expenditure statement for all clubs.
- Annual income and expenditure statement for the LRF.

COMMITMENTS FOR 2007

- 50 male under 18 XV's players in 5 schools.
- 30 adult male XV's players in 1 domestic club.
- 50 female under 18 players in 5 schools.
- 20 adult female players in 1 domestic club.

RESULT TWO *Increased domestic and international competition opportunities and exposure of the general public to rugby across the Lao PDR*

ACTIVITIES

- Consolidation of schools tournament; establishment of schedule for competition, ensuring schools have the necessary resources to attend, organisation of each competition (e.g. grounds, water, shade, equipment and referees), maintaining tournament records and promoting events.
- Supporting LRF clubs to hold competitive matches within the Lao PDR; in organisation, networking and promoting spectator attendance.
- Supporting LRF clubs to play competitive matches internationally; in organisation, networking and event exposure.
- Providing media exposure for the Lao PDR National XV's and 7s teams.
- Writing a detailed funding proposal for a LRF Rugby Ground, establishing a location and securing funding for construction.
- Seeking financial support; assisting clubs to find sponsors and financial supporter to attend and hold events.

MEANS

- Rugby development officers.
- Key club board members.
- Key board members.
- Financial resources.

MEASURES OF SUCCESS

- Individual tournament reports and annual rugby development report.
- LRF match register and reports.
- Media report detailing relevant exposure.
- Availability of LRF ground proposal on the website.
- Annual income and expenditure statement for the LRF.

COMMITMENTS FOR 2007

- Schools rugby tournament.
- Club rugby games.

RESULT THREE *Increased participation in elite rugby*

ACTIVITIES

- Continuation of regular National Team training; establishment of elite player training schedule.
- Selection and media exposure of 2007 IRB tournament National Team XV's Squad.
- Attendance at 2007 Division 6 IRB Championship tournament in Brunei; requires securing of insurance, training equipment, playing equipment and formal dress for the entire squad.
- Selection and media exposure of 2007 SEA Games National Team 7s Squad (male and female).
- Attendance at 2007 SEA Games in Thailand; requires securing of insurance, training equipment, playing equipment and formal dress for the entire squad.
- Liaising with the National Sports Committee to engage support for attendance at both tournaments.
- Organisation of practice games for 7s (men and women) and XV's (men) squads (domestically and internationally if possible).
- Fundraising activities to ensure sufficient funds are available to field competitive teams at both events.

MEANS

- National Team Coaches.
- National Team Manager.
- Key board members.
- Financial resources.

MEASURES OF SUCCESS

- National Team training register.
- National Team player database including social security status.
- IRB and SEA Games squad registration and media report outlining exposure.
- LRF match register and reports.
- LRF asset register.
- NSC attendance at IRB and SEA games.
- Annual income and expenditure statement for the LRF.

COMMITMENTS FOR 2007

- National XV's Team (male).
- National XV's Team IRB Sanctioned Games (male).
- National 7s Team SEA Games and annual tournament (male and female).

RESULT FOUR *Increased capacity of the LRF to deliver rugby participation opportunities that meet international sound practice standards*

ACTIVITIES

- Recruit and source financial support for an International Coaching Volunteer (qualified rugby coach with significant experience).
- Develop ToRs and recruit two full-time Lao National Rugby Development Officers; requires the development of contracts and employment terms and conditions for the LRF.
- Maintain and develop links with the Asian Rugby Football Union; focusing on regular provision of quality information from the LRF.
- Maintain and develop links with the International Rugby Board; focusing on regular provision of quality information from the LRF.
- Develop links with the other Asian rugby football unions and federations; focusing on regular provision of quality information from the LRF.
- Development of skills transfer plan outlining standards and delivery mechanisms.
- Sourcing and utilising international capacity building opportunities for coaches, referees and administrators.
- Establishment of clear and practical internal and external reporting, administrative and financial procedures within the LRF.
- Securing financial and in-kind resources to implement the skills transfer plan and to support the International Coaching Volunteer.

MEANS

- International Coaching Volunteer.
- Rugby Development Officers.
- Key board members.
- Key LRF players.

MEASURES OF SUCCESS

- Contract of International Coaching Volunteer and monthly activity reports.
- RDO terms of reference availability, signed RDO contracts, employment terms and conditions and monthly activity reports.
- NSC federation recognition.
- ARFU and IRB associate membership.
- Availability of skills transfer plan for the LRF on the website.
- Documentation of manuals for reporting, administrative and financial LRF procedures.

COMMITMENTS FOR 2007

- Staff coaching skills transfer plan approved and resources in place to support 2 full-time RDOs.

RESULT FIVE *Increased key Lao institutional involvement in the sport of rugby union*

ACTIVITIES

- Re-establishing links between the LRF and the National Sports Committee and the identification and usage of a regular formal reporting mechanism to the NSC.
- Re-establishment and dissemination of LRF reporting mechanism to ARFU and the IRB.
- Formally invite an NSC member to accompany the LRF squad to Brunei in the 2007 Division 6 Championship; ensure that NSC and ARFU representatives are introduced.
- Formally invite an NSC member to accompany the LRF squad to the SEA Games 7s competition; ensure that NSC and ARFU representatives are introduced.
- Linking all registered Lao national club and elite players into the government social security scheme for domestic insurance purposes.

MEANS

- LRF Board Members.
- Financial resources.

MEASURES OF SUCCESS

- NSC federation recognition.
- NSC attendance at IRB and SEA matches.
- Regular report provision to NSC, ARFU and IRB.

COMMITMENTS FOR 2007

- Accident and pension coverage for all Lao national club members and elite players.
- Maintain ARFU membership.

RESULT SIX *An exclusive commitment to rugby union is demonstrated by the LRF*

ACTIVITIES

- Ensuring responsibility for registered touch clubs is passed from underneath the LRF umbrella to a dedicated touch rugby administration.
- Phasing out of dedicated touch activities in LRF programmes and/or implementation of 'next step' programmes focusing on rugby.

MEANS

- LRF Board Members.
- Rugby Development Officers.
- Registered touch clubs.
- Financial resources.

MEASURES OF SUCCESS

- Establishment of dedicated touch rugby administration.
- Rugby focused activities implemented in all LRF programmes.
- No registered touch rugby clubs within the LRF.

COMMITMENTS FOR 2007

- All touch rugby clubs under the LRF will be handed over to the dedicated touch rugby administration.



Nornsaad Nagas enjoying the Schools Program Carnival



The Lao centre 'Don' fights off the Indonesian tackler



2

THE LAO RUGBY FEDERATION 2007 BUDGET

The LRF is committed to ensuring that all sponsor, donor and project funds are accounted for clearly and that a culture of transparency is prevalent within all financial transactions.

