

Tahlulah Tillett North Queensland Cowboys,  
2023 Veronica White Medal – Woman of the Year



NRL COMMUNITY

# SOCIAL IMPACT REPORT 2023







THE NATIONAL RUGBY LEAGUE ACKNOWLEDGES ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLES AS THE TRADITIONAL OWNERS AND CUSTODIANS OF THIS COUNTRY AND THEIR CONTINUOUS CONNECTION THEY HAVE TO THE LANDS, WATER, VALLEYS, AND MOUNTAINS.

WE PAY OUR RESPECT TO THEM, THEIR CULTURES AND CUSTOMS AND TO THEIR ELDERS PAST, PRESENT, EMERGING AND THE STOLEN GENERATIONS.

WE BELIEVE THAT RECONCILIATION IS A JOURNEY THAT ALL AUSTRALIANS PLAY A PART IN. AS A GAME WE ARE COMMITTED TO THE ONGOING JOURNEY TOWARDS TRUTH TELLING AND RECONCILIATION.

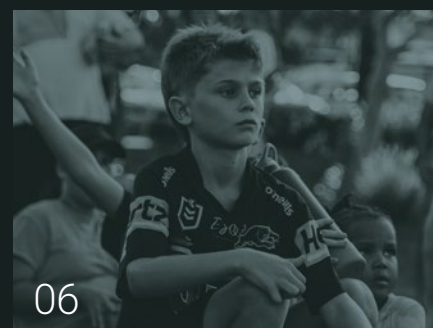
WE RECOGNISE AND VALUE THE CONTRIBUTION ABORIGINAL AND TORRES STRAIT ISLANDER PEOPLE HAVE MADE TO THE GREATEST GAME FOR ALL, RUGBY LEAGUE.





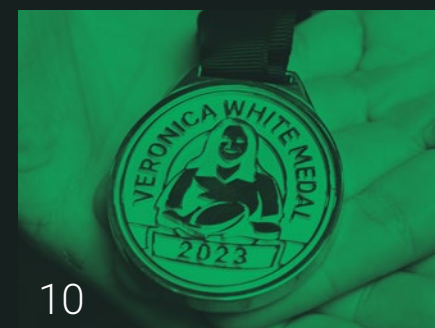
THROUGH OUR COMMUNITY  
PROJECTS AND PROGRAMS,  
WE HARNESS THE GAME'S  
POPULARITY TO MAKE A  
DIFFERENCE IN PEOPLE'S  
LIVES ACROSS AUSTRALIA,  
NEW ZEALAND, AND THE PACIFIC.

**01**  
MISSION



06

**02**  
AWARDS



10

**03**  
PROGRAMS



14

**04**  
PROJECTS



28

**05**  
GIVING



34

**06**  
PARTNERS



36

**07**  
STAFF



38

**08**  
NRL CLUBS



40

# POWER FOR CHANGE

**THE NRL IS A POWERFUL VEHICLE FOR CHANGE. OUR AIM IS TO HELP COMMUNITIES THRIVE; TO LEAD AND INSPIRE PEOPLE TO BE THE BEST THEY CAN BE BY PROVIDING PATHWAYS AND OPPORTUNITIES TO LIVE POSITIVE, RESPECTFUL AND HEALTHY LIVES.**

## MISSION

**Our Mission is to bring people together and enrich their lives. As an organisation we are driven by our beliefs that state:**

- We are Inclusive
- We are Positive
- We are United
- We are Disciplined

## FOCUS

**NRL Community, focuses on societal needs across Australia, delivering high-engaging programs addressing key needs in our community. Our Community programs and projects are hinged on the following areas of focus:**

- Health & Wellbeing
- Respect
- Indigenous Engagement
- Inclusion & Diversity





## KEY STATISTICS ACHIEVED IN 2023

# 708

Schools/junior rugby  
league clubs received  
community programs

# 49,300

Participants attended  
community programs

### SCHOOL TO WORK

## 1,165

Indigenous students

## 135

Schools

## 520

1:1 mentoring sessions were  
provided to year 11 and 12 students

## 91%

Of Year 12 students supported  
through S2W completed year 12

## 309

Students were placed in post-secondary  
education or employment





# NRL COMMUNITY AWARDS

The NRL Community Awards presented by Westpac are Rugby League's most prestigious community-focused awards, connecting the grassroots to the elite level. The awards honour the individuals who work tirelessly in the community to make Rugby League Australia's favourite sport.

In its entirety, the NRL Community Awards includes a total of 8 categories, 2 elite medals dedicated for to our NRL and NRLW players who showcase how they use their platform to give back and enrich the lives of the people around them, and 6 grassroots categories, awarded to volunteers and individuals who work tirelessly to make rugby league Australia's greatest sport. ARLC Commissioners Dr Gary Weiss chaired the Ken Stephen Medal Man of the Year; Professor Megan Davis chaired the Veronica White Medal Woman of the Year elite categories.



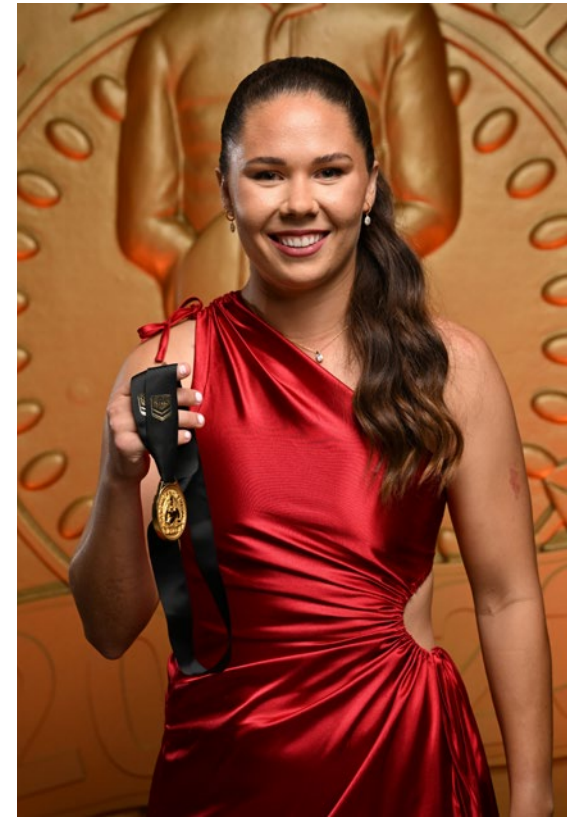
**COMMUNITY AWARDS**  
Presented by 



## 2023 KEN STEPHEN MEDAL MAN OF THE YEAR:

Latrell Mitchell  
South Sydney Rabbitohs

Stemming from his own humble upbringing in the regional NSW town of Taree, Latrell is passionate about a wide range of initiatives outside of his club commitments, with a focus on Indigenous communities, regional NSW, mental health and grassroots rugby league. Whether it is helping rural towns rebuilding after a natural disaster, campaigning against online bullying, or becoming a mental health ambassador of the Goanna Academy, Latrell gives his all to anything he sets his mind to. This passion and dedication ensure he makes a significant difference to everything he pursues.



