



# Women's & Girls

INSPIRING A GENERATION

# RATIONALE FOR THE CHANGE

- 2016 discussion around how to grow the whole of the women's & girls' game ahead of Sport England 2017-21 submission – partly due to our imbalance compared to other sports 95% male playing population
- It was decided a big lever was required in the form of a branded elite amateur competition, with branded teams.
- This was the basis of the “Brand Extension ” strand in the Sport England strategy
- Foundations were targeted as the delivery model, knowing the challenges of “club” buy-in
- Changing landscape for female sport and we would be moving into a space with half open doors - commercial and media wise.
- There was also an eye on the next 2 World Cup's and the opportunities this would bring.



# DESIRED OUTCOMES

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- More women and girls playing (10% per year) – one of the key SE contractual markers
- More investment centrally (sponsorship) and locally into teams
- Better skilled players
- Fitter, stronger & more robust players
- Better competition (i.e. fixture completion rate)
- The best opportunity for England Women to win the World Cup in 2021 & 2025
- Increased exposure and relevance in the sporting landscape

# WOMEN'S SUPER LEAGUE

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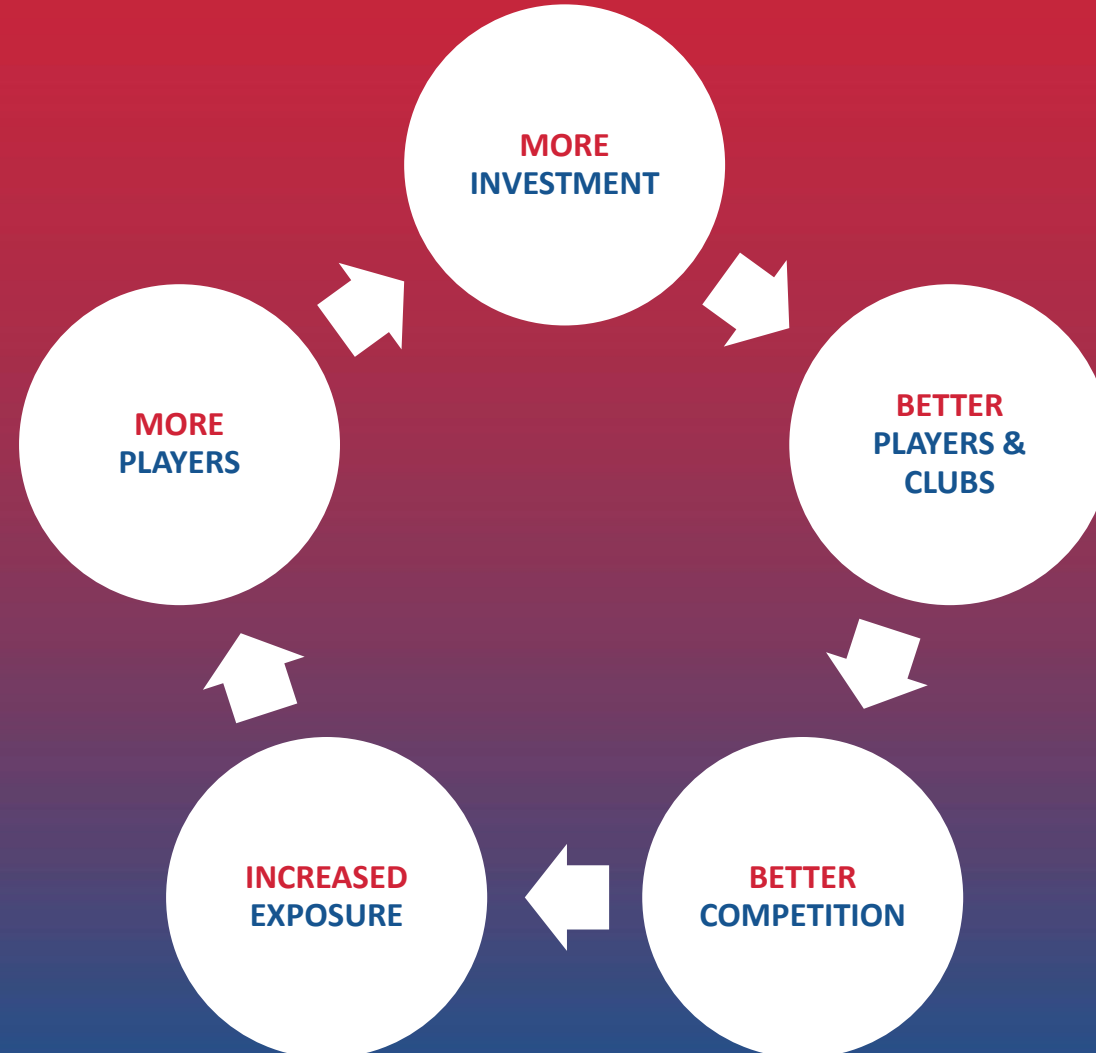
Why the “Women’s Super League” and only branded teams?

