中國香港欖球總會

HONG KONG
CHINA RUGBY

CANDIDATE BRIEFING PACK

HKCR Club Coaching Hong Kong Football Club

中國香港欖球總會
HONG KONG CHINA RUGBY

CANDIDATE BRIEFING PACK

HKCR Club Coaching Hong Kong Football Club



Welcome

Thank you for your interest in this exciting role at Hong Kong China Rugby & Hong Kong Football Club.

Rugby in Hong Kong has a long and proud history, with HKCR earning its reputation as one of the leading rugby unions in Asia. With our Men's XVs having recently qualified for the 2027 Rugby World Cup, our ambitions for our Women's XVs team to be one of the best in Asia, and our aspirations for our 7s teams to qualify for the Los Angeles 2028 Olympics, there has never been a more exciting time to be a part of Hong Kong China Rugby.

We also have a thriving domestic competition, which we are looking to develop, as well as a strong community programme and undertake a wide range of philanthropic activities via our charitable foundation, Rugby For Good. Our Cathay/HSBC Hong Kong Sevens tournament is the jewel in the crown of the HSBC SVNS series and a commercial success that contributes significantly to the funding of the wide range of activities that we undertake.

The Club Coaching Officer (CCO) position is distinctive to Hong Kong, where the post holder will play a lead coaching role at the Premiership club combined with being a critical part of the coaching team for Hong Kong China Rugby representative sides. Further details regarding the role and application process are set out in this candidate pack.

If you are ambitious, collaborative and have the required leadership skills, experience and passion, then we would welcome an application from you.

Best wishes,
Simon Amor
HKCR Executive Director, Performance & Representative Rugby



Our Values

The Hong Kong China Rugby community upholds four core values: **Inclusivity, Respect, Integrity and Excellence.** These values serve as a foundation for creating a positive and supportive rugby culture.

INCLUSIVITY – We will consciously work to ensure equal opportunities for those who might otherwise be excluded. We will engage others and their thoughts to intentionally add varying, diverse perspectives and approaches.

RESPECT – We will respect others and their time by always being punctual. We will respect others and ourselves by always engaging in open and honest dialogue. We will respect others and their opinions by being open minded, listening without interrupting and being adaptable.

INTEGRITY – We will be authentic with others and ourselves. We will behave and make decisions for the greater good, independent of personal gain.

EXCELLENCE – We will approach each day with purpose, with the aim of performing above the norm. We will continually strive for self-improvement and encourage and support the improvement of others.



中國香港欖球總會
HONG KONG CHINA RUGBY

CANDIDATE BRIEFING PACK

HKCR Club Coaching Hong Kong Football Club



Our 10-Year Strategy

An integrated strategy across our three strategic pillars focused on optimising positive social impact for Hong Kong through rugby.

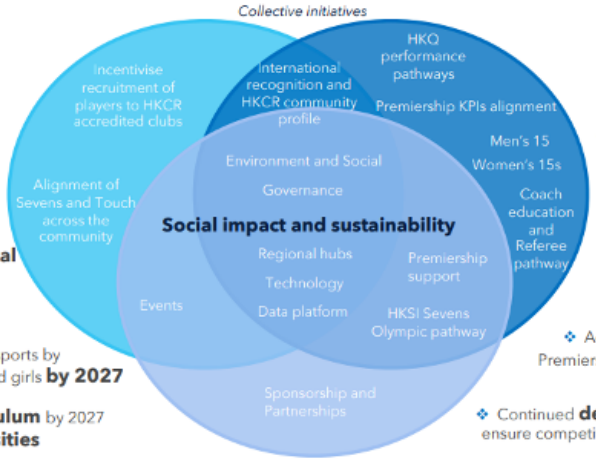
中國香港欖球總會
HONG KONG CHINA RUGBY

Purpose: "To optimise positive social impact for Hong Kong through rugby"
Mission: "To build a connected, sustainable ecosystem of rugby in Hong Kong"

