

Media Release

5 July 2021

Bunnings launches new initiative to help local rugby clubs upgrade their facilities

Community rugby clubs across the country will have the opportunity to improve their clubrooms thanks to the introduction of the Bunnings Rugby Assist program.

Applications are now open and will close on 2 August. Five clubs will be selected to receive \$30,000 worth of Bunnings products and materials and another 15 clubs will receive \$10,000 of Bunnings products and materials.

New Zealand Rugby General Manager, Community Rugby, Steve Lancaster, said Bunnings Rugby Assist will go a long way to support grassroots clubs wanting a helping hand.

“Bunnings Rugby Assist is a fantastic opportunity for local grassroots clubs who are needing some extra support with improvements or upgrades to their facilities.

“We are thrilled to have a partner who wants to help us grow the game and support the players and their communities. Bunnings shares our goal of helping to build grassroots rugby, which is at the heart of every community in this country.

“There are almost 500 rugby clubs in New Zealand and they play a vital part in our game. It’s important to us that we have strong and welcoming clubs, that our players and communities are proud of. This is fundamental to creating healthy competitions, keeping the game strong and fulfilling the needs of those involved,” said Lancaster.

Director, Bunnings New Zealand, Ben Camire, says “Bunnings has a longstanding commitment to making a meaningful contribution to the wider community so we are really excited to kick off our partnership with NZR by launching an initiative that will make a positive difference to grassroots rugby.

“Bunnings Rugby Assist will not only provide clubs with Bunnings products and materials, but our team members are excited to roll up their sleeves and provide hands on support to the successful clubs, helping to get the job done so it can be enjoyed by all.

“Many of our team members are provincial rugby players, volunteers or spectators themselves and we know the important role grassroots rugby plays in building a connected community and many of our store teams are already involved in supporting their local rugby clubs. Bunnings Rugby Assist is one small way Bunnings can help grassroot rugby thrive and we look forward to building on this support,” said Camire.

East Tamaki Rugby Football Club Chairman Tamati Hawea said the new Bunnings initiative will provide local clubs with the supplies and support they need to make improvements for the benefit of both players and supporters.

The Bunnings logo features the word "BUNNINGS" in a bold, white, sans-serif font. The letter "B" is stylized with a red diagonal stripe. The logo is set against a dark teal background.



“We have a vision for our club - how we want it to look and feel for our players and supporters - and it’s not easy to execute it when we have limited resources. Having the opportunity for local clubs to access Bunnings materials and supplies to improve the functionality and aesthetics of club facilities is going to make a huge difference.”

Bunnings Rugby Assist ambassador and All Black legend, Stephen Donald, says the program is a great opportunity for community clubs to make their facilities more inviting for locals who might want to join and take part in the game.

“Grassroots rugby is the meeting ground for local communities everywhere, the birthplace of All Blacks and where I found my passion and love for the game. The support that’s given by the community at the club is so important to the players and keeps the sport alive.

“I’d encourage all local clubs to apply for the Bunnings Rugby Assist to make their clubs the best they can be for the next generation of rugby legends.”

Clubs can enter via: <https://bunnings.nzrugby.co.nz/>

Each application will need to provide the following:

- 400 words or less why the club needs the products/materials to update facilities and an overview of the planned project
- A video or photos demonstrating the need for upgrades
- A topline breakdown of key timings, incl. target completion date
- A topline breakdown of the budget

Bunnings Rugby Assist is part of New Zealand Rugby and Bunnings Warehouse three-year deal to sponsor domestic competitions and support community rugby across the country. Bunnings Warehouse is the primary partner and naming rights sponsor of the Bunnings National Provincial Championship (NPC), Farah Palmer Cup (FPC) presented by Bunnings, Bunnings Heartland Championships and Super Rugby Under 20s Championship presented by Bunnings.

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About Bunnings

Bunnings is a leading retailer of home and lifestyle products for consumer and commercial customers in New Zealand. We are a major supplier to project builders, commercial tradespeople and the housing industry. Bunnings employs more than 4,900 team members in New Zealand and in FY20 participated in more than 5,200 community activities, helping to raise and contribute more than \$1.1 million dollars for local community groups.

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