

**Langford**  
where it all happens.



# A DECADE OF PARTNERSHIP

NATHAN BOMBRYNS  
CEO RUGBY CANADA  
MARCH 6<sup>th</sup>, 2023



# WHO WE ARE

RUGBY CANADA IS THE NATIONAL SPORTS ORGANIZATION FOR RUGBY IN CANADA

WE ARE THE CANADIAN NATIONAL TEAM, REPRESENTING CANADA AT RUGBY WORLD CUPS AND THE OLYMPIC GAMES

OUR MISSION IS TO DELIVER LIFE-LONG, INCLUSIVE RUGBY EXPERIENCES THAT CULTIVATE PARTICIPATION AND INSPIRE EXCELLENCE FROM COMMUNITY TO CLUB TO COUNTRY

66 EMPLOYEES; A SMALL ORGANIZATION WITH A GLOBAL REACH

HEAD OFFICE IN LANGFORD  
OFFICE IN VANCOUVER – STAFF LOCATED ACROSS CANADA

 98.1K  70.4K  91.3K  11.3K

2022

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## A GLOBAL PROFILE

- 15 INTERNATIONAL EVENTS IN LANGFORD SINCE 2012
- 37 TEAMS
- 24 COUNTRIES

### RUGBY CANADA INTERNATIONAL EVENTS IN LANGFORD

2022 HSBC Canada Women's Sevens

2022 Women's International Test Match v Italy

2021 Rugby World Cup Qualifier

2019 HSBC Canada Women's Sevens

2019 Americas Rugby Championship

2018 HSBC Canada Women's Sevens

2018 Americas Rugby Championship

2017 HSBC Canada Women's Sevens

2017 Americas Rugby Championship

2016 HSBC Canada Women's Sevens

2016 Americas Rugby Championship

2015 Canada Women's Sevens

2014 Americas Rugby Championship

2013 Americas Rugby Championship

2012 Americas Rugby Championship



# RUGBY CANADA'S ECONOMIC IMPACT ON THE COMMUNITY

- RUGBY CANADA HAS HOSTED **15 INTERNATIONAL EVENTS IN LANGFORD** SINCE 2012, INVESTING OVER **40\$M** INTO LANGFORD'S ECONOMY
- ONE WOMEN'S RUGBY SEVENS EVENT GENERATES A **\$2.4M** BOOST TO PROVINCIAL GDP, **\$1.2M** IN WAGES AND SALARIES SUPPORTED IN LANGFORD, UPTO **\$1.5M** IN VISITOR SPENDING DIRECTLY ATTRIBUTABLE TO THE CANADA WOMEN'S SEVENS
- RUGBY CANADA'S OWN OPERATIONAL HOTEL BOOKINGS ARE BETWEEN 400 – 1,200 ROOM NIGHTS PER EVENT
- OVER 50 JOBS CREATED ON THE ISLAND, WITH 20% OF OUR STAFF LIVING WITHIN THE CITY OF LANGFORD LIMITS

# CONTRIBUTING TO OUR COMMUNITY

- REGULAR SCHOOL VISITS BY CANADIAN NATIONAL PLAYERS
- FOUR ROOKIE RUGBY EVENTS IN 2022
- NFP LET'S PLAY RUGBY FOR GIRLS LAUNCHED IN LANGFORD
- PACIFIC PRIDE PLAY IN THE BC LEAGUE FRAMEWORK
- SUPPORTING OUR LOCAL, NATIONAL & INDIGENOUS COMMUNITIES



# RUGBY CANADA'S NATIONAL ACADEMIES ARE BASED IN LANGFORD



**13** Maple Leaf Academy players are currently centralized in Langford, in our NextGen program that supports up-and-coming female players. We will have 20 Maple Leaf players join us this summer.



The Pacific Pride Academy is our national high-performance men's program. In recent years, up to **32** young men have been centralized in Langford with the Pride, which is part of the BC League.

