



Lao People's Democratic Republic  
Peace, Independence, Democracy, Unity, Prosperity



ANNUAL REPORT

2013

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## VISION

The LRF is the governing body for all rugby union activities within the Lao PDR. It works to realise the vision of a Lao PDR in which all people have the opportunity to participate in the sport of rugby union.

LRF activities are focused on developing the sport through school and community development initiatives, supporting domestic and elite teams to improve, and developing a sound structure to provide transparent and accountable financial and administrative support to the sport.

## MISSION

The mission of the LRF is: 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 capacity to deliver high quality playing and participation opportunities, increasing National Olympic Committee and Ministry of Education and Sport support to the sport, and engaging with communities, businesses, schools, institutions and other partners to provide sustainable access to playing and non-playing participation opportunities.



The LRF relies solely on the generous contributions of our sponsors to bring rugby activities to young people and senior athletes across Laos. A special thanks to the following sponsors who made 2013 possible:

- DAC Management & Gao Fei Consulting
- Silver Heritage Limited
- Larpro
- Vientiane College
- ALS Chemex
- DFDL Mekong
- DHL
- LTE
- Green Discovery

"I am more self-confident, for example, at school I never answered questions as I was always too afraid, but I'm not afraid now."

Ms. Thit in Nonghet, Xieng Khouang





Dear Friend of Lao Rugby,

2013 saw the LRF reach new heights in all areas with the DAC Men's National 15s team competing on the highest stage in history at the Asian 5 Nations Division 4 Competition in Dubai, three Lao National sevens teams competing at tournaments across Southeast Asia in a three week time span, more new youth players than ever before participating in competitions for the first time, and more fans and supporters from around the world learning about the LRF through a myriad of communications channels.

In 2013, Lao Rugby players and supporters spanned the globe with hundreds of youth and senior players playing across Vientiane and Xieng Khouang.

In 2013, these dedicated individuals and teams brought honour not only to the LRF, but to the whole of Laos as they led their teams in matches in various locations--from Dubai to Hong Kong and Bang Saen to Nonghet.

News about the Lao Rugby Federation and these dedicated players spread around the world through videos, magazines, and social media as Lao players stopped at nothing to proudly represent their sport, their country and the Federation, often in challenging circumstances and against opponents many times their size.

The lessons these athletes, young and old, have learned through rugby are endless but ultimately encompass the LRF's core values of respect, perseverance, solidarity, discipline, and friendship.



A MESSAGE FROM THE PRESIDENT



Thanks to our growing family of stakeholders and partners who made this great year possible. From our gracious partners in the Ministry of Education and Sport to our sport for development partner ChildFund Laos, such rich and diverse partnerships have enabled the LRF to grow into what it is today.

Of course, none of our activities would have been possible had it not been for our generous and invested sponsors and donors who stand with the LRF each step of the way. Our growing base of fans around the world have been cheering on LRF athletes and teams in person and via social media bringing the Lao Rugby name and spirit to all corners of the globe.

Our Federation is grateful for your generous, ongoing support and commitment to providing children, youth and adults with the opportunity and enthusiasm to play rugby.

In this spirit, I am proud to invite you to look back on another successful 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 of the Lao Rugby Federation

90

individuals joined the LRF donor family in 2013 allowing the LRF to continue its work of offering rugby participation opportunities across Laos.



MR. VIRAYOUTH RATHIKHOUN



## elite rugby

- SHL Lao Nagas are Plate Semi-Finalists at Abacus Kowloon RugbyFest
- DAC Lao Men's National Team debut in Division 4 scoring 40 points against Uzbekistan and Pakistan and holding their place in the 2014 Division 4 tournament
- DAC Lao Men's 7s National Team wins against Cambodia, Uzbekistan, and the UAE in the 2013 Asian Sevens Series earning their highest finish ever in international 7s competition
- Lao National coaches the SHL Junior Men's National 7s team to victories over Indonesia and Brunei
- Lao Women's National Team compete in the 2013 Asian Sevens Series where two players from Nonghet are represented

## youth rugby

- LRF coaches run outreach activities at children's booth at That Luang Festival in November, 2013
- 4-team International Women's Day Tournament is hosted for Champa Ban Nonghet teams
- 42 new junior players recruited for the Junior Lions and Sinak Horses

## club rugby

- 18-team Vientiane International Rugby Championship domestic tournament is hosted in Vientiane in January, 2013
- Vientiane Lions are Bowl Champions in Bangkok 7s & Ms. Dalavanh Vinaya wins player of the tournament
- 4-team H'mong New Year Women's Tournament is hosted in Nonghet including the Vientiane Lions and 3 teams from Nonghet

## administration

- Champa Ban Academy is attended by 30 new coaches in Phonesavanh and Vientiane
- Get Into Rugby introductory coaching is led by Rugby Development Manager for 15 Vientiane-based coaches
- 20 coaches from Vientiane and Xieng Khouang attend IRB Level 1 Coaching and Officials course
- 2 new Executive Board members join the LRF Board
- Ms. Lao Kang, Rugby Development Intern, delivers Key Note Speaker Address at Sport Matters Conference in Canberra
- Research citing athlete benefits for rugby players in Nonghet is published
- Operations Advisor delivers ARFU and IRB presentations about Sport for Development project
- International Relations Advisor, Ms. Maggie Dillon, wins ARFU Women's Development Award

# ACCOMPLISHMENTS





WHERE WE WORK

"Because the LRF coaches come here it enable us to understand more about rugby, and the children who train with us learn much more too, it creates solidarity among us, much more than before, it makes us more confident."

*Ms. Joy in Nonghet, Xieng Khouang*



In early January, the LRF was proud to welcome 18 teams from Vietnam, Indonesia, the USA, Thailand, and Laos to the newly rebranded Vientiane International Rugby Championship. The sixth annual tournament saw more teams than ever descend on Vientiane to face off against hometown favorites, the EDF Wild Hogs, Lao Land Rover Buffaloes, and Vientiane Lions who came in Bowl Winners, Bowl Runners Up, and Plate Winners respectively. The LRF was also excited to welcome the American elite women's touring side, Atlantis who also participated in outreach sessions at the LRF's sport for development project in Nonghet District, Xieng Khouang in addition to offering great competition in the women's division of the international club competition.