## 2023 VERONICA WHITE MEDAL WOMAN OF THE YEAR:

Tahlulah Tillett  
North Queensland Cowboys

Tahlulah generously donates her time for a multitude of community engagements across Queensland. From supporting her Junior Club, Cairns Kangaroos, to welcoming Torres Strait Island junior rugby league teams and being part of junior clinics throughout Queensland, Tahlulah encourages junior development at grassroots level. Overcoming personal adversity with four consecutive knee injuries has motivated Tahlulah to use her story to inspire youth, especially females, to be brave, resilient and to persevere through challenges to achieve your dreams.





NOMINATED BY THEIR CLUBS, THE FOLLOWING PLAYERS MAKE UP THE 2023 NRL AND NRLW COMMUNITY TEAMS OF THE YEAR. WITH THE SUPPORT OF WESTPAC, EACH MEMBER OF THE NRL AND NRLW COMMUNITY TEAM OF THE YEAR IS PROVIDED WITH A \$1,000 GRANT TO DONATE TO THEIR COMMUNITY CLUB OF CHOICE.

#### NRL COMMUNITY TEAM OF THE YEAR

Api Koroisau Wests Tigers  
Beau Fermor Gold Coast Titans  
Blake Lawrie St George Illawarra Dragons  
Jamal Fogarty Canberra Raiders  
James Tedesco Sydney Roosters  
Jacob Saifiti Newcastle Knights  
Jake Granville North Queensland Cowboys  
Jayden Nikorima Melbourne Storm  
Junior Paulo Parramatta Eels  
Latrell Mitchell South Sydney Rabbitohs  
Patrick Carrigan Brisbane Broncos  
Toby Rudolf Cronulla Sutherland Sharks  
Tohu Harris New Zealand Warriors  
Tom Gilbert Dolphins  
Tyrone Peachey Penrith Panthers  
Viliame Kikau Canterbury Bankstown Bulldogs

#### NRLW COMMUNITY TEAM OF THE YEAR

Bobbi Law St George Illawarra Dragons  
Botille Vette-Welsh Wests Tigers  
Brydie Parker Sydney Roosters  
Jada Taylor Cronulla-Sutherland Sharks  
Kayla Romaniuk Newcastle Knights  
Romy Teitzel Brisbane Broncos  
Shontelle Stowers Parramatta Eels  
Stephanie Hancock Gold Coast Titans  
Sophie Holyman Canberra Raiders  
Tahlulah Tillett North Queensland Cowboys





# NRL COMMUNITY PROGRAMS

THE NRL IS  
A POWERFUL  
VEHICLE FOR  
INSPIRING  
POSITIVE  
CHANGE IN OUR  
COMMUNITIES.

Our aim is to unite communities to lead and inspire people to be the best they can be by providing pathways and opportunities to live positive, respectful and healthy lives.

The NRL has strategically partnered with leading experts to deliver best-practice programs that have a tangible impact.

## MEASURING OUR IMPACT: SOCIAL RETURN ON INVESTMENT

Partnering with Social Ventures Australia (SVA) we use the Social Return on Investment (SROI) methodology to understand, measure and value the impact of the NRL Programs in the community.

A SROI is a cost-benefit analysis to determine the effectiveness and value of our community programs, and the social impact they create in the community. When the total investment is compared to the value created, the result is an SROI ratio of 1:4.7.

That is, for every \$1 invested in each of our programs, the average of **\$4.70** was generated in social return across the four marquee programs evaluated.

From the activities delivered, the total social value created for participants and the community was over \$14.85M. The NRL brand allows NRL programs to engage with hard-to-reach regions and demographics. Using current and retired players, the 'language of league' and ball-in-hand activities, our community programs received a high level of engagement from participants within topics such as mental health and domestic violence.

The following section of this report presents the findings of an evaluative SROI analysis that looks at the investment made by NRL Community in four marquee programs and the outcomes experienced by the beneficiaries in 2023.

### SROI ANALYSIS

**\$4.2**

State of Mind

**\$4.7**

School to Work

**\$5.3**

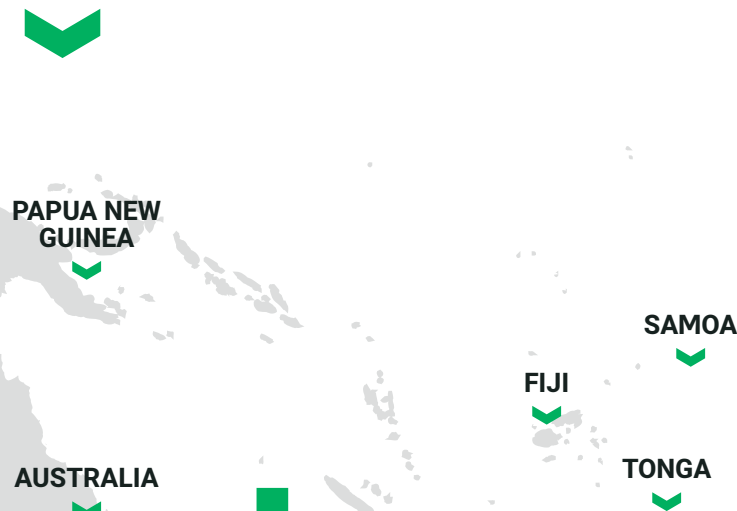
In League In Harmony

**\$4.7** AUS **\$5.4** PAC

Voice Against Violence







# VOICE AGAINST VIOLENCE

## AUSTRALIA & THE PACIFIC

**The Voice Against Violence (VAV) program is a violence prevention initiative delivered across Australia and the Pacific that aims to assist the rugby league community to stand up, speak out and take action to prevent violence against women and children.**

VAV is delivered to rugby league teams, clubs and communities across Australia and four Pacific nations of Fiji, Samoa, Tonga and Papua New Guinea with the intention of sharing critical messages regarding domestic and gender-based violence in cultural contexts. Participants are provided with insights into what domestic violence is, the different forms of abuse, the consequences and actions we can put in place to prevent it.

“Excellent and engaging presentation. The activities at the start served to set an open and trusting atmosphere. The presentation was accessible and powerful. There was a focus on solutions not just the problem. Males are part of the solution”

**VAV participant** Victoria

VAV created a new partnership with Relationships Australia Canberra Region 2023. It is a fee-for-service model with a focus of delivering to schools and junior rugby league clubs across Canberra and NSW Riverina areas. The Melbourne Storm Club also entered into a partnership with VAV to deliver workshops throughout Victoria and their organisation.

### AUSTRALIA

**2,158**

Participants

**38**

Workshops

**FOR EVERY \$1 WE INVESTED IN NRL VOICE AGAINST VIOLENCE, WE CREATED \$4.7 (1:4.7) OF SOCIAL VALUE.**

### THE PACIFIC

**3,279**

Participants

**93**

Workshops

**FOR EVERY \$1 WE INVESTED IN NRL VOICE AGAINST VIOLENCE, WE CREATED \$5.4 (1:5.4) OF SOCIAL VALUE.**

“Collaborating with the NRL on the Voice Against Violence program has been a unique and rewarding opportunity to scale up primary prevention work in Western Victoria. Sport, in an Australian context, has an amazing ability to raise awareness and address social issues, including the prevention of violence against women, and using Rugby League as the vehicle to reach key settings such as sporting clubs and schools, has allowed the NRL to educate these communities on respect, equality, inclusion and fairness. A positive by-product has been participants of the program and training being inspired to promote gender equality and prevent violence against women wherever they work, rest, learn, socialise and play.”