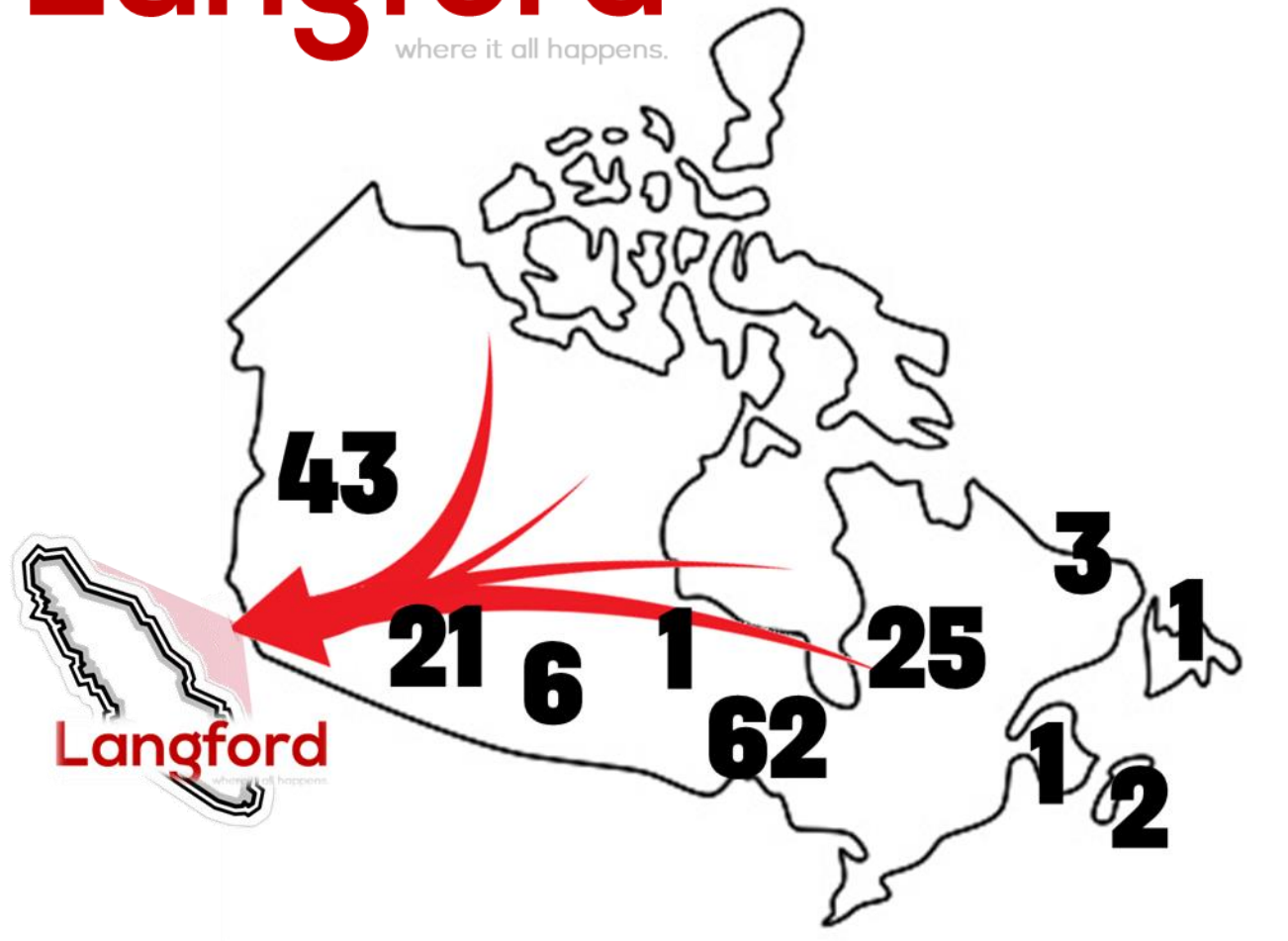


TALIA HOFFMAN – MAPLE LEAF ACADEMY. Stony Creek ON / University of Guelph, ON



BEN RUSSELL – PACIFIC PRIDE ACADEMY. Chichester, England / McGill University QC

# ATTRACTING CANADA'S BEST TO Langford



ELISSA ALARIE, Trois Rivieres, QC



COOPER COATS, Halifax NS



# LOCAL PROFILE

JEFF HASSLER

36 CAPS FOR CANADA

RUGBY CANADA BOARD OF DIRECTORS

Jeff was invited to Langford in 2012 and transferred from University of Saskatchewan to UVIC to join the Canada 7s National Training Program.

Jeff is now a successful Commercial Real Estate Broker and owns F45 Fitness in the center of Langford.





# LOCAL PROFILE

LAURA RUSSELL & KELLY RUSSELL

44 CAPS & 35 CAPS RESPECTIVELY

CAPTAINS NATIONAL 15s TEAM

Originally from Bolton, ON, sisters Laura and Kelly Russell both now call the island home.

Kelly, an Olympic Bronze Medalist, is the Maple Leaf Academy Head Coach as well as serving the Langford community as a Firefighter.

Laura is a School Administrator at Shawnigan Lake and is a Youth Rugby Coach at the school and in the community.



