

Lao Rugby Federation Annual Report 2012



Welcome from the President

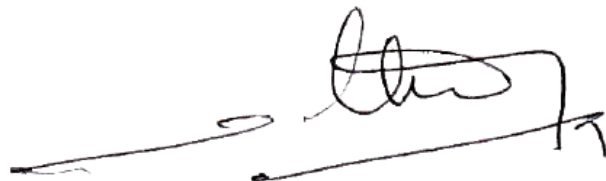
Dear Friend of Lao Rugby,

2012 was a landmark year for the Lao Rugby Federation. Lao Rugby players, coaches, staff members, leaders, supporters and friends worked together to bring home big trophies, to introduce hundreds of new players to the sport across Lao, H'mong and Khmu communities in two provinces, to strengthen relations with the Ministry of Education and Sport, to launch a four-team, men's 15s domestic competition and to lay the groundwork for a women's 10s competition in 2013. Meanwhile, across the world, thousands of people learned about Lao Rugby through our creative, comedic music videos, our ongoing, meaningful contributions to the Asian Rugby Football Union, and our wide network of friends in rugby unions and clubs across Asia, Europe, Oceania and North America.

This year, Lao Rugby traveled far and wide, from rural villages in Xieng Khouang to the bright lights of Hong Kong, from the steppes of Kazakhstan to stadia in Phnom Penh, Bangkok and Manila. I am proud of and grateful for, their efforts on the field and off to represent their country and the Federation, often in challenging circumstances and against opponents many times their size. Whilst bruises, photographs and memories gathered on the field and in the field will fade, our players will always carry with them the lessons they learned through playing rugby: respect, perseverance, solidarity, self-discipline, healthy living and friendship.

None of this would be possible without the support, hard work and dedication of our stakeholders and partners. Our Federation is grateful for your generous, ongoing support and commitment to providing children, youth and adults with the opportunity to play rugby. In this spirit, I am proud to invite you to look back this banner year for the Federation and to look forward to our shared future, as we work to provide rugby participation opportunities to all in the Lao PDR.

Yours Sincerely,



Virayouth Rathikoun
President

Year in Review

Building on momentum generated in 2011, when the LRF conducted an ambitious set of outreach activities surrounding the Rugby World Cup and when the LRF welcomed VIP guests from across Asia and the world, including IRB Chairman Bernard Lapasset, to the Asian Women's 15s Division II Tournament and ARFU Annual General Meeting, the LRF team kicked off the year with the largest Vientiane 10s tournament to date. 13 teams from Laos and Thailand battled over two days, with the EDF Vientiane Wild Hogs capturing the Plate Championship, the highest ever finish for a Lao team in this competition.

Shortly thereafter, a squad of elite players was chosen to train with visiting Japan Rugby Football Union coach Katsuhiro Matsuo for the HSBC Thailand 7s in Bangkok. Matsuo's coaching style and the Lao squad's speed and skill were a good match, as the team captured the Bowl Championship with victories over Pakistan and the Philippines, in addition to experience-building matches versus Asian powerhouses Hong Kong and Japan.

In March, training began for a newly-formed men's touring side, the Lao Nagas. With the support of longtime community rugby sponsor Silver Heritage, this representative squad including new and experienced players from the Wild Hogs and Buffalos, was able to compete and take home the Bowl Championship in the Kowloon 10s RugbyFest, as well as take in the Hong Kong Sevens, the world's premiere Rugby Sevens event. The experience of watching rugby at that level and of being in a city electrified by rugby inspired the Nagas to continue their work to develop the sport at home upon their return. The Nagas made a splash in Hong Kong, generating a feature story in the South China Morning Post, and their story was shared with audiences across Laos and Hong Kong with the release of the "Adventures of the Lao Nagas", a documentary film by Lao New Wave Cinema founder Xaisongkham Induangchanthy.

In June, the Lao Women's National Team traveled to Manila, Philippines to compete in the Asian Women's 15s Division II Championship. Although they did not bring home a trophy, the experience of playing 15s test matches versus Singapore and the Philippines was invaluable, motivating young players to further develop their skills and build team spirit in the coming year. These lessons learnt contributed to hard, productive training sessions and several victories for the Lady Nagas at the Bangkok 7s competition in October, where they placed their best in Asian competition in two years. The LRF is proud to be one of only 8 ARFU member unions who has fielded a national 15s women's side.

The Lao Men's National Team, led by former Australian National Team player and coach Shirley Russell, headed to Phnom Penh in July to take on longtime rivals Cambodia and Brunei in the HSBC Asian 5 Nations Division 5 competition. Laos was unstoppable in the competition, outscoring Cambodia and Brunei by 128-14. The team captured the trophy for the fourth year in a row to the cheers of a large crowd of Lao students based in Phnom Penh as well as the Lao Ambassador to Cambodia. These victories earned Laos promotion to Division 4 of the HSBC Asian 5 Nations in 2013, where they will take on Lebanon, Uzbekistan and Pakistan. With these victories, Russell became the first woman in the history of the International Rugby Board to coach a men's national team in test matches.