**Dee Angelina Micevski**

Gender Equality in Sport Lead,  
Women's Health Grampians

**94%**

Answered ‘this workshop made me understand that each person in a community is responsible for preventing gender-based domestic violence’ with strongly agree or agree.

**97%**

Answered ‘I now have a better understanding of how widespread and problematic domestic violence is in my community’ with strongly agree or agree in the post-program survey.



# STATE OF MIND

**FOR EVERY \$1 WE  
INVESTED IN NRL  
STATE OF MIND,  
WE CREATED  
\$4.2 (1:4.2)  
OF SOCIAL VALUE.**

**IN 2023, THE STATE OF MIND  
PROGRAM DELIVERED:**

**4,500** **70**  
Participants Workshops

**In partnership with our expert partners Headspace, Kids Helpline, Black Dog Institute and Lifeline, State of Mind delivers three mental health and wellbeing programs.**

In 2023, the State of Mind program offered health and wellbeing programs across all ages, including the 18+ GRASSROOTS workshop, 13-17 year (high schools) "Get in the GAAME" and 5-12 year (primary schools) "League Stars INSPIRE". Now in its ninth year, State of Mind has positively impacted a total of 477 community rugby league clubs, 161 schools, delivered 638 workshops to 20,000 participants across Australia.

"I loved the grassroots program. I really found the messages positive and empowering."

2023 State of Mind participant



- NSW
- 1 Sydney
  - 2 Campbelltown
  - 3 Belmore
  - 4 Hunter Region
  - 5 Central Coast

- REGIONAL NSW
- 6 Coonamble
  - 7 Trangie
  - 8 Narromine
  - 9 Warren
  - 10 Gilgandra
  - 11 Bourke
  - 12 Nyngan
  - 13 Inverell
  - 14 Tenterfield
  - 15 Coonabarabran
  - 16 Dundeedoo
  - 17 Coolah
  - 18 Walgett
  - 19 Lightning Ridge

- SA
- 20 Adelaide
- WA
- 21 Perth
  - 22 Rockingham

- QLD
- 23 Southport
  - 24 Caboolture

- VIC
- 25 Melbourne



# LEAGUE STARS INSPIRE

There is close alignment between what children learn in school about health and physical education and what the game of rugby league provides, both on and off the field.

The NRL INSPIRE – Respect, Health & Wellbeing and Inclusion & Diversity modules aim to provide interactive learning experiences that inspire our young people.



52

Health & Wellbeing Workshops

6

Inclusion & Diversity Workshops

26

Primary Schools

6

Respect Workshops

"It was great to have a positive message delivered by people who are not their usual teachers!"

Participating Teacher

"I really valued the environment which was created, it was educational and engaging. I appreciated the facilitator's dedication in ensuring it was a positive and fun experience for all students."

Participating Teacher



# IN LEAGUE IN HARMONY



**With a focus on respect, responsibility and inclusiveness, the NRL's In League In Harmony (ILIH) program aims to promote social cohesion by addressing issues such as social disengagement, racism, gender inequality and bullying; empowering youth to be agents of change for a more cohesive society.**

The program is delivered over a period of six school-based sessions which culminate in a celebratory Gala Day. The In League In Harmony program's delivery method is a non-formal educational approach. It is achieved by using rugby league as the vehicle to educate key competencies of individuals and groups to contribute to personal development and sustainable social change.

**FOR EVERY \$1  
WE INVESTED IN  
NRL IN LEAGUE  
IN HARMONY, WE  
CREATED \$5.3 (1:5.3)  
OF SOCIAL VALUE.**

"I learnt how to be more respectful to everyone around me; How to work together on and off the field, how to communicate with one another about anything"

Participating Student

"A massive improvement in terms of behaviour, amongst our year 10 boys, they have to earn the right to be a part of the program and shows in the broader school community. Respect towards each other and the school staff has definitely improved".

Teacher – East Hills Boys High School

**863**  
Participants

**70**  
Programs

**56**  
Schools

**169**  
Youth Advocates

**94%**

Of program participants said the In League in Harmony Program helped them to feel confident to be a leader of harmony and inclusion in their community.





# NRL SCHOOL TO WORK PROGRAM

The School to Work Program uses the positive profile of rugby league to support and encourage Year 11 & 12 First Nations students to achieve their HSC and assist in transitioning them from school to employment or further education.

The program is funded and supported by the Australian Federal Government as well as NRL Clubs: Canberra Raiders, Canterbury Bankstown Bulldogs, Cronulla Sharks, Melbourne Storm, Newcastle Knights, Parramatta Eels, Penrith Panthers, St George Illawarra Dragons, Sydney Roosters, Gold Coast Titans and the Wests Tigers.



**FOR EVERY \$1  
WE INVESTED IN  
NRL SCHOOL TO  
WORK, WE CREATED  
\$4.7 (1:4.7) OF  
SOCIAL VALUE.**

**1,165**  
Participants

**135**  
Schools

**302**  
Successful education  
& employment  
opportunities

**95%**  
Completion rate  
of year 11 and  
Year 12 students

**330**  
Year 12 Graduates



“We love to collaborate with School to Work as there is a strong emphasis on education and for us education is absolutely critical for our young ones. With Accor being an employer that can support that educational journey but also provide an alternate option post school, the School to Work program aligns exactly with our program’s goals and it’s why this connection still thrives today.”

**Josh Hanley**  
Senior Manager | Social Impact, Accor

“You can’t even summon the words to describe how valuable School to Work is to Pacific Pines State High School. It gives the students purpose and a sense of direction. Knowing the students have someone backing them they feel they’re never alone. The program helps us on the ground, letting students know that there is support and direction and that they can make something of themselves and be whatever they aspire to be.”

**Paige Parnell**  
Teacher | Pacific Pines State High School





## NRL SCHOOL TO WORK PROGRAM PARTICIPANT

TAIMANA ELERS  
NEWCASTLE KNIGHTS PARTICIPANT

Taimana is a proud Aboriginal man from the Worimi tribe of the Port Stephens NSW region and was born and raised on Awabakal Worimi lands in Newcastle NSW. He is a remarkably talented and gifted athlete across multiple sports and is often selected as team captain because of his hard working, humble and dedicated nature to his sports and schooling.

Taimana currently attends Hunter Sports High School for rugby league as part of the school's talented sports program. In 2022 Taimana was selected to attend the NRL Indigenous Youth Leadership Summit, along with 68 Indigenous youth from around the nation. During this summit he was elected by his peers as the male Indigenous Youth Ambassador. As a Year 12 student, and current School Captain of his High School, he has represented the school, region, and state for six years in athletics, cross country, rugby league, rugby union & touch football. Notably at the end of year school assembly, Taimana was named as one of 12 athletes (from a possible few hundred athletes at the school) for the prestigious naming of Hunter Sports High School's athlete of the month. His recent major selections include being named in the Australian 18s Touch Football team which competed in the Asia Pacific Games in Brisbane (May 2023) winning Gold

against New Zealand, named in the 2023 NRL Indigenous All Star Opens Touch Team (Feb 2023) where he travelled to Rotorua, New Zealand to play before the Indigenous v Māori All Stars Rugby League game and he was named in both the NSW Combined High Schools (CHS) teams for the Boys Opens touch football for the second consecutive year and NSW CHS Rugby Union team.