2007 BUDGET ESTIMATE

Financial support required for meeting our commitments in 2007 is around 97,000 USD. This marks a significant increase in the level of resources that the LRF needs to mobilise to meet outcomes for 2007. Nonetheless, significant investments of time have ensured that a clear direction has been charted by the LRF and that while the requirement for funds and support is optimistic, it is nonetheless achievable.

The budget is based on a series of board level meetings to identify activities and related costs; focus was placed upon ensuring that activity plans were based on LRF capacities and are feasible within the timeframe set out.

2007 BUDGET TABLE (MAY - DECEMBER)		
EXPENDITURE	DESCRIPTION	BUDGET US\$
International Volunteer Coach	To cover costs of operational expenses for an internationally qualified coach	3,250
2 X RDOs	To cover wages and associated costs for the Rugby Development Officers	2,880
Administration Expenses	To cover administration costs of the LRF i.e. Office rent, stationary, admin staff, accounting audit etc.	5,000
National Team Brunei Tour	To cover tour expenses. i.e. Airfares, accommodation, food, tour kit etc.	27,750
National Team Training Costs	To cover training costs of the XV National squad. i.e. Pitch rental, training equipment and preparation games.	4,500
Men's SEA Games Costs	To cover tour expenses. I.E. Airfares, accommodation, food, tour kit etc.	2,500
Men's SEA Games Training Costs	To cover training costs of the SEA games Men's National 7's squad. i.e. pitch rental, training equipment and preparation games.	3,161
Women's SEA Games Costs	To cover tour expenses. i.e Airfares, accommodation, food, tour kit etc.	2,500

2007 BUDGET TABLE (MAY - DECEMBER)

Women's SEA Games Training Costs	To cover training costs of the SEA games Women's National 7's squad. i.e. pitch rental, training equipment and preparation games.	3,161
National University of Lao squad Training Costs	To cover training costs of the NUOL squad. i.e. Playing kit, training equipment and development games.	3,000
Under 19s ARFU Competition Costs	To cover tour expenses. i.e. Airfares, accommodation, food, tour kit etc.	18,000
Schools Carnival Costs	To cover costs to run the schools carnivals for the remainder of 2007. i.e. Pitch rental, sun shade, water etc.	500
Schools Training Programme Costs	To cover costs for the running and execution of the Schools Program. i.e. Playing kit, training equipment, coaching classes etc.	7,500
PR department		12,500
Domestic Insurance for Lao Nationals	To cover contribution payments for the Lao National Social Security for insurance and accident coverage for all Lao national club members	1,050
TOTAL		97,252

Securing this level of support will ensure that LRF growth and momentum is maintained and that more children, youth and adults are able to have the opportunity to become involved in the sport of rugby union.



3

THE LAO RUGBY FEDERATION 2007 PUBLICITY OPTIONS

Whilst it is acknowledged that sourcing rugby equipment is challenging within the Lao PDR, efforts will be made to purchase as many resources as possible from within the Lao PDR. This is part of the LRF's commitment to supporting community businesses and entrepreneurship.

PUBLICITY OPTIONS

1. LRF RUGBY GROUND

Ground to be used for all International rugby matches, training and local games. Naming rights and associated advertising options can be open to discussions

2. NATIONAL XV TEAM

- a. Competing in July 2007 in the ARFU and IRB sanctioned Division 6 Asian Rugby competition in Brunei. 3 matches against Cambodia, Indonesia and Brunei.
- b. 4-6 preparation matches prior to the event, held both locally and overseas.

3. NATIONAL UNDER-19 TEAM

- a. Under19s ARFU tournament to be held in December 2007, likely location is either South Korea or Brunei. 25 team competition.
- b. 4-6 preparation matches prior to the competition held both locally and overseas.

4. NATIONAL MEN'S SEVENS

- a. Team to compete in 2007 SEA Games in Thailand.
- b. 2-3 7's tournaments as preparation to be held overseas.

5. NATIONAL WOMEN'S SEVENS

- a. Team to compete in 2007 SEA Games in Thailand.
- b. 2-3 7's tournaments as preparation to be held overseas.

6. NATIONAL UNIVERSITY OF THE LAO PDR TEAM

- a. To start this academic year, designed to feed players into the national Under 19s and senior teams.

7. CLUB TEAMS:

- a. Vientiane Buffalos (men's contact team), with a focus on providing playing opportunities for contact players, and developing rugby domestically.
 - i. 2-3 International 10's tournaments per year
 - ii. 4-6 15s Games per year (hosted both locally and overseas).

- b. Nok-Ons (women's touch team)
 - i. Compete in 4-6 touch tournaments domestically
 - ii. Compete in 1-2 touch tournaments held overseas.

8. SCHOOL TEAMS CONTACT (EACH TEAM COMPETING IN 6-8 LOCAL RUGBY CARNIVALS PER YEAR).

- i. Vientiane High School
- ii. Ban Bo'o
- iii. Nonesath
- iv. Hongkha
- v. Chantabouly

9. SCHOOL TEAMS TOUCH (EACH TEAM COMPETING IN 6-8 LOCAL RUGBY CARNIVALS PER YEAR).

- i. Vientiane High School
- ii. Ban Bo'o
- iii. Nonesath
- iv. Hongkha
- v. Chantabouly

10. TOURNAMENTS

Schools carnivals, inter-club competitions, touring trophies. Tournament for schools, clubs and visiting teams. The 'Issan league' involving The Lao PDR and Thailand teams from the Issan region will be launched this season.

Publicity options can be negotiated with the LRF for sponsored association with any element of the LRF's current activities listed above. Some examples of the general exposure the LRF is able to provide to sponsors is listed below:

1. Advertising space on the team's kit
2. Advertising on LRF's equipment
3. Provide ground-advertising sites for home matches
4. Pre and post tour press releases to the local and international media
5. Frequent domestic press releases for individual team progress and events
6. Inclusion to the LRF's website with click through links
7. Invitation to official LRF functions
8. Provide photos and other advertising assistance (where possible) of teams and players for use on the sponsors website and other advertising material



4

THE LAO RUGBY FEDERATION 2007 - 2012 STRATEGIC PLAN

This document will provide a guiding framework within which the LRF expects to operate, whilst also providing clear targets and benchmarks that will allow the performance of the LRF to be monitored both internally and externally.