- An easier & bigger potential of bringing in external revenues quicker
- Allow for piggyback marketing, making it more attractive to media and partners.
- Access to better coaches, support structures and facilities
- Access to an already engaged and loyal fan base with an affinity to the new teams



# BRAND EXTENSION STRATEGY

- More investment
- Better players & clubs = better competition
- More exposure = More players



# BRAND EXTENSION STRATEGY CONTINUE

## **MORE INVESTMENT (seed funded by Sport England Monies)**

- › Using the biggest brands, should provide the ability to bring in more sponsorship money
- › Use of club resources to provide better services - i.e. coaches, media & players
- › Better facilities and exposure opportunities - i.e. access to gyms & stadiums

## **BETTER PLAYERS & CLUBS = BETTER COMPETITION**

- › Increased investment & better coaches allow for better players. (Technically, Tactically and Physically)
- › Talent Transfer through having a brand which make people want to be involved, turning into more players and therefore increasing the standards
- › Exclusive competition with a higher level of status
- › Better fixture completion, more competitive teams.

## **MORE EXPOSURE = MORE PLAYERS**

- › The biggest brands and a better standard of competition, attracts significantly more media coverage (piggyback marketing)
- › Retaining more players because they want to play in something that feels important
- › Provide opportunities which can't be bought - playing for your hometown club, playing as curtain raisers, playing at Summer Bash etc.
- › Create role models – opportunities created for players influenced by the wider social pressures received by media outlets - i.e. sky sports presenters
- › All of these play a role in creating growth across the women and girls' space. By exposing more girls to RL and the pathways or opportunities available to them.
- › Having a single clear pathway to England and WSL



# SUCCESS TO DATE 2016 V 2019

## › Girls' Teams:

- › 2016: 30
- › 2019: 65

## › Women's Teams:

- › 2016: 12
- › 2019: 24

## › Girls' Champion Schools

- › 2016 – 17: 7% Growth
- › 2017 – 18: 4% Growth
- › 2018 – 19: 23% Growth  
*(first year the WSL could take effect)*

## › Competition standards

- › Anecdotally better on:
  - › Reduction on injuries
  - › Increased skill levels
  - › Speed of play & increased fitness

## › Media Coverage

### › 2016

- › No coverage outside of RL media (England RL Only)

### › 2019

- › Regular coverage on BBC & Sky Sports
- › Female presenters on BBC & Sky Sports
- › National Newspaper coverage

## › Talent Transfer

### › 2016: Limited or no talent transfer

### › 2019: All WSL team have talent transfer players in their squad

- › Including Badminton, Bobsleigh, Gymnastics & Rugby Union
- › Multiple talent transfer players in NPP
- › Amy Johnson (RU) played for England

## › Monies in

- › Sponsorship Centrally & for WSL teams
- › Spectators



# KEYS TO SUCCESS TO DATE

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1. Calling it Women's Super League
2. Relationship management with teams & players
3. Our profiling and targeting of big clubs
4. Having ambassadors & the treatment of the players and teams
5. Tying into the different departments across the RFL
6. Having someone across all aspects, and the ability to drive it forward





