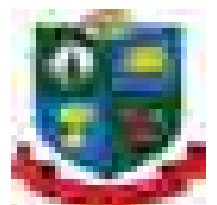




POVERTY BAY RUGBY FOOTBALL UNION

# ANNUAL **REPORT**

2021



# CONTENTS

THE RUGBY WAY & STRATEGIC PLAN.....	3
CHAIRPERSON REPORT.....	4
CHIEF EXECUTIVE REPORT.....	6
AWARDS 2021.....	12
ACHIEVEMENTS AND MILESTONES.....	13
FIRST CLASS REPRESENTATIVES 2021.....	14
OUR SPONSORS.....	15
PERFORMANCE REPORT.....	16

# STRATEGIC PLAN & THE RUGBY WAY



# CHAIRPERSON'S REPORT

Tena koutou, otiia tena tatau i nga tini mate kua haere ki tua o te arai.

Na reira ki a koutou te hunga mate, moe mai ra i to koutou okiokinga wairua; waiho iho i a matau te ngaki i o koutou werawera.

Heoi ano, kia ora tatau.

Like the Weka, our unwavering resilience has ensured 2021 was a huge success.

Belief, teamwork, determination, tenacity, leadership and skill all combined for an 84th minute win 34-33 against Horowhenua Kapiti in our last Heartland Round match at the Rectory on Nov 7th. One week later in the glorious sunlight at a picture perfect Rugby Park, Poverty Bay were the first ever winners of the Bill Osborne Taonga finishing 5th overall putting away Mid-Canterbury 33-26. A huge achievement and testament to the team culture and effort put in by our locally grown talent..

To our Heartland Captain Kelvin Smith, the team, Co-coaches Maia Nikora and Tom Cairns and Manager Stu Smith the last two matches summed up what we have been striving for as a Union, on and off the field. Everyone connected with PBRFU was immensely proud of our efforts and execution and the manner with which we conducted ourselves. Special mention to NZ Heartland XV team members Stefan Destounis and James Higgins, Team Dr Coll Campbell and Miah Nikora as an 'Observer-Coach',

Congrats to our Heartland Paul Sceats Player of the Year Stefan Destounis who was also a nominee finalist for the 2021 ASB Rugby Awards for Bunnings Heartland Player of the Year.

This result on the field is a culmination of the whole of rugby ethos ably led by our CEO Josh Willoughby and his staff who with a small 2021 team got through a mountain of work.

2021 was another challenging year with Covid implications, gate restrictions, late Representative Seasons and an exhausting time with NZR funding distractions and Silverlake deal hanging in the balance. 2022 will see the continuing challenges of a pandemic however, we are well positioned with the right tools at our disposal.

At a club level I would like to congratulate Waikohu who were again the form team during the year winning the Lee Brothers Shield final 19-5 against OBM. This is the third time in four years Waikohu has come out on top. I congratulate you for your consistent achievements!

Turanga Mana Wahine showed what an exciting and skillful brand of rugby our women play. The two games against East Coast were hard fought and even encounters. I look forward to seeing this grow and more Representative opportunities becoming available for our women players.

I applaud the efforts of our JAB to ensure a positive welcoming environment, inclusive of our Values. It is important our young participants are nurtured in a positive balanced approach to Rugby that sees them and their families connected to our Clubs so they can all continue to retain and grow our player base. Having players coming up through the grades is fundamental to our success.

We are grateful to those who have been able to continue supporting Poverty Bay Rugby. The innovation of live streaming Club and Provincial matches broadened our reach, engagement and sponsorship exposure. Thank you to all our sponsors for 2021 especially our naming Sponsor CPS Civil Project Solutions, Russell and Gretchen Moylan who are fantastic supporters of our code.

I would like to thank our Board for the passion and integrity they bring to their position as Governors of Poverty Bay Rugby. Everything starts at the top, and it is a pleasure to be surrounded by a Board who is invested in continual improvement and success.

