



KENYA RUGBY

2023 BOARD REPORT

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1. Introduction

The year was an engaging year for the Kenya Rugby Union. It was the second post-COVID year with the activities in full gear. All the national squads were active, all the leagues run, and growth was experienced in all levels of the game.

The highlight of the year was undoubtedly the hosting of the World Rugby Under 20 Trophy in July. This is the third highest ranking event for World Rugby, the winner of which plays in the World Rugby Championship. Spain emerged the winners and Kenya put in a good performance.

The year also saw the return of the Safari Sevens after a break. The attendance was modest but the action on the field was just reward for braving the weather conditions that prevailed on the weekend.

The low point of the season was Shujaa's relegation from the Sevens World Series in May. Despite a spirited fight they fell at the last hurdle. The team has, however, taken it in stride and will fight for the promotion back into the series. The highlight for Shujaa was beating the South African team in the Africa Sevens to qualify for the Olympic Games for the 3rd time in a row.

Once more Simbas managed to participate in the Msanzi Challenge (renamed from the Currie Cup Div 1). The Lionesses also entered new territory by participating in the new WXV women's competition in the 3rd Division, a truly global competition, presenting new opportunities for them.

Kabras Sugar maintained its stranglehold on local rugby in the fifteens and KCB, despite losing a bulk of players won the SportPesa National Sevens Circuit. In the women's events, the rivalry between Impala and Mwamba ladies continued unabated, with Mwamba a nose ahead, but we saw new entrants who produced some interesting results, especially in the Sevens.

All the activity on both the local and international front saw renewed sponsor interest in the game. SportPesa extended their interests into the local sevens circuit in addition to Shujaa and EABL through Tusker helped greatly in the revival of the Elgon Cup and the Safari Sevens.

2023 was also an election year and a new Chairman and Directors were voted into the board, we thank Chairman Oduor Gangla for his years of service at the helm of the Union, and the other departing members of the board as well.

2. Administration

The Annual General Meeting was held on March 29th, 2023, and there was one election and a by-election for the 2022 elections that were annulled. Those elected in the by-election were as below.

Vice Chairman: Moses Ndale

Hon. Secretary: Ray Olendo

Hon. Treasurer: Dr. Joshua Aroni

Director: Leslie Mwangale

Director: Humphrey Kayange

Those elected at the AGM were:

Chairman: Alexander (Sasha) Mutai

Director: Harriet Okach

Director: Dr. Ochieng Ahaya

Director: Eng. Moses Mukabane

Director: John Kilonzo

The below individuals were co-opted subsequently to the board.

Nisha van Hoek

Kairo Thuo

Wanjiku Wairia

Zawadi Mulewa



Board Members at a recent Governance Training. (Missing Prof. Ochieng Ahaya and Kairo Thuo)

The Kenya Rugby Union office had three major changes in the secretariat.

- Aggrey Wabulwenyi left the Union and Thomas Odundo was appointed to serve as the Acting Chief Executive Officer.
- Kevin Wambura joined the Union as The Leagues and Competitions Administrator to be assisted by Brian Onyiego.
- The Regional Development Officers increased from 8 to 14 by December 2023 with a view to extending the reach of our programmes.

3. National Squads

Simbas

2023 was a busy year for Simbas who participated in the Mzansi Challenge and Victoria Cup which also doubled up as the Elgon Cup.

The highlights are as below.

Mzansi Challenge.

Simbas had their second appearance at the Currie Cup Div 1 (which was rebranded to Mzansi Challenge) tournament in South Africa.



They managed to secure two wins and three losses while logistical constraints saw them cancel the other three away fixtures.

Of the five matches they played, three were in South Africa, one was in Namibia and the last one was in Nakuru, Kenya. The results are below:

- 15th April: San Clemente Rhinos 33- Simbas

22 (in South Africa)

- 29th April: Eastern Province 18 – Simbas 7 (in South Africa)

- 6th May: Simbas 30 – Border Bulldogs 26 (In South Africa)
- 13th May: Windhoek Welwitschias 35 – Simbas 28 (in Namibia)
- 20th May: Simbas 48 – Zimbabwe Goshawks 7 (in Kenya)

Victoria Cup/Elgon Cup.



