

RFL ANNUAL GENERAL MEETING

WEDNESDAY 13 JULY 2022



AGENDA ITEM 1.0

WELCOME & ROLL CALL

SIMON JOHNSON & KAREN MOORHOUSE



AGENDA ITEM 2.0 – MINUTES OF THE 2021 AGM (29 JUNE 2021)

SIMON JOHNSON



AGENDA ITEM 3.0

CHIEF EXECUTIVE REPORT

RALPH RIMMER



AGENDA ITEM 4.0

WORK OF THE RFL BOARD OF DIRECTORS

SIMON JOHNSON



AGENDA ITEM 5.0
ACCOUNTS APPROVAL
TONY SUTTON & ROBERT GRAHAM



INSURANCE UPDATE - BACKGROUND

- RFL umbrella policy covers clubs in a number of areas
- Personal accident, Employers & Public Liability, life & travel insurance for coaches and players
- Employers Liability has become increasingly challenging for sport NGB's
 - Bullying
 - Safeguarding & Abuse
 - Concussion and brain injury
 - Player to player injury
- Other sports facing similar challenges
- Bartletts have been relentless in seeking solutions
- Management of the game has kept insurers in the market

INSURANCE UPDATE – RENEWAL TERMS

- Cover is on a similar basis, with no major exclusions in key risk areas
- Price for consistent cover has dramatically increased.
- Reasons
 - Underwriter’s assessment of risk
 - Price of their risk management – secondary re-insurance



GROUP ACCOUNTS – 2021 IN SUMMARY

- Draft Group Financial Statements circulated to members
- Group Profit before Tax - £1,008k (2020 – £25k)
- Original budget was for surplus of £820k
- Sold Red Hall for £1.615m in May 2021 (profit on sale of £380k)
- Cost management exercise in 2020 in order to meet 2021 budget needed
- Outcome was a £363k reduction in staff costs from 2019 to 2020 and 55 people less in 2020 than in 2016
- Results in Group positive Net Assets for first time since 2016
- Reserves Policy target (six months costs) not yet achieved



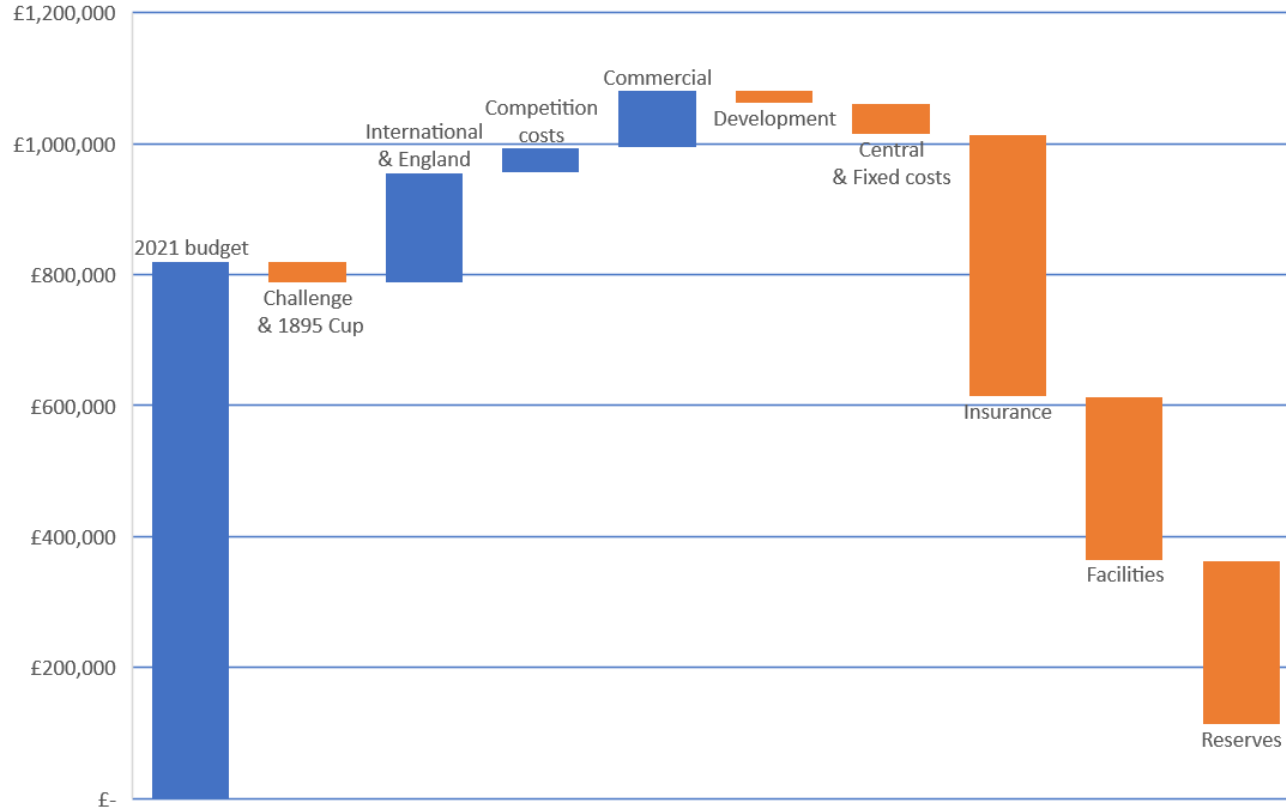
RFL ACCOUNTS – 2021 IN FIGURES

- Group accounts circulated includes - RFL, RLWC2021, RL Learning, RFLI
- RFL only is:
 - Turnover - £20m (2020 - £15m)
 - Profit before Tax - £526k (2020 - £24k) – Red Hall was owned by RFL (Gov) so profit is in that company (and therefore Group accounts)
 - Staff numbers - 132 (2020 - 125) – roles returned through pandemic recovery
 - Staff Costs - £5.1m (2020 - £4.9m) – furlough & voluntary staff pay reductions ended
 - Directors Remuneration - £430k (2020 - £425k)