Taimana wishes to continue his sporting dreams in rugby league, rugby union & touch football. His passion is to represent at the highest levels in one or all three codes. He wishes to also further his studies in Communications & Media / Sports Journalism. Being part of the NRL School to Work program has provided many opportunities to spread his wings wider within the culture, community and leadership spaces.

The NRL School to Work program gave him the confidence to be a role model, make positive change, and (after gaining the ambassador role) he was successful in being elected school captain. Taimana is wise and his advice to other young people is to be proud of who you are, stand up for what you believe in, be respectful, be humble, be kind and know that anything is achievable if you work hard and stay committed to your goals.







# NRL COMMUNITY PROJECTS







29,000

Participants

140

Schools

12

Regional Locations

30

Community Rugby  
League Clubs engaged



# ROAD TO REGIONS

As part of the NRL's commitment to the heartlands of our game, the 2023 NRL Road To Regions presented by Your Local Club saw former and current NRL and NRLW stars take part in a broad range of community engagements throughout February and March 2023 across Australia and New Zealand!

The initiative is an 'all of game' approach encompassing all NRL Clubs targeting regional and remote areas of Australia and New Zealand with the specific objective to support and empower rugby league communities, to ensure their success and to grow the game. These visits include targeted educational programs at schools, visits to junior rugby league clubs, meet and greet opportunities, educational courses i.e., coaching and refereeing updates, and participation in local community events.

"Simple message that aligned well with our school values – Try, Grow, Learn. It has given me insight into how rugby league can be used to give positive messages"

**Participating teacher**

"I love the idea of giving back to rural communities. At Westdale Public School we went to the support unit after our presentation and the smiles on the kids' faces and the interactions we had was very heart-warming. Would definitely encourage all my team mates to jump on board if they had the chance!"

**Botille Vette-Welsh**  
West's Tigers NRLW Captain



- NSW
  - 1 Albury
  - 2 Mid North Coast
  - 3 Tamworth
- SA
  - 4 Adelaide
  - 5 Barossa Valley
- WA
  - 6 Karratha
  - 7 Port Headland
- QLD
  - 8 Gympie
  - 9 Ipswich
  - 10 Roma
  - 11 Toowoomba
- VIC
  - 12 Gippsland







## 2023 GRASSROOTS WINNERS

“With the support of Westpac, our Community Awards provide the platform to recognise the tireless contribution of our game’s unsung heroes, celebrate unheard stories from our rugby league community and demonstrate the connection between the grassroots and elite levels of rugby league.”

**Andrew Every**  
NRL Executive General Manager  
Participation and Community



**Douglas Brown**  
2023 NRL Young Person of the Year



### Recognising the tireless contribution of our game’s unsung heroes.

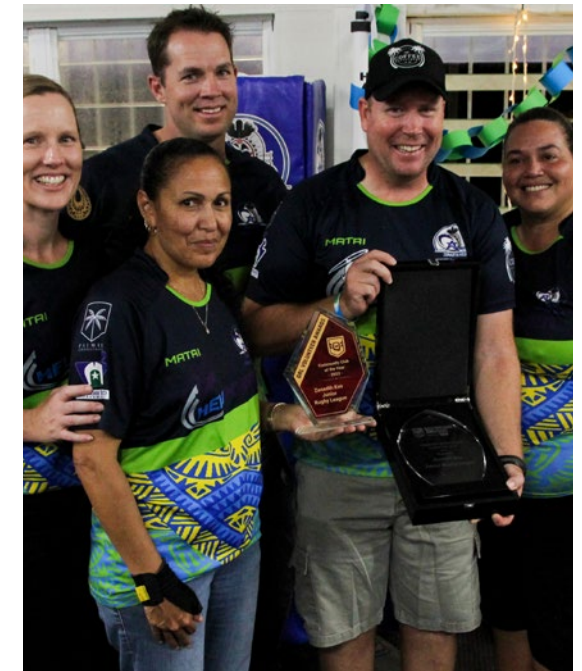
The NRL Community Awards presented by Westpac highlight the heroes of our great game, honouring the tireless effort of the game’s volunteers, mentors, trailblazers, clubs and future leaders who are deservedly recognised for their achievements. Similarly to the elite community medal categories, in 2023, the judging process for all grassroots awards was chaired by an ARL Commissioner, highlighting the link between the community and elite echelons of the sport.

Alan Sullivan KC oversaw the selection for the Teacher of the Year Award; The Hon. Peter Beattie AC chaired the Volunteer of the Year Award; Kate Jones led the Women in League and Young Person of the Year Awards; Tony McGrath helped select the Community Rugby League Club category; Wayne Pearce OAM chaired the Indigenous Community Award.



**Andrew Unger**  
2023 NRL Volunteer Of The Year

**Candita Collins**  
2023 NRL Indigenous Community Award



**Zenadth Kes Junior Rugby League Club**  
2023 NRL Community Rugby League Club of the Year



**Poihaere Birtles**  
2023 NRL Women in League Award



**Kylie Boulous**  
William Stimson Public School  
2023 NRL Teacher Of The Year



# CHARITABLE GIVING



## 2023 TICKET DONATIONS

**13,643**

Tickets provided to community

**\$512,030**

Value

## 5050 CHARITY RAFFLE

The 50-50 Charity Raffle has partnered with the NRL since 2020, raising funds for the NRL's State of Mind program and expert partners such as Lifeline, Kids Helpline, Headspace and the Black Dog Institute. The 50-50 Charity Raffle activates across the NRL's biggest events; giving fans the chance to support great causes.

### Highest Raffle Total

\$80,267 (2023 NRL Grand Final)

### Total Volunteers

96

### Total funds raised online

\$171,388

### Total funds raised by game day sellers

\$233,368

**\$404,756**

Total Funds Raised

## ONE PASS AT A TIME CAMPAIGN

Gotcha4Life Foundation and the NRL teamed up in 2023 during the State of Origin Series to build Mental Health Awareness in Community Rugby League Clubs, ONE PASS at a time. The One Pass at a Time campaign aimed to inspire the community to act and build positive Mental Health together. Every dollar raised help fund much needed preventative mental health programs and resources in grassroots clubs – changing, and potentially saving, lives.

### The key aims of the campaign was to:

1. Raise funds to support expansion of Mental Health and Wellbeing programs.
2. Inspire and enable people to take action to build their mental health- in the rugby league community and beyond.
3. Optimise the delivery of Mental Health and Wellbeing programs, services and resources'

\$10,856 donated to New South Wales Rugby League's Changing Rooms Program

\$10,856 donated to Queensland Rugby League Support Squad Program

\$10,856 donated to NRL's State of Mind Program

**\$32,586**

Total Funds Raised



# COMMUNITY & EXPERT PARTNERS

## THANK YOU TO OUR COMMUNITY & EXPERT PARTNERS

MARQUEE  
PROGRAMS  
& PROJECTS

COMMUNITY  
PARTNERS

Voice Against  
Violence



In League  
In Harmony



School  
to Work



League  
Stars Inspire



State  
of Mind



Community  
Awards



Road to  
Regions







# NRL COMMUNITY STAFF



The community programs and initiatives delivered by our experienced community staff aim to deliver quality workshops and material to address key societal needs across the broader community in Australia. Collectively, our staff aim to uplift, inspire and impact all Australians to live healthy and inclusive lives.