EXECUTIVE SUMMARY

The Lao Rugby Federation (LRF) was formed in 2001. Since then, the LRF has gone on to gain full membership of the Asian Rugby Football Union (ARFU), associate member status of the International Rugby Board (IRB) and importantly, registration with the Lao National Sports Committee (NSC).

The LRF is the focal point for rugby union in the Lao PDR and is responsible for a number of activities including developing the sport through school programmes, providing an environment to support the development of domestic rugby union and supporting the development of elite athletes to represent the Lao PDR at the highest levels of the sport. Furthermore, the LRF prides itself on providing equal opportunities for male and female players to excel in the sport and to perform to the best of their abilities.

This strategic plan is based on an original plan that covered the period 2004 – 2009, however, opportunities have arisen and progress has been made in a number of areas that require the strategic plan to be revisited. Consequently, the LRF Board voted to create a new strategic plan to cover the period 2007 – 2012. This document will provide a guiding framework within which the LRF expects to operate, whilst also providing clear targets and benchmarks that will allow the performance of the LRF to be monitored both internally and externally. Whilst it is hoped that this plan will be operational for the entire period outlined, the LRF will review the strategic plan annually to reflect on targets set to ensure that the plan remains practical and useful to the development of rugby in the Lao PDR.

This strategic plan is guided by commitments of the LRF to be transparent, accountable and to ensure that the benefits of rugby union are available as widely as possible in the Lao PDR. The strategic plan also seeks to build upon gains that have been made since 2001, whilst institutionalising key aspects of operations that in the past were undertaken in an ad hoc manner. These steps and more will lead to a more professional and ultimately more effective Federation within the Lao PDR that is well placed to support the sustainable development of rugby union for all across the Lao PDR.

TERMS AND ACRONYMS

7s Rugby	A 7 a-side version of rugby
Age Grade Rugby	Rugby for players under a specified age e.g. under 20 (U20) rugby (an international standard)
ARFU	The Asian Rugby Football Union; the governing body for rugby in Asia
IRB	International Rugby Board; the global governing body for rugby
Lao PDR	Lao People's Democratic Republic
LRF	Lao Rugby Federation; the governing body for rugby within the Lao PDR
MoE	Ministry of Education
NSC	National Sports Committee; the Lao PDR national sports governing body
PE	Physical Education
RDO	Rugby Development Officer
SEA Games	South East Asian Games
XVs Rugby	Fifteen a-side rugby; the standard medium of the game of rugby

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VISION AND MISSION

The LRF will be guided by the following vision and mission during 2007 – 2012.

VISION

A Lao PDR in which all people have the opportunity to participate in the sport of rugby union.

MISSION

To provide opportunities for men and women, boys and girls, social and elite players and those in urban and rural areas to participate in the sport of rugby union, whilst ensuring that health benefits and personal development opportunities are realised to their fullest extent.

This mission will be achieved by ensuring that the LRF has the necessary capacities to deliver high quality playing and participation opportunities and then through engaging with the government, communities, businesses, schools and other institutions to provide sustainable access to participation (playing and non-playing) opportunities. The LRF understands the key role of the strategic plan in guiding this process.



The LRF's Demonstration of Rugby Union at the National Stadium

CORE VALUES

The LRF has identified a set of core values that will guide all of the operations outlined within this strategic plan. These guiding principles will be central to achieving results by 2012:

TRANSPARENCY AND ACCOUNTABILITY ARE ESSENTIAL – The LRF is committed to ensuring that all sponsor, donor and project funds are accounted for clearly and that a culture of transparency is prevalent within all financial transactions.

INCREASED PARTICIPATION RESULTS IN INCREASED SUSTAINABILITY – The LRF is committed to ensuring that decision making is based on participatory processes with relevant stakeholders and that this will contribute to the sustainability of the federation. This will also involve a heavy focus on skills transfer through the implementation of this strategic plan to develop Lao nationals in key positions within the LRF.

LOCAL RESOURCE USE INCREASES IMPACT – Whilst it is acknowledged that sourcing rugby equipment is challenging within the Lao PDR, efforts will be made to purchase as many resources as possible from within the Lao PDR. This is part of the LRF's commitment to supporting community businesses and entrepreneurship.



The Chanthabouly Cobras Schoolgirls Touch Team before their school carnival game

EQUALITY EQUALS SUCCESS – The LRF will strive to ensure that boys, girls, women and men will all be given equal opportunities to participate in rugby. The LRF realises the importance of providing the intrinsic benefits of rugby to both male and female players and administrators.

RUGBY IN THE LAO PDR

This section gives some background on where rugby in the Lao PDR came from, it also summarises the current position of the sport and gives some details about where the strategic plan hopes to guide the sport in the future.

THE PAST

Exposure to rugby came via the French in the 1960's; however, it was quickly adopted by Lao institutions such as those at Dong Dok University and Chi Naimo Military Academy. By the early 1970's, the Vientiane Rugby Football club was well established and boasted an all Lao squad; this team was widely considered the Lao National Team at that time. The team became even more popular in 1972 with a victory against the Hong Kong British Club. Games against the Thai and Sri Lankan National Teams then followed. Unfortunately, unrest over the following years meant that rugby was not given the opportunity to flourish and to reach the potential it promised. However, in 1997, the commitment of a group of rugby enthusiasts ensured that rugby once again become available in what is now the Lao PDR.

THE PRESENT

At present, the LRF provides a number of rugby opportunities; these are shown in table 1 below:

TABLE 1 – CURRENT LRF RUGBY OPPORTUNITIES	
PLAYING	Non-PLAYING
Schools training in 6 schools for boys and girls	LRF board members (12 Positions); see attachment 1 for details of positions
Monthly carnivals for schools teams (boys and girls)	LRF Part-Time Rugby Coaches; 6 of these are currently engaged by the LRF to provide training in schools
The Vientiane Buffalos; train twice per week, play regularly and have a squad made up of more than two thirds Lao nationals	LRF Employees; 2 Lao nationals are currently employed full-time and provide administrative and coaching support to the LRF as well as being the focus of capacity building and skills transfer activities
Lao PDR National Team; train once per week and play regularly focusing on the Annual IRB Division Six Tournament between the Lao PDR, Cambodia, Brunei and Indonesia	

Whilst other additional activities are undertaken by the LRF, those highlighted above have resources invested regularly and have to varying degrees been institutionalised within the LRF. They form the base of all LRF activities and will be the platform from which steps are taken to realise the mission of the LRF and the implementation of this strategic plan.

It is also important to highlight the internal changes that have taken place in the recent past. A number of key administrative personnel have become unavailable for a variety of reasons and these changes disrupted the administrative, financial and decision making capacities of the LRF. This strategic plan is seen as a major step in ensuring that the LRF is working within a clear framework that moves the institution toward sustainability and ultimately full IRB membership for the Lao PDR.