GROUP ACCOUNTS – ACTUAL 2021 & USE OF PROFITS

Budget to Actual Profit 2021



ACCOUNTS – IMPACT OF PROFITABILITY

- The RFL is significantly reshaped but not yet complete – there is more to come this year which will bring further costs
- Other factors
 - Confidence in us as a responsible NGB from Sport England/DCMS/Govt – this is critical for our influence to be effective
 - Greatly reduced ability to raise income or cut costs in 2023



BOARD COSTS - REVIEW

- Discussion at December 2021 Council, Board felt appropriate to keep its costs under constant review, particularly given the ongoing restructure of the sport and report back to Council in Summer 2022.
- Rationale for review
 - Appropriate to constantly review cost & effectiveness of governance
 - Realignment – some RFL functions will transfer to RL Com
 - Accountability & transparency to members



BOARD COSTS - REVIEW

- Undertook to review via Remuneration Committee
- Outcomes
 - RFL Non-Executive Directors will reduce in number by one
 - Base fee
 - Current Non-Executive Directors base fee
 - RFL Chair



ACCOUNTS - PROCESS

- Audit completed – unqualified audit report and no significant items reported
- Audit and Risk Committee reviewed and recommended for approval – 6 May 2022
- RFL Board reviewed and approved – 18 May 2022
- Approval required from Members at this AGM
- Signing by auditors and Board followed by submission to Companies House



ACCOUNTS

IT IS HEREBY RESOLVED
THAT the accounts of the
RFL for the 2021 accounting
period be approved.



AGENDA ITEM 6.0

AUDITOR APPROVAL

ROBERT GRAHAM



AUDITOR APPROVAL

IT IS HEREBY
RESOLVED THAT Azets
should be appointed as
auditors to the RFL for
the period up to the date
of the Annual General
Meeting in 2023.



AGENDA ITEM 7.0
RE-ELECTION OF NON-EXECUTIVE
DIRECTOR

SIMON JOHNSON



RE-ELECTION OF NON-EXECUTIVE DIRECTOR

IT IS HEREBY
RESOLVED THAT Sandy
Lindsay MBE be and is
hereby appointed as
Non-Executive Director
of the RFL for the period
up to the date of the
Annual General Meeting
in 2025.



SPECIAL BUSINESS
**AGENDA ITEM 1 – APPOINT VICE-
PRESIDENT**

RALPH RIMMER



APPOINT VICE-PRESIDENT

IT IS HEREBY RESOLVED BY SPECIAL RESOLUTION THAT the provisions of section 5.2 of the Bye Laws of the Company (relating to the maximum term of Vice Presidency) be temporarily disappplied and that Sue Taylor be appointed as Vice President until the Council Meeting in December 2023.



DEPUTY VICE-PRESIDENT

IT IS HEREBY RESOLVED BY SPECIAL RESOLUTION THAT Mike Smith will be appointed as Deputy-Vice President until the Council Meeting in December 2022.