Since 2023 was a Rugby World Cup year, there was no Rugby Africa Cup. However, the Kenya, Uganda and Zambia Rugby Unions joined hands and agreed to participate in the Victoria Cup in October/November with Uganda being the host of the main event. Simbas beat Zambia 36-12 but suffered an agonizing 20-21 loss to Uganda in Kampala, Uganda winning the

Victoria Cup Challenge.

Both Kenya and Uganda then traveled to Kisumu for the return leg of the Elgon Cup and this time, Simbas were much more thorough, they secured the 20-13 victory and with it, retaining the Elgon Cup title.

Shujaa

Shujaa participated in 3 major competitions as below:

- HSBC World Sevens Series
- Rugby Africa Sevens
- Safari Sevens

HSBC World Sevens Series

Shujaa started the year 2023 with the Hamilton 7s where we finished 9th and closed the regular season in 13th position in France. This pushed into the playoff matches in London where they lost

to Canada in the final consigning them to relegation from the HSBC World Sevens Series for the first time since becoming a core team.

At the close of the year 2023, Shujaa were gearing up for the 2024 HSBC Sevens Challenger Series.

Rugby Africa Sevens

Shujaa qualified for the Paris 2024 Olympics with a 12-7 victory over South Africa in the final. The team had an unbeaten run throughout the tournament.



Safari Sevens

Shujaa participated in the Safari Sevens in its return, alongside a youthful Morans side. They emerged victorious over a strong Samurai side in the finals, played on a wet RFUEA ground.



**There was a mid-season change in the technical team with Damian McGrath leaving and Kevin Wambua taking over during the month of August to handle the team.*

Lionesses

Lionesses sevens competed in 2 events while the 15s side competed in three events.

- Rugby Africa 7s
- Safari Sevens
- Rugby Africa Women's Cup
- South Africa Friendly Series
- WXV3 tournament

Rugby Africa Sevens



The Lionesses were runners up in the Women's Olympic qualifiers which was held in Tunisia in October. They suffered a narrow 7-12 loss to South Africa meaning they still have a chance at the 2024 Paris Olympics with the Olympic Repechage being held in Monaco in June 2024.

Safari Sevens

The Lionesses participated in the 2023 Safari Sevens tournament at the RFUEA Grounds. The team fielded two different sides and wrapped up the tournament with silver and bronze medals.

Rugby Africa Women's Cup

In 2022 Lionesses topped the pool having beaten Uganda and Zambia to secure a ticket to the Rugby Africa Women Cup scheduled for May 2023 in Madagascar. Played in a 4-team pool, Lionesses beat hosts Madagascar, as well as Cameroon. They however lost to South Africa, finishing in second place that confirmed the Lionesses spot in the inaugural WXV3 tournament in Dubai. The results are below:

Kenya 29 - Madagascar 20

Kenya 0 - South Africa 48

Kenya 52 – Cameroon 3

South Africa Friendly Series

The ladies had a two-week camp in South Africa in preparation for their WXV3 participation. They played two matches, first against the San Clemente Rhinos where they lost 17-22 and the second against the Women Boks suffering a 77-12 defeat.

WXV 3 Tournament

Lionesses participated in the Inaugural event in October. They suffered two losses in the hands of Spain and Kazakhstan, however, a victory over Colombia guaranteed Africa's position in the tournament in 2024, giving them a 4th place overall finish.

The results are below

- Kenya 0 - Spain 32
- Kenya 12 - Kazakhstan 18
- Kenya 21 - Colombia 5



Chipu (Men's Under 20)



In 2023, KRU had the privilege of hosting the World Rugby U20 Trophy for the second time in history. The tournament was preceded by the U20 Barthés Trophy which is the only junior tournament in Africa and 8 national U20 teams compete for the title. Chipu finished 2nd in the U20 Barthés Trophy after a 28-0 loss to Zimbabwe in the final.