POSITION	#
General Manager	1
Community Managers	5
School to Work Program Staff	19
Community Program Staff	2





# NRL CLUBS





## SOCIAL IMPACT REPORT Canterbury- Bankstown Bulldogs

### FOCUS AREAS

The Canterbury-Bankstown Bulldogs 2023 community  
key focus areas were:

#### Health and Wellness ➤ Education ➤ Cultural Diversity

##### Community Programs

390 000 people in the club's community were positively impacted by the Bulldogs' Health and Wellness programs. This was achieved through 24 Community based programs.

##### Health and Wellness Focus

Apparel, such as club t-shirts, Indigenous designed boots, and the donation of clothes from laundries and boots on match day were used to raise awareness of the importance of Health Checks for First Nation supporters, Indigenous Youth Mental Health and Homelessness. This was achieved through the **Deadly Choices, Boots for Brighter Futures, Shoe Drive Appeal** and **Laundry Christmas Appeal**.

Healthy eating and sport participation programs, such as the **Junior League Blitz**, were delivered to schools in the local catchment and in Queensland's Bundaberg Region - reaching almost 6000 students.

The mental health of over **4500 rural and metropolitan students** was targeted through the Changing Rooms program run by Canterbury Legend Paul Landmark and social workers. The message to stay positive and avoid worrying underpinned the program.

##### Community Programs

Over **25 000 people** were educated on the **power of forgiveness** through the **i4Give Cup** between the Bulldogs and the Eels. This initiative was inspired by the tragic passing of four children, whose parents publicly forgave the drunk driver in 2020.

Almost **100 Bundaberg students** were inspired by the Bulldogs launched music competition which allowed aspiring artists to share their creative talents in a supportive environment.

NSW Police were educated by Bulldogs' General Manager of Football, Phil Gould, on Leadership. The Bulldogs were proud to host **30 Local Area Commanders** for a night of inspiration.

Education of over **372 000 local residents** through the **Anti-Dumping Program**, focused on the importance of waste clean-up in an attempt to reduce the amount of illegal dumping in 2023.

**327,000** Education of over **372 000 local residents** through the **Anti-Dumping Program**  
**25,000** people were educated on the **power of forgiveness**  
**\$5000** raised for LifeFlight

##### Cultural Diversity Focus:

Recognising and celebrating **the rich cultural diversity** of the local area, the Bulldogs hosted a Multicultural Australia themed game with over **17 000 fans enjoying cultural performances and international cuisine**.

Bulldogs hosted 300 guests from the Muslim Community at a Ramadan Iftar Dinner, with key note speakers.

##### Charitable Initiatives

Supporting Reverend Bill Crews Foundation is an integral part of the Bulldogs community with their Christmas food and toy drives impacting over **3000 people**. Players served food to over **500 homeless** instead of attending Mad Monday celebration. The Jenny Souris Foundation was supported by the Bulldogs in 2023 and **\$5000** was raised for LifeFlight.



## SOCIAL IMPACT REPORT Canterbury- Bankstown Bulldogs

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##### Player Impact

Viliame Kikau personally impacted 72 High School students to reach their full potential by launching the Kikau Academy in Fiji in 2023. He supported the High School with their education and provided potential pathways for aspiring local Fijians to play Rugby League in Australia. Kikau won the Dr George Peponis Medal at the Club Community Service Awards.

Jacob Kiraz is an ambassador for the Kids with Cancer Foundation, his work encouraged other players to assist with this charity.



Viliame Kikau in FIJI



Feeding the homeless



Bundaberg shool kids







## SOCIAL IMPACT REPORT North Queensland Cowboys

### FOCUS AREAS

The North Queensland Cowboys 2023 community  
key focus areas were:

#### Education ➤ Health and Wellbeing

##### Community Programs

Almost **20000 people** have been positively impacted by the community engagement program of the North Queensland Cowboys. Almost **300 hours** of community engagement was delivered to the community by Cowboys players and almost **700 hours** were donated by club ambassadors.

##### Education Focus

Over **1000 participants across 52 schools** were positively impacted by the Cowboys' Adopt a School program.

Through classroom visits, playground activities and promoting **The Cowboys Way** children were focused on aligning positive behaviours with the values and ethos of the Cowboys.

For over **5000 students**, **school attendance** was a focus across **16 schools** in 2023, through the Cowboys **Try for 5!** program. This program motivated and rewards individual classes and schools for their attendance record.

**1380 students across 14 secondary schools in North Queensland** have received the Cowboys' Try Time! Modules. This program focused on using player profiles and experiences to model the discussion of emotions and mental health.

**The Dream, Believe Achieve**, training for employment program, was delivered to **104 participants**, through in class training and one on one mentoring with Cowboys players. **74 students** graduated from the program with differing certificates, such as Hospitality and Disability work.

##### Charitable Initiatives

A variety of **43 charity organisations** partnered with the Cowboys for maximum promotional opportunities with the **Community Corner at Game Days**, which has been established for 15 years.

**500 requests** for charitable donations were supported by the North Queensland Cowboys in 2023.

**360 participants across 12 community organisations** had the opportunity to be part of the Cowboys Field of Dreams, Game Day experience.

##### Player Impact

Cowboys' **Tahlulah Tillett** was the proud recipient of the **2023 Veronica White Medal** for her outstanding contributions of female Rugby League players to their local communities and beyond.

**Jordan McLean, Wil Sullivan and China Polata** were awarded the **2023 Cowboys' Way Award**, recognising their exemplary values, on and off the field.

**James Tamou** was awarded **2023 Club Person of the year** for his work in the community, especially with youth and fans.



Veronica White Medal



## SOCIAL IMPACT REPORT North Queensland Cowboys



### Veronica White Medal







# SOCIAL IMPACT REPORT

## St George Illawarra Dragons

### FOCUS AREAS

The St George Illawarra Dragons 2023 community key focus areas were:

Health and Wellbeing ➤ Social Inclusion

#### Community Programs

Over **10000 participants** benefited from the Dragons' Health and Wellbeing, Social Inclusion and Charity Partnerships programs in 2023.

**97 schools** in the club's local area were positively impacted by a **Health and Wellbeing program**.

#### Health and Wellbeing Focus:

Almost **100 schools, 283 teachers and 8503 students** were involved in the Dragons' initiated Health and Wellbeing program, **The Best You Can Be**. This program has run for eight years together with Woolyungah Indigenous Centre. In 2023 it encouraged children to make positive choices around health and wellbeing through player visits, information sessions and resources.

**24 rural schools** received **The Best You Can Be** program digitally, ensuring inclusivity for students out of the Dragon's catchment area.

#### Education Focus

Score Dragons has been a long-standing **ten-year program**, which included **8 teams in 2023**. This program is designed to include people with disabilities into a local Rugby League competition in the Illawara region. Participants learn co-ordination and teamwork in a fun and supportive environment.

**12 NAIDOC and Reconciliation Events** were attended by Dragons' players and staff, showing inclusivity of the members of the Indigenous community.