THE FUTURE

This strategic plan outlines the envisaged growth of rugby in the Lao PDR. The five key LRF commitments are:

1. Increased participation of children and adults in rugby.
2. Increased domestic and international competition opportunities and exposure of the general public to rugby throughout the Lao PDR.
3. Increased participation in elite rugby .
4. Increased capacity of the LRF to deliver rugby participation opportunities that meet international sound practice standards.
5. Increased institutionalisation of the sport of rugby union in the Lao PDR.

Through the achievement of these results, the LRF plans to increase by at least 50 per cent the number of regular participants in the sport and to at least double the number of districts with rugby participation opportunities by the end of 2012.

THE LRF APPROACH

The LRF will strive to be result-oriented throughout the implementation of this strategic plan to ensure goals are met, standards are kept and constant improvement is central to all decisions made by the federation; on-going monitoring and evaluation will be key to this approach.

These five results are outlined in the LRF logical framework (see attachment 2); however, it is important to acknowledge that splitting these results in no way ignores the complexities of the relationships between the different results. It does however allow the LRF to accurately monitor achievement and the effectiveness of certain activities in contributing to results. These results will form the framework for both internal and external monitoring and evaluation of LRF performance.



Jubilation of the Vientiane Vipers during their rugby competition

RESULT ONE *Increased participation of children and adults in rugby*

Two key playing strands will be developed to achieve this result; a brief explanation of each is given below:

MEN'S AND WOMEN'S RUGBY (SCHOOLS AND CLUBS)

The LRF has taken a strategic decision to focus on fifteens rugby, rather than attributing equal limited resources to both fifteens and sevens rugby. Whilst sevens rugby will still be utilised in elite player development (see result 3), it will be gradually removed from mainstream LRF activities in schools. This decision has been taken to not only strengthen the quality of experiences of potential national team players, but to promote a fifteens rugby culture, which in turn will facilitate the development of a national fifteen a side league and the growth of fifteens specialist players, rather than only seven specialists such as those who have come through the past LRF system. However, it is acknowledged that sevens will be the focus of initial rugby activities with females as the game is less technical to learn and will provide a sound base for moving towards fifteen a-side rugby.

RUGBY IN LAO INSTITUTIONS

The Lao Federation currently has a large range of playing members; a number of them are employed by key Lao institutions such as the police and military. The LRF realises the importance of providing playing opportunities for these institutions and has concluded that there is significant potential to establish competitive teams for men and women.

RUGBY IN LAO INSTITUTIONS

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COMMITMENTS

See Table 2 - LRF Commitments; Results overleaf.

TABLE 2 – LRF COMMITMENTS; RESULT 1

	2007	2008	2009	2010	2011	2012
Under 18 Schools Male Rugby	50 players in 5 schools	125 players in 5 schools	250 players in 10 schools	250 players in 10 schools	375 players in 15 schools	500 players in 20 schools
Adult Male Club Rugby	30 XVs players in 1 club	50 XVs players in 2 clubs	100 a XVs players in 4 clubs	150 XVs players in 6 clubs	200 XVs players in 8 clubs	250 XVs players in 10 clubs
Under 18 Schools Female Rugby	50 players in 5 schools	50 players in 5 schools	100 players in 10 schools	100 players in 10 schools	150 players in 15 schools	200 players in 20 schools
Adult Female Club Rugby	20 players in 1 club	20 players in 2 clubs	40 players in 2 clubs	60 players in 3 clubs	80 players in 4 clubs	100 players in 5 clubs
National University Rugby		1 male and 1 female club				
Army Rugby			1 male and 1 female club			
Police Rugby				1 male and 1 female club		
Physical Education College Rugby					1 male and 1 female club	

RESULT TWO *Increased domestic and international competition opportunities and exposure of the general public to rugby across the Lao PDR*

The LRF currently supports teams playing at a number of levels; from schools to club to the national team. At these three levels, significant opportunities exist to promote rugby through making it available for people to see, this also has the parallel benefit of ensuring that more people are getting more opportunities to play rugby.

The LRF will ensure that regular opportunities are available in the Lao PDR for both players and spectators. This will also be supported by the development and implementation of a comprehensive marketing and media strategy to ensure that rugby is visible and people are aware of the opportunity to participate through playing or watching the game.

COMMITMENTS

TABLE 3 – LRF COMMITMENTS; RESULT 2					
2007	2008	2009	2010	2011	2012
Schools rugby tournament					
Schools XVs tournament					
Hosting an annual international tournament					
National Team game against domestic opposition					
National Team game against non-domestic opposition					
					Domestic men's and women's league
Club rugby games					
Marketing and Media Campaign					

RESULT THREE *Increased participation in elite rugby*

Participation in elite rugby is a key development area for the LRF, particularly in terms of our relations with the international rugby community. Steps will be taken to increase the quality of the existing elite squad, as well as establishing other squads to ensure that ultimately, the Lao PDR is able to be competitive on the international stage. This strategic plan sees the development of:

- The existing adult male XV's National Team.
- An age grade male XV's National Team.
- An adult male 7s National Team.
- An adult female 7s National Team.

A decision has been made by the LRF to limit the number of elite teams to ensure that the limited resources of the LRF can be specifically targeted towards improving quality within the elite teams. Should this be successful, it is likely that the next LRF strategic plan will look at identifying secondary tiers within the structures outlined above to ensure that a firm skill base is being provided to elite players as well as expanding to include elite XV's rugby for women.

COMMITMENTS

TABLE 4 – LRF COMMITMENTS; RESULT 3					
2007	2008	2009	2010	2011	2012
National Men's XV's Team					
National Men's XV's Team IRB Sanctioned Games					
	National Men's Age Grade XV's Team				
	Elite Women's 7s Squad				
National Male and Female 7s Team					
National 7s Teams to SEA Games	National Men's and Women's 7s Annual competition	National 7s Teams to SEA Games	National Men's and Women's 7s Annual Competition	National 7s Teams to SEA Games	National Men's and Women's 7s Annual Competition

RESULT FOUR *Increased capacity of the LRF to deliver rugby participation opportunities that meet international sound practice standards*

Given LRF commitment to increasing the quality and availability of elite rugby in the Lao PDR, it is clear that steps must also be taken to develop the LRF's institutional capacity to deliver these opportunities and to ensure quality throughout activities. This result is dependant on the LRF being able to access suitably skilled personnel committed to sustainable skills transfer. The LRF is committed to developing capacities in all areas of the game including coaching, refereeing and administration; these developments will be based on sound practice experience from countries with well-established rugby federations.