# WOMEN'S SUPER LEAGUE

## ROADMAP 2017-2021 - CURRENT

	2017	2018	2019	2020	2021
<b>WOMEN'S SL CRITERIA</b>	Commitment to x 4 new fixtures & a Final (within existing League structure)	6-8 team competition Fixture fulfilment commitment	8-10 team competition	10 team competitions	10-12 team competition
	Teams-clear link to pro club brand. NB. Playing teams and 'Women's SL Founder Clubs' (Founder Clubs may commit to 2018)	Pro-club support structure developed- service level agreement to include Training, Facilities, S&C, Coaching, Game scheduling	Participation agreement signed for 3 years or until 2021		
	Outline marcoms support from pro-club	Integrated marcomms strategy with pro-clubs with Broadcast requirements.			
	Liaison with local clubs	Outline links to local development pathway	Established pathway and support to new teams in WRL League	Continued support to pathway	Pathway RLWC focus
	Aspirational / elite highest quality players – dual registration				
	Consideration of medical and other support (Op rules etc); developing over time				
<b>RUGBY FOOTBALL LEAGUE ADDED VALUE</b>	Outline Competition rules	Fully developed Competition Rules – standalone WSL			
	Simple Match Day Code of Conduct and Guide	Full Code of Conduct and Guide			
		Media Guide			
	Grant funding support	Commercial partnership/s	Integrated Commercial Strategy		
	Competition administration				
	Major event promotion plan draft	Women's Game showcase at Summer Bash		Magic Weekend Showcase	International friendly focus
	Broadcast liaison				
	Marcomms and campaigning support				
	England Women's RL new pathway launches	Performance Hubs Talent transfer plan shared	Performance Hubs Talent transfer plan refined	Performance Hubs	RLWC2021
<b>COMPETITION</b>	20 players unlimited subs No U19	17 player unlimited subs Option to run U19's	17 player unlimited subs Option to run U19's	17 player 10 subs Each team need to run U19's *1 -year exception for new teams	17 player 10 subs Each team need to run U19's *1 -year exception for new teams
	No ground restrictions	No ground restrictions	No ground restrictions	No ground restriction	Ground restrictions will apply



# WOMEN'S SUPER LEAGUE

## ROADMAP 2017-2021 - proposed changes

	2017	2018	2019	2020	2021
<b>WOMEN'S SL CRITERIA</b>	Commitment to x4 new fixtures & a Final ( <i>within</i> existing League structure)	6-8 team competition Fixture fulfilment commitment	8-10 team competition	10 team competitions	<b>12 team competition</b>
	Teams – clear link to pro-club brand. NB. Playing teams and 'Women's SL Founder Clubs' (Founder Clubs may commit to 2018)	Pro-club support structure developed – service level agreement to include Training, Facilities, S&C, Coaching, Game scheduling	Participation agreement signed for 3 years or until 2021		
	Outline marcoms support from pro-club	Integrated marcomms strategy with pro-clubs with broadcast requirements.			
	Liaison with local clubs	Outline links to local development pathway	Established pathway and support to new teams in WRL League	Continued support to pathway	Pathway RLWC focus
	Aspirational / elite highest quality players – dual registration				
	Consideration of medical and other support (Op rules etc); developing over time				
<b>RUGBY FOOTBALL LEAGUE – ADDED VALUE</b>	Outline Competition rules	Fully developed Competition Rules – standalone WSL			
	Simple Match Day Code of Conduct and Guide	Full Code of Conduct and Guide			
		Media Guide			
	Grant funding support	Commercial partnership/s	Integrated Commercial Strategy		
	Competition administration				
	Major event promotion plan draft	Women's Game showcase at Summer Bash		Magic Weekend Showcase	International friendly focus
	Broadcast liaison				
	Marcomms and campaigning support				
	England Women's RL new pathway launches	Performance Hubs Talent transfer plan shared	Performance Hubs Talent transfer plan refined	Performance Hubs	RLWC2021
<b>Competition</b>	20 players unlimited subs	17 players unlimited subs	17 players unlimited subs	<b>17 players 10 subs</b>	<b>17 players 10 subs</b>
	No U19	Option to run U19's	Option to run U19's	<b>RFL ran talent pathway</b>	<b>RFL ran talent pathway</b>
	No ground restrictions	No ground restrictions	No ground restrictions	No ground restrictions	Ground restrictions will apply



