



RUGBY LEAGUE
WORLD CUP
ENGLAND + 2021

DIVERSITY AND INCLUSION ACTION PLAN

‘THE POWER OF TOGETHER’

RLWC2021.COM

OUR VISION

- This action plan outlines our commitment to delivering an inclusive tournament and social impact programme.
- This action plan outlines our commitment to engaging with those currently outside of our traditional audiences and will be representative of the diverse communities we will work in.



WHAT IS DIVERSITY AND INCLUSION?

DIVERSITY

'The practice or quality of including or involving people from a range of different social and ethnic backgrounds and of different genders, sexual orientations, etc.'

INCLUSION

'The practice or policy of providing equal access to opportunities and resources for people who might otherwise be excluded or marginalised, such as those who have physical or mental disabilities and members of other minority groups.'

Whilst elements of inclusion are a legal obligation (i.e. Equality Act 2010), diversity and inclusion is about more than meeting statutory requirements, it is the right thing to do, it's about being authentic in terms of our messaging and delivery. As with any major sporting event, we are only here for a short time, but we have a responsibility to ensure that the Rugby League World Cup in 2021 uses the global platform it will have to highlight that discrimination in any form is unacceptable and celebrate the diversity of the sport, our participating nations and the communities we will engage with.

CONSIDERATIONS

As an organisation we acknowledge that we still have work to do across the diversity and inclusion agenda. We are fully committed to diversity and inclusion however we are restricted in that:

RLWC2021 will cease to exist in 2022 so we do not have the ability to deliver long-term diversity and inclusion targets. Despite our limitations we will look at what we can do to support and influence major sporting events in the future.

RLWC2021 is not the governing body for the sport of rugby league. We are unable to implement rule or policy changes that relate to what happens on the field of play or within the sport and its clubs and international federations.

DIVERSITY, INCLUSION AND RUGBY LEAGUE WORLD CUP 2021

Whilst we acknowledge what we cannot change, that does not detract from the commitment we will outline in this plan by using the 'Power of Together' to work with our partners on their activity in this area and influence and create change where appropriate. We will review our progress regularly across all areas of our organisation and delivery and identify where we can have an impact, maximise opportunities for us to influence policy, ensure diversity in terms of the audiences we engage with and work with partners who can help us be inclusive and celebrate diversity.



WHY PRODUCE A DIVERSITY AND INCLUSION ACTION PLAN?

We are an organisation that lives by our values which include being authentic and inclusive. By outlining where we are currently lacking and by identifying a series of measurable actions that we will complete, we believe this confirms our authenticity.

Recent global events, in particular the Black Lives Matter movement, have highlighted that within sport and society, players, coaches, fans, volunteers, staff and supporters still face a daily battle against racism and discrimination.

We have been sharing, reflecting and we have been listening. We will continue to listen and learn from the lived experiences of those across the sport, to share ideas and to check and challenge ourselves to do more and be better.

Rugby league is already a powerful force for good in many ways and this reach and care can be a powerful force in our communities in the fight against racism and discrimination. We can make a difference through 'The Power of Together'.

We are an honest sport and we are acknowledging the reality that in our 125th year our sport is not fully representative of the communities in which we are based. Whether that is on professional or community pitches, in clubhouses, on terraces, in boardrooms, in the media or in our community work. That means the sport misses out on immense talent, passion, skills and experience, and opportunities to connect, learn, grow, and expand.

Our partners within the game at National Governing Body level and then through the network of clubs, foundations and Rugby League Cares (the sport's charity), alongside community clubs and education partners, already have diversity and inclusion plans. We have an opportunity to support them with their plans and give them the platform to succeed.

There is a huge opportunity to do more and be better now as we look ahead to hosting the most inclusive Rugby League World Cup ever held. We have an opportunity that we must take to connect with everyone in our communities and welcome new audiences by listening, learning, and acting.



RUGBY LEAGUE WORLD CUP 2021 DIVERSITY & INCLUSION ACTION PLAN

Alongside our partners we will deliver the most inclusive Rugby League World Cup and social impact programmes that will not only benefit the game but the communities we work alongside. Delivery of this action plan will be integral to achieving that aim. An effective diversity and inclusion strategy goes beyond legal compliance and this plan seeks to add value to our organisation and contribute to employee well-being and engagement.

Our action plan will focus on three key areas:

1. Organisation
2. Delivery
3. Tournament

We will ensure that all areas of diversity are considered e.g. BAME, disability, gender, LGBTQ+, multicultural and multigenerational. Some actions however will require a focus on a specific area of diversity, and these have been identified within the plan.

The ongoing monitoring of this plan will be undertaken by our Workforce Collaborate and Communicate group with the diversity and inclusion action plan on the agenda as a standing item to be reviewed.

Whilst we openly acknowledge we have work to do across all three areas there is activity underway which highlights where we are currently delivering in this area. A summary of our current activity is outlined within each section of the plan.

ORGANISATION

We have:

- Checked that the language we use on our job advertisements is gender neutral.
- An anonymous Equality & Diversity form is ready to launch for the next round of recruitment that will tell us who we are reaching and how diverse this pool of people is that will shape future recruitment.
- Placed relevant job adverts on university boards and in specific diversity publications to look at engaging with a wider talent pool.
- Undertaken an organisational audit to highlight gaps in our diversity. The voluntary and anonymous survey circulated across RLWC2021 teammates, the Board and Business Advisory Group in September 2020 captured data on six of the nine protected characteristics within the The Equality Act 2010. These gaps will be addressed as part of our action plan.