SPECIAL BUSINESS
AGENDA ITEM 2 – AMENDMENT OF
ARTICLES

KAREN MOORHOUSE



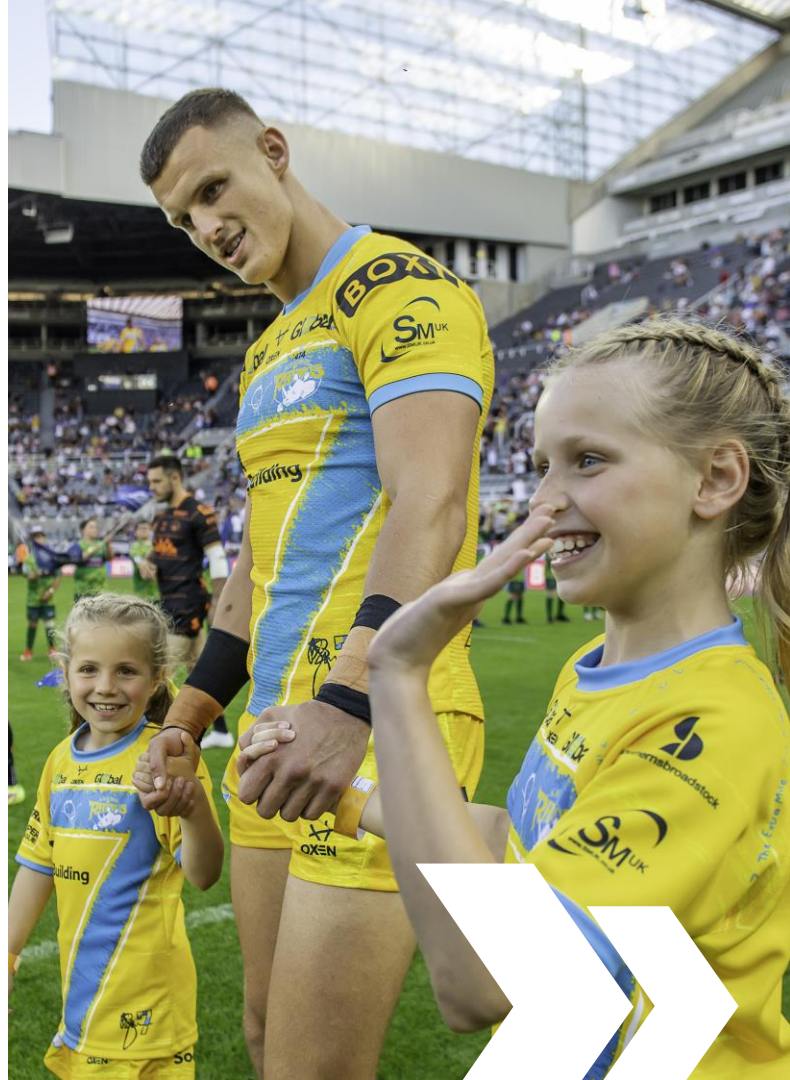
OVERVIEW

- Realignment of Governance
 - As approved at March EGM
 - Long forms also signed today
 - 1 January 2023 – Operative date
 - Transition / Next steps
 - RL Com Board
 - Staff – TUPE and new Structure
 - Assignment of relevant contracts
 - Operational documents
- Situational conflict
- President and Vice President Terms
- Update re Online Participation Registration



AMENDMENT OF ARTICLES

IT IS HEREBY RESOLVED BY SPECIAL RESOLUTION THAT the Company's Articles of Association be and are hereby amended by adoption of the attached Articles of Association in replacement of the current Articles of Association.”



ANY OTHER BUSINESS

SIMON JOHNSON



RFL COUNCIL MEETING

WEDNESDAY 13 JULY 2022



AGENDA ITEM 4.0 – MINUTES OF THE COUNCIL MEETING (8 DECEMBER 2021)

SIMON JOHNSON



AGENDA ITEM 5.0 – STRATEGY

RALPH RIMMER, MATT DWYER AND ALASTAIR PICKERING



AGENDA ITEM 5.0 – INTRODUCTION FROM IMG

MATT DWYER AND ALASTAIR PICKERING



PLENTY TO CELEBRATE IN 2021



44k core community participants



918k attendance at professional RL games



7.5m terrestrial views on BBC



Men's Betfred Challenge Cup Final AMA **939,790**, peak **1.1m** share **12.09%**



12.1m subscription views on Sky Sports



10.7m views of Betfred Super League on Sky Sports **[+3.7%]**



Betfred Super League AMA **158,711 [+11%]**



253k views on Our League



489k views on Twitch



288k views on BBC Red Button/iPlayer



THE SPORTSMAN

185k views on The Sportsman on YouTube



204k Our League members **[+28%]**



368k emailable customer contacts **[+49%]**



A GREAT START TO 2022



38k core community participants / SE investment of £11.9m through until 31st March 2027.



1.1M attendance at professional RL games (+26%)



5.8m terrestrial views on BBC



Men's Betfred Challenge Cup Final AMA 1,158,210, peak 1.5m share 15.6%



5.5m subscription views on Sky Sports



5.2m views of Betfred Super League on Sky Sports



697k Magic Weekend aggregate match audience (+26%)



2M views of Betfred Super League on Channel 4



Betfred Super League AMA 178,119 (+18%)



663k Cumulative match audience on Premier Sports



208k views on BBC Red Button/iPlayer



137k views on The Sportsman on YouTube



62k views on Our League



219k Our League members (+7%)



426k emailable customer contacts (+15%)

MORE IN 2022

**OURLEAGUE
ACTIVE**



MOVEMBER
OF THE
AHEAD OF THE GAME



3 TEAMS READY TO WIN IN 2022



2022 FOCUS - RLWC2021 Maximisation and Transition

We will tell the story of Rugby League, our England teams, and the positive sporting and social impact of our sport in our communities to engage and inspire throughout this special World Cup year



7000
World Cup inspired players

OURLEAGUE
300k
members

50%
commercial partner retention to deliver budget

New and existing
volunteer programmes
+250 volunteers in Community Clubs



x3 Teams ready to win
Inspiring all

375k
emailable customer contact records
65% engaged



Transition facilities programme
People Systems Broadcast Corporate and Legal



Engagement - England channels
f 5m t 5m
i 3m

Diversification
of RFL and sport income

International influence & calendar

SUCCESSFUL DELIVERY FULL DOMESTIC SEASONS

AGENDA ITEM 6.0 CAMPAIGNS

BEN ABBERSTEIN, ROBERT HICKS, VICTORIA SINACOLA



TACKLE IT – RUGBY LEAGUE VERSUS DISCRIMINATION

- Strategic Goals
 - Widen the reach and impact of Rugby League
 - Diversify Rugby League's Talent Pool and Workforce
 - Improve the culture of Rugby League
 - Clarify processes, instil confidence in - and encourage - the reporting of discrimination, and ensure appropriate sanctions are in place
- Need to be proactive and respond to our needs while waiting for new standards (Sport England Equality Standard)