In March, coaches from the Lao Rugby Federation brought together over 120 girls from ten ChildFund Laos partner villages in Nonghet district, Xieng Khouang province for a tag rugby tournament in honor of International Women's Day. Rallying around the slogans of "I am a girl, I can play!" and "I am a girl, I am strong!" in the three local languages of Lao, Hmong and Khmu, these young girls and women showed tenacity and heart in their first competition and learned valuable lessons, including sportsmanship, respect for opponents, communication, teamwork and conflict-resolution. Ten teams competed in twenty five matches over the course of the day, marking the first all-female domestic tournament to date in Laos.

For the second year in a row, the SHL Lao Nagas traveled to Hong Kong to compete in the Abacus Kowloon RugbyFest. The 2013 tour featured five athletes joining the elite side for the first time. The SHL Nagas, coached by Shirley Russell, finished plate semifinalists coming in 11th out of 24 teams. Later in the year the five new Nagas would go on to play for the Lao National Team at the Senior or U20s level showing the depths of their development from the tour. In addition to player development, the tour offered



80%

of Lao Men's National team players who debuted in Division 4 of the Asian 5 Nations graduated from the LRF's Champa Ban Youth and Community rugby project.

a chance for new and old players alike to take in the unique atmosphere of the Hong Kong Sevens and connect with Lao people, businesses, and the consulate while on tour.

Following four years of Division 5 titles in the Asian 5 Nations, 2013 saw the DAC Lao Men's National Team travel to Dubai to compete against Pakistan and Uzbekistan in their debut year at Division 4 of the Asian 5 Nations. The Lao team put on a good first showing at this higher division narrowly losing to Pakistan 31-25 and 18-15 to Uzbekistan. The Lao team's strong performance at this level secured their spot in Division 4 play going into 2014.

More than 80% of the DAC Lao Men's National Team who made their debut in Division 4 in Dubai in 2013 started their rugby careers and graduated from the LRF's Champa Ban Youth Rugby programme active in eight schools in Vientiane, 12 communities in Xieng Khouang, and Somsanga National Drug Rehabilitation Centre. Today many of these elite athletes are still active as coaches of the youth and schools programme and just after their debut in Dubai they were back to instruct a new group of young coaches at the first-ever Champa Ban Academy. Stretching over two weeks during the summer and thanks to Larpro's support for coaching and leadership development throughout the year, the Academy offered an opportunity for the LRF's newest coaches from Nonghet District, Xieng Khouang to build a solid foundation in the basics of coaching, the IRB's Get Into Rugby curriculum, leadership, and healthy living messaging.

The first session of the Academy took place at the Lao National Training Centre and the second session in August took place in Phonesavanh, Xieng Khouang as part of the British Embassy's 'One Day of Sport' Olympic and Paralympic Legacy. In Phonesavanh, the new coaches led more than 100 new players in their first rugby session showing their development through the

Academy. A total of 30 new coaches from from the LRF's sport for development project in partnership with ChildFund Laos completed the Academy sessions in 2013, ultimately going onto coach hundreds of young people in their own villages in Nonghet.

In September, the LRF fielded a record-breaking three national 7s teams in competitions under the Asian Rugby Football Union. The SHL Lao Men's Junior 7s team kicked off the streak with the Johur Bahru Rugby Carnival in Johur Bahru, Malaysia. The U20s side was coached for the first time, by a Lao national, the LRF's Rugby Development Manager Pisa Vongdeuanpheng. The first international tour for many of the players, the Junior side managed to place 7th overall in the competition, beating Indonesia and Brunei in a rainy two-day competition.

Following the Junior Men's teams successes, the Senior Men's and Women's National Sides traveled to Bang Saen Thailand to compete in the Asian Sevens Series. The Women's National team faced some formidable opponents on the field, including sides from China and Korea. For the first team, the Lao Women's National Team included two players, Lao and Thit, who started playing rugby as part of the sport for development project run by Lao Rugby and ChildFund Laos in their communities in Xieng Khouang Province. This was the first international rugby tournament for both of them, and was a great learning experience as athletes and role models going back to their villages.

The DAC Lao Men's National 7s squad also competed in Bang Saen, under the leadership of visiting coach Bryn Chivers. The men placed 11th overall, their highest ranking ever, beating out Cambodia, Uzbekistan, and the UAE. Lao star, Anousith Chaleunesouk, also placed in the top five scorers for the tournament, featuring 16 men's and 12 women's teams and marking the largest HSBC Asian 7s event to date.

Following the exciting elite sevens season, the LRF coaches were back to Vientiane to kick off another season of Champa Ban, the LRF's school and community rugby initiative. The programme continued to grow in 2013, with hundreds of children from 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, 24 new community teams were formed in Xieng Khouang and three new school teams started up in Vientiane to add to the eight participating schools in the capital.

In addition to the LRF's sport for development project delivery, in 2013 in partnership with ChildFund Laos, the LRF conducted a piece of research documenting the early benefits girls and young women are finding from their participation in rugby and organized sport as both players and coaches. While increased confidence and leadership skills were among the top benefits reported, the research also showed areas where rugby could continue to serve as a tool for development and

to engage young people on important issues in these communities. The research is available for download on the LRF's website.

In October, the LRF's Rugby Development Intern, Ms. Lao Khang, traveled to Canberra, Australia with LRF Operation's Manager Chris Mastaglio to serve as the keynote speaker for Sport Matters' Inaugural Conference: Celebrating the Impact of Sport for Development. Although her first time to Australia and speaking to such a large audience, Lao Khang delivered a strong presentation about how rugby and sport have changed her life and the opportunities she has been able to take advantage of as a result of her work coaching and playing rugby.

In November, the Royal Bangkok Sporting Club sponsored the Lao Nagas Men's Development 7s side to attend the RBSC 7s in its first year of competition. The young development side gained great experience at the tournament, playing some of Thailand's best club and elite sides. On the heels of the men's tour, David Adamson and the NZ Rugby Resources sponsored the Vientiane Lions Women's RFC to travel and compete in the Bangkok 7s. The tour offered a great stage for the developing women's team to play against top competition. Even newer players were able to get a chance to take the field and learn from real game experience under the direction of Wild Hogs coaches, Mr. Savanhxay Xayyasone, Mr. Pisa Vongdeuanpheng, and Mr. Damlongsack Chanthasouk. In the end the Lions beat Thonburi in the final to secure the



bowl trophy and Lions' star, Ms. Dalavanh Vinayya, was named player of the tournament.