COMMITMENTS

TABLE 5 – LRF COMMITMENTS; RESULT 4					
2007	2008	2009	2010	2011	2012
Staff coaching skills transfer plan approved and resources in place to support	Implementation of skills transfer plan				
2 full-time RDOs	4 full-time RDOs	4 full-time RDOs	4 full-time RDOs	4 full-time RDOs	6 full-time RDOs
	1 certified Lao referee		3 certified Lao referees	4 certified Lao referees	6 certified Lao referees
	1 full-time administrator				

RESULT FIVE *Increased key Lao institutional involvement in the sport of rugby union*

Key to the establishment of rugby in the Lao PDR as a serious sporting alternative is the involvement of key institutions in the sport. The benefits of participation in the sport are widely accepted and supported by existing relationships with some institutions in the Lao PDR and internationally; however, the LRF realises the importance of engaging with a broader range of national institutions to increase the legitimacy, understanding and availability of the sport. Consequently, a number of key national institutions have been identified and steps will be taken to ensure the LRF engages fully with them. The LRF is also committed to exploring the possibility of engaging with other key institutions, in particular the Lao Women’s Union and the Lao Youth Union and a feasibility study will be undertaken to identify further potential partners by the end of 2008.

RESULT SIX *An exclusive commitment to rugby union is demonstrated by the LRF*

A lack of strategic direction has seen the LRF responsible for both rugby and touch rugby and this has affected the growth opportunities for both sports. Consequently, the LRF is committed to focusing exclusively on rugby and to provide its experience to those focused on touch rugby to set up a parallel institution that is dedicated to touch and provides rugby opportunities for those who do not wish to participate in rugby. This will also increase accountability in that donors, sponsors and supporters can ensure that their financial contributions are focused on either touch rugby or rugby. Unfortunately, this separation cannot take place immediately and to ensure necessary support exists for touch rugby to continue, the LRF will continue to provide institutional support to the sport until a formal structure can be established by the end of 2007.

TABLE 6 – LRF COMMITMENTS; RESULT 5

2007	2008	2009	2010	2011	2012
All Lao national club members and elite players have social security coverage providing accident and pension benefits					
	Completion of partner feasibility study				
		10 Ministry of Education Physical Education teachers with rugby training	20 Ministry of Education Physical Education teachers with rugby training	30 Ministry of Education Physical Education teachers with rugby training	40 Ministry of Education Physical Education teachers with rugby training
				Ministry of Education inclusion of rugby opportunities within the national curriculum	
					Full IRB membership
ARFU membership and ensuring LRF details are available on ARFU website					

COMMITMENTS

TABLE 7 – LRF COMMITMENTS; RESULT 6

2007	2008	2009	2010	2011	2012
All touch rugby clubs under the LRF will be handed over to the dedicated touch administration					
	No dedicated touch rugby activities will be undertaken by the LRF				

MONITORING AND EVALUATION

Monitoring and evaluation will be inherent in all LRF activities. The importance of installing quality systems cannot be overstated as the LRF places high importance on measuring performance and presenting this performance to donors, sponsors, players, members, government and the general public as part of our commitment to transparency and accountability.

A base line survey will be undertaken by the LRF in 2007 to establish starting points for the federation. This will ensure that data is available to demonstrate achievement of indicators outlined in this strategic planning document. This baseline data will be made available on the website and will form the basis of communications with wider stakeholders. All annual reports throughout the course of this strategic plan will include detailed monitoring and evaluation data in relation to the results outlined in the LRF logical framework. In addition, specific plans developed by the LRF to implement the strategic plan (such as coaching or administration development) will also include detailed indicators to allow the LRF to measure and disclose performance.

REPORTING AND COMMUNICATION

The LRF has in place an internal reporting mechanism to ensure that all stakeholders inside and outside the federation are provided with the data they need; this also encourages understanding by key team members of the different aspects of LRF operations. In addition to this, the LRF commits to making available a 6 monthly report outlining activities and expenditures to date. This will be complemented with an annual report detailing performance of the LRF over a calendar year. Furthermore, the LRF will maintain a website to ensure that news and information is made available as and when possible in a more informal manner. External reports will be available as follows overleaf:

TABLE 8 – LRF REPORTING COMMITMENTS

Year	July	Jan
2007	6 Monthly Report	
2008	6 Monthly Report	2007 Annual Report
2009	6 Monthly Report	2008 Annual Report
2010	6 Monthly Report	2009 Annual Report
2011	6 Monthly Report	2010 Annual Report
2012	6 Monthly Report	2011 Annual Report
2013		2012 Annual Report

The LRF is also committed to providing all sponsors and donors with detailed information regarding the use of any cash or kind donations made to the LRF; these will be produced annually at the end of the calendar year and will report against specific donations made.

FUNDING

The realisation of this strategic plan requires a substantial increase in funding; furthermore, it requires that the LRF is more pro-active in raising its own funds. The recent restructuring of the LRF was undertaken not only to improve the quality of activities, but also to ensure that a more professional approach to rugby development in the Lao PDR is taken. With a more professional approach to fundraising, the LRF is confident that the funding base can be significantly expanded and specific board members have been charged with ensuring that this is the case. The LRF will continue to receive limited funding from the IRB and ARFU and will develop stronger links with the private sector here in the Lao PDR. The LRF is also keen to learn from bigger unions and federations and has been in regular contact with a number of regional bodies to look at their funding base and approaches. Furthermore, the LRF may look into the possibility of seeking specific donor funding for specific development projects that include rugby.

REALISING THE STRATEGIC PLAN

The LRF looks forward to the challenges of achieving the results outlined in this strategic plan. Whilst the LRF acknowledges the magnitude of these challenges, recent restructuring of the board and the prevailing environment in the Lao PDR suggest that a sound foundation is in place for significant developments in the sport over the next 5 years. The LRF is also confident that the approach of developing grassroots and elite rugby with a commitment to developing capacities to link both will be fruitful both for social and elite players.

To conclude, the LRF is committed to the sustainable development of rugby in the Lao PDR and will strive to realise this strategic plan over the next 5 years.



'Pao' drops the Indonesian breakaway during the IRB Division 6 games in Cambodia

ATTACHMENTS

ATTACHMENT 1; *Lao Rugby Federation Board Positions*

1. President
2. Vice President (Events)
3. Vice President (Activities and Facilities)
4. Secretary
5. Coordinator and Club Liaison
6. Treasurer
7. Assistant Treasurer
8. Referee Development Officer
9. Rugby Development Officer
10. Legal Officer
11. Public Relations (Media)
12. Public Relations (Sponsorship)

The Coordinator and Club Liaison position is key within the board and coordinates day to day activities and ensures information is shared amongst board members; the post is also usually the first point of contact within the Federation. It should also be noted that each of these positions has detailed roles and responsibilities that each board member is expected to fulfil.