TACKLE IT – RUGBY LEAGUE VERSUS DISCRIMINATION

- Nujum Sports – Muslim Inclusion
 - Ramadan Awareness Workshop
 - Club and individual support
 - RFL, Warrington Wolves, Wakefield Trinity, London Broncos signed the Muslim Athlete Charter
 - More education workshops planned – Islamophobia Awareness Month (November)
 - Further Muslim inclusion support available via RFL Inclusion Lead
 - Advisors to Rugby League on Muslim Inclusion



Darren Ivor Morson
@lvormorson

After receiving this Ramadan box & posting the response has been amazing in the game. From team's staff, coaches & players asking me questions, about myself & being Muslim. 4 games we played so far & 1 more to go Sunday, it's been wonderful experience, alhamdulillah for Ramadan 🍷🍷



Hakim Miloudi
@HakimMiloudi2

Massive thank you for the help and my ramadan pack really appreciate it 🍷



Iliess Macani
@Iliessmacani

Very honoured to be invited to such an amazing event by @NujumSports. An amazing evening with even better company!



Toulouse Olympique XIII
@TOXIII

Un grand merci à @NujumSports et @TheRFL pour le don d'un kit Ramadan à notre ailier Ilias BERGAL. Un cadeau qui le touche en ce mois si spécial 🙏

Translate Tweet



TACKLE IT – RUGBY LEAGUE VERSUS DISCRIMINATION

- Challenging and preventing discrimination
 - Reporting mechanisms and signposting
 - players, staff and fans need to be aware
 - Incident management procedure
 - Ability to act quickly, record evidence and respond appropriately
 - Process in place to identify patterns and emerging trends
 - Zero tolerance approach – need to be consistent across the sport
 - Support for victims of abuse
 - Education is key as a preventative measure



TACKLE IT – RUGBY LEAGUE VERSUS DISCRIMINATION

- 2022 Opportunities
 - Club Board Diversity Project
 - Working with external delivery partner
 - Ten clubs to receive bespoke board diversification support package
 - Toolkit to be created
 - Applications open this month
 - Improved reporting
 - Improved diversity monitoring – better data and insight
 - Education
 - Standards [Sport England Equality Standard]



ENJOY THE GAME CAMPAIGN REFRESH



COACHES & PLAYERS



FANS



YOUTH GAME



MATCH OFFICIALS



ENJOY THE GAME – REF CAMS



- National Conference League Pilot
 - Improve player and touchline behaviour
 - Educate all involved
 - Useful development tool for MOs

- Game-wide Roll Out
 - Funded from Central Resource
 - Partnership with Leagues
 - Commence Sept 2022



WEBSITE



Website pages updated to feature launch video, logo, promo materials and Codes of Conduct



Enjoy the Game is a game-wide campaign, building on the success of the sport's original respect campaign which was launched by the RFL back in 2005.

While Enjoy the Game continues to stress the importance of behaving with Respect at all levels of the game, there is a fresh emphasis on promoting positive environments throughout all levels of Rugby League.

Whether it's playing a junior or amateur league game, or watching on the terraces at a Super League or Challenge Cup fixture, we want to make the whole of Rugby League a positive and enjoyable game, in which we can all enjoy our role and our sport. In 2018 we carried out a review in the 12-18 Age Group and conducted online surveys of the Open Age game.

We wanted to listen and understand which areas have the biggest impact on participation in Rugby League. The feedback highlighted positive behaviour as an area which requires attention. As a result, we want to sustain positive surroundings to create fun, safe and inclusive environments for all players, spectators, match officials, volunteers and coaches involved in Rugby League. We want you all to Enjoy The Game.



PLAYERS CODE OF CONDUCT

- Be a good sport. Respect all good play whether from your team or the opposition.
- Participate for your own enjoyment and benefit. Make every effort to develop your own abilities.
- Always respect the match official's decision.
- Make every effort to be consistent with the General Principles of this code of conduct
- Honour both the spirit and letter of the competition rules and live up to the highest standards of ethics and sportsmanship; avoid gamesmanship and respect the traditions of the game.
- Never engage in discriminatory or unacceptable conduct of any sort including swearing, obscene gestures, offensive remarks, taunting or other actions that are demeaning or disrespectful to other players, officials or supporters. Treat others as you would like to be treated.
- Care for and respect the facilities and equipment made available to you during training and competition.
- Safeguard your health; don't use any illegal or unhealthy substances.
- Recognise that many officials, coaches and match officials are volunteers who give up their time to provide their services. Treat them with the utmost respect. Remember, without them you do not have a game.