The Lao Colours League, a 4-team domestic tournament set up took place over three weekends in 2013 including two 15s weekends and one 7s weekend. While player turnout for the competition wasn't as high as previous years, the Colours League served as a critical stage increasing domestic competition and offering an opportunity for new players to get involved. Young men's players flocked to the Colours League set up as recruitment for the Wild Hogs and Buffalos reached an all time high in 2014 with over 20 new junior players recruited to the clubs.

At the end of November, the LRF was able to take part in the weeklong festivities of That Luang Festival. Lao Rugby coaches teamed up with ChildFund Laos, the Learning House, World Vision, PADETC and Room to Read to run a booth of children's activities at the popular festival in downtown Vientiane. Over 500 new kids participated in rugby games and activities as a result of the festival activities and rugby coaches were able to share the sport with many other organizations during the week.

Also in November, LRF representatives traveled to Dublin, Ireland to represent the Lao Rugby Federation at the International Rugby Board's Annual General Meeting. The meeting lasting over three days saw LRF representatives meet with other unions around the world about issues such as youth rugby development through the IRB's Get Into Rugby mass participation program, women's rugby participation, and developing improved education opportunities for coaches, administrators and medical professionals.

# TWO THOUSAND AND THIRTEEN

In line with the LRF's strategic planning focus of promoting leadership and development amongst its players, coaches and staff, over 20 participants completed an IRB Level 1 Coaching and Officials course in Vientiane in December thanks to officials from the IRB and the Thai Rugby Union who traveled to Vientiane to deliver the three-day course. Over 20 participants including officials from the Ministry of Education and Sport, Lao Rugby coaches and youth leaders from the LRF's sport for development project in Nonghet in partnership with ChildFund Laos attended the course that covered the IRB's Get Into Rugby and Rugby Ready safety content as well as basic coach and official curriculums resulting in certificates for all the participants.

To finish off the year, the LRF coaching team traveled with a team of Vientiane Lions Women's Rugby players to play in a day-long tournament in celebration of Hmong New Year. The tournament in Nonghet, Xieng Khouang, saw three teams from the LRF's sport for development project running in 12 villages in the district compete against the Vientiane Lions in a tag rugby competition. The tournament marked the third all female rugby competition to take place in Nonghet District since the project began in 2012.

In addition to progressing the rugby domestically and on the international stage, adding new players and schools teams to the LRF's Champa Ban Youth and Schools Rugby programme, and

building leaders in the sport in administration and coaching, the LRF spread the word about the LRF's work to thousands of fans through various online and print media during the year.

The LRF was featured on Total Rugby television and radio and in the Lao Airlines Magazine in 2013 in addition to local and international press including articles and mentions in the Vientiane Times, Vientiane Mai, South China Morning Post, sportanddev.org, and Australian Radio.

The LRF also continued to lead in social media for Asian rugby unions garnering 2,000 new 'likes' on Facebook, a 40% increase in traffic to the LRF website, and 150 new followers on twitter. The LRF also relaunched the Nam Jai Rugby Blog to introduce different views and perspectives from those involved with Lao Rugby at all levels. In 2013, the LRF also sent seven newsletters to its readership that grew to more than 700 over the course of the year.

Through these various media channels, the LRF not only shared news and updates about Lao Rugby players, teams, and activities, but also important messages about the benefits and opportunities available through sport. The UN Women's global Violence Against Women Campaign lasted 16 days in November and the LRF participated for the duration translating and sharing various messages about strong women and showing some of the top female rugby players in Laos. The campaign was well



## YEAR IN SUMMARY



received on social media channels and this type of work will guide more communications opportunities in 2014, both online and in the activities and communities where the LRF works.

Video and photo were other tools the LRF used to capture and share the work of the LRF. For work in this area, Lao Rugby received a prize from Sport Matters taking second place in the 'Why Does Sport Matter to You' Photo Competition. The LRF was proud to feature a photo of outreach work in a Hmong community in Nonghet in the contest, shot by LRF Communications Officer, Hannah McDonald-Moniz.

In addition to photos shared among the LRF's social media and web channels, the LRF published 17 new videos in 2013 including two receiving well over 1,000 views. The 'What is Rugby?' video was published as part of the advertisement series leading up to the Vientiane International Rugby Championship and received more than 2,500 views throughout the year, not only showcasing the sport of rugby, but also the Lao club teams and Lao athletes strength in the sport.

During the DAC Lao Men's National Team season in the lead up to Dubai, the LRF also published a series of videos promoting the team and the Asian 5 Nations tournament. One of those videos, 'Support for the Lao Men's National Team from Around the World' shared the enthusiasm and solidarity of more than 170 Lao Rugby fans from more than 15 cities across the globe as the team prepared to face off against Pakistan in the 4th Division of the Asian 5 Nations.

# YEAR IN SUMMARY

The 'Adventures of the Lao Nagas' trailer published on the LRF's YouTube channel in early 2013 shared a short summary of the 2012 tour to Hong Kong for which Lao filmmaker Xaysongkham Induangchanty produced a full documentary that was shared shortly after the original trip. In 2013 the video was reshared in a shorter form that gained more than 1,500 views and at the bi-annual Lao film festival, the Vientianale. With many of the Lao Nagas players and families in attendance as well as a packed audience at the city-centre film festival, the Vientianale served as a great setting to show the opportunities many rugby players have been able to take part in through sport. In addition to the city-centre showing, the 'Adventures of the Lao Nagas' was also picked up as one of Vientianale's traveling films and was shown in five other provinces throughout the year.

As the LRF relies completely on funding from generous sponsors and donors to fund all of its work, none of the activities, growth or development that took place in 2013 would have been possible without the help and support of these businesses, organizations, and individuals. A key goal of the LRF is to expand and diversify the LRF funding base and the generous donations and contributions the LRF received from its ten core level sponsors, partnership project with ChildFund Laos, and more than 90 individuals during the year who helped to further this goal and propel the LRF forward in all of its focus areas. 2013 also marked the first year in four years that a dedicated Platinum Sponsor has signed on to secure and progress the work of the LRF at all levels through DAC Management's Men's National Team and Lao Nagas sponsorship. The LRF recognizes the significant contributions of its outstanding donor base and looks forward to continued successful partnerships going forward.

9,774

new viewers tuned into Lao Rugby's YouTube channel in 2013 to watch any of the 17 videos sharing the LRF's work in elite and grassroots rugby.



TWO THOUSAND AND THIRTEEN





"Nothing is hard when we play rugby! We can speak with the sport so we all understand each other and have fun together."

