

WORLD RUGBY
**Impact
Beyond**
2025

MID-YEAR PROGRESS REPORT



Introduction

With just 50 days to go until kick-off, excitement is building for Women's Rugby World Cup 2025. Impact Beyond 2025 will harness the energy of the tournament to drive a long-lasting legacy for the game worldwide. We're proud of the progress made so far across three key pillars:

- Inspiring more people to play, support, and fall in love with the game
- Proving to women that they belong in rugby and supporting them to thrive in their careers
- Empowering Unions with the tools and networks to build a stronger, more inclusive future for the sport

This report highlights our progress and reaffirms our commitment to deepening and sustaining our impact for years to come.



Sally Horrox
Chief of Women's Rugby
World Rugby



»» OUR PROGRESS TO DATE

BESPOKE GIRLS' OFFERING

42 Unions received grants for Rugby Rising Play programmes



TACKLING BARRIERS IN RUGBY

666 women participated in 21 Grassroots to Global forums worldwide



ELEVATING PROFILE & VISIBILITY

10 content creators to be embedded across the tournament



CHAMPIONING WOMEN'S HEALTH

317 people globally attended live webinars about breast and menstrual health



CONNECTING COMMUNITIES

50+ Unions brought together across 3 regional summits in Africa, Asia and Europe



UNLOCKING FUNDING

1st ever fundraising training and toolkit launched for Unions



SUPPORTING OUR PLAYERS

500+ participating RWC 2025 players have access to a new digital portal



BOOSTING RUGBY CAREERS

103 women from 53 countries enrolled in year long career development programme

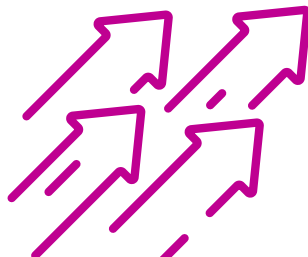


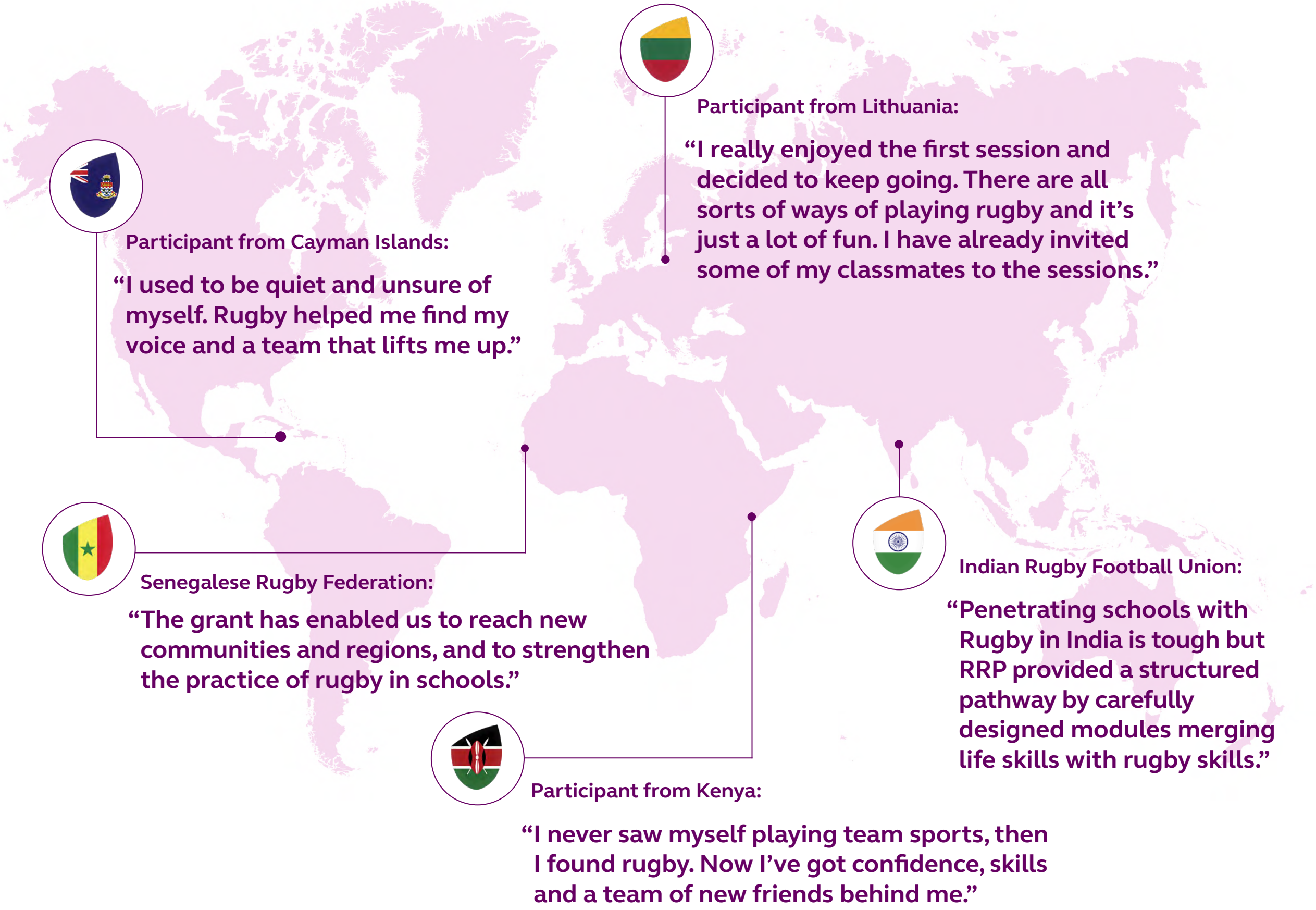
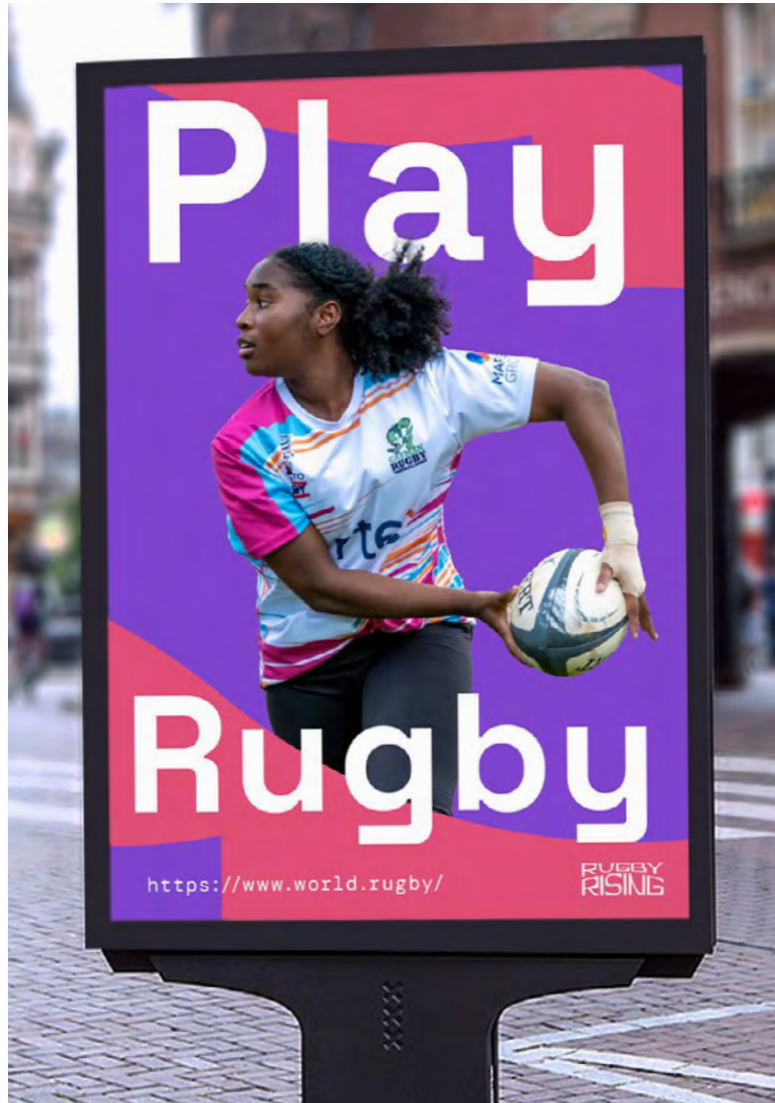
» ROAD TO RWC 2025: » OUR IMPACT STORY SO FAR

BESPOKE GIRLS' OFFERING

» Rugby Rising Play grants have expanded access to rugby for women worldwide through positive, empowering experiences that build confidence and love for the game.