ENJOY THE GAME – EDUCATION



- Game Day Managers and Coaches have gone through updated education modules on Our Learning Zone.
- Research projects such as the "Watch Aloud" project
- Education delivered to many stakeholders in the game, including discipline panels and have also included a primary RL workshop on behaviours
- Coach Right Course for all Coaches
- Update ETG Video shown before Challenge Cup Final



ETG CODES OF CONDUCT



COACHES CODE OF CONDUCT



BE A GOOD ROLE MODEL



REINFORCE THE COMPETITION RULES WITH YOUR PLAYERS AND STAFF



DISCOURAGE FOUL PLAY BY YOUR PLAYERS AND STAFF



CREATE A SAFE AND FAIR ENVIRONMENT FOR ALL PLAYERS, STAFF AND SPECTATORS



RESPECT THE MATCH OFFICIALS



TREAT OTHERS WITH RESPECT AND DO NOT DISCRIMINATE



PROVIDE ALL PLAYERS WITH THE OPPORTUNITY TO DEVELOP



ALWAYS CONSIDER THE HEALTH, SAFETY AND WELFARE OF ALL PLAYERS, STAFF AND SPECTATORS

RUGBY-LEAGUE.COM/ENJOYTHEGAME

TACKLE IT



MATCH OFFICIALS CODE OF CONDUCT



BE A GOOD ROLE MODEL



PREPARE FULLY FOR A MATCH, BOTH PHYSICALLY AND MENTALLY



ENFORCE THE LAWS OF THE GAME TO ENSURE A FAIR AND SAFE PLAYING ENVIRONMENT



CONDUCT YOURSELF BOTH ON AND OFF THE FIELD WITH THE UTMOST INTEGRITY



RESPOND SWIFTLY TO ANY INSTANCES OF FOUL PLAY OR DISCRIMINATORY BEHAVIOUR



ALWAYS CONSIDER THE HEALTH, SAFETY AND WELFARE OF ALL PLAYERS AND COACHING STAFF



TREAT OTHERS WITH RESPECT AND DO NOT DISCRIMINATE



REPORT ANY INCIDENTS SWIFTLY FOLLOWING THE MATCH

RUGBY-LEAGUE.COM/ENJOYTHEGAME

TACKLE IT



PLAYERS CODE OF CONDUCT



BE A GOOD ROLE MODEL



PLAY FAIR AT ALL TIMES



RESPECT THE MATCH OFFICIALS



ABIDE BY THE RULES



TREAT OTHERS WITH RESPECT AND DO NOT DISCRIMINATE



SAFEGUARD YOUR HEALTH; DON'T USE ILLEGAL OR UNHEALTHY SUBSTANCES



AIM TO GET BETTER EVERY WEEK



ENJOY PLAYING YOUR SPORT

RUGBY-LEAGUE.COM/ENJOYTHEGAME

TACKLE IT



ETG CODES OF CONDUCT



PARENT/SPECTATOR

- Encourage all people involved in the sport to abide by the General Principles and challenge behaviours that do not do this.
- Do not force an unwilling child to participate in sport.
- Remember that children participate in Rugby League for their own enjoyment, not yours!
- Understand that sport is part of a total life experience, and the benefits of involvement go far beyond the final score of a game.
- Condemn all violent or illegal acts, whether they are by players, coaches, officials, parents or spectators.
- Respect the match official's decisions – don't complain or argue about decisions during or after a game.
- Behave! Unsporting or discriminatory language, harassment or aggressive behaviour will not be tolerated.
- Encourage players to play by the rules and to respect opposition players and officials.
- Never ridicule or scorn a player for making a mistake – respect their efforts.
- Participate in positive cheering that encourages all the players in the team; do not engage in any jeering that taunts or intimidates opponents, their fans or officials.
- At all times, follow the directions of the Ground Manager and/or other match day staff.
- Never arrive at a game under the influence of alcohol, never bring alcohol to a game, and only drink alcohol, if it is available at the ground, in the designated licensed area.



UPDATE ON SUSTAINABILITY

- Key issue for all sports and companies
 - Game-wide plan and campaign
 - Important for commercial partners and broadcasters and fans
 - Magic weekend supported by Sky Zero
- Engaged BASIS (the British Association for Sustainable Sport) as ‘environmental sustainability consultant’.
- BASIS has provided expert help to sports clubs, venues, and governing bodies for over a decade – helping them to understand their impacts, set targets and implement processes to improve their environmental performance.
- RFL & BASIS are currently working together to develop a plan to audit all professional clubs (and a sample of community clubs).
- BASIS will provide a qualitative and quantitative audit across the game.

B  **ISIS**



UPDATE ON SUSTAINABILITY

- The areas we will cover in the audit are:
 - Clean energy
 - Measuring emissions
 - Use of single use plastic
 - Fan travel to and from grounds
 - Communication with fans
- Once complete, all data will be used to produce individual action plans.
- An understanding of obstacles/barriers to improving sustainable practice.
- Recommendations for achieving improved performance.
- Targeted focus on actions that have a positive financial impact.
- Educational support and resources to achieve their goals.

B  **ASIS**



BASIS

- As the RFL is a BASIS member, all member clubs are entitled to FREE BASIS Associate membership.
- Entitles you to the BASIS monthly newsletter and webinar series.
- [Clubs can also join BASIS as full members at 20% discount].