Ms. Deng Mou in Tha Ngong, Vientiane

## elite rugby

- Decline in participation and poor fitness testing results for elite athletes' off season training programme
- No women's 15s opportunities in 2013

## administration

- Funding sources often found late in the season/quarter of activities, which makes it difficult to plan/prepare teams and events
- Limited office capacity in planning and reporting
- The resignation of Rugby Development Advisor early in 2013 left a critical advisory post open for most of the year
- Challenges remain in confirming and organizing a meeting of executive board members

## youth rugby

- Significant decrease in youth attendances from 2012
- Less funds available for Champa Ban activities in Vientiane than in 2011 and 2012, but decreased cost-per-head for Champa Ban activities in 2013

## club rugby

- Limited coaching support available for domestic teams; whole quarters passed during the year where the Lions and Wild Hogs didn't have consistent coaching support
- Resources and support unavailable for domestic outreach, including expansion to Lao institutions such as the Army or Police
- Lao Colours Cup matches attracted less participants in 2013 than in 2012 with an average of 70 participants playing Cup matches in 2013 as opposed to 90 in 2012
- Difficulties encouraging Somsanga graduates to join club teams after leaving Somsanga and a 2013 rule meant the players were unable to leave the grounds for any outside matches
- Vientiane Lions didn't train or compete in any matches from February to July and continue to have high rate of attrition, along with facing financial challenges
- Few 15s opportunities for men during the year and none at all for women



# CHALLENGES



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.

## STRATEGIC GOAL 1

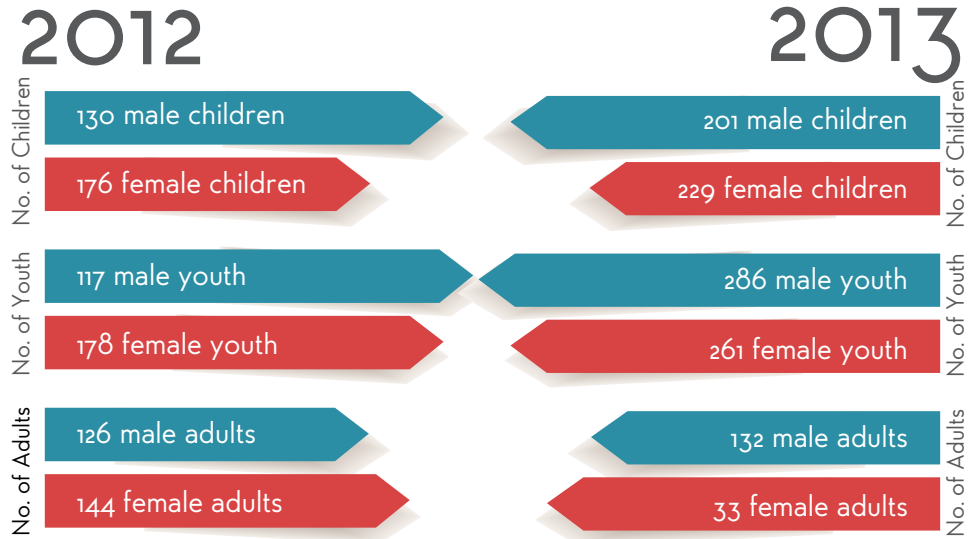
GROW & STRENGTHEN THE LAO RUGBY FAMILY



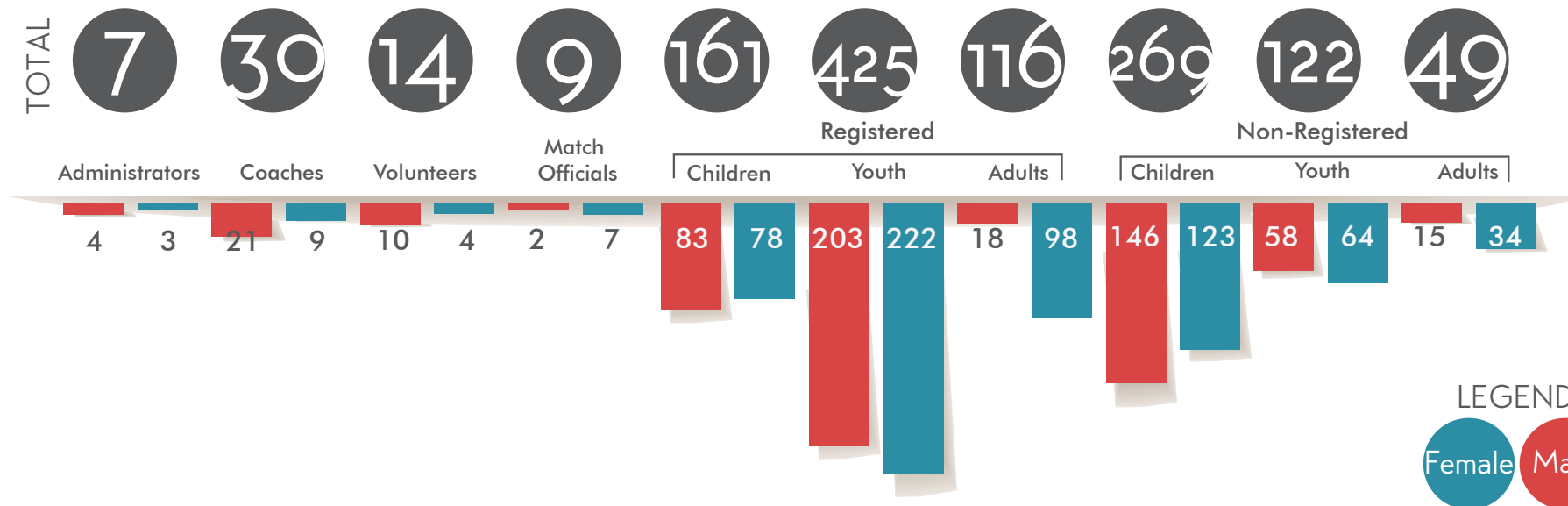
### OBJECTIVE 1.1

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



### 2013 Participation Numbers for Children, Youth & Adults across LRF Activities





**41%**  
Female  
Participation



**8,351**  
Attendances

**357**

School, Community &  
Domestic Sessions  
in 2013

School, Community & Domestic Sessions,  
Attendance & Female Participation Data for 2013