PBRFU took a leadership role along with our clubs with the 'Vax to the Max' programme. This sat squarely within our Values and Strategic Plan Objective of Promoting Education, Health and well-being in the community through the sport of Rugby Union.

Lastly I would like to thank Marty Bayley for the hours of work he is doing on our behalf getting through the detail of our Grandstand Redevelopment. We look forward to builders and construction happening in 2022 for a mid 2023 completion.

Regards,

Hayden Swann  
**Chairman**



## FROM THE CEO

*"The future of every community lies in capturing the passion, imagination and resources of its people."* Ernesto Sirolli

It might seem a bit strange to be quoting an Italian author and public speaker in economic development as an introduction to my report. But what he says and has spent his life working for, aligns with our purpose and journey for not only over the past 12 months but the past few years.

Ernesto Sirolli believes the secret to helping communities solve local problems is, putting it abruptly, to 'shut up, and listen'. Rather than tell people what needs to be done, instead listen and understand what the issues are first, hear about the environment and then harness the passion, determination, intelligence and resources of the local people to make it happen.

We believe the same thing.

I hope our community saw our commitment to this philosophy this past season and shares our belief that our community is amazing and by investing in our own, great things can happen here.

We will not be changing direction. We are furthering our commitment to this journey and looking forward to increasing the investment in our people and resources to listen more and do what our community needs us to do.

No year since I've been in this role was more difficult than this past season – that's saying something after what we all experienced in 2020. It was clear early on in the year that the impacts of COVID would be felt through the year and we would need to continue to adapt.

The constant stretching of resources – financial and physical – was hard to manage at times, in particular the second half of the year as the impacts of COVID began to materialise. The air of uncertainty made it incredibly difficult when planning day-to-day activities and key events. But the resolve of our team and community enabled us to get rugby out on our fields and our community enjoying our great game.

For that, I must congratulate and thank all club committee members for their tiresome work. Particular mention must be given to our club delegates that give their time and energy to our JAB and Council of Clubs Committees, ensuring the integrity of all our competitions is upheld, played under fair conditions and a quality experience for all.

It's impossible for me to put into words just how much we appreciate and respect our volunteers. We feel obligated to do the best we can to pay respect to your work and the work of all our members – we hope our actions this past year have earned your respect.

## **GRANDSTAND REDEVELOPMENT**

A big thank you for your patience as we continue to work our way through the redevelopment of the grandstand at Rugby Park.

An agreement was signed by the Union and the Government in the middle of the year. At the time of the agreement being developed, a Community Facilities Strategy for Gisborne proposed an outdoor field sports hub surrounding Rugby Park. The proposed outdoor sports hub was at the time informing the general design concept of the grandstand with room to accommodate other sports and codes. However, not long after the agreement was signed, the latest iteration of the community facilities strategy had changed direction away from a hub at Rugby Park and surrounding area.

This change meant the redevelopment of Rugby Park didn't need to consider the hub around it. We have, however, taken the approach to create a facility that has the ability to be built onto – future-proofing the design with possibilities of being part of a hub in the future.

The site was blessed in December in preparation for asbestos removal from the structure before partial demolition.

A lead designer will be appointed in early 2021 with concepts available to the public shortly after.

The facility, which includes turf redevelopment, is due to be completed in time for club finals in 2023.

A huge thank you to the Government, particularly local MPs Kiritapu Allan and Meka Whaitiri, and Shannon Williams of Kānoa – Regional Economic Development and Investment Unit.

Thank you to our funders and sponsors. It goes without saying that without you we cannot do what we do. It was another difficult year trying to provide certainty on what would be delivered on and off the field so we appreciate you standing by us and supporting our rugby community. The support we receive, no matter the size, is always appreciated and valued. We look forward to this next season with optimism that restrictions will ease and you'll have more opportunities to support our game.

New Zealand Rugby is not only our major funder but also our biggest supporter. There is always someone willing to help out when we need it. Thank you to NZ Rugby for its continued support and direction, in particular during such challenging times Mark, Lances, Doug, Keith, Wayne, Hess and Board buddy Bailey.