BASIS

Current members include:



AGENDA ITEM 7.0

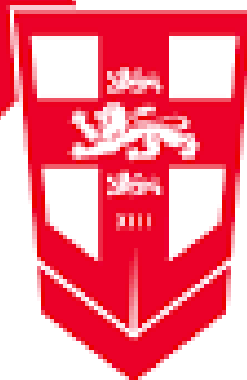
PROJECT 2022

RALPH RIMMER, SHAUN WANE, CRAIG RICHARDS, TOM COYD,
DAVE ROTHERAM, JON DUTTON & MICK HOGAN





**we
are
READY**



**ENGLAND
RUGBY
LEAGUE**



ENGLAND PERFORMANCE UNIT – 2021 RECAP



ENGLAND PERFORMANCE UNIT – WOMEN & GIRLS PATHWAY



ENGLAND PERFORMANCE UNIT – KNIGHTS & ACADEMY 2022



ENGLAND PERFORMANCE UNIT – 2022



CRAIG RICHARDS

HEAD COACH

ENGLAND WOMEN



TOM COYD

HEAD COACH

ENGLAND WHEELCHAIR



SHAUN WANE

HEAD COACH

ENGLAND MEN





RUGBY LEAGUE
WORLD CUP
ENGLAND + 2021
15 OCT - 19 NOV 2022

THIS IS **REAL IMPACT**

RFL AGM / COUNCIL MEETING

13th July 2022



PRINCIPAL PARTNER
CAZOO

OBJECTIVES

- To give the Council a status update
- To answer any questions Council members may have
- To continue to work together to ensure that everyone maximises this golden opportunity – no regrets.



THIS IS THE GALLOWGATE!