Pillar 1: Community & Participation

Optimise societal impact through enhanced engagement, participation and retention

- Participation, engagement, and fan viewership of HKCR population to increase by **>10% annually**[1] from 2024/25 to 2028/29 season through a vibrant rugby community built around **Regional Hubs**
- Generate **15,000 registered participants** participating in the playing pathway and target **equal gender focus** recruitment efforts to change the gender split to **60:40**[2] **by 2027** across all ages
- Rugby Sevens to be ranked in the **top 3 team** sports by participation for both HKSSF and USF for boys and girls **by 2027**
- Rugby introduced to **local school PE Curriculum** by 2027 and **GBA clubs, local schools** and **universities integrated** into domestic club community



Pillar 3: Representative Rugby

Create famous HKCR role models who inspire people to engage in Rugby

- Achieve **4-year Tier A categorisation** at HKSI
- Qualify for Men's and Women's **Olympics** in **2028** and **2032**
- Win Men's and Women's **Asian Games 2026** and **2030**
- Accelerated provision for Women's Representative and Premiership to qualify for **Women's RWC 2025** & **2029**
- Continued **development** of the **Men's 15s programme** to ensure competitiveness in relevant regional and global competitions

Pillar 2: Sustainability

Ensure HKCR can achieve its goals on a sustainable basis

- Generate a more diverse revenue base from **3 major sources**: a) the HK7s, b) hosting a second major annual event and c) HKCR's digital platform
- Recognised as a **leader** in the sports industry across **sustainability – Environmental, Social and Governance**

中國香港欖球總會
HONG KONG CHINA RUGBY

CANDIDATE BRIEFING PACK

HKCR Club Coaching Hong Kong Football Club

JOB SUMMARY

The HKCR Club Coaching Officer will work closely with the HKFC Director of Operations, HKFC Club Chairman and the HKCR Head of Technical Rugby to ensure Performance Coaching is delivered within the Club and HKCR player/coach development frameworks.

ABOUT HKFC

The Hong Kong Football Club is one of the finest sporting clubs in Asia and boasts superb facilities across a broad spectrum of competitive and recreational sports. HKFC is also one of the largest and most successful sports clubs competing in local sports competitions. In addition, the Club hosts top international sports events throughout the year. Hong Kong Football Club strives to be not only a world-class venue for sport, but also a place to relax, meet friends and, above all, have fun.

ABOUT THE RUGBY SECTION

Rugby was first played at Hong Kong Football Club in 1886. Since then, the section has grown exponentially with the Club becoming a dominant force at the domestic level. Members of the Club continue to represent Hong Kong in both the 15 and 7-a-side formats of the game. The Hong Kong Ten's is held at the Club in the days immediately preceding the Hong Kong Sevens. Known as the "World's Best 10s" it is the leading ten-a-side rugby tournament in the world, hosting international standard teams from around the globe.

The rugby section currently has around 1,100 youth and 500 senior members playing at both the community and performance levels. On a weekly basis the club fields 7 men's teams and 2 women's teams. The 2024-25 season was an unparalleled success, with Hong Kong Football Club winning 4 League Titles & 3 Grand Championships.



KEY ROLES & RESPONSIBILITIES

HKFC RESPONSIBILITIES

- Coach of the Club's team which plays in the Hong Kong China Rugby (HKCR) Premiership competition with wider responsibility for all players that play and are selected for both the Premiership and Premiership A competitions (the "Performance Squad")
- Head Coach of the Premiership and Premiership A teams (the "Performance Teams"), including providing "coach the coach" role for all coaches who handle high-performance players
- Responsibility, with the wide coaching squad and the Club's Director of Operations, for player recruitment, welfare and retention of players in/for the Performance Teams
- Responsibility for liaising with the HKCR regarding all issues related to the Performance Teams and the Performance Squad, including, in particular, recruitment, welfare and retention of the Club's players who also play for/are contracted to the HKCR
- Responsibility for assisting in the identification, development, retention and welfare of future players for the Performance Squad including from throughout the men's Club and for the Club's youth men's section, with a particular emphasis on players that originate from Hong Kong or are qualified to play for Hong Kong China