#### Charitable Initiatives

**77 Game on Game Day experiences** were offered to charity partners to attend NRL Dragons home games. This assisted in building stronger partnerships with local charities in the area.

Almost **\$50 000** was raised by the Dragons for a variety of local charities.

#### Player Impact

2023 included opportunities for over **1500 fans** to have a behind the scene experiences of Rugby League. This opportunity helped the Dragons to continue to expand the fan base of the game as the fans had the unique experience and opportunity to see the players in action.

**Blake Lawrie** won the Dragons' Community Engagement Award in 2023 for his support of **junior training sessions and fundraisers**. He is a supporter of Barstool Brothers, a mens health charity, and is involved in youth mental health programs. He is also a supporter of White Ribbon Day programs to eliminate gendered violence.

**10,000** participants benefited from the Dragons' Health and Wellbeing, Social Inclusion and Charity Partnerships programs in 2023.

**\$200,000** was raised through the **Daniel Anderson Appeal**

**100** schools, 283 teachers and 8503 students were involved in the Dragons' initiated Health and Wellbeing program

**\$50000** was raised by the Dragons for a variety of local charities.



# SOCIAL IMPACT REPORT St George Illawarra Dragons







## SOCIAL IMPACT REPORT Manly Warringah Sea Eagles

### FOCUS AREAS

The Manly Warringah Sea Eagles 2023 community  
key focus areas were:

#### Health and Wellbeing ➤ Youth Development ➤ Junior League Participation

##### Community Programs

First grade players at the Manly Warringah Sea Eagles are committed to **giving their own time in schools**, junior league clubs and charity partners. They are dedicated to the programs they run and the charities they support, using their high profile to **raise money and awareness**.

##### Health and Wellness Focus

The Sea Eagles first grade players are committed to inspiring school students with positive messages of healthy eating, physical activity and mental health. In 2023 the **full squad visited seventeen schools in a School Blitz** to deliver their important health messages to local youth.

**Partnering with the NSW Police Force**, the Sea Eagles launched a new Fit For Life Program on the Northern Beaches, focusing on physical fitness, nutrition and social engagement to improve the wellbeing of local High School students.

##### Youth Development Focus

**60 students** were involved in The Perch – Youth Up Front Café Program, bringing local business study students in to run a pop-up café and applying theory into practise at Brookvale Oval. The Sea Eagles support of this initiative allows youth to rehearse their business skills in a supportive environment.

##### Junior League Participation Focus

Building and supporting Junior League Programs in the local area was a key focus in 2023. Two players were allocated to 12 clubs, these players visited the Junior Club's training sessions, club functions and fundraisers. This ambassador initiative increased Junior League numbers in the area. The Sea Eagles also **support rural areas** of NSW with Junior League Clinics.

##### Charitable Initiatives

10 first grade players, including Tom Trbojevic and Daly Cherry-Evans, raised over **\$77000 for Head Shave for Bear Cottage** by shaving their heads before the 2023 NRL season.

Over **\$42000** was raised for the Sea Eagles' community Charity partners, such as the Burdekin Association and Youth Up Front.

##### Player Impact

In 2023 the Community Award was removed in order to recognise the team rather than an individual. Almost all players gave their time to impact the community equally, approximately twenty hours each. Many community engagement projects and appearances are completed in small groups and therefore, teamwork **while supporting the community together is the focus**.

In April 2023, NDIS provider, **What Ability**, announced a partnership with the Sea Eagles. Together, they provide community-based experiences for people living with a disability.

Sean Keppie, Karl Lawton and the three Trbojevic brothers are all **What Ability Ambassadors**, regularly helping bring happiness to people with disabilities.



## SOCIAL IMPACT REPORT Manly Warringah Sea Eagles







SOCIAL IMPACT REPORT

Canberra Raiders

FOCUS AREAS

The Canberra Raiders 2023 community

Raiders Access Centre

8.5 hours of arranged community access to the Raiders Centre amenities during the period of December 2022 to February 2023.

DATE	ORGANISATION	ROOM ID	GUESTS	DURATION
1/12/2022	PCYC Fit for Life Program	Tour/Field	50	2.5 hrs
8/02/2023	"Find Yourself" Community Program	Tour/Field	4	2
20/02/2023	Menslink "Silence is Deadly" Session	Meeting Room	10	2
21/02/2023	Junior CRRL Clubs Strapping Course	Physio Room	20	2

NB: General public attendance at open training sessions, and ad hoc 'private facility tours' for individuals and/or community groups' not included in above access count.

Fit for Life

The Fit for Life Program is an early intervention program designed to engage youth ages 10 to 17 who are at risk of poor choices and anti social behaviour. Through physical fitness, nutrition and social engagement, Fit For Life aims to improve overall wellbeing as well as prevent and divert youth from offending behaviours

The program's final session for 2022 was held at the Raiders Centre .The Raiders have continued to support the program through player appearances once a month.

Community Contributions

\$70,000 net worth of donations dispensed during December 2022 to February 2023 across Community Groups, Charities and Schools.

DATE	ORGANISATION	TYPE	ITEM
2/12/2022	St Vincent de Paul Canberra	Charity	Junior & Adult Packs, Caps, & Drink Bottles
1/02/2022	Eugowra Flood Appeal	Community	Jersey
2/02/2022	Special Childrens Christmas Party	Community	Caps and Drink bottles
7/12/2022	Ronald McDonald House Charities	Charity	Caps, Drink Bottles, Socks, & Piggy Banks
7/12/2022	Menslink	Charity	Member Caps, Drink Bottles, & Wireless Chargers
7/12/2022	Abilities Unlimited Australia	Charity	Members Caps
9/12/2022	Merimbula Pambula Bulldogs	Community	Raiders Experience
10/12/2022	Homeless Christmas Breakfast	Charity	Members Caps
21/12/2022	Evatt Primary School	School	Raiders Caps
16/01/2023	Respite Care QBYN	Charity	Stubby Holders
17/01/2023	CRRL Community Day	Community	Junior Packs
17/01/2023	NRLW Regional Tour	Communtiy	Drink Bottles and Caps
17/01/2023	Uniting Care Homeless Shelter	Community	Raiders Merchandise
18/01/2023	Gunning RFS	Community	Signed Jersey and Merch Packs
19/01/2023	Roundabout Canberra	Charity	Drink Bottles
23/01/2023	Respite Care QBYN	Charity	Game Day Experience
30/01/2023	Sleepin ' Rough Golf Day	Sponsor/Charity	Legend Lounge Tickets and Signed Jersey
31/01/2023	School 2 Work Program	Community	Raiders Pack
1/02/2023	Brad Hardy Foundation (AFP Legacy)	Charity	Jersey and Game Day Experience
2/02/2023	Mark Hughes Foundation	Community	Signed Jersey
7/02/2023	QBYN Special Needs Group for Children	Charity	Merchandise Packs



SOCIAL IMPACT REPORT Canberra Raiders

8/02/2023	CRRL Junior and Senior Clubs	Community	Signed Jerseys
12/02/2023	Yumaro Disability Services	Community	8 x GA Tickets
16/02/2023	Sutton Primary School	School	Merchandise Packs
13/02/2023	Raiders School Blitz	School	Piggy Banks and Caps
12/02/2023	Trial Match Activations	Communtiy	Piggy Banks, Caps and Inflatable Supporter Fingers
7/02/2023	NRL Roads to Regions	Communtiy	Posters
20/02/2023	Cerebral Palsy Alliance	Charity	Game Day Experience
23/02/2023	Touch ACT	Community	Drink Bottles
27/02/2023	NZ High Commissioner	Community	Signed Jersey

Player Appearances

328 hours of community appearances conducted from December 2022 to February 2023.