In July, the LRF launched a groundbreaking sport-for-development project in partnership with ChildFund Laos, which uses rugby as a tool to deliver healthy living messages and life skills to children and youth in Lao, H'mong and Khmu communities across ChildFund's 12 partner villages in Nonghet District, one of 47 Government-designated 'poorest districts'. The LRF supported Sport Matters, an Australian NGO, to train a cadre of 50 male and female youth leaders to deliver sport and play opportunities, including rugby, to children in their villages. The LRF has conducted and will continue to conduct monthly outreach activities in Nonghet through June 2014, led by two youth leaders from Nonghet who have joined the LRF as interns for the year. Whilst in Vientiane, they will play on club teams, coach rugby in Champa Ban and receive training and development opportunities including coach training, English language lessons and IT training.

In November, men's and women's club teams from Vientiane, including the EDF Wild Hogs, Vientiane Buffalos and Vientiane Lions, traveled to Khon Kaen to participate in the annual regional Khon Kaen 10s tournament. The women were able to topple some tough regional rivals over the weekend, while the Buffalos made a strong showing and the EDF Wild Hogs took home the Cup Championship for the second year in a row.

2012 saw great progress in the development of the game domestically, as the Vientiane Wild Hogs and Vientiane Buffalos recruited new players and brought players out of retirement to form new teams to compete in the Lao Colours Cup, a four-team, domestic 15s competition. The LRF supported clubs to organize a series of development matches from August to December, which included junior players and participants from the LRF's development project at the Somsanga National Drug Rehabilitation Centre. The LRF will work together with clubs in 2013 to continue the development of the Colours League, whilst initiating a four-team, domestic 10s competition for women and taking the LRF closer to its ultimate goal of full membership of the International Rugby Board.

Champa Ban, the LRF's school and community rugby initiative continued to grow in 2012, with hundreds of children from 20 schools and community groups in Vientiane Capital and Xieng Khouang reaping the benefits of participation in sport. Champa Ban continues to use rugby as a platform to teach healthy living and life skills, including teamwork, leadership and communication. This year, over 360 sessions were held with over 9300 attendances and marked improvement in coaching quality from LRF development officers, many of whom graduated from Champa Ban themselves.

A key goal of Champa Ban, and a major pillar of the LRF's work, is promoting leadership and development amongst its players, coaches and staff. Many national team athletes participate in Champa Ban as coaches, officials and mentors for youth players who then go on to join club teams. In 2012, many of these veteran players participated in an IRB Level 1 Coaching Course and an IRB Level 1 Match Official Course, as well as receiving Sport for Development training.

Finally, the LRF made great strides in 2012 communicating to the public about its work through creative videos and media messaging, which brought in over 35,000 views on youtube, 500 new 'likes' on facebook and increased traffic to the LRF website.

Key Facts, Figures, Trends and Challenges in 2012

Champa Ban

- 363 sessions with 9367 attendances and 35% female participation
- Improved ownership, leadership and quality coaching at all levels, led by Rugby Development Manager and Rugby Development Officers
- Many Champa Ban players joined domestic club structures
- Sport-for-development project in Xieng Khouang launched in partnership with ChildFund Laos; 42 sessions held recording 3649 attendances and 50% female participation
- Significant decrease in attendances (~4000) from 2011
- Rugby Development Manager has requested increased technical support in coach education and coach development
- Female participation down to 35% from 40% in 2011 and 45% in 2010
- Less funds available for Champa Ban activities in Vientiane than in 2011, but higher cost-per-head for Champa Ban activities than in 2011

Domestic Rugby

- Vientiane 10s largest tournament to date and had highest ever finish for a Lao club
- Increased integration of Somsanga into domestic rugby activities
- Increased cooperation between Vientiane Buffalos and Vientiane Wild Hogs led to domestic games from August - December, including the launch of the Lao Colours Cup
- Limited funds available for domestic outreach, including expansion to Lao institutions such as the Army or Police
- Limited coaching support available; as of December, one person was coaching Wild Hogs, Lions and Buffalos
- Momentum has been built with Somsanga, but difficulties remain encouraging graduates to join club teams after leaving Somsanga
- Vientiane Lions have high rate of attrition, financial difficulties and challenges engaging with LRF structures

Elite Rugby

- Men's National Team won Bowl Championship at Thailand 7s
- Men's National Team won Asian 5 Nations Division 5 for fourth year in a row
- Lao Nagas made huge splash in Hong Kong, winning the Bowl at Kowloon RugbyFest
- Lao Women's National Team participated in Asian Women's 4 Nations
- Limited player pool for men and women
- Limited funding hampers ideal preparation, training and support for athletes

Institutional Capacity Building

- IRB Level 1 Match Official Course offered in Thai and English for 24 participants
- IRB Level 1 Coaching Course offered in Lao and English for 23 participants
- Rugby Development Manager and Rugby Development Advisor attended ARFU Women's Rugby Workshop in India, facilitated by LRF Operations Manager
- LRF supported training of 50 youth leaders in Nonghet to use sport for development
- Advisory Committee structure shows increased participation in 2012

- Challenges remain engaging Executive Board in meetings
- Relationships strengthened with Ministry of Education and Sport through Deputy Director and Director of Elite Sports Department
- LRF recorded over 35,000 views on youtube due to Call Me Maybe and Gangnam Style music videos; mechanisms are being explored to try to capitalize on this increased exposure

Strategic Plan Progress Report

Goal 1: Grow and strengthen the Lao Rugby family

Recruit, retain and develop more players, coaches, officials, administrators and volunteers so that more people in more communities have the opportunity to participate in the sport of rugby union.