HKCR RESPONSIBILITIES

- To provide specialised skill development, coaching and analysis to the HKCR Performance Players Programmes e.g. Academy, Performance Programme, Senior Representative teams
- Lead or support the planning for Representative campaigns as agreed with HKCR Head of Technical Rugby or equivalent
- To enhance the delivery of all performance programmes within the HKCR as agreed with the HKCR Head of Technical Rugby or equivalent
- Responsibility, with the wider coaching squad and the Club's Chief Operating Officer ("COO"), for player recruitment, welfare and retention of players in/for the Performance Team
- To create a player matrix for the youth and senior squads within the club and identify HKQ players for the Representative teams
- Responsibility, with the wider coaching squad and the Club's Director of Rugby Operations Officer ("DORO"), for player recruitment, welfare and retention of players in/for the Performance Team
- To attend regular HKCR CCO and Representative planning, reviews and upskill coaching sessions
- Attend HKCR staff meetings (as required)
- To assist in liaison between Referee Manager and the clubs with regards referee feedback, law training, and disciplinary issues and to meet with Referee Manager on a regular and ongoing basis to facilitate the above
- To demonstrate values that align with HKCR at all times
- Support and develop coaches within U16 & U18 youth, pathways and Senior club teams
- Support HKCR rugby initiatives, tournaments and leagues through coaching and technical support where required at U16 & U18 levels
- Liaise with youth coaches to monitor and retain players both in Hong Kong and overseas
- Co-operate with the media to enhance the profile of HKCR or our sponsors
- Have a positive influence on the Rugby community to inspire female athletes to participate in rugby



中國香港欖球總會
HONG KONG CHINA RUGBY

CANDIDATE BRIEFING PACK

HKCR Club Coaching Hong Kong Football Club

MAJOR EVENTS AND TOURNAMENTS

- There will be occasional requirements to assist with major events and tournaments, for which time off in lieu will be given
- The CCO will be given the opportunity to be involved with Representative team programmes and coach education programmes and will be given the opportunity to attend professional development courses such as coaching and refereeing

PROMOTIONAL DUTIES

- Participate, when reasonably requested by HKCR in any activity which is designed to promote the interests of the Union or its sponsors
- Not carry out, in this individual capacity, without the prior written permission of the Union (not to be unreasonably withheld), any sponsorship, advertising or other promotional activity should these activities clash with the interests of the Union or its sponsors
- Permit the Union to, during the period of the contract, use, reproduce and publish their name, voice, likeness signature, reputation and image, as the Union may reasonably require from time to time, in connection with any promotion of the Union or its sponsors

HONG KONG SEVENS

- There will be a requirement to work in some role throughout the tournament each year

YOUR PROFILE

- Degree-level qualification
- World Rugby Level 3 coaching certificate or equivalent
- Minimum of 3 years of relevant coaching experience at professional/performance and development levels
- Expertise in technical, tactical, analytical and psychological elements of the game
- Ability to identify and facilitate necessary player/team needs and to disseminate appropriate trends, techniques and philosophies throughout the Club and its associated partners.

Please apply with a full C.V. detailing your last salary, expected salary and available date of commencement if you were offered the position to:

Human Resources Department, Hong Kong China Rugby
Room 2001, Olympic House, 1 Stadium Path, So Kon Po, Causeway Bay, Hong Kong

or by email to hr@hkrugby.com on or before **8 Sep 2025.**

中國香港欖球總會
HONG KONG CHINA RUGBY

- Personal data collected will be used for recruitment purposes only
- Only short-listed candidates will be contacted directly



hkrugby.com