ATTACHMENT 2

THE LAO RUGBY FEDERATION LOGICAL FRAMEWORK

Intervention Logic

Objectively Verifiable Indicators

Sources of Verification

Assumptions

LAO RUGBY LOGICAL FRAMEWORK JANUARY 2007 - DECEMBER 2012

INTERVENTION LOGIC	OBJECTIVELY VERIFIABLE INDICATORS	SOURCES OF VERIFICATION	ASSUMPTIONS
OVERALL OBJECTIVE			
Increased international standard sporting opportunities in the Lao PDR	Improved athlete performance in a range of sports in the Lao PDR Increased success for Lao athletes on the international stage	NSC Reports and National level relevant reports e.g. those from sporting bodies NSC Reports and media coverage	
PURPOSE			
Citizens and residents of the Lao PDR make use of increased access to rugby union that meets the needs of all levels of participation	A minimum of a 50% increase in male and female participants over the period 2007 - 2012 in schools and clubs A minimum of a 50% expansion districts covered by rugby union availability between the period 2007 - 2012	Register data and monthly and annual reports Register data and monthly and annual reports	The GoL is committed to increasing the availability for quality of sporting opportunities nationwide

LAO RUGBY LOGICAL FRAMEWORK JANUARY 2007 - DECEMBER 2012

INTERVENTION LOGIC	OBJECTIVELY VERIFIABLE INDICATORS	SOURCES OF VERIFICATION	ASSUMPTIONS
RESULTS			
1. Increased participation of children and adults in rugby	By the end of 2012, a minimum of 500 under 18 male players in 20 schools and 250 adult male players in 10 domestic clubs are playing regular rugby (minimum of one training/playing session per week for a minimum of 30 weeks of the year) By the end of 2012, a minimum of 200 under 18 female players in 20 schools and 100 adult female players in 5 clubs are playing regular rugby (minimum of one training/playing session per week for a minimum of 30 weeks of the year) By the end of 2009, men's and women's rugby clubs will have been established and be training/playing regularly (a minimum of one session per week for 30 weeks per year) in the National University, the Army, the Police, the Physical Education Teacher Training College and in at least 1 prison/offenders institution	LRF Registration Records, Session Registers, School Records, Monthly Reports, Annual Reports, Club Reports and Registration Records LRF Registration Records, Session Registers, School Records, Monthly Reports, Annual Reports, Club Reports and Registration Records LRF Registration Records, Session Registers, Monthly Reports, Annual Reports and Registration Records	GoL support for the LRF and expansion of activities remains, funds are available to support expansion and the game remains accessible for all

LAO RUGBY LOGICAL FRAMEWORK JANUARY 2007 - DECEMBER 2012

INTERVENTION LOGIC	OBJECTIVELY VERIFIABLE INDICATORS	SOURCES OF VERIFICATION	ASSUMPTIONS
2. Increased domestic and international competition opportunities and exposure of the general public to rugby across the Lao PDR	From 2007, an annual minimum 4 month rugby tournament will be held between participating male and female schools	Monthly and Annual Reports and Playing Records	Funding and sponsorship is available to support tournaments and suitable locations exist in terms of safety, accessibility and game requirements
	From 2008, an annual minimum 4 month rugby 15s tournament will be held between participating schools	Monthly and Annual Reports and Playing Records	
	From 2009, and international rugby tournament will be held in the Lao PDR	Monthly and Annual Reports and Playing Records	
	From 2008, a minimum of one National Team game will be played against a non-domestic team in Vientiane and one game against a domestic team each year	Monthly and Annual Reports and Playing Records	
	By 2012, a minimum of 10 domestic men's XV's clubs will be playing a full domestic season with weekly games played over a 30 week season	Monthly and Annual Reports and Playing Records	
	By 2012, a minimum of 5 domestic women's clubs will be playing a full domestic season with weekly games played over a 30 week season	Monthly and Annual Reports and Playing Records	
	From 2008, a minimum of 6 rugby matches are played in the Lao PDR by domestic clubs	Club, Monthly and Annual Reports	
3. Increased participation in elite rugby	By mid 2007, a comprehensive media and marketing campaign has been devised and is underway for the duration of this strategic plan	Monthly and Annual Reports, promotional material and the media and marketing plan	

LAO RUGBY LOGICAL FRAMEWORK JANUARY 2007 - DECEMBER 2012

INTERVENTION LOGIC	OBJECTIVELY VERIFIABLE INDICATORS	SOURCES OF VERIFICATION	ASSUMPTIONS
3. Increased participation in elite rugby	By 2008, the establishment of a male age grade National Development Team that plays in at least one annual ARFU sanctioned tournament	Training Records, Annual Reports, Monthly Reports, LRF Registration Records and ARFU Reports	NSC and GoL support for the formation of National Teams continues and specific funding is available to support skills development
	By the end of 2007, an elite men's fifteen a-side squad is registered with the LRF and participating in regular training/playing opportunities (a minimum of twice per week for a minimum of 35 weeks per year)	Training Records, Annual Reports, Monthly Reports and Registration Reports	
	By 2008, an elite women's 7s squad is registered with the LRF and participating in regular training/playing opportunities (a minimum of once per week for a minimum of 35 weeks per year) and playing a minimum of one international competition annually (includes SEA Games)	Training Records, Annual Reports, Monthly Reports and Registration Reports	
	From 2007, the Lao National Men's XV's team plays in the annual ARFU Division 6 sanctioned tournament, a minimum of 6 internal games and 3 external games per year. In 2007, 2009 and 2011 the LRF fields a men's and women's 7s team in the SEA Games	Training Records, Annual Reports, Monthly Reports, LRF Registration Records and ARFU Reports Monthly and Annual Reports and Playing Records	