By virtue of being hosts, they had a spot in the 2023 WR U20 Trophy where they finished 6th overall. The results are listed below

U20 Barthés Trophy results

Quarterfinal: Kenya 44 - Uganda 20

Semifinal: Kenya 24 - Namibia 13

Final: Kenya 7 - Zimbabwe 28

World Rugby U20 Trophy

Pool Match: Kenya 18 - Spain 48

Pool Match: Kenya 22 - Hong Kong China 16

5th Place playoff: Zimbabwe 64 - Kenya 10

4. Domestic Competitions



Fifteen-a-Side Competitions

Kenya Cup Winner - Kabras Sugar RFC



Championship Winner – Nondescripts RFC



Nationwide Winner – Mombasa RFC



Enterprise Cup winner - Kabras Sugar RFC



Mwamba Cup - Kenya Harlequin RC



Seven-a-Side Competitions

- Dala Sevens - Division 1 Winner - KCB RC
Division 2 Winner – UoE Trojans
- Driftwood Sevens – Division 1 Winner - Kabras Sugar RFC
 - Division 2 Winner – UoE Trojans
- Prinsloo Sevens Division 2 Winner - Kabras Sugar RFC
 - Division 2 Winner - Makueni
- Christie Sevens Division 1 Winner - KCB RC
 - Division 2 Winner – UoE Trojans
- Tisap Sevens Division 1 Winner - Nondescript RC
 - Division 2 Winner – USIU Martials
- Kabeberi Sevens Division 1 Winner - KCB RC
 - Division 2 Winner – Zetech Oaks

Kenya Cup winner - Kabras Sugar RFC



Women's Kenya Cup winner - Mwamba RFC

Women's Kenya Cup runners up - Impala Roans

Dala Sevens winner - KCB RC



Driftwood Sevens winner - Kabras Sugar RFC



Prinsloo Sevens winner - Kabras Sugar RFC



Christie Sevens Winner - KCB RC



Tisap Seven Winner – Nondies RC



Kabeberi Sevens Winner – KCB RC





SportPesa

SPORTPESA NATIONAL 75 CIRCUIT

DIVISION 1 TOP 10 2023

1	KCB	113
2	KABRAS SUGAR	104
3	STRATHMORE LEOS	95
4	MENENGAI OILERS	88
5	MWAMBA	79
6	QUINS	76
7	NAKURU	68
8	NONDESCRIPTS	65
9	HOMEBOYZ	39
10	KISUMU	33



SportPesa

SPORTPESA NATIONAL 75 CIRCUIT

DIVISION 2 TOP 10 2023

1	U.O.E TROJANS	77
2	STALLIONS	60
3	AP WARRIORS	59
4	ZETECH OAKS	54
5	SIGALAGALA	44
6	MAKUENI	44
7	MOI UNIVERSITY	41
8	EMBU	33
9	MKU THIKA	31
10	KABARAK	30

5. Tournaments

In April 2023, we hosted the Barthes U20 Trophy tournament at the Nyayo National Stadium over three match days.

Seven teams flew into the country for the tournament: Zimbabwe, Zambia, Namibia, Uganda, Madagascar, Tunisia and Cote D'Ivoire with Kenya being the eighth. The quarterfinals were played on 22nd April, the semis on 26th April and the finals on 30th April. Zimbabwe emerged the overall winners and qualified for the World Rugby Under 20 Trophy.

WORLD RUGBY U20 TROPHY



In July 2023, we had the pleasure of hosting the World Rugby U20 Trophy in Nairobi over a 21-day period.

The first team arrived on 9th July with the last team checked out on 31st July.

A total of eight teams participated in the tournament with Spain emerging victorious. The teams were: Uruguay, Scotland, Spain, Hong Kong China, Zimbabwe, Kenya, Samoa and USA.

The matches were played on 4 days: 15th , 20th ,25th and 30th July.

Spain were the overall winners of the event.

