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RUGBY SEVENS

#Rugby

ENGLISH VERSION 1.3

AN INTRODUCTION

- In 1883 a Scottish butcher's boy had the inspired idea of seven-a-side rugby or sevens
- A sevens team is made up of three forwards and four backs
- As with 15s, it's five points for a try, two for a conversion and three for a penalty and drop goal
- Games are split into two seven-minute halves – so you can have lots of matches in a single day
- Fewer players on the pitch and less time on the clock means a faster, more exciting game
- The pitch is the same size as 15s – so more space, more running and more points
- Sevens requires hard training, super human levels of fitness and lots of Olympian character

It's easy to understand, easy to play and easy to watch!



THE IMPACT OF OLYMPIC INCLUSION

- Olympic inclusion has had a profound effect on sevens – it is a game-changer for rugby as a whole
- Global participation has more than doubled to 7.73 million following the vote for inclusion in 2009
- The women's game has seen participation increase ten-fold over the same period to two million
- There has also been huge success in emerging rugby markets where sevens continues to exceed growth predictions thanks to mass participation programmes like World Rugby's Get Into Rugby
- Thanks to Olympic inclusion, unions have received significant National Olympic Committee investment and Olympic Solidarity support and rugby has been added to the school programme in places such as China, Russia, Canada and the USA



SEVENS – THE DIGITAL REVOLUTION

- The HSBC World Rugby Sevens Series for men and women have boosted the growth of sevens exponentially, attracting new, young and socially-engaged audiences
- The 2015-16 season was the most widely-viewed and engaged series ever:
 - More than **35 million** video views on **Facebook**
 - **Facebook page fans** grown to **500,000**
 - **Vine loops** in excess of **7.5 million**
 - **Instagram followers** have grown to just over **615,000**
 - **Twitter followers** have grown to **131,000**
 - **Twitter impressions** have risen to **52 million**
 - **Snapchat** video views in excess of **5 million**
- The official account is **@WorldRugby7s** . Join the conversation using **#Rugby** **#Rio2016**



GROWTH OF SEVENS IN BRAZIL

- Rugby is one of the fastest-growing team sports in Brazil
- More than 100,000 children were introduced to the sport last year
- World Rugby's legacy programme IMPACT Beyond is driving the expansion of the game in Brazil, focusing on development, participation, coaching, volunteering and business programmes with 175,000 participants since March 2015
- IMPACT Beyond is one of the largest pre-Rio 2016 social sports outreach programmes and aims to train and develop physical education teachers and members of sports clubs
- The ultimate aim is introduce World Rugby's Get Into Rugby programme into 1,000 schools in Rio as well as community and social projects for children throughout the country
- The Brazilian women's sevens team are ranked in the world's top 10



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WHAT TO EXPECT IN RIO

- Sevens is a thriving, broadcast-friendly, commercially attractive sport that connects with young audiences
- Sevens' biggest-ever digital, social and broadcast platform will reach new audiences
- It is a game of great skill and entertainment, played in a festival atmosphere
- The world's top players are excited about the opportunity to showcase their talents in Rio on sport's greatest stage
- Double Rugby World Cup winner Sonny Bill Williams joined the road to Rio and will be looking to add an Olympic medal to his collection
- Sevens is a sell-out hit at all major multi-sport Games



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TEAMS

- There will be 12 teams in each of the men's and women's competitions at Rio 2016
- Eleven of the men's teams were confirmed via the world series and regional qualifiers: Argentina, Australia, Brazil, Fiji, France, Great Britain, Japan, Kenya, New Zealand, South Africa and USA
- Spain claimed the final spot by beating Samoa in the repechage final in Monaco on 18-19 June
- Eleven of the women's teams were confirmed via the world series and regional qualifiers: Australia, Brazil, Canada, Colombia, Great Britain, Fiji, France, Japan, Kenya, New Zealand and USA
- Spain claimed the final spot by beating Russia in the repechage final in Dublin, Ireland, on 25-26 June

VENUE

- Sevens will take place at the Deodoro Stadium at the Deodoro Olympic Park – the second largest concentration of competition venues during the Rio 2016 Games
- The Deodoro Stadium, which will have a 15,000 all-seated capacity, is expected to provide a fantastic festival atmosphere during the sevens competition

A-Z OF SEVENS STARS TO WATCH IN RIO

A – Willy Ambaka (Kenya) was dubbed the ‘Kenyan Lomu’ a couple of years ago and is back in contention after a stint playing club rugby in France. Typically strong going forward

B – Brazilian brothers. Host nation Brazil have two sets of brothers in their squad with Moises and Lucas Duque joined by twins Felipe and Daniel Sancery

C – Colombian women. The team are already sevens stars back home after creating history by upsetting favourites Argentina to win South America’s regional qualifier and book their place at Rio 2016

D – DJ Forbes tied the all-time record for tournaments on the series with his 79th in Hong Kong and now sits alongside Samoa’s Uale Mai

E – Rodrigo Etchart has been excellent for Argentina, as has his young compatriot **Bautista Ezcurra**, who has risen up through the under-20s and has a giant future ahead of him

F – First for Fiji? Will captains Osea Kolinisau and Ana Rogica lead their teams to Fiji’s first-ever Olympic medal in Rio?