Objectives

1.1 Increase participation of children, youth and adults in LRF activities

KPI: Number of registered players, coaches, match officials, administrators and volunteers

KPI: Number of school, community and domestic sessions held

KPI: Attendance at school, community and domestic sessions

School, community and domestic sessions, attendance and female participation data

	2012			2013	2014	2015
Players	Sessions	Attendance	% Female	Target	Target	Target
School VTE	248	3426	28%			
Champa Ban VTE	20	1194	32%			
Somsanga	51	858	0%			
Champa Ban XKH	42	3649	50%			
Colors League	1	90	22%			
Outreach	1	150	50%			
Total	363	9367	35%			

School and community data in Vientiane

Year	Sessions	Attendances	% Female	Cost per Attendance
2010	386	14,101	45%	₭1.32
2011	415	13,150	40%	₭0.49
2012	321	5,718	25%	₭0.97

School and community data in Xieng Khouang

Year	Sessions	Attendances	% Female	Cost per Attendance
2010	-	-	-	-
2011	-	-	-	-
2012	42	3649	50%	₭1.87

Number of registered players

Category	Registered 2012	Non-registered 2012	Total 2012	Target 2013	Target 2014	Target 2015
Male children	35	95	130			
Female children	20	156	176			
Male youth	21	96	117			
Female youth	21	157	178			
Male adults	70	56	126			
Female adults	10	34	44			
Total	177	594	771			

Number of registered coaches

Gender	Total 2012	Target 2013	Target 2014	Target 2015
Male	10			
Female	7			
Total	17			

Number of registered match officials

Gender	Total 2012	Target 2013	Target 2014	Target 2015
Male	5			
Female	2			
Total	7			

Number of administrators

Gender	Total 2012	Target 2013	Target 2014	Target 2015
Male	2			
Female	3			
Total	5			

Number of volunteers

Gender	Total 2012	Target 2013	Target 2014	Target 2015
Male	3			
Female	8			
Total	11			

1.2 Increase retention of children, youth and adults in LRF activities

KPI: Number of registered players, coaches, match officials, administrators and volunteers involved from 2012-2015

Designation	Total 2012	Target 2013	Target 2014	Target 2015
Players	771			
Coaches	17			
Match officials	7			
Administrators	5			
Volunteers	11			

1.3 Increase the number of rugby clubs and teams in the Lao PDR to qualify the LRF for full membership in the IRB

KPI: Number of registered 15s teams

Designation	Total 2012	Target 2013	Target 2014	Target 2015
Men's Teams	4			
Women's Teams	1			
Total	5			

1.4 Expand LRF activities to new communities, groups and institutions

KPI: Number of schools, groups and communities participating in LRF activities

Designation	Total 2012	Target 2013	Target 2014	Target 2015
Schools	19			
Community groups	1			
Lao institutions	0			
Total	20			

1.5 Expand the number of teams participating in youth and senior domestic rugby structures

KPI: Number of teams participating in youth and senior domestic rugby structures

	Total 2012	Target 2013	Target 2014	Target 2015
Teams in youth domestic rugby structure	0			
Teams in senior domestic rugby structure	5			
Total	5			

1.6 Create, resource and implement comprehensive player, coach, and match official participation and performance level development frameworks

KPI: Creation and publication of player, coach and match official framework

KPI: Creation of registration mechanism

As of the end of 2012, participation and performance level frameworks for players, coaches and match officials had been developed in the form of an LRF Pathway document. A key target of the Rugby Development Manager's work in 2013 will be to begin implementation of the framework.

The Rugby Development Manager had put in place a registration structure in conjunction with the Lao Colours Cup. Efforts will continue in 2013 to register players young and old with this mechanism.

- 1.7 Provide sustainable, high-quality educational opportunities to build the capacity of players, coaches, match officials and administrators, with a focus on Lao nationals
 KPI: Number of training and education courses
 KPI: Attendance at training and education courses

Course	2012		2013		2014	2015
	Sessions	Attendance	Target Sessions	Target Attendance	Target	Target
IRB Level 1 Coaching	1	23	1	25		
IRB Level 1 Match Official	1	24				
Sport for Development	1	14	1	50		
Child Protection and Child Rights	1	2				
Communications and Group Facilitation Training	1	6				
IRB Rugby Ready	1	50	3	150		
Coach Development Course			3	15		
Total	5	69	8	240		

- 1.8 Expand LRF activities to provinces
 KPI: Number of provinces participating in rugby

As of July 2012, the LRF has been conducting regular programming in Vientiane Capital and Xieng Khouang province.