SAFARI SEVENS



The Safari Sevens made a return after a one-year break and was held on 17th to 19th November at the RFUEA Grounds.

The tournament comprised of ten men teams and five ladies' team.

Shujaa were winners in the men's category while the Uganda ladies were victorious in the Ladies' category.

6. Training and Education (T&E)

KRU offered several accredited learning courses covering the basics, coaching and officiating



S&C, officiating, coaching and FAIR courses in Nakuru before the Prinsloo 7s.

- **A summary of our 2023 programs for the year were as follows:**

Strand/Course	Location	Male	Female
Activate	Kakamega, Mombasa, Gilgil	24	6
Educators QA	Nairobi	1	1
Coach of Match Officials	Nairobi, Kisumu	25	25
Educator Assessment	Nairobi	3	2
Get Into Rugby	Mombasa	4	5
Immediate Care in Rugby L2	Nairobi	11	7
Level 1 Coaching 15s	Diani, Nairobi, Machakos, Mombasa, Clubs	118	36
Level 1 Coaching 7s	Nakuru ASK	16	
Level 1 First Aid in Rugby	Kakamega, Nairobi, Eldoret	37	16
Level 1 Officiating	Nairobi, Meru, Nakuru, Clubs	61	17
Level 1 SNC Adults	Moi Uni Complex	9	3
Level 1 SNC Children	Kakamega, Nakuru, Eldoret	16	7
Level 1 SNC Youth	Kakamega, Nakuru, Eldoret	14	6
Level 2 Coaching 15s	KCA University	12	6

Level 2 Coaching 7s	Nakuru ASK	15	
Match Day Doctor – Use of HIA Protocol	Nairobi	2	1
Match Officials Educators QA	Nairobi	2	
World Rugby Educator	Nairobi	5	
World Rugby Trainer	Nairobi	3	2
WR Citing Course	Nairobi	4	3

* A Detailed Breakdown available at the Secretariat

The total number of courses in 2023 was 50 with a participation of 131 females and 448 males.

Total participation in numbers is 579 attendees.

7. Age Grade and Women

Get Into Rugby

This is about participation numbers. A year-on-year comparison on the numbers recorded is as below.

	2022	2023
TRY	5,997	6,628
PLAY	4,318	6,020
STAY	1,692	5,504
MALE	8,530	13,165
FEMALE	3,477	4,791
TOTAL FESTIVALS HELD	39	61
TOTAL PARTICIPANTS	12,007	18,152

We had a great increase in numbers and this increase in number of RDO's and how we are capturing our Data through RDO's.

Damu Pevu

This is the grassroots programme targeting primary schools. We had a good Damu Pevu festival in April with all the regions being represent .

GIRLS

Toi Primary School -Nairobi
Rae Kanyaikekeny- Nyanza

BOYS

New Life Int Academy- Rift Valley
Friends School Matili - Western

Inyali Primary School - Western
 Kanjalu Primary School-Central
 NYS Primary School- Rift Valley
 Shimo la Tewa Primary School- Coast

Kanjalu Primary School- Central
 Jamvi La Wageni Pri School-Coast
 Ngong Township Primary School - Nairobi
 Rae Kanyaikenyi Primary School- Nyanza

TEAM RANKING

GIRLS		BOYS	
Kanjalu	14	New Life	14
NYS	12	Jamvi	12
Shimo	10	Rae	10
Toi	8	Ngong	8
Inyali	6	Kanjalu	6
Rae	4	Matili	4

Prescott Rugby

The Prescott Cup went regional with 76 secondary schools all over the country taking part. This is a KRU run tournament outside of the Kenya Secondary Schools Association Calendar.

There was competition in all our active regions and the following were the winners in the regions.

- Nyanza- Kisii School
- Rift Valley - Kabianga Boys
- Nairobi - Ofafa Jericho High School
- Coast - Malindi Boys
- Central- Alliance Boys
- Western Koyonzo Boys
- Eastern- St Augustine Secondary School
- Special Invite was to Vihiga Boys, St Marys Yala Boys and Ngong Township Secondary School.

