

A beginner's guide to a well-
intended mid-life crisis

**DEADLY RUGBY**
live play fearless

Acknowledgement of Country



Deadly Rugby acknowledges the Traditional Custodians of lands, waters and communities throughout Australia.

We pay our respects to the traditions, ancient protocols, and cultural practices of Aboriginal and Torres Strait Islander Peoples who have lived on, and cared for, Country.

We extend that same respect and recognition to Elders of this land, both past, and present.



Who is Deadly Rugby

Deadly Rugby is a Social Enterprise whose vision is to make a difference in kids' lives

For indigenous kids it's about creating opportunities through sports programs and access to sporting equipment

For non-indigenous kids it's about creating cultural immersion programs that educate, inspire and create cultural champions

For all kids, it's about growing a love of rugby, and all the benefits that come from sport

Deadly Rugby has 3 Parts

- Deadly Rugby After School Program
- Deadly Rugby Gear
- Deadly Rugby Cultural Immersion Camp



Deadly Rugby After School



- National Program, promoting school attendance, healthy activity and getting a good night's sleep
- Link Schools with indigenous communities & local Rugby Clubs
- Kids that go to school, get to go to training, after training they have a feed
- Kids go home, get a good night's sleep, ready for school the next day





Deadly Rugby Gear

Schools & clubs upgrade their sports equipment regularly

They are prepared to support Deadly Rugby by providing us the 2nd hand equipment so that we can put it in the hands of kids that don't have access to it

We find remote communities in need of equipment and source funding to get the gear shipped to those local communities

Deadly Rugby also has access to distribution channels and partners to assist with logistic and getting the gear in the hands of the kids



Deadly Rugby Camp

- First Nations cultural immersion program that provides touring school kids with access to local indigenous elders and players as they visit breathtaking country, meeting the traditional owners of the land, having an experience of a lifetime building real connections, First Nations awareness and care
- Inspiring First Nations kids to play rugby, providing real opportunities for kids through sport
- Inspiring more kids at schools to play rugby younger, knowing that there is a Tour in year 9
- Pre program to get all the kids ready to be prese
- Integrated Training: Supporting grass roots Rugby through integrated training sessions enabling player and coach development by elite schools coaching professionals
- Developing young officials and bringing young referees at the schools into the camp
- 2 camps per year: April and September (April Camp: 15's, September Camp: 7's)



Itinerary



DEADLY RUGBY

presents

SHORE BARKER



Skyring Rugby Park

Thursday 6pm



GAME NIGHT

Skyring Rugby Park



**THURSDAY
APRIL
25**

KICK OFF 6:15pm / FIELD 1



U16 TEAM A



U16 TEAM B



KICK OFF 6:15pm / FIELD 2



U14 TEAM A



U14 TEAM B



KICK OFF 7:15pm / FIELD 1



SHORE



BARKER



BARBARIANS



SHORE / NT
COMBINED

VS

BARKER / NT
COMBINED



FRIDAY
APRIL
26



Skyring Rugby Park

KICK OFF 6pm



DEADLY RUGBY

live play fearless



SKYRING
SDA
Independent Living Solutions

25 - 26 APRIL 2024



Branded Video Audience

Targeted marketing campaign opportunity for Deadly Rugby sponsors

Video content distributed through private schools' who promote the camps as opportunities for their kids

Audience of Branded Video Content is a targeted customer segment

- top 2% income earners in the country / business leaders
- 308k: Qld & NSW non-government kids in year 8 – year 12
- 10k: annual growth of audience (year 7 kids moving into year 8)
- 15,500: addressable market assuming a 5% penetration of total market
- Current schools who have confirmed attendance are Shore, Barker, Pymble Ladies College, Cranbrook

Parents in this segment spend over \$300mil/year sending their kids on sports camps

They are looking for these types of unique, community minded opportunities for their kids and will watch the content

This customer segment is an attractive segment for commercial, brand & awareness campaigns





Cultural Immersion Camp
Darwin: 22-27 April 2024

U16A Rugby Teams:
Shore School (confirmed)
Barker College (confirmed)
Northern Territory Rep Squad

3 x Cultural Immersion Camps
Darwin/ Alice & Sydney April 2025

U15 Rugby Teams
Cranbrook (confirmed)
Target 4 x boys' schools
Northern Territory Rep Squad

2024



APRIL

2025



SEP



APRIL



SEP

Cultural Immersion Camp
Darwin: 25-30 September

U14/16 7's Teams
Pymble Ladies College (confirmed)
Nudgee College
Marist Ashgrove
Toowoomba Grammar

