



## **Rugby League World Cup 2013**

### **Fans Local Advisory Group (FLAG)**

#### **Objective**

- To appoint a fan that will represent your town /city and who will give a fans perspective into the overall planning for the tournament and help will our objective of filling the stadia.

#### **Scope**

RLWC 2013 shall consult with FLAG on a broad range of matters. The scope shall include but not be limited to the following:

- To provide insight and constructive feedback through innovative means on RLWC 2013 achieving its objective of having full stadiums for all games
- To provide a channel for RLWC 2013 to hear and recognise spectators perspectives, including the views of seldom heard groups
- To seek guidance to ensure that grounds, tickets and activities are accessible to people with differing needs
- To seek advice on the best ways to communicate with fans
- To hear informally from the fans “grapevine” i.e. issues at grassroots level
- To provide an informed voice about the match day experience including stadium catering, merchandised products, match day programme and pre match entertainment
- To provide guidance and a forum on ticketing offers / packages
- To represent the interests of your town / city as a host as well as providing a general fan view

The group will not be constituted nor have any formal decision making powers though we actively encourage the FLAG representative to form their own “committee” or group focused on ideas for filling the stadia.

RLWC 2013 reserves the right to remove members of the group for derogatory or defamatory comments that portray the tournament in a negative way.

All applications will be ‘vetted’ by RLWC 2013

## **Method of appointment**

Each RLWC 2013 Host will be asked to 'find their fan' by whatever method they choose – competition, nomination etc. PR opportunities are encouraged.

RLWC will also co-opt specialists onto the group such as the Rugby League Disabled Supporters Association (RLDSA).

## **Interaction**

The majority of the interaction will be remote – either by e mail or preferably via social media.

The group will meet up on at least a couple of occasions each year prior to the tournament and this will mainly be around key RFL games such as Magic where we will hold an interactive session followed by an opportunity for the representatives to network and watch the game (s).

There will be no form of payment or expenses for FLAG representatives for attending any 'meetings'.

## **Timescales**

The forum will be launched week beginning Monday 5<sup>th</sup> March with the deadline for appointments being Friday 9<sup>th</sup> March. Announcements will be made during week beginning Monday 12<sup>th</sup> March.

## **Incentives**

All fans that are chosen and actively represent their host town /city in the build-up to the World Cup will receive 2 x VIP tickets to the World Cup Final along with tickets to their town or cities hosted matches. In addition to this fans will receive complimentary tickets to the RFL games where workshops are held.

## **Person Specification**

1. Must be a member of Warrington Wolves Supporters' Trust
2. Must be IT literate and be able to communicate via social media, Facebook, Twitter.
3. Have good communication skills
4. Be in a position to gather and express the views of Warrington Wolves fans including seldom heard groups.
5. Have a keen interest in the Rugby League World Cup 2013.
6. Have an excellent knowledge of all aspects of rugby league
7. Have the ability to provide constructive feedback on innovative ways of having full stadiums for all games

8. Have a positive and enthusiastic outlook on the game of rugby league
9. Have an awareness of the needs of people with disabilities and different social backgrounds

### **To Apply**

Please write in no more than 100 words why you would like the role and why you think you are suitable for it.

Send application with your contact details by email to [roy.chicken@squadbuilder.co.uk](mailto:roy.chicken@squadbuilder.co.uk)

Closing Date for replies is Wednesday 7th March 2012