

# Sunnybank Rugby Program

Funded by Rugby Australia



Rugby Australia (RA) collaborated with Griffith University (GU) researchers to deliver the Sunnybank Dragons Cultural Project. This project was conducted by the Sunnybank Rugby Union Club (SRUC) and was aimed at engaging the local Asian community in rugby with a view to fostering social cohesion. The program underwent comprehensive monitoring and evaluation using diverse research methods.

The initiative involved multiple research techniques, including workshops, surveys, interviews, focus groups, and secondary data analysis. Surveys were conducted pre- and post-program, involving 4 staff/volunteers, 29 parents, and 32 children. Focus groups engaged 12 parents and 8 children, while 3-4 coaching staff were interviewed weekly during the program.

Findings indicated a remarkable increase in participation. The Come and Try Day attracted an unprecedented number of non-rugby-playing families from Asian backgrounds, with a consistent return rate for the subsequent 6-week program. Additionally, the program led to improvements in various social aspects such as engagement success and social cohesion development.

The recommendations developed from the evaluation emphasized the need for tailored programming, adequate resourcing, information resources,

ongoing promotion, and the delivery of an accessible registration system in future. Understanding the diverse needs of target groups, fostering inclusivity, and providing comprehensive support were highlighted as crucial for sustained success.

The program's success was attributed to strategic planning, community engagement, and tailored initiatives, stressing the importance of ongoing efforts to maintain and enhance sports participation for all members of community. Future programs can draw on report findings, which recommend focusing on inclusivity, pathway development, information dissemination, ongoing promotion, and streamlined data collection to support evaluation and impact measurement.

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**Surveys revealed a 65% enhancement in children's self-confidence and a 70% increase in their understanding and skills in rugby.**

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**80% increase in non-rugby-playing families' attendance was noted**

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