Activity	No. of Sessions	No. of Attendances	% Female
Champa Ban Vientiane School Sessions	211	3,180	36%
Champa Ban Vientiane Community Sessions	12	656	56%
Champa Ban Xieng Khouang Community Sessions	95	3,514	53%
Somsanga	36	786	0%
Colours League	3	215	27%
<b>Total</b>	<b>357</b>	<b>8,351</b>	<b>41%</b>

# Vientiane

## 2013

223 sessions  
3,836 attendances  
39% female  
\$0.79 Cost/attendance

## 2012

321 sessions  
5,718 attendances  
25% female  
\$0.97 Cost/attendance

## 2011

415 sessions  
13,150 attendances  
40% female  
\$0.49 Cost/attendance

## 2013

95 sessions  
3,514 attendances  
53% female  
\$2.96 Cost/attendance

## 2012

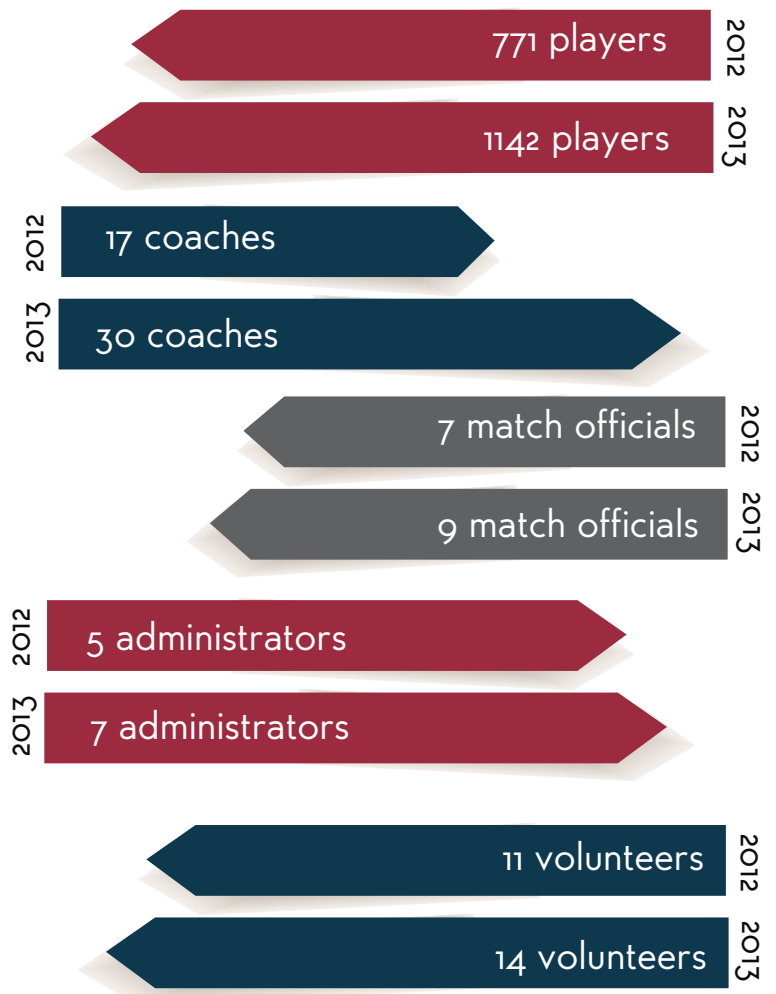
42 sessions  
3,649 attendances  
50% female  
\$1.87 Cost/attendance

# Xieng Khouang



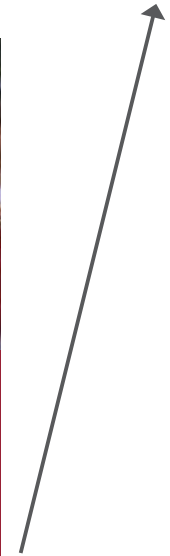


**OBJECTIVE 1.2**  
 Increase retention of children, youth and adults in LRF activities  
 • KPI: Number of registered players, coaches, match officials, administrators and volunteers involved from 2012-2015



**OBJECTIVE 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

**OBJECTIVE 1.4**  
 Expand LRF activities to new communities, groups and institutions  
 • KPI: Number of schools, groups and communities participating in LRF activities



### OBJECTIVE 1.5

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

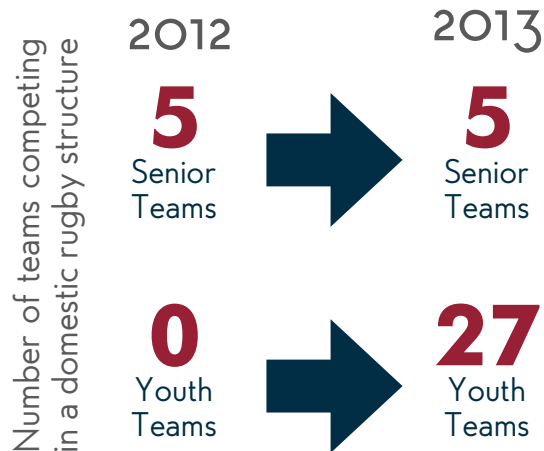
- KPI: Number of teams participating in youth and senior domestic rugby structures

### OBJECTIVE 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

*The introduction of the IRB's Get Into Rugby framework midway through 2013 helped to propel many groups of players to form full teams and begin to compete in a full youth league. As a result, the existing LRF Pathway document needs to be revisited and a key target of the Rugby Development Manager's work in 2014. With the formation of so many youth and junior teams in 2013, the need for a formal registration system and team branding remains a top priority for the 2014-2015 school year.*



### OBJECTIVE 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

Number of Coaching & Administrative Development Opportunities Offered

Course	2012		2013	
	No. of Sessions	No. of Attendances	No. of Sessions	No. of Attendances
IRB Level 1 Coaching	1	23	1	16
IRB Level 1 Match Official	1	24	1	4
Sport for Development	1	14	0	0
Child Protection & Child Rights	1	2	1	2
Communication/Group Facilitation Training	1	6	0	0
IRB Rugby Ready	1	50	1	20
Coach Development Trainings	0	0	6	144
<b>Total</b>	<b>6</b>	<b>119</b>	<b>10</b>	<b>186</b>



### OBJECTIVE 1.8

Expand LRF activities to provinces

- KPI: Number of provinces participating in rugby

*The LRF has been conducting regular programming in Vientiane Capital since 2001 and in 12 communities in Nonghet, District Xieng Khouang Province in partnership with ChildFund Laos since 2012. In 2013, the LRF also held an outreach session in Phonesavanh.*





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.