DATE	EVENT	NUMBER OF PLAYERS/STAFF	HOURS	TOTAL COMMUNITY HOURS	
4/12/2022	Special Childrens Christmas Party	2	2	4	ACT
7/12/2022	RMHC Wrapped in Love Visit	4	4	16	
10/12/2022	Gugan Gulwan Christmas Party	2	4	8	
19/12/2022	Bimberi Youth Justice Centre Visit	5	4	20	
21/12/2022	Bimberi Youth Justice Centre Visit	7	2	14	
31/01/2023	NRL School to Work Graduation	6	4	24	
13/02/2023	Raiders School Blitz	40	5	200	
23/02/2023	Uniting Care Shelter Breakfast	3	4	12	
TOTAL				298	
7/02/2023-9/02/2023	NRL Roads to Region	2	15	30	NSW
TOTAL					

Player Appearances

ROADS TO REGIONS - 7-9 February 2023

Adrian Trevilyan and Semi Valemei toured regional NSW visiting schools, junior rugby league clubs andthe local community.

GUGAN GULWAN CHRISTMAS EVENT - 10 December 2023 Jamal Fogarty and Elijah Anderson attend the end of year celebrations of Gugan Gulwan Centre in Erindale.

NRL SCHOOL TO WORK GRADUATION - 31 January 2023

Indigenous players attend the Graduate ceremony for the 2022 NRL S2W Graduates of the program.

CBR NIGHT CREW PROGRAM - 13 February 2023

Under 21s players partook in the CBR Night Crew program as a part of their pre season training over eight (8) weeks.



328 hours of community appearances

70,000 net worth of donations







## SOCIAL IMPACT REPORT

### Sydney Roosters

#### FOCUS AREAS

The Sydney Roosters 2023 community key focus areas were:

**Cultural Awareness** ➤ **Education and Development**  
➤ **Health and Wellbeing** ➤ **Environment**

#### Community Programs

Over **800 youth** were positively impacted by a variety of community programs run by the Sydney Roosters in 2023. Recognising the importance of community engagement, 2023 saw the Roosters create a **five year community strategic plan** with the theme **We Give to Our Community**. As well as target programs, the Roosters focused on a variety of community engagement opportunities for youth and adults, targeting over **1000 people** through the Steggles Roadshow, Arthur Beetson Fun Day and Kikua Cup Fete.

#### Cultural Awareness Focus

Indigenous youth were supported by numerous Roosters Programs in 2023, this included:  
50 Indigenous youth participated in the inaugural NAIDOC Footy Fest with Football Skills, Indigenous Dance workshops and social interaction.  
100 students from 6 regional NSW schools attended the Show Camp for Indigenous High School students considering a sporting career.  
Over 40 at risk indigenous youth painted player boots to connect with their cultural identity and raise awareness for Indigenous youth suicide prevention.  
Two Indigenous students from the NRL's School to Work Program designed the Roosters Indigenous Training t-shirts. First People Project, started in 2018 by Angus Crichton, was supported by five first grade players in 2023, to mentor Aboriginal and Torres Strait Islander boys and girls in boarding school.

#### Community Programs

Rooster recognised the need to support youth in schools through Rugby League. This ensured male and female Roosters players conducted school visits across **12 Sydney Schools** through: **School Blitz's and OOSH Clinic activities in school holidays**. Prizes and incentives donated for **PCYC Bush to Post schools** assisted with increasing school **attendance across 40 students**. **30 Central Coast Junior Club coaches** were given an opportunity to improve their skills in a Coaching Clinic led by NRLW coach John Strange.

#### Environment Focus:

In August 2023, Roosters joined Waverley Council's Net Zero Alliance, committing to support and assist Waverley Council in achieving its community target of net **zero greenhouse gas emissions by 2035**. As Roosters committed to developing a **10-plus-year Environmental Action Plan** with ambitious medium and long-term targets as part of their group-wide sustainability program.

**800** youth were positively impacted by a variety of community programs run by the Sydney Roosters in 2023.

**\$5million** raised by the Roosters Charity Nest

**2000** people took part in the **Walk Me Home fundraiser**



## SOCIAL IMPACT REPORT Sydney Roosters

#### Charitable Initiatives

**Charity organisations** partnered with the Roosters in 2023 for maximum promotional opportunities with the **Community Corner** launched at Game Days.

Over **\$5 million** was raised by **The Roosters Charity Nest** for the continued support of **Sydney Children's Hospital Foundation, Children's Cancer Institute, Children's Hospital Foundation, Ronald McDonald House** charities and several smaller charities in 2023.

Over **2000** people took part in the **Walk Me Home fundraiser** event to raise money for Roosters' charities, while CEO Joe Kelly fundraised for Ronald McDonald House by experiencing family life at House for 24 hours.

Roosters' players and staff also gave practical support to Ronald McDonald House by cooking meals for the families on multiple occasions throughout the year.

#### Player Impact

Many first grade players donate their own time to be charity ambassadors:

- Ronald McDonald House Charities – Nat Butcher and Brydie Parker
- Cultural Choice / Boots for Brighter Futures – Connor Watson
- Heroes with Ability & Sporting Chance Cancer Foundation – James Tedesco

**All 60 staff and Roosters players** united for a full day of **NRL Community Volunteering** across various Sydney locations, partnering with organisations such as **Bill Crews Foundation, Mathew Talbot Hostel, Hammond Care, Salvation Army and Royal Lifesaving**.

Women's Dally M Medal winner, Millie Boyle, Game Changer Program targeted High School graduates with a disability looking for work in the sporting industry.







## SOCIAL IMPACT REPORT Cronulla - Sutherland Sharks

### FOCUS AREAS

The Cronulla - Sutherland Sharks 2023 community  
key focus areas were:

## Diversity and Anti-Racism ➤ Indigenous Health ➤ Disability and Inclusion

#### Community Programs

Over **16000 people in the local community** were positively impacted by over **250 programs** offered by the Sharks.

Players are committed to the local community needs with over **350 hours of player time** and **400 volunteer hours** dedicated to local needs.

**Community Blitz events at hospitals**, Junior Rugby League Clubs, Referee Events, Coaches Nights and Fan Events were a focus for the Sharks in 2023.

#### Diversity and Anti-Racism Focus:

**2000** Primary School students in the local area and regional NSW, participated in the Sharks inaugural **One Heart Program**. This evidence- based program utilises the diversity of the Cronulla Sharks playing group to promote harmony and social cohesion.

#### Indigenous Health Focus

**700 participants across 20 schools** in NSW participated in 100 Deadly Choices sessions, focusing on **preventative health program for Aboriginal and Torres Strait Islander people**, empowering them to make healthy choices for themselves and their families.

#### Disability and Inclusion Focus

**400 participants living with a disability** were included in **modified Rugby League clinics** and programs through the Sharks Have Heart and Mega Jaws programs in 2023. Participants increased in confidence, social interaction and physical skills.