42 **RUGBY RISING PLAY**
Unions received grants

95% 
of Unions agreed that RRP grants helped them grow participation



The tournament will shine a spotlight on how a lack of body confidence is driving teenage girls and young women to drop out of sport. By celebrating strong, diverse and confident women in rugby, the tournament will inspire girls to stay in sport and give them a sense of belonging.

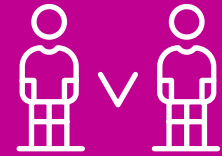
CONNECTING COMMUNITIES

» The Europe Summit brought together 31 Unions to promote knowledge sharing, deepen connections and inspire Unions to transform the game.



Increased knowledge on how events like RWC 2025 can be used to grow audiences and digital engagement.

96%



Increased knowledge on how to improve gender equity in their organisation.

93%



Increased confidence about delivering successful participation programmes for women and girls.

93%



Increased confidence about applying for new funding and approaching commercial partners.

89%

World Rugby has now been to half of its regions around the world, engaging with Unions to develop growth plans to drive forward women's and girls' rugby.

“ I feel really encouraged and empowered to proceed with the changes and improvements within my Union. ”



Summit attendee
from Czech Rugby



“ The Summit gave me confidence and reinforced my skills. The importance of such live meetings cannot be underestimated as they help people get to know each other better and strengthen their commitment to what they are doing. ”



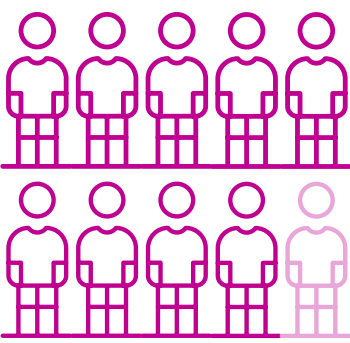
Summit attendee
from Georgia Rugby

TACKLING BARRIERS IN RUGBY

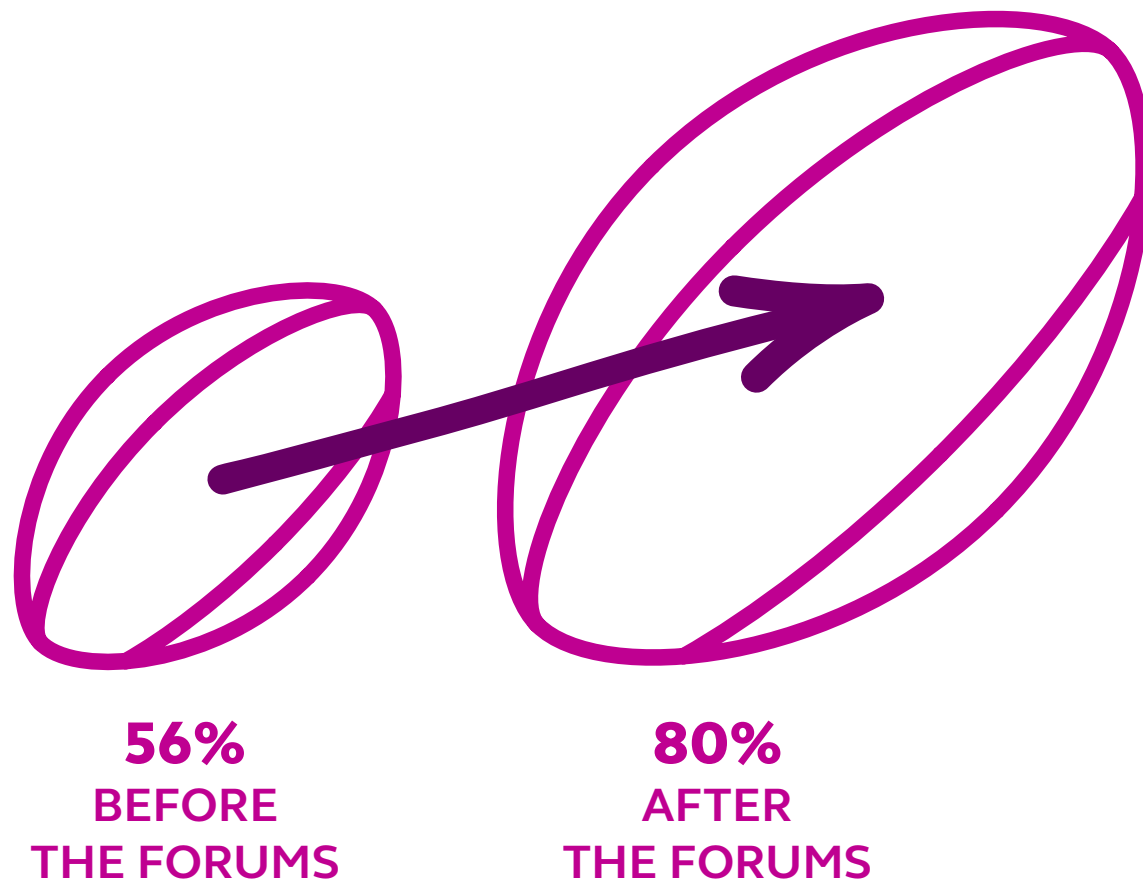
» Grassroots to Global forums have created powerful spaces that equip female rugby leaders with the connections, confidence and inspiration to keep driving change.