ONE

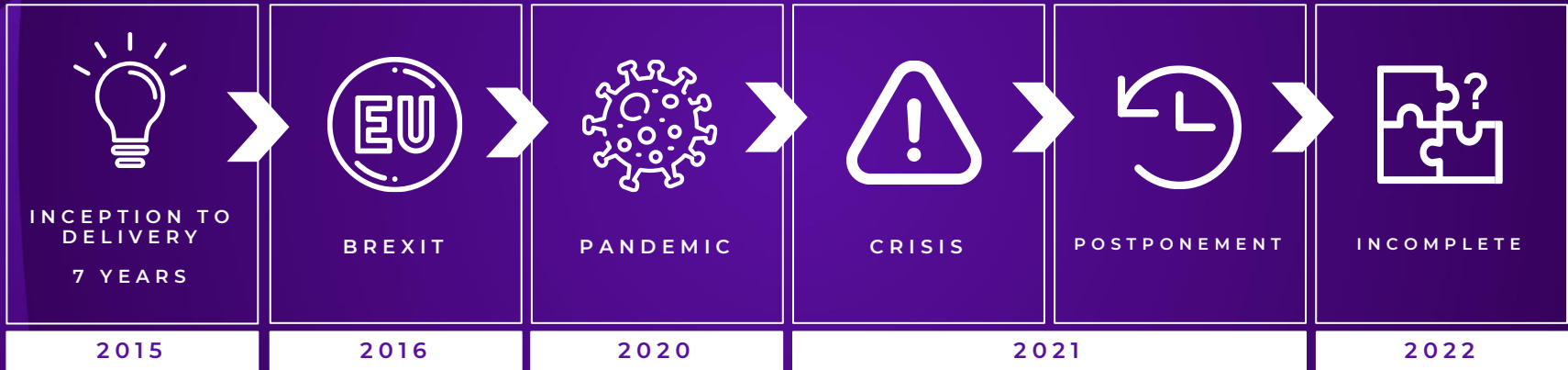
CONO



CONO

UNDRED

RLWC2021 JOURNEY





MEN'S



WOMEN'S



WHEELCHAIR

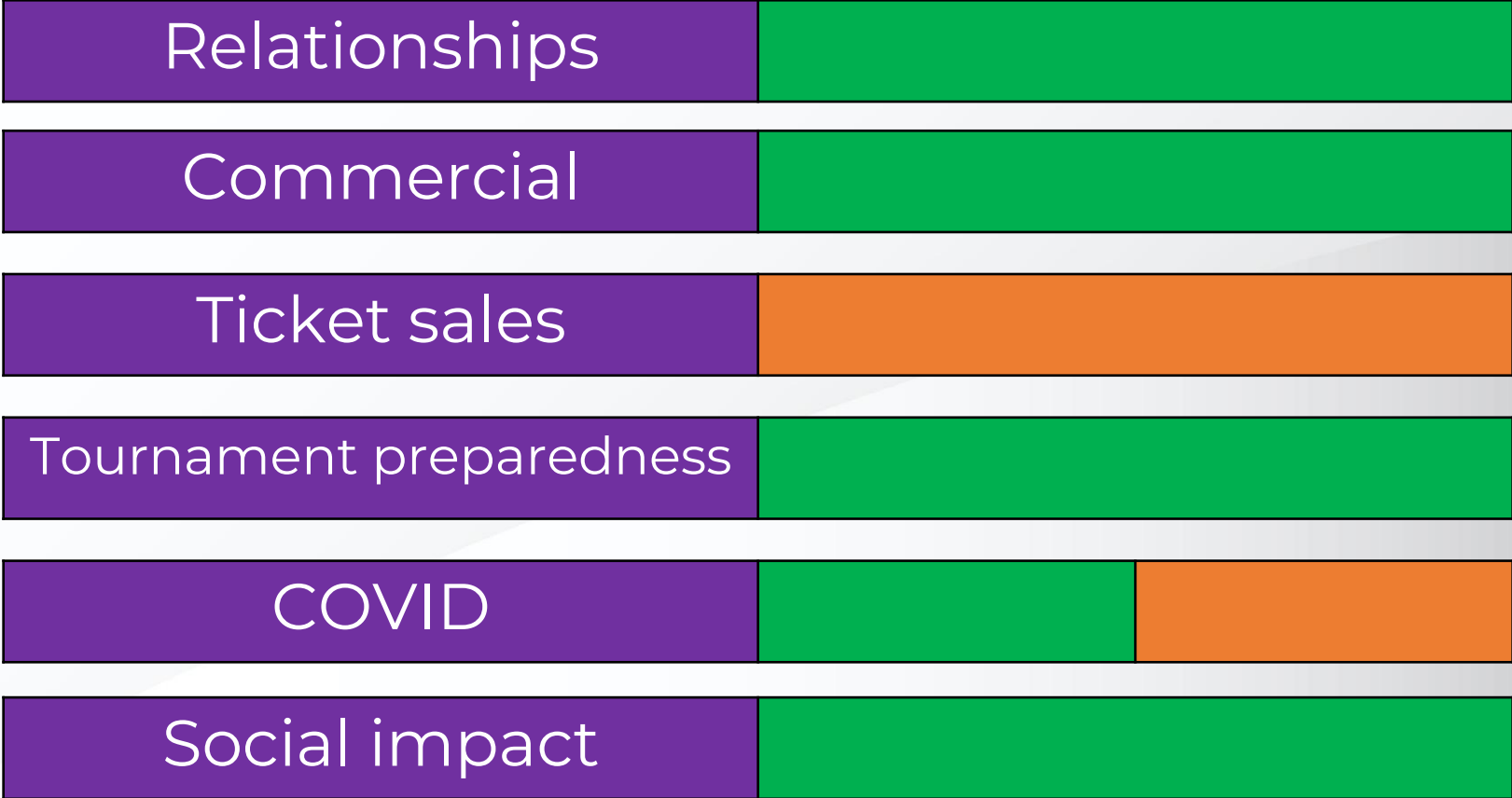
ONE TOURNAMENT. TOGETHER.

MAKING HISTORY





STATUS REPORT





RUGBY LEAGUE
WORLD CUP
ENGLAND + 2021

BLAZING A TRAIL

MAKING A POSITIVE SOCIAL IMPACT

THE STORY SO FAR

SUMMARY REPORT

JUNE 2022

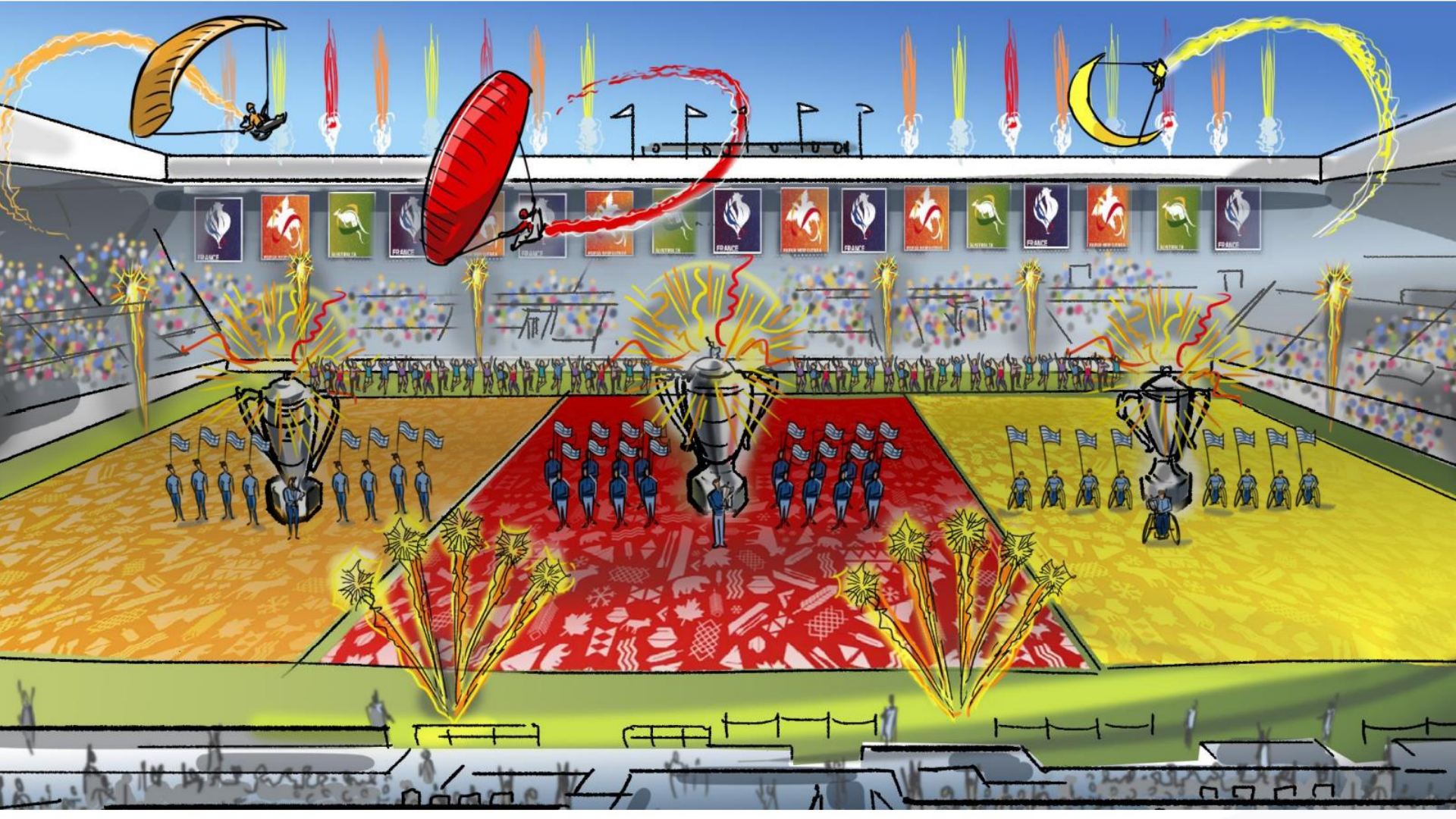
RESEARCHED AND WRITTEN BY:



THE
SPORTS
CONSULTANCY

& substance





CLUBS HELPING RLWC2021

Amplify the tournament content

Player access

Season ticket add-ons

Group sales

Tournament time staff

Trophies Tour – from 26 August

Be evangelists

RLWC2021 BENEFITING THE SPORT

New fans & new viewers

New data

New commercial partners

New facilities, new players

New people, new experiences, new systems

New history

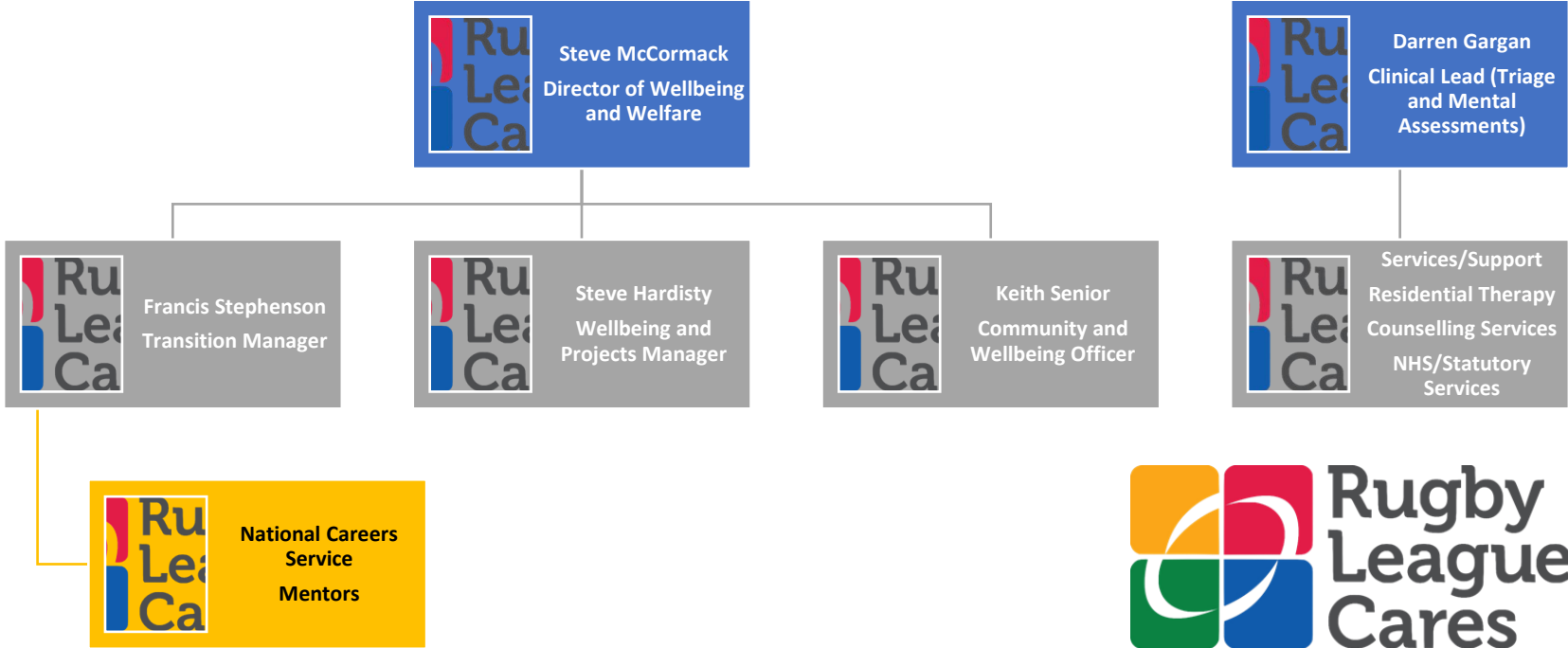
AGENDA ITEM 8.0

RL CARES

CHRIS ROSTRON & STEVE MCCORMACK



Wellbeing and Welfare Team Structure







OUR WELLBEING GOAL