## **PROJECT FUTURE – THE SILVERLAKE DEAL**

Much has been said in the public domain about the potential deal between NZ Rugby and private equity firm Silverlake. A summary of where the deal is at is provided. It is intended, each Provincial Union and the NZ Māori Rugby Board will vote on the deal within the next few months.

Under the terms of the agreement, Silver Lake will invest \$200m in a new commercial entity that will control all revenue-generating assets of NZR. The entity will be called CommercialCo and remain under the control of NZR. An additional co-investment of up to \$100m will be offered to New Zealand-based institutional investors later in 2022.

NZR said Silver Lake would own between 5.71-8.58% of the established 'NZR CommercialCo' after an additional co-investment later this year. The co-investment will be offered to New Zealand-based institutional investors.

A minimum of \$62.5 million will be offered, with the potential to seek up to \$100 million if parties agree. Silver Lake will underwrite this institutional syndication if it is not fully subscribed.

"This partnership presents rugby with an extraordinary opportunity to secure its future and unleash its true potential," NZR chief executive Mark Robinson said.

"We are truly excited by what we can achieve together with Silver Lakes world class capabilities: from fostering and growing our grassroots, to enhancing the experiences we can create for New Zealanders, and truly maximising our potential on the global stage."

Silver Lake will remain a minority investor and NZR will retain full control over rugby as well as the commercial strategy.

The new NZR CommercialCo entity board will be controlled by NZR and will comprise a new independent chair and other independent directors. The New Zealand Rugby Players Association will also have a seat on the NZR CommercialCo board.

NZRPA chief executive Rob Nichol said the deal represented a "true comprehensive partnership, allowing us to invest together in rugby globally, and establishing the right governance models.

"Silver Lake have shown great integrity and a commitment to getting the right deal in place. They were willing to listen to everyone and understand what rugby means to people in our country," he said.

David Kirk, NZRPA Chairman said: "The partnership is the outcome of long and considered discussions and has been approved by the NZRPA board. This is a pivotal moment for rugby in New Zealand. The agreement provides capital on a sound economic basis and Silver Lake brings additional capability to execute on the new growth opportunities. The proposed investment by New Zealand institutions provides an opportunity and natural pathway for New Zealanders to share in the growth of rugby over time."



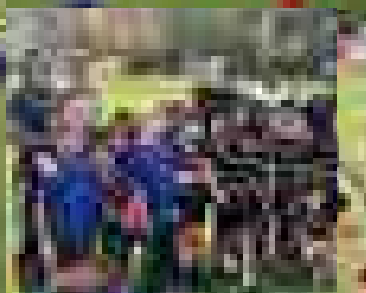
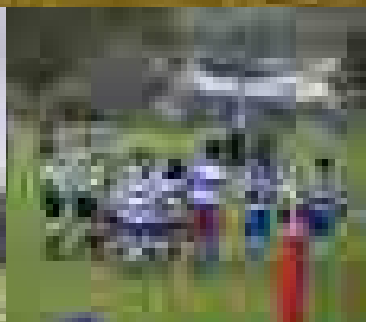
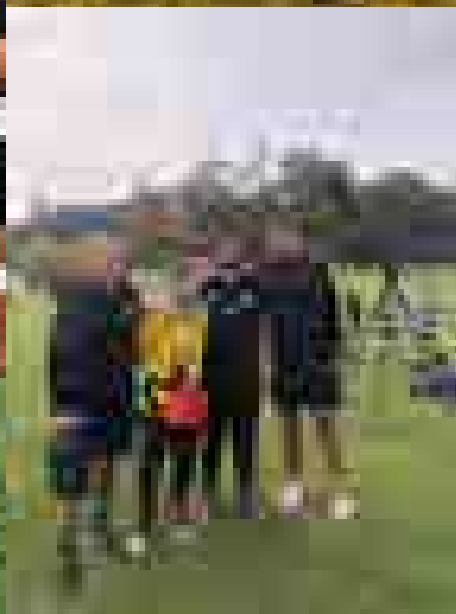
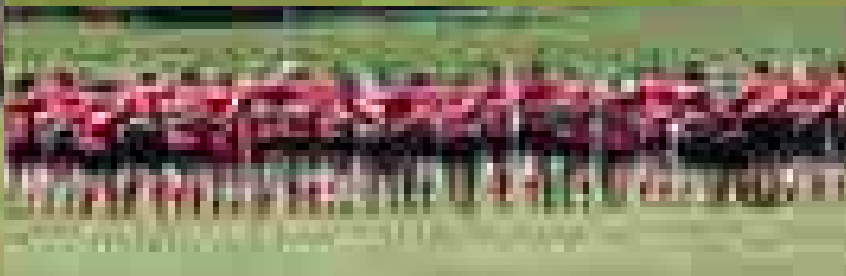
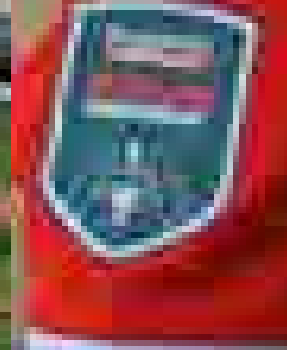
In closing, I want to thank the Union Board and staff. Chair Hayden Swann and his fellow Board Members have again given a significant amount of time and commitment to our game and community – a big mihi to you and your whanau for your energy. I have to give particular mention to outgoing Independent Board Member Hayden Green, who has been a tower of support to myself and a great leader of our finance, audit and risk committee, and Marty Bayley, who is leading the grandstand redevelopment work. To our staff, nga mihi nui for another challenging but incredibly satisfying year – I look forward to working alongside you for the coming year and furthering our work for our community.