The Prescott Nationals were to be held in Nairobi, but due to the schools’ calendar, the Ministry of Education asked us postpone it until later.

Girls Rugby

Kenya Secondary Schools Sports Association accepted to host the girls 7s championship along with Boys 7s with a contribution from Kenya Rugby Union. The championship took place at the Bull Ring Ground in Kakamega County.

The following Schools qualified to represent their regions

1. Nairobi; Silver Springs Secondary School and Hidden Talent Academy
2. Nyanza; Koru Girls and Nyamira Girls Secondary School
3. Coast; Paul Haris High School and Canon Kituri Secondary
4. Rift Valley; Jomo Kenyatta Girls High School and Gilgil Township Secondary School
5. Eastern; Kivandini Secondary School and Nkuene Girls
6. Central; Kinale Girls
7. Western; Bushangala Girls, Eregi Girls, Bishop Sulumeti Girls, Madira Girls and St Maurice Mwira Girls

TEAM RANKING AT THE NATIONALS

1. St. Maurice girls
2. Gilgil Township Secondary
3. Madira Girls
4. Bishop Sulimeti Girls
5. Hidden Talent Academy
6. Koru Girls
7. Eregi Girls
8. Nyamira Girls
9. Kivandini Secondary School
10. Jomo Kenyatta Girls
11. Bushangala Girls
12. Cannon Kituri Girls
13. Kinale Girls
14. Nkuene Girls
15. Paul Harris
16. Silver Spring

KSSSA also agreed to have Girls Rugby in their calendar for 2024; we will see more girls playing rugby in secondary schools.

Regional Development Officers (RDO'S)

There was an increase in our Regional Development Officers, from 9 to the current 14 who cover the KRU Districts

Kenya Rugby Union now have 9 Districts covering the whole country (47 Counties)

The Regions have also increased to nine, the new addition is the Northeastern Region of Kenya.

Women's Rugby

We have had a successful play off for qualification in the Women's Kenya Cup League. We had five teams in the play-off. The final ranking was as follows.

1. Rongo University
2. Shamberere Technical Institute
3. National Youth Service (SPADES)
4. Kenya University
5. Administration Police

The Women's Kenya Cup will start in January 2024.

WOMENS SEVENS CIRCUIT



We had women participating in three leagues of the circuit.

- Kabebere 7s held in Nairobi
- Prinsloo 7s held in Nakuru
- Christies 7s held in Nairobi

We had 9 teams participating, namely

- Impala
- Mwamba
- Nakuru
- Western Spears
- Administration Police
- NYS Spades
- Ruckit

- Rongo University
- Moi University

Final Women's Standings

1. Impala - 63pts
2. Mwamba - 53pts
3. Western Spears - 48pts
4. Nakuru - 46pts
5. Administration Police - 28pts
6. NYS Spades - 24pts
7. Ruckit - 17pts
8. Moi University - 15pts
9. Rongo University - 10pts

8. Kenya Rugby Referees Association

During the year, Kenya Rugby Referees Association made use of the below to support the fixtures, local and international.

- 3 Level 3 Match Officials
- 21 Level 2 Match Officials
- 102 Level 1 Match Officials.
- They were supported by 3 Level 2, and 14 Level 1 Coaches of Match Officials



9. Discipline and by-laws

In 2023 The Judicial Panel comprised of

- Aggrey Chabeda
- George Mbaye
- Daniel Ndaba
- Willy Ombisi
- Duncan Ndegwa

The panel heard cases from all the leagues, including the National Sevens Circuit.

The Appeals Panel comprised of

- Edward Rombo
- Andrew Musangi
- HInga Waiyaki

This team heard the appeals from decisions made by the KRU in all departments.

Work began on a revised KRU Constitution to be followed with revised Regulations once adopted.

10. Commercial

2023 was an encouraging year with several partners opting for various products within the game. Some challenges were also experienced in a key area – broadcasting rights.