Goal 2: Increase competitiveness of Lao Rugby

Provide consistent and sustainable opportunities for quality rugby competition for all so that the standard of play and competitiveness of Lao Rugby are enhanced across all levels.

Objectives

2.1 Create a robust domestic 15s league structure for men and women, including at least 4 men's teams by 2013 and 4 women's teams by 2014

KPI: Number of teams participating in domestic structure

KPI: Number of games played in domestic structure

	2012 Teams	Games played	2013 Teams	2013 Games	2014 Teams	2014 Games	2015 Teams	2015 Games
Men	4	6	4	24				
Women	1	1	2	8				
Total	5	7	6	32				

2.2 Create a thriving Champa Ban rugby league for boys and girls

KPI: Number of teams participating in Champa Ban League

KPI: Number of games played in Champa Ban League

	2012 Teams	Games played	2013 Teams	2013 Games	2014 Teams	2014 Games	2015 Teams	2015 Games
Boys	0	0	6	30				
Girls	0	0	4	24				
Total	0	0	10	54				

2.3 Continue to grow the Vientiane International 10s to attract teams from a broader geographic area and to increase the level of play

KPI: Number of teams outside of Thailand and Laos participating in Vientiane 10s

Year	2012		2013		2014		2015	
	Lao/Thai	International	L/T	Int	L/T	Int	L/T	Int
Men	11	0	11	2				
Women	2	0	6	1				
Total	13	0	17	3				

2.4 Organize an annual 7s tournament outside of Vientiane Capital

KPI: Tournament held

KPI: Number of Lao teams participating in Lao 7s

Teams	2012	2013	2014	2015
Dates	No tournament held	5-6 October 2013		
Men	0			
Women	0			
Total	0			

2.5 Work with the Thai Rugby Union to create a sustainable Lao-Isaan Super League

KPI: Tournament held

KPI: Number of Lao teams participating in LISL

In the short term, the Lao-Isaan Super League, a cross-border competition which was held in 2010, represents the best opportunity for men's and women's club teams in Vientiane to compete in sustained 15s competition. The competition did not happen in 2011 and 2012 due to funding restrictions on the Lao and Thai sides, as well as challenges in agreeing on a schedule and format with Thai university teams. In 2013, the LRF will once again aim to work with the Thai Rugby Union and contacts in Isaan to get the competition back off of the ground.

2.6 Field men's and women's junior and senior national teams to compete in ARFU competitions

KPI: Number of Lao teams participating in ARFU competitions

KPI: Lao teams performance at ARFU competitions

Tournament	2012	Results	2013	2014	2015
HSBC Asian 7s Series (Men)	1	Bowl Champion, Thailand 7s Laos 10-43 Japan Laos 12-19 Philippines Laos 17-19 UAE Laos 0-35 Hong Kong Laos 17-10 Philippines Laos 38-5 Pakistan	2		
HSBC Asian 5 Nations (Men)	1	Division 5 Champions Laos 70-7 Brunei Laos 58-7 Cambodia	1		
Asian Women's 4 Nations	1	Laos 0-74 Singapore Laos 0-55 Philippines	0		
ARFU U20s 7s (Men)	0		1		

Tournament	2012	Results	2013	2014	2015
ARFU U20s 7s (Women)	0		0		
Asian Women's 7s Series	0		2		
ARFU U19s 15s (Men)	0		0		
Total	3		6		

- 2.7 Work with Cambodia Federation of Rugby to develop a fully-funded, sustainable Mekong Cup fifteens competition for men and women
 KPI: Tournament held
 KPI: Lao teams' performance in Mekong Cup

In 2012, the Lao Men's National Team retained the Mekong Cup with a 58-7 win over Cambodia in the HSBC Asian 5 Nations tournament. Due to funding restrictions, it was not possible to organize a second match in the series; moreover, Cambodia was unable to field a women's national side to take part in the competition. The LRF is in discussions with Cambodia about organizing the Mekong Cup again in 2013, but due to funding restrictions for both unions, the match is unlikely to take place.

- 2.8 Seek partnerships with additional unions for annual test series
 KPI: Number of test matches played outside of ARFU-organised competitions

In March 2012, the LRF fielded a Lao Junior All-Stars team in a girls' 15s competition versus the Thailand and Hong Kong. These matches were not recognized as official tests. The LRF has contacted other including as UAE, Thailand, India, Malaysia and Cambodia regarding tests outside of ARFU-organized competitions, but to date these efforts have been unsuccessful.

- 2.9 Create, implement and resource a high-performance pathway for targeted players
 KPI: Creation of HP pathway

The Rugby Development Advisor and Men's National Team Coach was instrumental in bringing high performance techniques and standards to the Lao Men's National Team player pool in 2012. Her efforts will continue in 2013. The LRF has also secured the support of a volunteer from Japan Rugby Football Union and JICA who will be able to provide additional HP support to players.