# LOCAL PROFILE

PHIL MACK

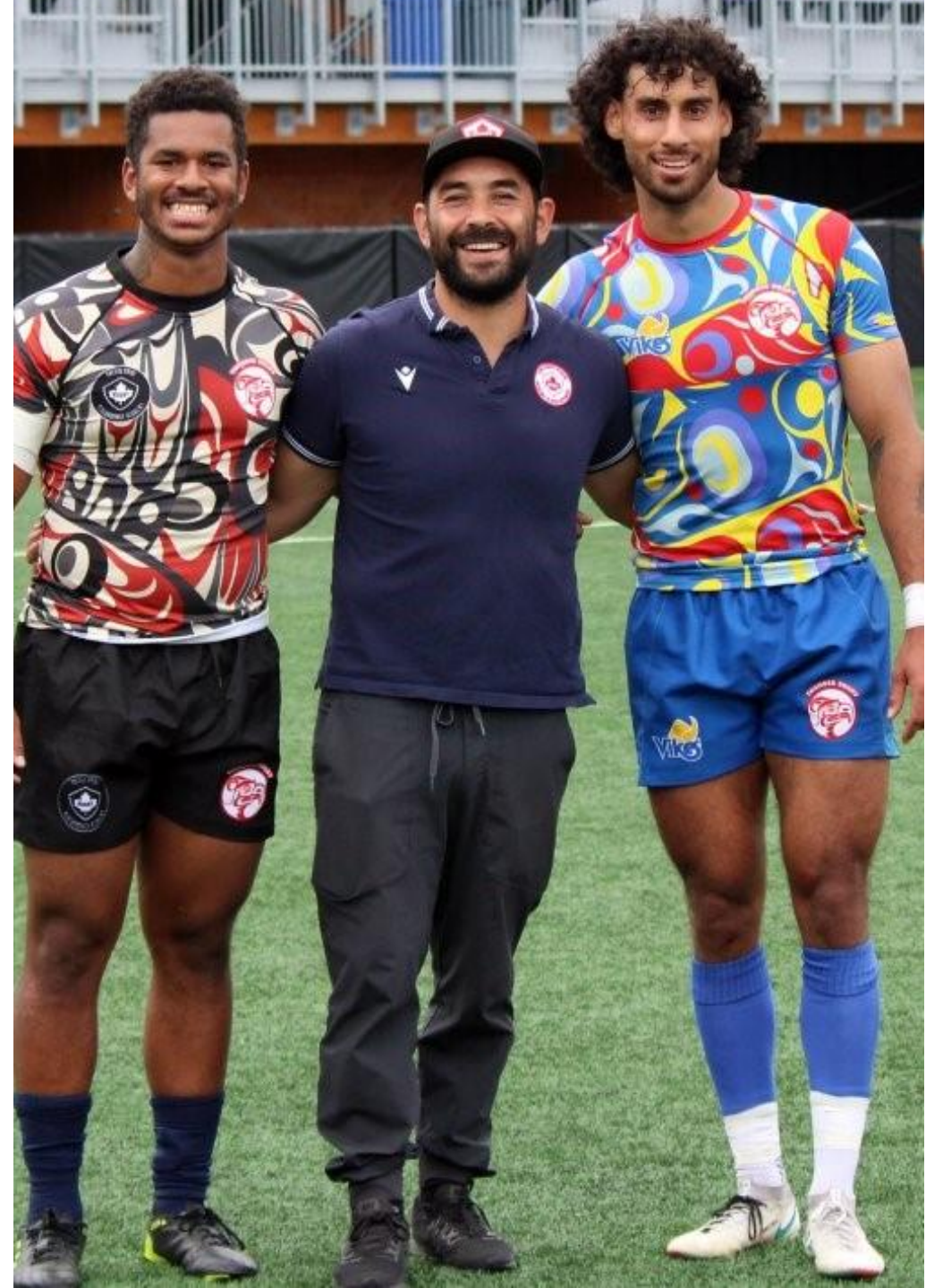
59 CAPS FOR CANADA

HEAD COACH, MEN'S NATIONAL ACADEMY -  
PACIFIC PRIDE

A proud member of Toquaht nation, Vancouver island.

Phil is the Head Coach of Langford's Rugby Canada  
Pacific Pride Academy

Founding Coach of the Thunder Indigenous Rugby  
Program



# PARIS 2024 OLYMPIC QUALIFIER

RUGBY CANADA IS BIDDING TO HOST THE PARIS 2024  
OLYMPIC QUALIFIER EVENT IN LANGFORD IN AUGUST 2023

HOME-FIELD ADVANTAGE FOR CANADA'S NATIONAL  
TEAMS

2-DAY EVENT, 12 COMPETING NATIONS

LIVE ON  **CBCSPORTS**



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# CONTINUING OUR PARTNERSHIP

**HEAD-QUARTERS** IN LANGFORD SINCE 2013, WITH CANADA'S FINEST RELOCATING TO THE CITY TO JOIN THE RUGBY CANADA COMMUNITY HERE

LANGFORD IS HOME TO OUR **NATIONAL TRAINING CENTRE** OPENED IN 2018

SINCE 2012 RUGBY CANADA **INTERNATIONAL EVENTS** HAVE GENERATED OVER **\$40M** FOR THE LOCAL ECONOMY

WE ARE CURRENTLY BIDDING TO HOST THE **PARIS 2024 OLYMPIC QUALIFIER EVENT** IN LANGFORD AND WOULD LIKE TO COUNT ON YOUR SUPPORT

HOW CAN WE DEVELOP OUR PARTNERSHIP WITH LANGFORD - THE HOME OF RUGBY CANADA?



**RUGBY.CA**