#### Charitable Initiatives

**\$100,000** was raised to **support local youth** playing Rugby League through the Club Grants Program.

Working in partnership with charity organisations was a priority for the Sharks in 2023, working closely with Feel the Magic, GyMEA Community Aid and Information Services, Sutherland Hospital and Community Radio 104.1 CHYFM.

Sharks Have Heart proudly partnered with and supported **eight local sporting clubs**, ranging from Golf, Water Polo, Touch Football, Baseball, Netball, Wheelchair NRL and Swimming. Together the Sharks and the local sporting clubs promote healthy and active lifestyles in the community.

**700** participants across 20 schools participated in **100 Deadly Choices** sessions

**2000** primary school students participated in the **ONE HEART** Program.

**\$1000000** raised to support local youth

**300** hours of player time dedicated to local needs



## SOCIAL IMPACT REPORT Cronulla- Sutherland Sharks

### Player Impact

**Jada Taylor** was the 2023 Sharks nominee for the NRL's Veronica White Medal. Jada Taylor is a proud Rugby League has given her and possesses a strong willingness and desire to give back to her hometown and inspire the future generation. The **Sharks Have Heart** program is an area of passion for Jada. Not only does she co-ordinate their Indigenous Program in an official capacity, **delivering Deadly Choices Programs to Primary and Secondary Indigenous students in the Sutherland Shire**.

**Toby Rudolf** was the recipient of the 2023 Sharks Community Award, raising money for charities and heightening awareness for various needs in the community.

**Nicho Hynes** is a mental health ambassador for Gotcha4Life, he dedicated his own time for this important cause to build a mentally fit future.

Recent Ken Stephen Medal winner **Ronaldo Mulitalo** continued to work with disadvantaged youth through Stepping Stone House.







## SOCIAL IMPACT REPORT

### New Zealand Warriors

#### FOCUS AREAS

The New Zealand Warriors 2023 community key focus areas were:

### Physical & Mental Wellbeing ➤ Education ➤ Game Development

#### Community Programs

Warriors' community programs have reached over **17,000 participants in 2023** including youth and adults. **118 schools and clubs** have experienced the Warriors' Community engagement programs.

#### Health and Wellbeing Focus:

In order to address **rising child obesity rates**, Warriors' **Prepare to Perform** program focused on nutrition, sleep and hydration through presentations in **41 schools**, targeting almost 10 000 students.

Recognising the high suicide rates in New Zealand, the Tupu Maia program was implemented and run with teenage girls, focusing on **strengthening their mental and physical health**. The program generated confidence, promoted wellbeing actions and linked students with pathways to local Rugby League clubs.

#### Education Focus

Through the League in Libraries initiative, the Warriors hosted a Rugby League Creative Writing competition, **focusing on rising Literacy engagement in New Zealand schools**. 365 students submitted a Warriors based story; the best three stories were published. The competition promoted a love of writing and reading and a sense of accomplishment in Primary and High School students.

#### Game Development Focus

The Warriors **established wheelchair Rugby League** in New Zealand, with **seven sessions involving twelve participants** in 2023. Partnerships between NZRL, Disability Sport Auckland, CMRL and ARL ensured participants learned skills, participated in drills and experienced the game of Rugby League with their wheelchair.

**Three coaching workshops**, involving **120 participants**, were implemented by the Warriors for coaches to learn new skills and grow in confidence to coach Rugby League in schools and clubs.

Over **2000 children** benefited from Rugby League skills, drills and games as part of the Warriors' Have a Go Days, Family Days, Muster Days and Roadshows. The aim was to familiarise students to the rules, skills and joy of Rugby League to **increase Junior Club enrolments**.

Rugby League games for children were hosted on Warriors' Game Days, including mini mods, relay races and passing activities to promote ball skills and physical activity.

Stadium tours and involvement in a **Game Day Guard of Honour** ensured students were able to be part of the Game in unique and memorable ways.

NRL's Road to Regions program allowed Warriors players and ambassadors to take part in numerous community visits in the Napier Region, promoting healthy eating and physical education.

The Warriors **established wheelchair Rugby League** in New Zealand, with **seven sessions involving twelve participants** in 2023.



## SOCIAL IMPACT REPORT New Zealand Warriors

#### Charitable Initiatives

Over **\$200,000** was raised through the Daniel Anderson Appeal and I AM Hope Luncheon. A further **\$350,000** was raised for the Warriors' Community Foundation and I AM Hope through auctioned items, charity days and signed memorabilia.

#### Player Impact

The Warriors are committed to addressing the needs of Napier, Wellington and Auckland areas through Rugby League. **Players were actively involved in programs in the community for 250 hours.**

Jazz Tevaga was committed to turn **'stats into cash'** for his former teammate and friend battling cancer. He donated ten dollars for every tackle he made, one dollar for every metre gained and \$500 per try.







## SOCIAL IMPACT REPORT

### West's Tigers

#### FOCUS AREAS

The West's Tigers 2023 community key focus areas were:

Game Development > Inclusivity > Education

##### Community Programs

Community programs run through the West's Tigers included nearly **172 000 people**, with players and staff making a positive difference throughout Western Sydney.

**123 Primary and High schools** were wonderfully impacted by the West's Tigers community programs delivered throughout 2023.

##### Education Focus

West's Tigers presented at **112 schools** through their West's Tigers Community Blitz Programs. The players promoted the importance of gratitude, as well as the game of Rugby League to over **22000 students**.

##### Inclusivity Focus

West's Tigers **Teach Harmony** program, which aims to promote **social cohesion and peace** by addressing issues such as racism, gender inequality and bullying, was delivered by the West's Tigers to over **800 students** in the Western Sydney catchment.

##### Game Development Focus:

First grade players support local Junior Rugby League Clubs by visiting almost **2000 aspiring Rugby League players** over six visits throughout the season. As a result of West's Tigers support to their grassroots clubs, **9 673 Junior Rugby League players** were registered across three districts, of which 1 565 were female and 8 108 were male.

As well as players visiting the Junior Clubs, 400 Junior Rugby League players were invited to visit the NRL players on Game Day to play a game at half-time at a Home Game. This reciprocal opportunity allowed youth to experience the thrill and excitement of playing on the same field as their sporting heroes.

##### Charitable Initiatives

Over **\$41 000** was raised for three West's Tigers supported charities, SSI, ASPECT and Legacy, through nine rounds of Rugby League dedicated to fundraising.

A further **\$100 000** was donated back to the community through ticket donations, signed memorabilia and jerseys.

##### Player Impact

West's Tigers players work together, striving to promote their team and the Game of Rugby League, to the Western Sydney community.

Api Koroisau epitomises the spirit of the West's Tigers, donating his time in numerous school-based programs and supporting Pasifika youth. He was nominated for the **NRL's Ken Stephen's medal in 2023**.

**800** students reached, addressing social cohesion, gender equality and anti-bullying

**172,000** program participants positively impacted

**22,000** the players promoted the importance of gratitude and the game of Rugby League to over **22000 students**.

**9,673** registered to play Rugby League



## SOCIAL IMPACT REPORT West's Tigers





[NRL.COM/COMMUNITY](https://nrl.com/community)