LAO RUGBY LOGICAL FRAMEWORK JANUARY 2007 - DECEMBER 2012			
INTERVENTION LOGIC	OBJECTIVELY VERIFIABLE INDICATORS	SOURCES OF VERIFICATION	ASSUMPTIONS
4. Increased LRF capacity to deliver rugby participation opportunities that meet international sound practice standards	By the end of 2007, a clear coaching skills transfer plan will be formulated	Monthly and Annual Reports, Board Minutes and Coaching Plan Document	Suitable staff can be recruited and retained
	By the end of 2008, 4 trained rugby development officers will be full-time employees of the LRF (minimum of one female) and a total of 6 (minimum 2 females) by 2012	Monthly and Annual Reports, Board Minutes and Coaching Plan Document	
	By the end of 2008, one certified Lao referee will be available within the Federation; a total of 6 will be available by the end of 2012	Monthly and Annual Reports and Board Minutes	
	By the end of 2008, a full-time administrator will be employed by the LRF	Monthly and Annual Reports and Board Minutes	

LAO RUGBY LOGICAL FRAMEWORK JANUARY 2007 - DECEMBER 2012			
INTERVENTION LOGIC	OBJECTIVELY VERIFIABLE INDICATORS	SOURCES OF VERIFICATION	ASSUMPTIONS
5. Increased key Lao institutional involvement in the sport of rugby union	By the end of 2007, all Lao national club members and elite players have social security accident and pension coverage	Monthly and Annual Reports and Social Security Membership Cards	GoL support for rugby continues, in particular, the NSC and MoE support further development of the sport; the LRF maintains membership of ARFU
	By the end of 2008, a feasibility study has been undertaken into cooperation opportunities with wider Lao institutions	Monthly and Annual Reports and Research Report	
	By the end of 2009, a minimum of 10 physical education teachers have been trained in basic rugby and by 2012, all school partners have at least one trained rugby teacher	Monthly and Annual Reports and Training Modules	
	By the end of 2011, rugby is offered as an opportunity with the Ministry of Education Sporting Curriculum	Monthly and Annual Reports, Curriculum Documents	
	By 2008, details of the LRF are available on the ARFU website	ARFU Website and Monthly and Annual Reports	
	By the end of 2012, the LRF is a full IRB member	IRB Reports and Certification, Monthly and Annual Reports	

INTERVENTION LOGIC	OBJECTIVELY VERIFIABLE INDICATORS	SOURCES OF VERIFICATION	ASSUMPTIONS
6. An exclusive commitment to rugby union is demonstrated by the LRF	<p>By the end of 2007, all touch rugby clubs granted temporary registration with the LRF will be transferred to the responsibility of a dedicated touch rugby administration</p> <p>By 2008, no dedicated touch rugby activities will be undertaken by the LRF</p>	<p>Monthly and Annual Reports and Lao Touch Rugby Federation Registration Documents</p> <p>Monthly and Annual Reports, Club Registration and Development Reports</p>	Sufficient support exists for touch rugby as a unique entity



'Don' hits the French fly-half during the IRB Division 6 games in 2006



5

THE LAO RUGBY FEDERATION 2006 ANNUAL REPORT

Most encouraging to see is the rapid increase in senior Lao players under the LRF umbrella; this due to strong player retention upon the conclusion of schooling and the increasing availability of rugby opportunities.

EXECUTIVE SUMMARY

The Lao Rugby Federation has become a firmly established Federation within the Lao PDR. A core of activities is now occurring regularly and teams are continuing to play increasing amounts of higher quality rugby. Most encouraging to see is the rapid increase in senior Lao players under the LRF umbrella; this due to strong player retention upon the conclusion of schooling and the increasing availability of rugby opportunities.

Even with the overall positive outcomes from 2006, a number of key challenges were faced by the LRF that resulted in personnel and administrative changes. Most significantly of all was the loss of a number of key LRF Board Members to overseas or personal commitments that made them unavailable for LRF duties. Unfortunately for the LRF, these instances occurred all at short notice, which in turn resulted in the loss of a great deal of institutional learning and provided little opportunity for continuity between board members. Nonetheless, with support from the LRF President, a new board structure has been established and systems that were lost are being slowly rebuilt to ensure transparency and accountability in all future LRF activities. The year was something of a rebuilding year for the LRF and resulted in the decision to revisit the strategic plan and to begin the next phase of LRF development in 2007.

In conclusion, 2006 was a year of significant challenges that highlighted the institutional strength of the LRF to deal with these challenges successfully and to maintain the achievement of outcomes. The LRF looks forward to a 2007 filled with success on and off the field.

INTRODUCTION

This annual plan outlines LRF achievements during 2006. The achievements are based on the indicators for success developed by the LRF during 2005. Every effort has been made to quantify and qualify the indicators formulated in the LRF 2005 plan.

2006 PLANS AND ACHIEVEMENTS

The LRF Board in 2005 formulated a number of key measures for success for 2006. It is important to revisit these as they provide an opportunity to measure the success of the LRF:

FORMATION OF AN ANNUAL NATIONAL 7s RUGBY COMPETITION/FORMATION OF A NATIONAL TOUCH RUGBY COMPETITION

For logistical and financial reasons, the LRF decided to combine these events into a series of day long rugby carnivals. six carnivals were held during 2006 with five 7s teams and five touch teams represented. The standard of these carnivals increased monthly both in terms of LRF administration of the events and the quality of rugby played.



Don makes the hit during the 7's competition

CONTINUE TO INTEGRATE MORE SCHOOLS INTO THE SCHOOL DEVELOPMENT PROGRAMME

The main restriction to achieving this indicator has been financial. Although there are schools requesting a relationship with the LRF, financial and capacity restrictions mean that the federation has to limit the number of schools it engages with. Nonetheless, from four schools in 2005, the LRF has expanded to work with six schools during 2006.

HOLD EXHIBITION MATCHES OUTSIDE OF VIENTIANE WHERE POSSIBLE

Financial limitations again restricted the number of exhibition matches held during 2006 outside of Vientiane. However eleven matches/tournaments were played internationally by teams from the Lao PDR, which raised the profile of the game internationally. Furthermore, in celebration of National Sports Day, an exhibition touch and XV's game was held at the National Stadium to promote the sport. This was attended by senior government officials as well as significant numbers of the general public and fellow sporting federations.

Comprehensive steps will be taken during 2007 to promote the game domestically and internationally, with a focus on the South East Asia region to promote Lao participation in the 2007 SEA games.



Rugby promotion at a packed National Stadium

FURTHER TRAINING AND DEVELOPMENT OF LAO RUGBY DEVELOPMENT OFFICERS

A decision was made in late 2006 to move towards securing funds to support full-time rugby development officers. It is expected that this will be implemented in early 2007. For 2006, six contractual rugby development officers were utilised by the LRF to support the school programme; this included assisting with logistics for carnivals and regularly visiting schools to provide support for teachers and students to learn the game. The year was not an entire success in this regard however as the LRF was unable to raise the necessary resources or to establish the necessary support structures to employ full-time staff to devote to the federation. However, the LRF has been successful in mobilising international volunteer support, which has in turn provided direct opportunities for rugby development contractual staff to improve their English, their people skills and to engage in developing their skills for rugby coaching.