Goal 3: Expand and diversify the LRF funding base

Grow and diversify the LRF funding base to increase the LRF's assets, support growth, improve standards and ensure the long-term sustainability of the Federation.

Objectives

- 3.1 Secure platinum sponsor
 KPI: Number of platinum sponsors

Sponsor	2012	2013	2014	2015
Rashmi's Enterprises	Platinum			
Total	1			

- 3.2 Sign multi-year sponsorship agreements with sponsors
 KPI: Number of multi-year sponsorship agreements

Sponsor	2012	2013	2014	2015
Total	0			

- 3.3 Increase number of sponsors
 KPI: Number of sponsors

Sponsor	2012	2013	2014	2015
Rashmi's Enterprises	1			
Larpro	1			
Silver Heritage Limited	1	1		
DAC Management/Gao Fei	1	1		
Vientiane College	1	1		
EDF	1			
Bob Gordon/ALS Chemex	1	1		
DFDL Mekong	1	1		

Sponsor	2012	2013	2014	2015
KPMG	1			
Dillon Energy Services	1			
Brett Jaques	1			
Wes Cross	1			
Sengdara	1	1		
Bactec	1			
Aiden Glendinning	1			
Thatcher Mining Services	1			
Chris Mastaglio	1			
Don Chan Palace	1	1		
Marina Wang	1			
Total	18	7		

3.4 Increase number of Lao sponsors

KPI: Number of Lao sponsors

Sponsor	2012	2013	2014	2015
Sengdara	1	1		
Total	1	1		

3.5 Secure financial support from MoES, NSC and LNOC

KPI: Amount of financial support secured from MoES, NSC and LNOC

Donor	2012	2013	2014	2015
Ministry of Education and Sport	0			
Lao National Olympic Committee	0			
Total	0			

3.6 Create and implement a donor campaign and recognition system

KPI: Creation of donor campaign and recognition system

KPI: Amount of money secured from private donors

Scheme	2012	2013	2014	2015
#1 Fan	150			
Donors' Circle	1250			
Give the Gift of Rugby	1867			
Total	3267	0	0	0

3.7 Explore mechanisms to generate revenue from LRF events

KPI: Revenue generated from additional mechanisms

In 2012, revenue was generated from merchandise and refreshment sales at the Vientiane 10s, Vientiane 10s entry fees and from ticket sales at the Adventures of the Lao Nagas documentary launch. In 2013, efforts will be made to bring in revenue from Vientiane International Rugby Championship entry fees, Lao 7s match fees, Colours League match fees and merchandise and refreshment sales at LRF events.

3.8 Secure funding from foundations, embassies and INGOs

KPI: Amount of grant funding from foundations, embassies and INGOs

Source	2012	2013	2014	2015
Foundations	0			
Embassies	0			
INGOs (ChildFund)	16,987	28,600	15,370	
Total	16,987	28,600	15,370	0

3.9 Utilise networks in Australia, the US, England and Asia to expand donor base
KPI: Number of private donors locally and internationally

The LRF received a number of cash and in-kind donations from private donors and institutions in 2012. In particular, the LRF has received a large amount of kit from the Hong Kong RFU and affiliated parties and the Japan RFU and affiliated parties. The LRF also received a large kit donation from a touring team from France.

Source	2012	2013	2014	2015
Local	9			
Asia	7			
North America	13			
Europe	3			
Australia/NZ	0			
Total	29			

3.10 Conduct at least one high-profile fundraising event per year
KPI: Amount of income raised by fundraising event

In 2012, the LRF launched a number of exciting fundraising initiatives, including #1 Fan, the LRF Donors' Circle and Give the Gift of Rugby. Through these initiatives, over X was raised. In 2013, the LRF will organize a fundraising event in conjunction with the final of the Lao Colours League on 14 December and will continue to intensify its online fundraising efforts.

3.11 Maintain positive relations with sponsors and donors by exceeding expectations for sponsor and donor compliance
KPI: Number of repeat sponsors/donors

Sponsor	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Rashmi's Enterprises	1	1			
Larpro	1	1			
Silver Heritage Limited	1	1	1		
DAC Management/Gao Fei		1	1		
Vientiane College	1	1	1		
EDF	1	1			

Sponsor	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016
Bob Gordon/ALS Chemex	1	1	1		
DFDL Mekong	1	1			
KPMG		1			
Dillon Energy Services		1			
Brett Jaques		1			
Wes Cross		1			
Sengdara		1			
Bactec		1			
Aiden Glendinning	1	1			
Thatcher Mining Services	1	1			
Chris Mastaglio	1	1			
Don Chan Palace		1			
Marina Wang		1			
Total	10	18	4		

Goal 4: Raise the profile of Lao Rugby at home and abroad

Build on the LRF's existing communication and marketing platforms to solidify the Lao Rugby brand identity and to raise the profile of Lao Rugby at home and abroad.