# WOMEN'S SUPER LEAGUE

## ROADMAP 2017-2023

	2019	2020	2021	2022	2023
<b>WOMEN'S SL</b>	8 team competition	10 team competitions	12 team competition	Super League 1 6 teams Super League 2 6-8 teams	Super League 1 6-8 teams Super League 2 6-8 teams
	Participation agreement signed for 3 years or until 2021			Promotion relegation introduced with standards gateways	
	Aspirational / elite highest quality players – dual registration			Introduction of contracts	
	Consideration of medical and other support (Op rules etc); developing over time			Tier 3 medical standards	
<b>RUGBY FOOTBALL LEAGUE – ADDED VALUE</b>	Fully developed Competition Rules & management			Tier 3 equivalent governance	
	Full Code of Conduct and Guide				
	Media Guide			Centralised distributions	
	Coral Challenge Cup Betfred WSL Leeds Beckett Uni DJ Foundation Summer Bash CC triple Header	Full Sponsorship Portfolio	Full Sponsorship Portfolio	Increased Sponsorship portfolio 2 years	
	Our League BBC	Our League BBC Broadcast liaison	Our League BBC Broadcast liaison	Summer Bash Magic Weekend CC triple header WSL Magic Weekend GF double header	Summer Bash Magic Weekend CC triple header WSL Magic Weekend GF double header
	Women of Steel	Women of Steel	Additional Awards	Paid TV Deal	Paid TV Deal
	Introduce England Lions Women	England Lions Women	England Lions Women	Full Awards portfolio	Full Awards portfolio
		21 by 21 Campaign		New Campaign	
	2 x OA & U19's Origin	England Lions Women	England Lions Women	England Lions Women	England Lions Women
		Presidents Cups Origin programme Incoming tour	Presidents Cups Origin programme Outgoing tour	Presidents Cups Origin programme Incoming tour	Presidents Cups Origin programme Outgoing tour
<b>Performance</b>	NPP	NPP Dise	NPP Dise	NPP Dise	NPP Dise
2 x Origin WSL, OA & U19's England Women Outgoing Tour	6 x origin NPS 4 x origin NKS EW incoming tour EW knights outgoing tour	6 x origin NPS 4 x origin NKS England Women Friendly? England Women World Cup	Build up to European Cup	European Cup	
	Double Headers Influencers training Heritage programme	Double Headers Influencers expanded World Cup marketing			
Talent transfer plan develop	Talent Transfer implemented	Talent Transfer completed	Talent transfer plan develop	Talent Transfer implemented	
<b>Competition</b>	17 players unlimited subs	17 players unlimited subs	17 players unlimited subs	17 players 10 subs	17 players 10 subs
	Option to run U19's	Option to run U19's	SL 1 need to run U19's *1-year exception for new teams	SL 1 need to run U19's *1-year exception for new teams	SL 1 need to run Standalone U19's
	No ground restrictions	No ground restrictions	Ground restrictions will apply	Ground restrictions will apply	Ground restrictions will apply

# KEY CHALLENGES

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- Maintain increasing standards
- Risk exposure of under governed teams/competition
- Super League dimension
- Talent Pathway
- Payment of players

# KEY DECISIONS

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- Where the governance sits and appropriate level of support
- Centralised budget line for competition and marketing
- Relationship management with Super League
- Agreement of future direction and board commitment, movement into RFL centrally (out of development)