Ngā mihi nui,

Josh Willoughby  
**Chief Executive**







## SENIOR REPRESENTATIVE AWARDS

**Poverty Bay Heartland Team**

**Coaches/ Manager:** Tom Cairns, Miah Nikora, Grace Taumaunu, Adam Cranston

**Best Forward:** James Higgins

**Best Back:** Mario Counsell

**Best & Fairest Cup:** Dan Law

**Peter Brown Memorial Trophy -**

**Mana Tangata:** Tulsa Kau

**Paul Sceats Player of the Year:**

Stefan Destounis

## REPRESENTATIVE AWARDS

**UNDER 14 Development Squad**

**Mana Tangata:** Philly Viljoen

**Player of the Year:** Te Amai Ratapu

**UNDER 16**

**Mana Tangata:** Ruka Leilua

**Player of the Year:** Kaiaio Tangira

**UNDER 18**

**Mana Tangata:** Max Briant

**Player of the Year:** Nik Patumaka

**UNDER 20**

**Mana Tangata:** James Law

**Player of the Year:** Genesis Bartlett-Tamatea

**TURANGA MANA WAHINE**

**Mana Tangata:** Cheyenne Babbington-Ngerengere

**Player of the Year:** Maia Rickard

## INDIVIDUAL SPECIAL AWARDS

**BENCHMARK AWARD Promising, young player:** Nik Patumaka and Max Briant

**TURANGANUI A KIWA Māori Player of the Year:** Maia Rickard

## PREMIER DEVISION

**Lee Brothers Shield**

Champions – Waikohu

**Jesse Baddely Cup**

Runners Up – OBM

**PREMIER CUP First Round**

YMP

**LION CUP Most Points 2nd Round**

Waikohu

**TINY WHITE PLAYER OF THE DAY**

Niko Lauti (Waikohu)

## SENIOR ONE DIVISION

**Lew Patterson Trophy**

Champions – Wairoa Athletic

**Maurice Brownlie Trophy**

Runners Up – Tapuae

# ACHIEVEMENTS AND MILESTONES

## MILESTONES

### 10 GAMES POCKET

Fletcher Scammell  
Jarryd Broughton  
Quade Tapsell  
Dan Law  
Tione Hubbard  
Taine Aupouri  
Keanu Tamatea