WHAT WE WILL ACHIEVE	HOW WE WILL ACHIEVE	WHO WILL LEAD	WHEN WE WILL ACHIEVE
Ensure that representation within the team and boards/groups is reflective and has BAME representation	<ol style="list-style-type: none">Review the recruitment process including job descriptions, adverts, selection process to identify any barriers to applicantsEnsure that shortlisting and interview panels are diverse in their make up where appropriateDelivery of Innovation Academy which will include mentoring participantsUnconscious bias training for teammates with a responsibility for shortlisting and interviewing candidatesRecruitment via DIAL Global and diversity specific publicationsBoard to review the makeup and set targets for representation across the organisation	Business Lead	<ol style="list-style-type: none">1. 31/10/20202. 31/10/20203. 01/02/20214. 20/12/20205. 31/12/20216. 31/12/2020
Provide Inclusion & Diversity training for teammates	<ol style="list-style-type: none">Work with partners to create a diversity and inclusion workshop that will form part of the onboarding processDevelop a glossary of terms on D&I for teammates to ensure that correct language is understood and used	Business Lead Supported by DIAL Global	<ol style="list-style-type: none">1. 31/12/20202. 31/12/2020
Support organisations delivering future sporting events	<ol style="list-style-type: none">Knowledge Transfer of things that worked well / did not work well in our forthcoming commitments.	Special Projects and Protocol Lead	<ol style="list-style-type: none">1. 20/12/2021

DELIVERY

We have:

- As part of our partnership with Community Integrated Care (CIC), set up a working group to discuss/share tournament operational plans ensuring we are meeting customers' needs.
- Ensured that within our education resources that there are multiple touchpoints and lessons around the empowerment of women, the Power Meri documentary which followed the PNG Orchids on their journey to the 2017 World Cup in Australia, raising awareness of disability sport and inspirational disability athletes as well as celebrating Clive Sullivan as the first black captain of any British international sporting team through the history resource.
- Identified volunteer opportunities for people with additional needs/long term health conditions at tournament time.
- Delivered an inclusive experience through ensuring our website and channels meet accessibility needs and ensuring content includes subtitles on videos and correct use of capital hashtags on social media communications.

WHAT WE WILL ACHIEVE	HOW WE WILL ACHIEVE	WHO WILL LEAD	WHEN WE WILL ACHIEVE
Working with our partners to ensure that our social impact programmes reach the widest possible audience	<ol style="list-style-type: none">Set targets on a project by project basis for delivery that ensures participation is representative of local demographicsIdentifying and engaging non-traditional rugby league role models and using these role models to engage communities not currently participating in the sportDiversity throughout our team of ambassadorsEnsuring volunteers are representative of the demographic of the communities in which they will volunteer	Community Engagement Lead	Ongoing
Celebrating Inclusion and Diversity	<ol style="list-style-type: none">Use of our own and partner channels to celebrate pioneers in all areas of the game (i.e. Roy Francis as the first black British coach at a professional rugby league club)A calendar of targeted messaging through both our own and partners communication channels focussing on specific times of the year which is linked to our delivery to ensure we are authenticOur marketing campaigns will reflect the diverse nature of the players competing and the fans/host locations we will be playing matches in	Communications Lead	Ongoing
Our partners share our commitment to diversity and inclusion	<ol style="list-style-type: none">Partners demonstrate a public commitment to diversity and inclusionStrive to constantly work with private and public partners to ensure diversity and inclusion becomes the new normal. Our values are a condition of collaboration	Communications Lead	Ongoing

TOURNAMENT

We have:

- Made all participating nations aware of our zero-tolerance approach to unacceptable behaviour. This has been defined in the terms of our Participation Agreement and will be enshrined in the relevant disciplinary procedures and rules.
- Introduced equal participation fees for both the women's and wheelchair competitions giving parity to the men's competition.
- Introduced prize money for the first time for the women's and wheelchair competitions.
- Parity across all three competitions with regards to flights, accommodation, ground transport, equipment, and other logistical arrangements.
- Established an Inclusion advisory group to help inform our approach to providing an inclusive and accessible match day experience.

WHAT WE WILL ACHIEVE	HOW WE WILL ACHIEVE	WHO WILL LEAD	WHEN WE WILL ACHIEVE
Create a matchday environment which is both welcoming and safe for those attending	1. Ensure an accessible spectator experience by providing training/ education for matchday staff and volunteers on managing abusive or discriminatory language and behaviour	Head of Match Operations Supported by CIC	1. 23/11/2021
Identify themed matches that can celebrate diversity	1. Link to competing Nations (i.e. Jamaica and Black History Month), our mental fitness dedicated match or other local opportunities 2. Look at competing nations to celebrate their diversity and acknowledge the challenges they have faced (i.e. PNG Orchids and the Power Meri documentary)	1. Customer Lead Head of Match Operations 2. Head of Teams Customer Lead	Ongoing
Ensure the diversity of volunteers supporting delivery of the tournament	1. Delivery of a supported volunteer programme	Volunteer Lead Supported by CIC	Ongoing
Tournament specific groups are diverse and reflect the demographic of players, coaches and match officials	1. Establish a Player Working Group and Technical Working Group which will be representative of tournament participants and for them to be proactive in driving the diversity and inclusion work	Tournament Director	1. 29/10/2020



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