666 
participants attended
21 forums

90% 
of participants agreed that the forum
was relevant and valuable for personal
development

80%
of forum participants agreed
with the statement “I know
how to be a leader in my
rugby community.”



“ Creating my leadership map allowed necessary introspection and inspired me to keep learning and growing. ”



Forum participant
from Trinidad and Tobago

“ In the forum, I learned to look at my own trajectory more clearly, recognizing the challenges and achievements along the way. The exchange of experiences with other women was extremely inspiring, as I saw how stories of leadership and resilience can transform not only the lives of those who practice sports, but also the surrounding community. ”



Forum participant
from Brasil

UNLOCKING FUNDING

» The Unlocking Funding training programme pilot is educating and empowering participants to access new sources of funding.

35  unions

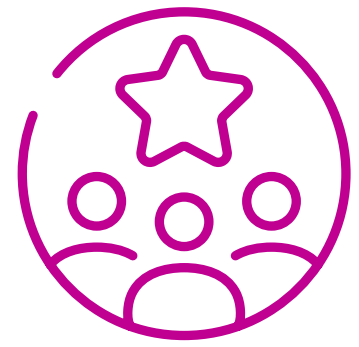
incorporating 84 attendees, across 4 webinars with accompanying resources

100% 

of survey respondents said that the webinars increased their understanding of fundraising readiness

“Discuss the webinar with workforce and board.”

“Prepare a crowdfunding strategy, to make us more productive in getting funds.”



As a result of the webinars, Unions have said they will undertake the following actions:

“Set up a website for the federation, and get personal stories on our social media.”

“Use the structure output-outcome-impact in my grant writing.”



A Digital Fundraising Toolkit is now available for Unions to access and learn more about applying for new sources of funding – download it [HERE](#) from the Impact Beyond website.

“ The most valuable thing is the information that I’ve got from the webinars and the assistance, the help, the links... getting information from people who know what they are talking about. I think the partnerships that we’ve been looking at we would actually be able to get once we’ve put the plans in place because we’ve understood how to attach the dots together.

Now I am able to action the start-up of a fundraising group, so I am feeling very confident. ”



Webinar attendee
Sweden Rugby

IMPACT BEYOND 2025 IN ACTION DURING THE TOURNAMENT WINDOW

ELEVATING PROFILE AND VISIBILITY

» Content creators will elevate the global profile of women's rugby, showcasing player and team stories across the tournament.

