



MEN'S RUGBY WORLD CUP 2027 ANNOUNCEMENT: MATCH SCHEDULE REVEAL

MEDIA ADVISORY – VISION AND PHOTO OPPORTUNITY

SYDNEY, AUSTRALIA: World Rugby will officially unveil the full match schedule for Men's Rugby World Cup 2027 in Australia, giving fans and media worldwide their first look at where and when their teams will play and enabling them to start planning their Rugby World Cup experience across Australia's seven host cities: Sydney, Brisbane, Melbourne, Perth, Adelaide, Townsville and Newcastle.

The announcement is set to generate global excitement and positive buzz, highlighting the scale of the tournament and the unique experiences each host city will offer. Key spokespeople, including World Rugby Chair Brett Robinson, Rugby World Cup legend John Eales, and Wallabies captain Harry Wilson, will provide insights and take questions from the media.

Fans are encouraged to register for Presale tickets ahead of 18 February, ensuring they don't miss their chance to be part of this once in a generation sporting event.

KEY EVENT DETAILS (SYDNEY)

DATE: Tuesday, 3 February 2026

TIME: Media arrival from 09:30am | Event start 10:00am

LOCATION: Blues Point Reserve, Blues Point Rd, North Sydney NSW 2060

Note: 2P unmetered parking is available on Henry Lawson Ave

CONFIRMED SPEAKERS & INTERVIEW TALENT

- **Brett Robinson**, World Rugby Chair
- **Karen Jones**, Destination NSW CEO
- **Phil Waugh**, Rugby Australia CEO
- **John Eales**, RWC Winner and rugby legend, Australia's former captain,
- **Harry Wilson**, Wallabies captain

PRINCIPAL PARTNERS



KEY VISUALS AND MEDIA OPPORTUNITIES

- Full Men's Rugby World Cup 2027 match schedule reveal
- 24 young members of local rugby community groups holding flags to represent each participating nation
- Iconic Sydney Harbour backdrop
- Webb Ellis Cup
- Talent interviews and media Q&A with key spokespeople

RUNNING ORDER

09:45: Media arrival, check in and set up

10:00: Media call commences with opening remarks from Brett Robinson

10:05: Official unveiling of the Men's Rugby World Cup 2027 match schedule with key spokespeople

10:20: Media Q&A with spokespeople, John Eales and Harry Wilson

10:45: Vision and picture opportunities with key spokespeople

11:00: Official proceedings conclude

11:00: Facilitation of additional vision and B-roll opportunities available for media

RSVP

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For events outside of Sydney, see next page

PRINCIPAL PARTNERS

Emirates

DRY
Asahi

MEDIA EVENTS ACROSS AUSTRALIA

The announcement will also be marked with media calls in the following Host Cities with RWC 2027 and government spokespeople, current and former Wallaby players available for interviews.

BRISBANE

DATE: Tuesday, 3 February 2026

TIME: Media arrival from 08:45am | Event start 9:00am (local time)

LOCATION: The Landing, Queens Wharf

CONTACT: Michelle Beckett, 0422 794 664

TOWNSVILLE

DATE: Tuesday, 3 February 2026

TIME: Media arrival from 08:45am | Event start 9:00am (local time)

LOCATION: Strand Park, Townsville

CONTACT: Lisa Woolfe, 0434 182 765

MELBOURNE

DATE: Tuesday, 3 February 2026

TIME: Media arrival from 09:45am | Event start 10:00am (local)

LOCATION: Entry via Service Entry Gate 2, Level B2, Marvel Stadium, Melbourne

How to find your way to Service Entry Gate 2, Level B2:

- Enter the Marvel Stadium car park via Bourke Street Car Park Entry B (middle ramp UP)
- Turn left and park towards Gate 2
- Follow the signs to Service Entry on the far corner

CONTACT: Leah Moir, 0480 559 106

PERTH

DATE: Tuesday, 3 February 2026

TIME: Media arrival from 07:45am | Event start 8:00am (local time)

LOCATION: Cottesloe Beach Groyne, Cottesloe

CONTACT: David Gardiner, 0401 670 658

PRINCIPAL PARTNERS

Emirates

DRY
Asahi

ADELAIDE

DATE: Tuesday, 3 February 2026

TIME: Media arrival from 09:15am | Event start 9:30am (local time)

LOCATION: Montefiore Hill, Adelaide

CONTACT: Bree Hassanein, 0447 309 905

NOTES TO EDITORS

- Media are invited to register interest and secure their spot at the press conference.
- Please advise of 1:1 interview requests with spokespersons in advance.
- Official imagery and VNR will be available [HERE](#) post-event.
- For additional details or enquiries, please contact the PR team listed above

About Men's Rugby World Cup 2027

Men's Rugby World Cup 2027 is rugby union's pinnacle event contested every four years by the world's best nations. For six weeks from 1 October– 13 November 2027, Australia will welcome the world to a nationwide festival of rugby, celebrating its rich culture and heritage, and kicking off a new era of rugby that will have a positive impact for Australia, Oceania and the game globally.

With an expanded format contested by the world's top 24 teams, Men's RWC Australia 2027 will inspire an entire generation and break down barriers by making rugby even more accessible, relevant and inclusive, boosting rugby's fanbase and participation globally.

All revenue generated by Men's RWC 2027 will be reinvested in the sport, supporting World Rugby's global growth ambition, its 134 member unions and six regional associations.

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