## STRATEGIC GOAL 2

INCREASE THE COMPETITIVENESS OF LAO RUGBY



### OBJECTIVE 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

Number of teams competing  
in Lao 15s domestic structure

2012

**5**

Teams



2013

**4**

Teams

**7**

Games  
Played



**3**

Games  
Played

Number of teams competing  
in youth domestic structure

2012

**0**

Teams



2013

**27**

Teams

**0**

Games  
Played



**9**

Games  
Played



### OBJECTIVE 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



**OBJECTIVE 2.3**  
 Continue to grow the Vientiane International Rugby Championship 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 the Championship

**12**  
 girls teams from the communities where the LRF works in Xieng Khouang & the Vientiane Junior Lions competed in two 7s competitions in 2013



**OBJECTIVE 2.4**  
 Organize an annual 7s tournament outside of Vientiane Capital

- KPI: Tournament held
- KPI: Number of Lao teams participating in Lao 7s

*While the LRF was happy to see two youth 7s competitions take place in Nonghet in 2013, there was no international 7s tournament held in 2013. With SEA Games and Asian Games preparation, the LRF hopes to make a 7s competition in Luang Prabang or Vang Vieng a reality in 2014.*

**OBJECTIVE 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

*While this tournament was a great success in 2010 it has not been revived since due to funding and scheduling conflicts between the Thai and Lao teams.*



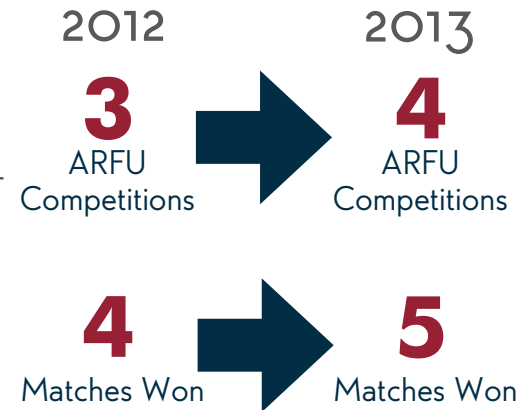


### OBJECTIVE 2.6

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

Number of Lao Teams Fielded in ARFU Competitions



### OBJECTIVE 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

*As the DAC Lao Men's National Team prepared for their debut in Division 4 of the Asian 5 Nations, it was not possible to organize a Mekong Cup series in 2013.*

### OBJECTIVE 2.8

Seek partnerships with additional unions for annual test series

- KPI: Number of test matches played outside of ARFU-organised competitions

*The Thai Women's National Development 7s side attended the Vientiane International Rugby Championship in January. The team offered excellent competition to take on the elite American touring side, Atlantis. In May, 2013 the DAC Lao Men's National Team toured in Bangkok to compete in a warm up match for the Asian 5 Nations against an elite Thai club side further strengthening the relationship between the two unions.*

### OBJECTIVE 2.9

Create, implement and resource a high-performance pathway for targeted players

- KPI: Creation of HP pathway

*In 2013 the LRF created the Nak Sou Elite Training Programme for some of the top men's athletes. The programme saw more than 15 men's players sign up to additional trainings and regimens to focus on health and fitness following their debut in the 4th Division of the Asian 5 Nations. Due to staff transitions and the absence of a Rugby Development Advisor, progress toward this programme and pathway were slow, but the existence of the programme is a first step that can be built on in 2014.*





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.

## STRATEGIC GOAL 3

EXPAND AND DIVERSIFY THE LRF FUNDING BASE



### OBJECTIVE 3.1

Secure platinum sponsor

- KPI: Number of platinum sponsors

2012 Platinum Sponsor: Rashmi's Enterprises

2013 Platinum Sponsor:



### OBJECTIVE 3.2

Sign multi-year sponsorship agreements with sponsors

- KPI: Number of multi-year sponsorship agreements

2012 multi-year sponsorship agreements: 0

2013 multi-year sponsorship agreements: 1, DAC Management



### OBJECTIVE 3.3

Increase number of sponsors

- KPI: Number of sponsors

## 2012

sponsors & donors

- Rashmi's Enterprises
- DAC Management/
- Gao Fei Consulting
- Silver Heritage Limited
- Larpro
- Vientiane College
- EDF
- Bob Gordon/ALS Chemex
- DFDL Mekong
- KPMG
- Dillon Energy Services
- Brett Jaques
- Wes Cross
- Sengdara
- Bactec
- 2013
- Aiden Glendinning
- Thatcher Mining Services
- Don Chan Palace
- Marina Wang

## 2013

sponsors & donors

- DAC Management/
- Gao Fei Consulting
- Silver Heritage Limited
- Larpro
- Vientiane College
- Bob Gordon/ALS Chemex
- DFDL Mekong
- Sengdara
- Aiden Glendinning
- Steve Major
- Maggie Dillon
- Ng SirLiang
- Vientiane Buffalos
- Don Chan Palace
- Green Discovery
- DHL
- The Travel Dragon
- Atlantis Women's Rugby



### OBJECTIVE 3.4

Increase number of Lao sponsors

- KPI: Number of Lao sponsors

2012 Lao Sponsors: Sengdara

2013 Lao Sponsors: Sengdara, Mr. Perfect

### OBJECTIVE 3.5

Secure financial support from MoES, NSC and LNOG

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

2012 Funding Secured: \$0

2013 Funding Secured: \$0



### OBJECTIVE 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



### OBJECTIVE 3.7

Explore mechanisms to generate revenue from LRF events

- KPI: Revenue generated from additional mechanisms

In 2013 the LRF brought in more revenue from Vientiane International Rugby Championship entry fees than ever before with a total of \$2,918. Merchandise sales, particularly of Men's National Team kit, also brought in over \$5,000 in 2013.

### OBJECTIVE 3.8

Secure funding from foundations, embassies and INGOs

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

2012 Funders: ChildFund Laos

2012 Income from Funders: \$16,987

2013 Funders: ChildFund Laos, British Embassy Vientiane

2013 Income from Funders: \$28,817



### OBJECTIVE 3.9

Utilise networks in Australia, the US, England and Asia to expand donor base

- KPI: Number of private donors locally and internationally

2012 Donors: 9 Local, 20 international

2013 Donors: 10 local, 21 international



### OBJECTIVE 3.10

Conduct at least one high-profile fundraising event per year

- KPI: Amount of income raised by fundraising event

In 2013, the LRF carried out a number of exciting fundraising initiatives, including a Queensland Reds Raffle, the LRF Donors' Circle, and Give the Gift of Rugby. Through these initiatives, over \$5,000 was raised.