Objectives

4.1 Solidify the brand identity of the Lao Rugby to promote the LRF's core values and to position rugby as a Lao sport

KPI: Creation of LRF brand identity, style guide and semantics guide

The LRF Sponsorship and Marketing Coordinator has driven the branding of the LRF to the top of Asian rugby. The Sponsorship and Marketing Coordinator completed an LRF brand identity package, complete with templates and style guide. This is reflected across most of the LRF's documentation and all of its media.

4.2 Use rugby's inclusion in the 2016 Olympics and the 2019 Rugby World Cup in Japan to strengthen relations with the LNOC and grow the profile of the sport across the Lao PDR

KPI: Number of press conferences held

KPI: Number of articles published and radio and television spots broadcast

The LRF organized four press conferences with the support of patron Dr. Somsanouk Mixay, Vice President of the Lao Journalists Association. This resulted in the publication of over a dozen articles on Lao Rugby. In addition, the LRF's Call Me Maybe and Gangnam Style music videos were aired on Lao television.

- 4.3 Maximize the value of the Lao Rugby brand, Champa Ban Rugby, Men's and Women's National teams, the Vientiane 10s, the domestic structure and LRF-hosted competitions to increase revenue

KPI: Amount of sponsorship secured for above items

The LRF generated over \$20,000 in cash and \$27,500 in in-kind support from sponsors for Champa Ban, Men's and Women's National Teams and the Lao Nagas tour to Hong Kong.

- 4.4 Put in place a comprehensive marketing and communications strategy which increases awareness and understanding of the sport and enhances coverage of LRF in the Lao PDR and across the region

KPI: Creation and implementation of comprehensive marketing strategy

KPI: Creation of Lao and English marketing materials

The LRF Sponsorship and Marketing Coordinator has continued to drive forward LRF marketing and communications, creating a strategy and numerous high quality, vibrant marketing and communications materials in Lao and English. The LRF has also been supported by a photographer, videographer and video-editing volunteer who will join the LRF as a volunteer Media and Communications Officer in February 2013.

- 4.5 Raise awareness of Lao Rugby across the region through participation in ARFU competitions (A5N, A7S, AW4N) and national and international multi-sport games (Lao National Games, Lao National Student Games, SEA Games, Asian Games)

KPI: Participation in ARFU competitions and national and international multi-sport games

In 2012, the LRF national teams in the Asian Women's 4 Nations, Asian Women's 5 Nations, the HSBC and Thailand 7s. The Silver Heritage Lao Nagas, a representative side made up of members from the Vientiane Wild Hogs and Vientiane Buffalos, generated significant visibility from their participation in the Kowloon RugbyFest, including feature articles in the South China Morning Post, Wall Street Journal - Southeast Asia Real Time blog and Hong Kong Magazine online. Lao filmmaker Xaisongkham Induangchanthy produced a documentary film about the Hong Kong tour, which was shown at a public launch and distributed to partners in Laos, Hong Kong and the Asian Rugby Football Union, and it will be shown on the opening night of the Vientiane Film Festival in February 2013.

- 4.6 Maintain positive image by creating and distributing high-quality media via social media and the internet

KPI: Website, facebook and youtube metrics

With ‘Call Me Maybe’ and ‘Gangnam Style’ music video covers, the LRF registered over 35,000 youtube views and drove significant traffic to the facebook page. The LRF registered over 500 new ‘likes’ in 2012.

4.7 Host high profile international events

KPI: Number of international rugby events hosted in the Lao PDR

The LRF hosted 2 international rugby events in 2012: the Vientiane International 10s and the Asian Girls Friendship Tournament with Hong Kong and Thailand.

4.8 Work to create a dedicated rugby facility in Vientiane Capital

KPI: Building of rugby facility

Initial costings were drawn up for the construction of a rugby facility. The LRF will work with the Advisory Committee and Executive Board to push these efforts forward in 2013.

Goal 5: Strengthen Partnerships to Achieve Sustainability and Drive Growth

Strengthen relationships with partners in the Lao PDR, Asia and beyond so that the LRF achieves long-term sustainability and grows to provide playing and non-playing rugby participation opportunities to all in the Lao PDR.

Objectives

5.1 Work closely with the Ministry of Education and Sports (MoES) to ensure rugby is a sporting opportunity in schools and universities in the Lao PDR

KPI: Number of schools and universities with rugby participation opportunities

	2012	2013	2014	2015
Schools	19			
Universities	0			
Total	19			

5.2 Strengthen relationships with the MoES, Lao National Sports Committee and Lao National Olympic Committee

KPI: Number of reports submitted to GoL

KPI: Number of meetings with government

KPI: Feedback and evaluation from GoL

KPI: Number of GoL attendances at LRF events

KPI: Level of support and resources, financial and otherwise, secured from government

Due to the efforts of LRF President Mr. Virayouth Rathikoun and aided by contacts of the Operations Advisor, the LRF was able to strengthen relations with the Director and Deputy Director of the Elite Sports Department of the Ministry of Education and Sport. The LRF submitted an annual report and annual plan to the MoES and conducted multiple meetings with the MoES, which resulted in support in securing Chao Anouvong Stadium for the Vientiane International Rugby Championship. In 2013, the LRF will endeavour to work more closely with the Ministry and the Lao National Olympic Committee to secure Olympic Solidarity funding and to facilitate attendance at multi-sport games, including the Asian Youth Games (Nanjing, China, 2013), the Asian Games (Incheon, Korea, 2014) and SEA Games (Singapore, Singapore, 2015).