Commercial Partners

Media Rights Partner:

Mediamax continued in this role, however the relationship was a challenge with reduced visibility for local games as well as uncertainty of receipts.

Sportpesa

Supported Shujaa as well as the National Sevens Circuit. Are ready to increase their participation level.

Tusker (EABL)

Supported both the Simbas and Lionesses for the Victoria Cup. They also came in and supported the Safari Sevens that played a big role in its revival.

Minet Insurance

Gave some support to the National Teams by providing travel insurance cover.

World Rugby

Supported Shujaa in the HSBC Sevens World Series

Continued with the Union Development Investment Programme

Supported the World Rugby Under 20 Trophy hosting requirements

Supported the High Performance Programme – ensuring we get technical support from Chris Brown and Jerome Paarwater

Coca Cola Limited

Continued to provide hydration requirements for the teams.

Came in as major sponsor for the World Rugby Under 20 Trophy as the Hydration and Sustainability Partner. They also supported The Under 20 Barthes Trophy, Safari Sevens and clubs in their events.

Liquid Telecom

Supported the World Rugby Under 20 Trophy with internet connectivity at heavily discounted rates for the Stadium connectivity requirements.

Team Sponsorship



Only Shujaa had a jersey sponsor during the year.

Simbas and Lionesses had a short-term sponsor for the Victoria Cup.

Kit Sponsor

BLK continued in this role – providing match and leisure wear to all the National Teams.

Jersey Sales

2023 these continue to be revenue stream for the Union, it is however constrained by the amounts required to invest wholesomely in this.

Government of Kenya Funding

SASDF (Sports, Arts and Social Development Fund) provided support for the below:

- Under 20 Barthes Trophy 2023
- World Rugby U20 Trophy 2023
- National Teams were also supported in preparation costs, travel and local camp allowances. Player allowances were paid directly to the players.

World Rugby Funding

World Rugby continued to provide funding for the Men's 7s programme as well as the Union Development Investment Programme (DIP) as follows:

Rhinos Rugby

A special appreciation goes out here to Rhinos Rugby, out of San Clemente California who continue to support our programmes. This year they provided support to the Simbas to participate in the Msanzi Challenge. They also sponsored the Lionesses for the 2-match tour of South Africa. They continue to take up players in their programmes, to date almost 10 players are part of their development camps.

11. Finance Performance

Income

There was an Increase in Revenues in 2023 compared to the previous year due to increase of government support for hosting Barthes U20 and World U20 Trophy tournament.

Expenditure

There was an Increase in overall expenditure due to: hosting World U20 Trophy, Safari 7s, Simba’s participation in Currie Cup & Victoria Cup in Uganda and Kenya, Women Participation in WXV3 Tournament in Dubai and Elgon Cup in Kisumu.

Financial Position Summary

- In 2023 the organization registered an Income of Kshs 420.5M for the year ended December 2023 and Expenditure of Kshs 450.5M over the same period resulting to a deficit of 30M.
- In 2022 the organization registered an Income of Kshs 303.7M for the year ended December 2022 and Expenditure of Kshs 367.5M over the same period resulted in a deficit of 63.7M.
- The organization received a total of Kshs 247.6M worth of Sponsorship in 2023 against Kshs 175.1M in 2022.
- Due to the Increase in expenses KRU Balance sheet deficit expanded from 97.4M to 127.45M in the current year.

Sponsor	Year 2023	Year 2022
Media Max Limited	19,928,356.00	44,465,354.00
Government of Kenya	171,919,426.00	104,808,257.00
Teita Sisal Estate	-	13,500,000.00
Sportpesa	36,790,000.00	6,000,000.00
Betsafe		1,000,000.00
Hemingways		1,831,000.00
KCB Bank		1,500,000.00
Minet Kenya Limited	575,000.00	700,000.00
Safaricom Ltd		250,000.00
EABL	15,000,000.00	

Coca-Cola	500,000.00	
NOC-K Grant	2,932,360.00	
Others		1,066,800.00
TOTAL	247,645,142.00	175,121,411.00

Source: KRU Financial Statements

NOTE: The Union deficit continues to grow due to insufficient revenue to cover our increasing activities. The leagues have not had a substantive sponsor in years and the National Teams are also without sponsors. This is despite improving on field performance and visibility for teams, especially the Lionesses.

