

IMPACT BEYOND 2025

# HARNESSING THE POWER OF WOMEN'S RUGBY WORLD CUP ENGLAND 2025



# A GLOBAL AND UNSTOPPABLE MOVEMENT



**Sally Horrox,**  
Chief of Women Rugby,  
World Rugby

Our time is now. Next year will mark a generational moment for the game, as England hosts Women's Rugby World Cup 2025. It promises to be a spectacular and inspiring global celebration of rugby. Across five weeks and 32 matches, 16 of the world's best teams will captivate fans worldwide. We have a collective responsibility to ensure this landmark tournament has a positive impact and truly global reach, seizing the opportunity to supercharge the rise of women's rugby beyond 2025.

To achieve this vision, we have crafted this ambitious **Impact Beyond 2025** plan, a series of nine strategic initiatives that will increase global love and attention for women's rugby, welcome more girls and

women into the sport both on and off the pitch, and share knowledge and build expertise across our global network of unions and stakeholders.

Crucially, this is not just a plan for Women's Rugby World Cup 2025. It's a launchpad that will make rugby stronger and more resilient and provide a tangible legacy for generations to come.

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## PROFILE & PARTICIPATION

INCREASED GLOBAL LOVE OF THE GAME

➤ RWC 2025 content creators

➤ Rugby Rising Play grants

➤ Wellbeing in rugby initiative



## CAREERS & GENDER EQUITY

MORE WOMEN IN RUGBY WORKFORCE

➤ Career development programme

➤ Women's player learning portal

➤ ChildFund Rugby Grassroots to Global forums



## CAPABILITY & EXPERTISE

STRONGER SUSTAINABLE UNIONS

➤ Unlocking funding toolkit

➤ Women's rugby insight-led resources

➤ Global and regional summits



# PROFILE & PARTICIPATION

## RWC 2025 Content Creators

Drive the global profile and visibility of women's rugby, through embedded 'point of view' content creators across the tournament

- > Drive visibility of women's rugby globally, increasing reach and relevance
- > Boost profile and audiences of the participating teams and players, as well as overall coverage of RWC 2025
- > **October - December 2024:** Content creator programme applications open
- > **March 2025:** Content creator learning and development programme begins
- > **August - September 2025:** Content creators embedded with teams

## Rugby Rising Play Grants

Fund bespoke rugby projects for girls in unions across the world



- > Launch 'Rugby Rising Play', World Rugby's new union-led programme for girls
- > Provide and fund playing opportunities for more than 5,000 girls around the world
- > **July 2024:** Grants application open
- > **Early 2025:** First Rugby Rising initiatives selected and funded
- > **2027:** Review of Rugby Rising programme

## Wellbeing in Rugby Initiative

Support match officials with anti-online hate measures and raise global rugby community's wider awareness of women's health matters through webinars

- > Support match officials and their families by partnering with Signify, the leading action-based expert in tackling online hate and abuse
- > Provide ongoing education around online hate and abuse, including social media engagement
- > Raise awareness of women's health matters through a series of dedicated webinars accessible to our global rugby community
- > **2025:** Ongoing support for match officials in partnership with Signify
- > **2025:** Quarterly webinars, each on a dedicated topic





# CAREERS & GENDER EQUITY

## Career Development Programme

Inspire a new cohort of women to further their careers in rugby, through a year-long programme of training, resources, network building and work placements

- > Identify 250+ women working in rugby to participate in the programme, developing their careers through training and networking opportunities
- > Inspire more women to take up roles in rugby by publishing career case studies that showcase women in the rugby workforce
- > Provide crucial work experience for women in match day roles through work placements in rugby and inspire others to do the same
- > **2024:** Identify key roles and work placement opportunities e.g. game systems, broadcast
- > **January 2025:** Launch career development programme, including career booklet
- > **2025:** Work with host unions of World Rugby matches to identify candidates and facilitate work placements

## Women's Player Learning Portal

Launch groundbreaking resource in partnership with International Rugby Players to support and empower women's rugby players worldwide



- > Register 500+ players on the women's player learning portal
- > Ensure easy access to original relatable content tailored for women's players (playing journey, off field career development, wellbeing and finances)
- > **Q1 2025:** Launch of the portal with 8 modules
- > **December 2025:** Expand to 12 modules on the portal

## ChildFund Rugby Grassroots to Global

Host global forums for women in grassroots rugby, tackling the issues keeping women out of community coaching



- > Address barriers to women coaching rugby at grassroots level through 30+ Grassroots to Global forums around the world, involving more than 900 women in community rugby
- > Bring together 70+ women to RWC 2025 for Grassroots to Global Connect Forum
- > **2024:** First Grassroots to Global forums
- > **August 2025:** Grassroots to Global Connect Forum held in Sunderland



# CAPABILITY & EXPERTISE

## Unlocking Funding Toolkit

Support unions to unlock new sources of funding through a toolkit of resources

> Build capability that unlocks new funding streams for unions through best practice toolkit and resources

> **2025:** Toolkit made available to all unions

## Women's Rugby Insight Led Resources

Publish and share new research and insights around the commercial value and audience opportunity of women's rugby

> Build understanding and confidence in the opportunity through insight and best practice publications and resources

> **September 2025:** Present key findings at the Women's Rugby Global Summit

> Share resources through our global communications channels and on World Rugby platforms

## Women's Rugby Global Summit and Events

Host a world class thought leadership summit to connect and inspire a global cohort of leaders in rugby

> Connect, engage and inspire more than 300 delegates to collaborate and learn from each other, including union CEOs and leaders in rugby

> **August - September 2025:** Summit and events will be hosted during RWC 2025

> Build expertise and capacity through expert led presentations and panel discussions from across sport and industry

## Regional Summits

Empower member unions through inspiring events driving forward the women's game in every region

> Strengthen the women's game worldwide by hosting summits in each of World Rugby's six regional associations

> **October 2024:** Africa Summit

> **December 2024:** Asia Summit

> Provide practical tools to union decision makers to accelerate growth of the women's game

> **2025 - 2026:** Europe, South America, Oceania, North America Summits

# CAREERS & GENDER EQUITY

**250+**

women working in rugby involved in the Career Development Programme

**25+**

match day work placements for women

**500+**

players on the Women's Player Learning Portal

INTERNATIONAL  
RUGBY  
PLAYERS

# PROFILE & PARTICIPATION



Driving visibility of RWC 2025, teams and players through content creators

**ALL**

RWC 2025 match officials supported against online hate and abuse

**5,000+**

girls trying rugby through Rugby Rising Play

RUGBY  
RISING  
PLAY

**30+**

Grassroots to Global forums on coaching for 900+ women

ChildFund  
RUGBY

# CAPABILITY & EXPERTISE



Programme for unions to unlock funding



Impact Beyond summits in each of World Rugby's regions

**300+**

attendees at RWC 2025 Women's Rugby Global Summit