G – Ellia Green A former star of the track in Australia, she has serious ‘jet shoes’ and has worn them to good effect already this season with 17 tries across the three rounds she played

H – USA captain Madison Hughes provides Eagles coach Mike Friday with the sort of intelligence at half-back that he employed through Simon Amor and Ben Gollings in tandem while coach of England

A-Z OF SEVENS STARS TO WATCH IN RIO

I – Kenya's **Collins Injera** became the all-time leading try-scorer in London, surpassing Argentina coach Santiago Gómez Cora's record of 230 in London to end the series with 235

J – **Jillion Potter** – The USA's inspirational captain who has overcome a broken neck and a rare form of cancer to be in the hunt for an Olympic medal

K – **Jen Kish** (Canada) is one of the most dynamic and hard-working players on the women's series who is inspired every time she pulls on her national team's jersey

L – **Lomano Lemeki** – A talisman for Japan, he scored a hat-trick in the final as they secured core team status for the 2015-16 series

M – **Tom Mitchell** will be an important figure for Great Britain with his eye for a gap and ability to allow others to play around him

N – Super Bowl XLIX winner **Nate Ebner** joined the USA Sevens programme to realise a boyhood dream of becoming an Olympian

O – USA are the defending **Olympic** rugby champions, having won gold the last time the sport was played in 1924 with victories over Romania and hosts France in Paris

P – **Pablo Feijoo and Patricia Garcia** were key figures for Spain as their men and women came through the repechage events in Monaco and Dublin to claim the final places at Rio 2016

Q – **The quickest** – Carlin Isles is regarded as the fastest man in world rugby, but don't blink or you could also miss his fellow speedsters Perry Baker, Seabelo Senatla, Ellia Green and Portia Woodman

A-Z OF SEVENS STARS TO WATCH IN RIO

R – Savenaca Rawaca burst on the scene for Fiji last season and has built on that form in 2015-16 to become a key figure in Ben Ryan's squad

S – Seabelo Senatla is a try-scoring machine with 66 in the 2015-16 series. However that is still some way shy of the record for a single series of 83 set by Fiji's Vilimoni Delasau in 1999-2000

T – Gordon Tietjens – Twenty-two years in charge of the All Blacks Sevens, 12 series titles, two RWC Sevens and four Commonwealth golds

U – Unique double? Will Australia's Nicole Beck add another first to her impressive resume with the first Olympic gold medal, having already been one of the first Women's RWC Sevens winners in 2009?

V – Virimi Vakatawa (France) His form on the sevens stage in Dubai and Cape Town saw the Fijian-born dynamo called up for the Six Nations, but he was back to his rampaging best in the final four rounds of the series

W – Portia Woodman (New Zealand) The World Rugby Women's Sevens Player of the Year for 2015, she became only the fifth player – men's or women's – to score more than 50 tries in a single series in 2014-15

X – X-factor The considerable talents of Kayla McAlister, Charlotte Caslick, Akira Ioane and Rosko Specman, sevens could never be described as predictable

Y – Youth Olympic Games medallists France's Sacha Valleau (gold) and Canadian duo Hannah Darling and Charity Williams (silver) won medals at Nanjing 2014 and will be heading to Rio 2016

Z – Zack Test A lynchpin of the USA squad for the past five years and able to play as a forward or back, he was rewarded for his excellence in sevens with a place in the Eagles' squad for RWC 2015

SEVEN RUGBY SEVENS STORIES FOR RIO

THE RETURN: Rugby is back on sport's biggest stage after a wait of 92 years and this is the opportunity for the sport to reach, engage and inspire new audiences. USA are the reigning Olympic rugby champions (6-11 August)

SEVENS SAMBA: Sevens will deliver an exciting festival atmosphere to the Games, with fans typically dressing up, dancing and supporting all the teams. Brazil will be the darlings of the crowd (6-11 August)

FIJI'S FIRST MEDAL: Can Fiji's men and women make history and secure a first-ever Olympic medal for their country? (8 and 11 August)

YOUTH OLYMPIC GAMES

GRADUATES: The class of Nanjing 2014 will be in Rio to showcase their talents on sport's greatest stage, including gold medallist Sacha Valleau, silver medallists Hannah Darling and Charity Williams and Richelle Stephens (6-11 August)

COMEBACK QUEEN: Jillion Potter's incredible story of triumph over adversity in overcoming a broken neck and beating cancer to again wear the USA jersey (6-8 August)

NFL TO RIO: A Super Bowl winner with the New England Patriots, Nate Ebner is chasing the dream of becoming an Olympian with USA (9-11 August)

A FAMILY AFFAIR: New Zealand have two sets of siblings going for gold in Rio in Niall and Sonny Bill Williams and Akira and Rieko Ioane (6-11 August)

SAFEGUARDING SEVENS

ANTI-DOPING

- World Rugby has upped the intelligent testing and education budget by 30 per cent
- World Rugby tests in and out of competition, anytime, anywhere
- The 2015 World Rugby testing programme was the biggest to date
- All sevens players will have received mandatory Keep Rugby Clean education

CONCUSSION

World Rugby is committed to an evidence-based approach to concussion education, prevention, management and research

- Rugby is leading the agenda in sport
- Our message to everyone is simple – Recognise and Remove
- All players, coaches and medics undergo mandatory education

Player welfare is World Rugby's number one priority

THE FUTURE OF SEVENS

- Rio 2016 is just the beginning of the journey – Olympic inclusion is a game changer for rugby
- The game is thriving globally and World Rugby's dedicated development plan is already bearing fruit
- We are actively involved with Olympic and wider collective sports policy and our sport's connections and influence within the global sporting community are now stronger than they have ever been
- Like the Olympic Movement, rugby has character-building values of integrity, respect, solidarity, passion and discipline at its heart
- By focusing on these traits that set rugby apart and appeal to players and fans across the world, we will continue to go from strength to strength as we look to cement rugby's place on the Olympic programme beyond Tokyo 2020 and continue the expansion and development of the game globally





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Thank you.

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SINCE 1886