12. Media and Communications

Kenya Cup

The media and communications team covered the 2023/24 league season across its digital channels such as:

- Kenya Cup Official Website - kenyacup.co.ke
- Twitter handle - @thekenyacup
- Facebook page facebook.com/kenyacup

There was also coverage of the subsidiary leagues i.e KRU Championship, KRU Nationwide League as well as the Women's Kenya Cup across these channels.

The incorporation of the Championship and Nationwide subdomains has catapulted the Kenya Cup website into a one stop shop for all news and information related to the KRU league competitions.

Barthes Cup, World Rugby U20 International Matches

Working in liaison with the Local Organizing Committee, Rugby Africa and World Rugby, the Media & Communications team was able to leverage on mainstream, digital and social media to deliver all round coverage related to the tournaments.

This entailed articles, feature stories and interviews to create awareness and encouragement to fans and the general public to attend the tournament.

The U20 tournaments were streamed live on the KRU YouTube Channel reaching viewers based within and out of the country.

National Sevens Circuit

The Media and Communications team was able to comprehensively cover the 2023 Sportpesa National Sevens Circuit. This was an all-around approach that involved pre-and post-tournament analysis as well as live updates and match day reports on the KRU Communications channels which proved to be a popular and reliable source of information, data and news in the absence of a live broadcast from the KRU Broadcast Partner. throughout the entire series

World Sevens Series

The Media and Communication team's coverage of the World Sevens Series revolved around the Kenyan national teams, Shujaa and Lionesses who participated in the series.

The coverage revolved around team announcements, player and coach interviews, real time match updates and social media postings across KRU media platforms.

Social Media Engagement

- The Kenya Rugby Twitter handles (@officialkru (131,327), @kenyasevens (85,761), @thekenyacup(29,516), @KenyaSimbas (15,185) @safariSevens (3,785) attracted a combined total of **9.85million impressions (views)** during the calendar year 2023. This averaged **820,000 monthly impressions** per month over the calendar year.
- The handles further attracted **333,800 engagements** over the calendar year, making for a monthly average of 24,800.
- The handles have a combined following of **224,576 likes/followers** across @officialkru, @kenyasevens, @thekenyacup @kenyasimbas and @safariSevens
- The Kenya Rugby Facebook pages (Kenya Rugby, Kenya Sevens and Kenya Cup) have a 198,426 combined following.
- These pages attracted **16.8 million** impressions over the calendar year 2023 which translates to **1.4 million impressions per month**.
- Additionally, there were **19.5 million engagements** on KRU social media posts in 2023, translating to **1.628 million per month**.
- The KRU official website, kru.co.ke attracted 137,752 visitors in 2023, an average of 11,480 visitors per month.
- The Kenya Cup official website attracted 80,763 visits in 2023, an average of 6,838 visits per month.
- In 2023, Media & Communications also intensified the coverage of age grade, training and education activities too.

13. Conclusion

Despite the challenges that came with 2023, it was an equally rewarding year. Inroads were made and the major highlight of the successful hosting of the World Under 20 Trophy may open new frontiers.

We have pledges from several partners, including the Government on key infrastructure developments, the largest the fifty acres to be used for the development of a stadium and a high performance facility. The Rugby Super Series will take off in 2024, also a major milestone and tool to be used in preparing our teams and technical teams for the challenges ahead. The properties when actualised will eventually boost our balance sheet as well and lay the ground for the next phase of Kenya Rugby. Several sponsors have showed interest in our products, one of whom has a keen interest in taking the leagues as the main partner. This will ensure some support trickles down all the way to the lowest levels. Several organisations are also keen to partner with us in our age grade and mentorship platforms, partnerships that will help raise our participation numbers.