10 

creators recruited to join the RWC 2025 Content Creator Programme from a **global applicant pool** spanning 35 countries



Unparalleled access to bring the moments behind the tournament to life



RWC 2025 will see record breaking attendances, fan engagement and players at the heart of the action. We will boost the tournament's global profile by connecting with fans through **powerful storytelling** by diverse voices.



Dedicated accreditation will enable content creators to be **fully embedded** within teams, capturing stories, the game's biggest personalities and unseen content.



A virtual development programme has been developed for all content leads in order to build the **global talent pool** of storytellers long after RWC 2025.



ELEVATING PROFILE AND VISIBILITY

“ It’s truly incredible to have been chosen as part of the Content Creator Programme for the Women’s Rugby World Cup! As a South African Black woman from Durban, I never would’ve dreamed that I could be part of something so powerful and globally significant.

This is more than just an opportunity - it’s a front-row seat to history in the making. To help tell the stories of these phenomenal athletes and showcase the power, pride, and passion of women’s rugby on a world stage is a huge honour.

It’s a reminder that representation matters, and that when passion meets purpose, anything is possible. ”

Genesis Cele
Selected Content Creator



PROTECTING MENTAL WELLBEING

» Through Impact Beyond 2025, World Rugby is leading the way in protecting the mental health and wellbeing of our players and match officials.

Online Protection Service:

All players, as well as Match Officials, will benefit from a **ground-breaking protection service** against online abuse to ensure a safe and supportive environment for all during the tournament window. The initiative will also go **beyond the final whistle**, with valuable insights to help us understand the trends, triggers and potential mitigations.

Mental Health Workshops:

In the run up to RWC 2025, World Rugby is **supporting each participating nation** to hold an in-person squad mental health workshop. Led by a trained facilitator, these sessions will **empower squads** to discuss how best to support players and staff in looking after their mental health.

Peer Support Programme:

Retired international players have been trained to **support both players and staff** at RWC 2025 who may be feeling homesick, dealing with injury, struggling with mental health or needing to talk to someone who “gets it”.

Female players and match officials are **30% more likely to experience online abuse**

“The thing about programmes like the Online Protection Service is it’s really important because it shows exactly where you stand, to stand up and say we’re actually going to make a programme to protect our match officials, players, and coaches. That’s really standing up and saying, ‘Yeah, nah, that’s actually not cool here’ while we’re trying to give people the best sporting experiences of their lives.”



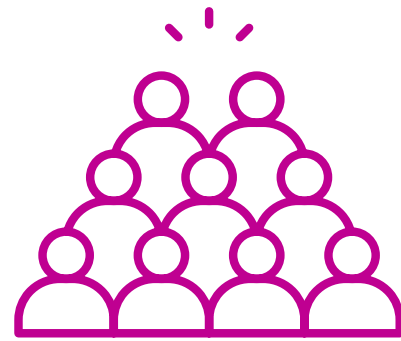
Ruby Tui
New Zealand international player

» RWC 2025 will be an era-defining moment for women's rugby. The Global Summit will harness this momentum and take bold action to create lasting change.

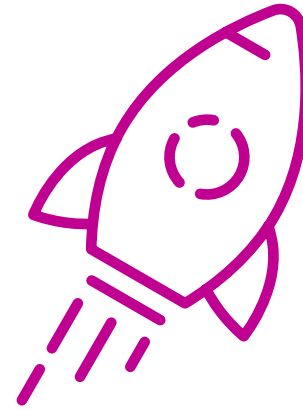
WOMEN'S
RUGBY
GLOBAL SUMMIT



Hosted in
RWC Finals
Week



350+
stakeholders
attending



A catalyst
for global
growth

The Women's Rugby Global Summit will **bring together and connect** senior leaders and decision makers from across the world of rugby and the wider sports landscape. The two-day event will focus on **sharing key insights** and **world-class expertise** from across sport and industry, helping to shape the future of our sport.

The agenda will focus on the rise, relevance and reach of women's rugby, including:



Insights and data



The business case
for investment



The role and impact
of commercial partners



Women's health
and wellbeing



Participation and
social impact



How female athletes are
powering women's rugby

We will hear more from Unions about their commitment to grow the women's and girls' game.



Find out more about the Impact Beyond 2025 plan [HERE](#).