- 5.3 Build on strong foundation with ARFU to further develop the LRF's infrastructure, resources and processes and ensure consistent opportunities for quality competition
KPI: Level of support and resources, financial and otherwise, secured from ARFU

The LRF received attendance grants for ARFU competitions, however no additional funding was available in the form of development grants. The LRF was able to secure additional support through ARFU networks and other unions, including but not limited to: kit donations from Hong Kong RFU and Japan RFU, volunteer support from HKRFU (short-term volunteer coach), volunteer support from Japan RFU (short-term volunteer coach in 2012, commitment to providing short-term volunteer coach in 2013 with support of JICA), access to Hong Kong 7s tickets for Silver Heritage Lao Nagas and a pilot partnership with Asian Rugby TV.

- 5.4 Collaborate with IRB representatives to achieve full membership in the IRB
KPI: IRB Membership application status

The LRF's application for IRB Membership has not been submitted, as the LRF has not met the criterion of having 10 teams. The LRF Council Member for ARFU has submitted a formal request to ARFU's IRB representative to introduce the idea of modified membership criteria for Least Developed Countries (LDCs). This will be presented at the next IRB Council Meeting in May.

- 5.5 Partner with mass organisations and established institutions to offer sustainable rugby participation opportunities

In 2012, the LRF did not offer sustainable rugby participation opportunities in partnership with mass organisations and Lao institutions.

- 5.6 Cooperate with INGOs and embassies to support projects using rugby as a tool for development
KPI: Number of projects undertaken with INGOs and embassies

In 2012, the LRF launched a 2 year sport-for-development project with ChildFund Laos. The project aims to use rugby as a vehicle to teach healthy living and life skills to male and female children and youth across 12 villages in Nonghet District, Xieng Khouang province.

- 5.7 Work together with sponsors to create long-term relationships and to explore sponsor-driven programming opportunities
KPI: Number of sponsor-driven projects

The Silver Heritage Lao Nagas tour to Hong Kong had strong sponsor participation, however it is unclear whether it should classify as a sponsor-driven project.

5.8 Explore partnerships with rugby unions and rugby clubs overseas to provide quality playing opportunities and to share resources and learning

KPI: Number of matches played with teams overseas

KPI: Level of support and resources, financial and otherwise, secured from unions and clubs overseas

Visiting Team	2012 Matches	2012 Support	2013 Matches	2013 Support	2014	2015
Republic Polytechnic (Singapore)	2	-				
Hong Kong U19 Girls National Team	0	Kit donations, volunteer support	-	Kit donations		
Clermont Université Club (France)	2	Kit donations				
Kowloon Rugby Club	1	Kit and cash donations	1	Kit and cash donations		
Japan Rugby Football Union	-	Kit and equipment donations	-	JICA Volunteer		
Atlantis Rugby Club	-	-	1	Cash donation, outreach trip		
Total	2		2			

Goal 6: Build organisational capacity to provide effective governance and to support development

Build organisational capacity to provide transparent, accountable and effective governance and to support the sustainable development of the sport of rugby union.

Objectives

6.1 Recruit, retain and develop high calibre, loyal staff and support them to excel in a nurturing and dynamic environment

KPI: Staff retention and progression

KPI: Staff performance development framework reports

Chart of Staff Retention and Progression 2010-2015, in order of seniority

Team Member and Position	2010	2011	2012	2013	2014	2015
Megan Knight Sponsorship and Marketing Coordinator (May 2010-present)	X	X	X	X		
Maggie Dillon Operations Manager (June 2010-December 2012) Technical Advisor (January 2013-present)	X	X	X	X		
Pisa Vongdeuanpheng Rugby Development Officer (January 2011-January 2012) Rugby Development Manager (February 2012-present)		X	X	X		
Soukhavi Souliyachack Rugby Development Officer (September 2011-January 2012) Finance Administration Manager (February 2012-present)		X	X	X		
Phouphet Phouthavong Rugby Development Officer (June 2011-present)		X	X	X		
Somxainoy Phokham Rugby Development Officer (June 2011-present)		X	X	X		
Phonepasith Sansayya Rugby Development Officer (June 2011-present)		X	X	X		
Phonepaseuth Phanousith Rugby Development Officer (February 2012-present)			X	X		
Sisomphu Inthavong Rugby Development Intern (August 2012-present)			X	X		
Lao Kang Rugby Development Volunteer (November 2012-present)			X	X		

Team Member and Position	2010	2011	2012	2013	2014	2015
Keoviengsay Phomphakdy Operations Manager (January 2013-present)				X		

6.2 Provide clubs, players, coaches, officials and institutional partners with development support and resources

KPI: Level of support and resources given to clubs, players, coaches and officials

Improved tracking and reporting systems are needed to quantify support and resources given to clubs, players, coaches and officials.