### OBJECTIVE 3.11

Maintain positive relations with sponsors and donors by exceeding expectations for sponsor and donor compliance

- KPI: Number of repeat sponsors/donors

2012 Repeat Sponsors: 18

2013 Repeat Sponsors: 10







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.

# STRATEGIC GOAL 4

RAISE THE PROFILE OF LAO RUGBY AT HOME & ABROAD

#### OBJECTIVE 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

*A brand identity package, complete with templates and style guide was completed in 2012 and built on this in 2013 with 17 new videos published, 1,000 Lao Rugby flags distributed, and many other new print and digital media pieces shared during the year.*



#### OBJECTIVE 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 \$40,000 in cash and \$20,000 in in-kind support from sponsors for Champa Ban, Men's and Women's National Teams and the Lao Nagas tour to Hong Kong.*

#### OBJECTIVE 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 was featured on the IRB's Total Rugby television and radio programmes in 2013 as well as in a feature article in Lao Airlines In-Flight magazine.*



#### OBJECTIVE 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

*Partnerships with various media organisations in Vientiane have helped to drive marketing and communications in 2013, building on the strategy and communications channels established in 2012. Online marketing has reached a new high in 2013 with 40% more traffic to the website and more than 2,000 new likes/followers on Facebook and Twitter. The communications team will work to incorporate even more Lao language communications in 2014.*

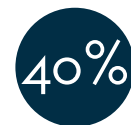


### OBJECTIVE 4.5

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 2013, the LRF fielded national teams in the the HSBC Asian 5 Nations, Johur Bahru Carnival, and the HSBC Asian 7 Series Thailand. The interest generated from the DAC Lao Men's National Team in their ascent to Division 4 was significant including being featured on the IRB's Total Rugby. The Silver Heritage Lao Nagas also generated significant visibility from their participation in the Kowloon RugbyFest, including feature articles in the South China Morning Post and 'The Adventures of the Lao Nagas' documentary being shown at the opening night of the Vientiane Film Festival in February 2013.*



increase in web traffic



new likes on Facebook



unique views on YouTube



new followers on Twitter



### OBJECTIVE 4.6

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

- KPI: Website, Facebook and YouTube metrics



#### OBJECTIVE 4.7

Host high profile international events

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

2012 Events: *The Vientiane International 10s & the Asian Girls Friendship Tournament with Hong Kong and Thailand*

2013 Events: *The Vientiane International Rugby Championship (12 men's teams & 6 women's teams from 5 countries)*



#### OBJECTIVE 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.*





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.

# STRATEGIC GOAL 5

STRENGTHEN PARTNERSHIPS TO  
ACHIEVE SUSTAINABILITY & DRIVE GROWTH

### OBJECTIVE 5.1

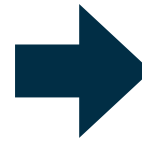
Work closely with the Ministry of Education and Sports (MoES) to ensure rugby is a sporting opportunity in schools and universities in the Lao PDR

- KPI: Number of schools and universities with rugby participation opportunities



Number of school & university teams

2012  
**19**  
Schools  
Participating



2013  
**18**  
Schools  
Participating



### OBJECTIVE 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

*In 2013 the LRF received attendance grants for ARFU competitions and an ARFU development grant used to start the IRB's Get Into Rugby programme in Laos. The LRF was able to secure additional support through ARFU networks and other unions, including kit donations from Hong Kong RFU, a JICA-supported JRFU short-term coach, and access to Hong Kong 7s tickets for Silver Heritage Lao Nagas.*



### OBJECTIVE 5.2

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

- KPI: Number of reports submitted to GoL: 2012: 2; 2013: 1
- KPI: Number of meetings with government: 2012: 2; 2013: 3 workshops & 2 meetings

- KPI: Feedback and evaluation from GoL: 2012: 0; 2013: 0
- KPI: GoL attendances at LRF events: 2012: 0; 2013: 4
- KPI: Level of support and resources, financial and otherwise, secured from government: 2012: 0; 2013: 0

#### OBJECTIVE 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.*



#### OBJECTIVE 5.5

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

- KPI: Number of partnerships with institutions offering sustainable rugby participation

*In 2013, the LRF was not able to offer rugby participation opportunities to these institutions aside from its ongoing work in eight schools.*



#### OBJECTIVE 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 2013, the LRF continued the second year of its 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. In 2013, the LRF also led an outreach activity as an extension of this project in partnership with the British Embassy.*



### OBJECTIVE 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 from the LRF's platinum sponsor, DAC Management and long-time sponsor Silver Heritage Limited. As the second tour for the Nagas, the 2013 trip proved to be an important platform for sponsor engagements that the LRF will hope to build on in 2014.*



### OBJECTIVE 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

**2012**  
visiting & overseas club support

- Republic Polytechnic (Singapore)
- Clermont Université Club (France)
- Kowloon Rugby Club

**2013**  
visiting & overseas club support

- Atlantis Rugby Club
- Kowloon Rugby Club
- Royal Bangkok Sporting Club
- Thai Barbarians







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

## STRATEGIC GOAL 6

BUILD ORGANISATIONAL CAPACITY TO PROVIDE EFFECTIVE GOVERNANCE & TO SUPPORT DEVELOPMENT

## OBJECTIVE 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 & Progression  
2010-2015, in order of years with the LRF

1. Pisa Vongdeuanpheng; Rugby Development Manager; 2 years
2. Somxainoy Phokham; Rugby Development Officer; 2 years
3. Phonepasith Sansayya; Rugby Development Officer; 2 years
4. Phonepaseuth Phanousith; Rugby Development Officer; 1 year
5. Lao Kang; Rugby Development Intern; 1 year
6. Keoviengsay Phomphakdy; Operations Manager; 1 year
7. Vannaxay Somsuthi; Rugby Development Officer; 6 months
8. Phil Tsangari; Technical Advisor; 6 months
9. Megan Knight; Sponsorship/Communications Coordinator; 6 months



## OBJECTIVE 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

*For the last half of 2013, reporting systems were implemented to begin to track clubs, players, coaches and officials. These tracking mechanisms will be a priority for the Rugby Development Manager in 2014.*