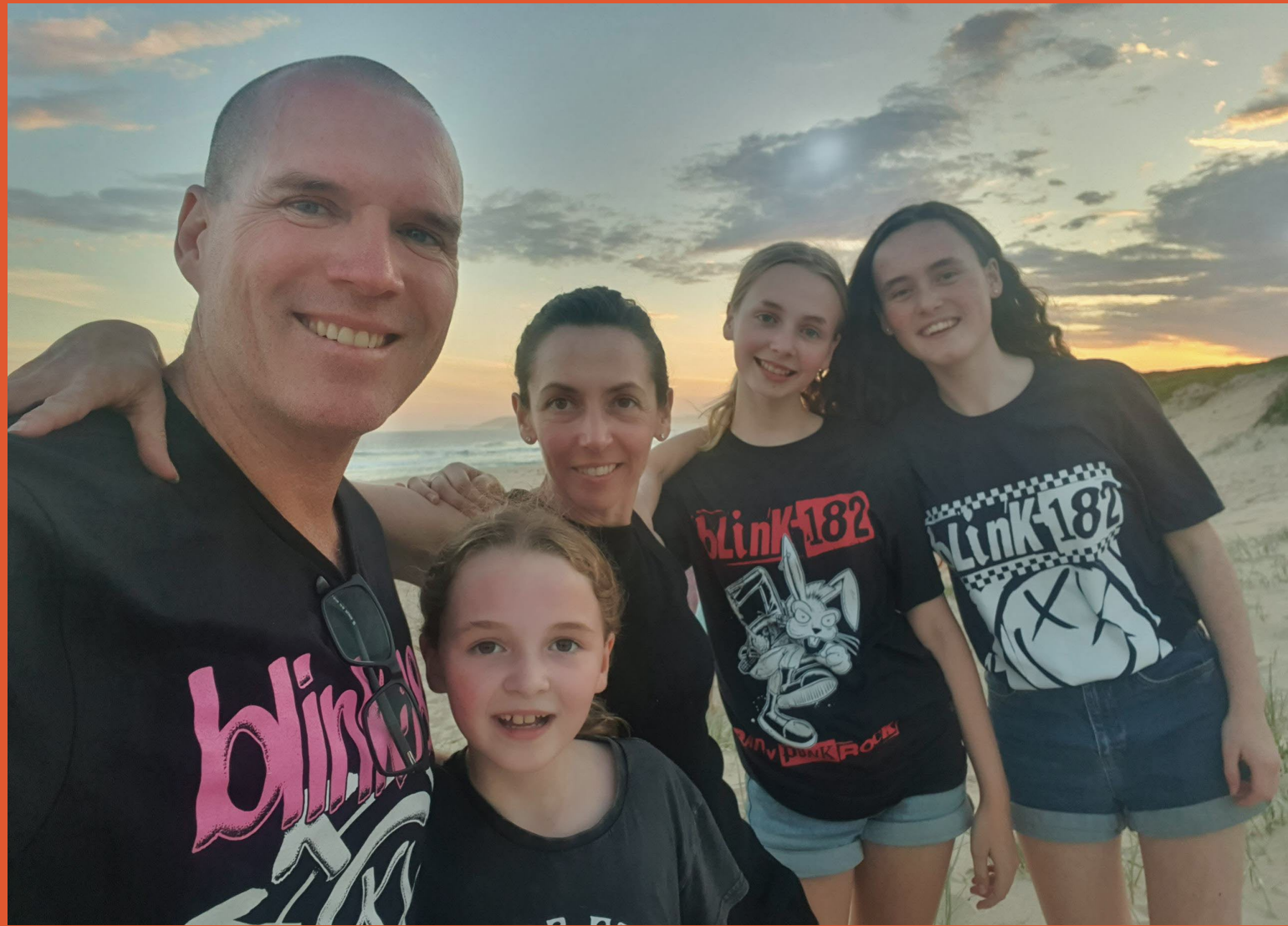
Cultural Immersion Camp
Darwin: September 2025

U14/16 7's Teams
4 x boys' schools / 4 x girls' schools
Each school bringing 2 squads (U14 & U16)
Taking school applications



Let's go back
to the
beginning











All good
stories start
with an
existential
crisis!

How do I contribute to the community?



Find your passion





Build the team, play as a team



Focus on what's in front of you

There's no accounting for what you can achieve, if you don't care who gets the credit – each idea helps



Listen for the stories that connect!





Do good. Have good.

<https://deadlyrugby.com.au/>



Thankyou