ASSIST THE ASIAN RUGBY FOOTBALL UNION IN THE FORMATION OF A SIXTH INTERNATIONAL TIER CONSISTING OF THE LAO PDR, CAMBODIA, MACAU AND BRUNEI.

In early 2006, a decision was taken by ARFU with support from the IRB to establish a 6th International Asian Division with Indonesia, Cambodia, Brunei and the Lao PDR. This decision was very quickly backed up with the confirmation that an April tournament between the four countries (with Indonesia replacing Macau) would be held. The Lao PDR took a squad of 26 players to play 3 matches in 6 days in Phnom Penh, Cambodia. Although the team was unable to take home a victory, they performed well above expectations and were not overwhelmed in any of their games. This tier will now become a regular competition providing the LRF with the opportunity to build towards an annual international competition.

The Lao national squad in preparation for their Tier 6 games



HELP RUGBY COUNTRIES IN SOUTH-EAST ASIA TO FORM A REGIONAL 7-A-SIDE RUGBY COMPETITION WITH THE AIM OF HAVING IT RECOGNISED AS AN OFFICIAL SPORT IN THE ASEAN GAMES

The SEA games committee decided in late 2006 to include rugby 7s as an official sport in the 2007 SEA games in Thailand. This also means that it is also more likely that the 2009 games in the Lao PDR will also include rugby 7s, which will provide an excellent opportunity to promote the game domestically. The LRF is planning to field a men's and women's team in the 2007 games.

LAO TEAMS WILL CONTINUE TO COMPETE IN AS MANY TOURNAMENTS AS IS FEASIBLE

As mentioned previously, the main limitation on tournament and match participation is a financial one. The growth of rugby in the region has resulted in a plethora of playing opportunities, but for teams in the Lao PDR, all of them require the extra cost of international travel. Nonetheless, a total of eleven matches and three tournaments were played by teams from the Lao PDR in 2006. The LRF also made a commitment to focus on developing links with rugby teams in the Isaan region to ensure that regular cost-effective rugby can be accessed by teams in the Lao PDR until such a time that the domestic game is strong enough to allow regular and varied competition.

MIXED LAO/FOREIGNER CLUB SIDES TO COMPETE IN INTERNATIONAL COMPETITIONS AND HOST TOURING SIDES FROM ABROAD

There has been a shift away from segregated foreign and Lao clubs during 2006, with clubs now being composed of both foreign and Lao players. This has resulted in improved team performances as well as promoting rugby as a social tool between players from around the world. Clubs have successfully competed in eight matches and two tournaments during 2006.



The Vientiane Buffalos, The Lao PDR's strongest mixed club side

2006 CHALLENGES AND SOLUTIONS

The main challenges to the LRF during 2006 were a combination of departures from the LRF board by long standing members. All of these departures were relatively sudden and by members that have been committed to the development of rugby for a number of years. These were brought about by various personal and work commitments that meant certain board members were not in a position to commit the required amount of time to their posts. Consequently, the remaining members of the LRF board were left with the task of rebuilding a board that could meet the demands of rugby development in the Lao PDR.

The first decision taken was to restructure the board in line with the requirements from the National Sports Committee in the Lao PDR; this ensured that a mandatory number of board positions were filled and functioning (see annex one for all board member positions and responsibilities). Voting and nomination in accordance with the constitution was then undertaken and all positions on the board were filled; the LRF also committed itself to a counterpart system for certain board positions to ensure that local capacity could be developed to fill board member roles. The challenge presented to the LRF was successfully changed into an opportunity for improved direction to be shown by the LRF. Unfortunately, these large scale and immediate changes resulted in the loss of a great deal of institutional knowledge, which in turn had a negative effect on the quality of activity and financial reporting for the year. The new board has made it a priority to address these shortfalls.

The new board then decided to revisit the 5 year working plan of the LRF as it was felt it did not lead activities as strongly as it should. This decision resulted in a new strategic planning process beginning at the end of 2006, with a plan for 2007 – 2012 expected to be complete in early 2007. It is anticipated that this plan will provide the framework not only for activities, but also for indicators of success to ensure that the LRF is able to monitor its own performance more effectively.

Limited financial resources continue to be a main factor limiting the extent of LRF activities and the board is committed to increasing institutional efforts in fundraising and sponsorship throughout 2006. This acknowledgement comes from previous experience of fundraising being focused on individuals rather than the federation as a whole; this in turn resulted in difficulties reviving support when these key individuals have gone. The LRF will make efforts to ensure that future sponsorship and fundraising is administered by

the LRF as an institution rather than by individuals within the LRF; this will result in generic sponsorship opportunities being developed for businesses and individuals to support. The quality and professionalism of these approaches will also be improved.

Rugby infrastructure continues to also challenge the LRF in that it is difficult to access suitable playing surfaces, particularly during high points in the dry and wet seasons. XV's rugby is really limited given that many pitches that are available are too small and many are simply unsafe for contact sports. The LRF is looking at opportunities to develop a dedicated rugby pitch to support the development of the game.



Life playing rugby in the Lao PDR can be sometimes a dusty and painful experience!

2006 FINANCIAL STATEMENT

The 2006 financial statement will be forwarded to you upon completion.

PRESIDENT'S CONCLUSIONS

First of all I would like to take this opportunity to thank everyone involved in the LRF in 2006 for helping us to achieve so much. A special thanks must go out to all of our sponsors – without whom nothing would have been possible.

The LRF achieved two major goals in 2006 – competing in three IRB sanctioned international games – a first for Lao Rugby - and secondly the increased outreach of our Schools Development Programme. For rugby to grow and flourish in Lao, it is vital that we focus on both these areas. Without grassroots development, coupled with elite player development, we will struggle to compete on the international stage.

2007 offers a number of challenges and a wealth of opportunity. More international matches for the National Team, along with the SEA Games involvement for both our men's and women's contact teams, should allow plenty of opportunity for our elite player development. With the possibility of a National Under 19s team as well, we are hoping to show the region how far we are progressing with rugby in The Lao PDR.

However we do need an increased focus on our youth – both in terms of increasing the quality of training that is accessible to them, as well as increasing the outreach of this programme so that more of today's youth can benefit from both the social and physical aspects of this sport.

With the continued help of our friends and supporters we hope 2007 will be a year that we can look back on with pride and satisfaction from our achievements – and maybe even our first win for the National Team!



The 2006 Lao National Development Squad