### OBJECTIVE 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

*In 2013, the LRF secured translations for the IRB's Get Into Rugby curriculum marking a big step in delivering content to ministry officials, coaches, and players around the country. The Rugby Development Manager also prepared an introductory guide to rugby in Lao language. Ten training courses were delivered in 2013, all in Thai or Lao language, to more than 185 participants and the LRF Operations Manager attended an IRB Director's Training Course in Malaysia.*



### OBJECTIVE 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.*

## Communication Engagement in 2013

7

newsletters sent to 700+ readers

17

new videos published

9,774

new YouTube viewers

2,000

new Facebook likes

40%

increase in web traffic

150

new Twitter followers



### OBJECTIVE 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 6 of 12 months. This must be improved moving forward.*



### OBJECTIVE 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

*The Advisory Committee met 4 times during the year and executive board members attend the Vientiane International Rugby Championship in January.*



### OBJECTIVE 6.6

Build systems and structures to facilitate the growth and development of LRF activities and operations

- KPI: Completion of systems and procedures manuals

*The Finance and HR Manual was finalized in March 2013 under the leadership of the Operations Manager.*





## SUMMARY

Summary	2010	2011	2012	2013
Opening Balance	\$7,789.79	\$8,599.00	\$6,623.00	\$11,632.38
Income	\$108,528.44	\$87,272.00	\$58,444.25	\$134,762.85
Expenditure	\$107,719.23	\$89,248.00	\$53,434.87	\$144,379.26
Closing Balance	\$8,599.00	\$6,623.00	\$11,632.38	\$2,015.97

**\$14,973**

recorded in 2013 from  
generous donors  
and through LRF  
fundraising initiatives



FINANCIAL REPORT

# CASH INCOME

Source	2010	2011	2012	2013
Unrestricted Donations	\$2,013.44	\$5,150.00	\$2,074.03	\$14,973.04
Sponsorship	\$42,885.00	\$32,271.00	\$22,034.54	\$39,398.17
Merchandise	\$2,004.00	\$1,608.00	\$852.29	\$5,439.52
Hosting Grants	\$36,899.00	\$29,399.00		
Attendance Grants	\$9,965.00	\$1,993.00	\$13,295.00	\$35,485.62
Vientiane 10s Entry Fees	\$742.00	\$1,324.00	\$1,681.97	\$2,918.75
Development Grants	\$14,000.00	\$0.00	\$0.00	\$3,880.00
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	\$2,281.17
ChildFund Grant	-	-	\$16,987.00	\$28,317.53
Interest	\$20.00	\$12.00	\$23.93	\$69.05
Interest-free Loan for Salaries				\$2,000.00
<b>Total</b>	<b>\$108,528.44</b>	<b>\$87,272.00</b>	<b>\$58,444.25</b>	<b>\$134,762.85</b>



# THAILAND SEVENS

BANGSAEN  
20-22 SEPTEMBER 2013



30%  
of funding in 2013 directed toward grassroots development

## IN-KIND INCOME

Received from	Details	Value		
		THB	LAK	USD
Anonymous Donor	Road to England Program costs	26,000.00		
Anonymous Donor	ARFU meeting costs in Cambodia from 6-8 December 2013			698.00
Anonymous Donor	Insurance costs for National Team 7 squads to Thailand			150.00
Anonymous Donor	Photo frames for New Year 2013 gifts to sponsors		140,000.00	
Anonymous Donor	U20s plane tickets (BKK-Singapore - BKK - Udon Thani) in June 2013 due to the sudden cancellation of the tournament in Johor Bahru, Malaysia due to poor weather			3,475.08
<b>Total</b>		<b>26,000.00</b>	<b>140,000.00</b>	<b>4,323.08</b>

# FINANCIAL REPORT

# EXPENDITURE

Source	2010	2011	2012	2013
Administration (Staffing)	\$10,428.67	\$8,843.00	\$7,839.23	\$21,945.02
Administration (Office Costs)	\$5,176.98	\$4,599.00	\$2,774.66	\$9,060.77
School & Community (Vientiane)	\$18,591.36	\$6,434.00	\$5,567.97	\$3,038.75
School & Community (Xieng Khouang)	-	-	\$6,833.21	\$27,987.66
Domestic Rugby	\$1,881.11	\$11,466.00	\$3,774.40	\$6,891.90
Elite Rugby	\$64,330.84	\$46,487.00	\$23,834.29	\$69,874.11
Communications & Fundraising	\$6,343.75	\$184.00	\$1,999.79	\$1,206.87
Institutional Capacity Building	\$492.52	\$3117.00	\$576.29	\$1,202.75
Merchandise	\$274.00	-	-	\$2,915.00
Rugby World Cup	-	\$7872.00	-	
Bank Fees	\$200.00	\$246.00	\$235.03	\$256.43
<b>Total</b>	<b>\$107,719.23</b>	<b>\$89,248.00</b>	<b>\$53,434.87</b>	<b>\$144,379.26</b>

## Liabilities at Close of FY2013

Item	2013
Interest-free Loan for Salaries	\$2,000.00
WNT Incentives	\$1,564.10
MNT Incentives	\$738.46
13th Month Salary	\$1,282.70
Accrued Pension to Date	\$1,282.70
<b>Total:</b>	<b>\$6,867.96</b>





DAC

DAC MANAGEMENT, LLC



SILVER HERITAGE LTD



THANKS TO OUR SPONSORS



Aiden Glendinning  
Steve Major  
Maggie Dillon  
Ng SirLiang  
Vientiane Buffalos  
The Travel Dragon  
Atlantis Women's Rugby  
Eliza Berry  
Knight & Moses LLC  
Lis Forsman  
David Cawthorne  
Karen Serianni  
Luis Valdivieso Agazzone  
David Thomason  
Lynne Knight

THANKS TO OUR DONORS

SPORT FOR DEVELOPMENT:



GLOBAL & REGIONAL:



CLUB & UNION:



THANKS TO OUR PARTNERS

Chris Mastaglio  
Steve Major  
Maggie Dillon  
Ng SirLiang  
Megan Knight  
Hannah McDonald-Moniz  
Misha Gingerich  
Max Chevalier  
Shirley Russell  
Hannah Cavallin  
Heather van der Hoop  
Mike Dunford  
Krystyna Bellisario



THANKS TO OUR VOLUNTEERS



ລາວຣັກບີ  
LAO RUGBY

**Lao People's Democratic Republic**  
Peace, Independence, Democracy, Unity, Prosperity

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