6.3 Develop high quality training and education processes and materials to build the capacity of coaches, officials and administrators

KPI: Training materials created

KPI: Training courses held

KPI: Attendance at training courses

Course	2012		2013		2014	2015
	Sessions	Attendance	Target Sessions	Target Attendance	Target	Target
IRB Level 1 Coaching	1	23	1	25		
IRB Level 1 Match Official	1	24				
Sport for Development	1	14	1	50		
Child Protection and Child Rights	1	2				
Communications and Group Facilitation Training	1	6				
IRB Rugby Ready	1	50	3	150		
Coach Development Course			3	15		
Total	5	69	8	240		

Training materials and curricula were created in Lao language for the IRB Level 1 Coaching Course and Sport for Development Course.

- 6.4 Ensure the LRF communicates effectively with key partners and stakeholders
 KPI: Consistency and quality of communication with key stakeholders

The LRF distributed monthly e-newsletters to key stakeholders, maintained an up-to-date and visually appealing website and consistently posted engaging material on social media.

- 6.5 Strengthen transparency and accountability by providing high quality, timely internal and external reporting
 KPI: Consistency, quality and timeliness of internal and external reporting

Monthly reports were distributed to Advisory Committee members for 4 of 12 months. This must be improved moving forward.

- 6.6 Build systems and structures to facilitate the growth and development of LRF activities and operations
 KPI: Completion of systems and procedures manuals

Progress was made on the creation of a Finance, Administration and HR Manual. The Manual will be finalized in March 2013 under the leadership of the Operations Manager

- 6.7 Increase engagement of Executive Board, Advisory Committee and VIP Board with LRF activities and development efforts
 KPI: Attendance of Executive Board, Advisory Committee and VIP Board at LRF meetings and events
 KPI: Financial and in-kind support of Executive Board, Advisory Committee and VIP Board

Group	3 March Attendance	8 April Attendance	July 21 Attendance	13 November Attendance
Advisory Committee	6/7	7/9	8/9	8/10
Executive Board	2/7	-	-	-

Financial Report

Summary	2010	2011	2012
Opening Balance	₭7,789.79	₭8,599.00	₭6,623.00
Income	₭108,528.44	₭87,272.00	₭58,444.25
Expenditure	₭107,719.23	₭89,248.00	₭53,434.87
Current Funds Available	₭8,599.00	₭6,623.00	₭11,632.38

Income

Please note that the 2012 Sponsorship income listed here does not include \$10,000 of in kind support from Silver Heritage for the Lao Nagas tour to Hong Kong and \$11,500 of in kind support (plane ticket purchase) from Rashmi's Enterprises for the Women's National Team tour to Manila.

Source	2010	2011	2012
Unrestricted Donations	₭2,013.44	₭5,150.00	₭2,074.03
Sponsorship	₭42,885.00	₭32,271.00	₭22,034.54
Merchandise	₭2,004.00	₭1,608.00	₭852.29
Hosting Grants	₭36,899.00	₭29,399.00	
Attendance Grants	₭9,965.00	₭1,993.00	₭13,295.00
Vientiane 10s Entry Fees	₭742.00	₭1,324.00	₭1,681.97
Development Grants	₭14,000.00	₭0.00	₭0.00
After School Activity Payments	-	₭200.00	₭336.83
Club Payments for Equipment Purchase and Match Fees	-	₭896.00	₭278.66
Rugby World Cup Activities	-	₭14,419.00	-
Donors' Circle	-	-	₭880.00
ChildFund Grant	-	-	₭16,987.00
Interest	₭20.00	₭12.00	₭23.93
Total	₭108,528.44	₭87,272.00	₭58,444.25

Expenditure

Please note that this chart of expenditures for 2012 does not include approximately \$16,000 in costs related to the Silver Heritage Lao Nagas tour to Hong Kong, \$11,500 in costs related to the Women's National Team tour to Manila and \$4000 in office rent, which were all given in kind.

Item	2010	2011	2012
Administration - Staffing	₭10,428.67	₭8,843.00	₭7,839.23
Administration - Office Costs	₭5,176.98	₭4,599.00	₭2,774.66
School and Community - Vientiane	₭18,591.36	₭6,434.00	₭5,567.97
School and Community - Xieng Khouang	-	-	₭6,833.21
Domestic Rugby	₭1,881.11	₭11,466.00	₭3,774.40
Elite Rugby	₭64,330.84	₭46,487.00	₭23,834.29
Communications and Fundraising	₭6,343.75	₭184.00	₭1,999.79
Institutional Capacity Building	₭492.52	₭3117.00	₭576.29
Merchandise	₭274.00	-	-
Rugby World Cup	-	₭7872.00	-
Bank Fees	₭200.00	₭246.00	₭235.03
Total	₭107,719.23	₭89,248.00	₭53,434.87