### 30 GAMES BLAZER

Andrew Tauatevalu  
Toru Noanoa

### 50 GAMES TANKARD

Tamanui Hill

## ACHIEVEMENTS

**NZ Heartland XV selection:** Stefan Destounis, James Higgins, Miah Nikora (Observer Coach), Dr Coll Campbell (Team Doctor)

**NZ Age Grade Selectors:** Miah Nikora

**NZ Secondary School Girls Condors 7s:** Kelsey Teneti

**Hurricanes U20:** Genesis Bartlett-Tamatea, Winston Folau, Niko Lauti, James Law, Lyric Baty-Akurangi

**Hurricanes U18 Camp:** Dylan Bronlund, Max Briant, Nik Patumaka

## REPRESENTATIVE TROPHYS

**JEREMY DAVID MEMORIAL TROPHY** (vs Wairarapa Bush) won 31/07/21

**BILL OSBORNE TAONGA** (vs Mid-Canterbury) won 13/11/21

## RECOGNISING PAST MEMBERS' 2021 ACHIEVEMENTS

**All Blacks:** George Bridge

**Black Ferns:** Renee Holmes

**Maori All Blacks:** Isaiah Walker-Leaware, Whetukamokamo Douglas

**Ireland:** Jamison Gibson-Park

**Italy:** Toa Halafihi

**Tonga:** Penikolo Latu

**Super Rugby:** Isaiah Leaware Walker (Crusaders), Eretara Enari (Crusaders)

**High Performance Referee:** Nick Briant

**NZ Maori Rugby Board:** Doug Jones

# FIRST CLASS REPRESENTATIVES 2021

Powerby Bay 2021	Club	Debut	Games 2021	TOTAL GAMES	Points 2021	TOTAL POINTS
Justin Allen	OSBL	2013	1	29	0	1
Taine Anupou**	WAF	2013	10	10	5	5
Austin Brown**	WAF	2013	1	1	0	0
Jarryd Broughton	Waka	2010	19	12	20	20
Re Broughton	Waka	2010	1	4	0	0
Mario Cusack	Waka	2010	19	66	5	20
Stefan Deshaens	HOOB	2018	7	8	10	10
Ta Paea Faria	WAF	2015	7	24	5	60
James Higgins**	Ngatape	2013	8	8	10	10
Tamara Hill	HOOB	2015	19	140	5	40
Jack Holmes	OSBL	2014	7	27	4	29
Tina Hubbard	Waka	2010	8	10	5	5
Joan Kapene	WAF	2018	1	14	0	10
Taka Kau**	Waka	2013	3	3	0	0
Pendulo Lata**	Manatungu HB	2013	8	8	10	10
Ben Lee**	Ngatape	2013	10	10	5	5
Jack Lee	Prinos	2019	8	20	0	0
Keri Mackie**	Ngatape	2013	2	2	0	0
Sam McDell	Ngatape	2018	2	14	0	0
Karen McMillan**	WAF	2013	6	6	5	5
Scott McKinley	OSBL	2014	1	22	0	10
Frederick Marshallman**	Joan HB	2013	6	6	18	18
Tina Norman	Waka	2014	10	35	10	20
Nate Papuni**	WAF	2013	1	1	10	10
Morgan Reedy	OSBL	2019	3	5	0	0
Ethene Reeves	Waka	2013	4	18	5	120
Flakhar Scamell	HOOB	2010	10	14	0	0
Shayla Strubler	WAF	2014	10	27	10	15
Kalvin Smith	Waka	2013	19	19	48	148
Quade Taprell	Joan-waka	2019	4	12	0	5
Andrew Tauatavalo	WAF	2017	7	35	10	198
Keanu Tauatua**	OSBL	2013	10	10	10	15
Waka Tauaki	OSBL	2018	19	23	10	20
Alister Walker-Lewis	Joan Miraflo	2010	4	7	0	0
Ted Walters	Joan / origin	2013	15	5	5	5
George Whakuranga**	OSBL	2013	19	19	5	5
Frank White	WAF	2017	1	17	0	0

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