



HKRU  
香港欖球總會

# KPMG SURVEY



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## HKRU STRATEGIC PLACE OBJECTIVE 1.1

Union and clubs to agree a brief for external market research to identify the key factors that influence engagement success/failure across different sections of society – parents/youth/adults, etc.

### USE THOSE KEY FINDINGS TO SET FURTHER ACTION POINTS WITH MEASURABLE KPIS

- Most in-depth study of Hong Kong rugby to date
- **6** surveys, **10** workshops, **98** stakeholder groups engaged
- **12,514** survey responses received

# ***WHAT HAVE WE LEARNT?***

## OVERALL THEMES

- Generally, participation levels in the game are declining – this is a global trend
- Retention is therefore critical, and more cost effective than increasing recruitment

## YOUTH

- Under 6 is a critical age group for both joining and leaving
- U14 important for joining
- U8, U12 and U19 important for leaving

# ***IN AND OUT***

## COMMON THEMES THAT ATTRACT PLAYERS AT ALL AGES TO PLAY RUGBY;

- Fitness
- Friends
- Fresh
- Fun
- Values
- Value for money
- For youth also a connection between school/ CV/achievement/English

## COMMON THEMES THAT LEAD TO DROP OUT;

- Time commitments (school, family, friends)
- Choose a different sport
- Friends stop playing
- Not fun anymore
- Quality of coaching
- Importance of pathway - teams at every age grade (consolidation)

# ***SENIOR RUGBY***

- **1,758** registered players
- **55%** male
- **51%** Chinese
- **42%** live in the New Territories
- **48%** of males & **56%** of females started playing 21-30
- **57%** expect to stop after 30

## KEY REASONS FOR STOPPING PLAYING

- Prioritise family and friends (time commitment)
- Fear of injury
- Too physically demanding

# ***KPMG OBSERVATIONS & CONSIDERATIONS***

- Identify hotspots for future investment spend in line with overarching Strategic Plan
- Develop targeted marketing for prioritised groups
- Maximising the streaming/broadcasting of rugby in HK
- Consider implementing centrally managed player registration system for all rugby players
- Consider conducting a research study on an annual/biannual basis
- Consider prioritising and targeting specific customer groups to boost attendance
- Event ticket pricing analysis
- Assessing the effectiveness of current marketing strategies and channels of communication

CENTRAL REGISTRATION – PLAYER PASSPORT – DATA – DIGITAL PLATFORM

# ***WHAT NEXT?***

**May - meetings of 2 Steering Groups, and formation of first wave of Working Groups**

## **BUILDING THE BRAND**

Chaired by Rocky

- Launch a campaign across the community to promote engagement in the game.

## **ALIGNMENT & TRANSITION**

Chaired by Robbie

- Agree on best practice for Union, clubs and schools and develop an associated accreditation system.



# CONTACT US

FOR FURTHER INFORMATION PLEASE CONTACT:

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