

PLAYERS PERSPECTIVE WITH ANDY ELLIS



2013 ITM CUP PLAYER OF YEAR



ANDY ELLIS IS AN ABSOLUTE CHARACTER OF THE GAME. AN AWARD WINNING LANDSCAPE GARDENER, A FORMER MORNING RADIO HOST AND BAND MEMBER, A FATHER AND HUSBAND WHO HAS RACKED UP OVER 150 SUPER RUGBY MATCHES FOR THE CRUSADERS. WE CATCH UP WITH THE CANTERBURY RUGBY ICON AND FORMER ALL BLACK HALFBACK BEFORE HE HEADS BACK TO JAPAN FOR TWO MORE SEASONS WITH THE KOBE STEELERS TO SHARE WHAT HE HAS LEARNED IN HIS 13 YEARS PLAYING RUGBY IN NEW ZEALAND.

ON COMMITMENT

I was lucky that I grew up in a positive environment, but my parents were into commitment. If I ever decided I was going to give something a go, I had to give it a bloody good go and be highly committed.

I remember that I decided I wanted to try and learn the piano, so I ended up doing it for four years! I soon learned that I had to be careful what I decided to have a crack at because Mum and Dad were going to make me stick at it. Now

I realise that it provided me with good discipline and work ethic. It made me appreciate that there were no short cuts - you simply have to work pretty hard. When you decide to throw everything at something, or really want to achieve a goal it is important to write down what that commitment looks like. Ask yourself how motivated am I to do it? Does it mean I am up earlier to train? By writing it down you can't escape from your plan - you can't hide from it. This is slightly different from the idea of choosing something when I was young and my parents making me stick to it. When I got to an age where I really knew what I wanted then I was able to set goals, and write down what the process looked like.

COPING WITH DISAPPOINTMENT

I think as a young player it is tough because you work hard for certain things and they don't always go how you want them to. One of the biggest disappointments for me was missing out on the Canterbury U19 team. I thought if I can't make it to the U19 team then I can't make it beyond that.

After finding out I didn't make the team I was driving home absolutely gutted and I pulled my car over and thought to myself, I have a decision to make here, will I stay positive and fight hard for my goals, or will I throw the towel in and focus on something else? I will give it everything I've got and have no regrets. I couldn't control the selection but I could control my attitude. I had the decision what my attitude was going to be, so I really embraced the challenge, worked really hard and had no regrets. By doing this, I knew I had done everything in my control and would see where it would lead. Off the back of that I got a few opportunities. I had the right coaches at the right games and got my chance.

I ended up playing for the teams I had dreamed of playing for and although in reality it wasn't always a smooth run there were some incredible moments.

ON PERSPECTIVE

I always tried to put things in perspective and my wife was really supportive in that. When I didn't get back in the All Blacks I still had

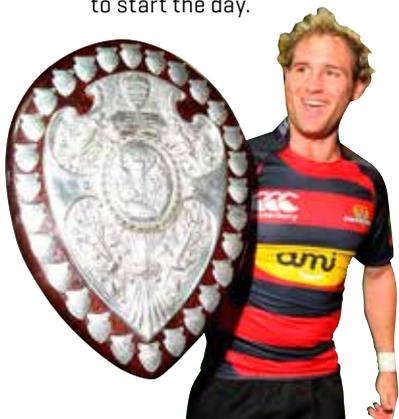
other wonderful teams to play in so concentrated on that. It is important to make peace with the outcomes out of your control and focus on the positives and appreciate the things you have. With the All Blacks I never got a clean run. When you're young if you get injured or are not selected it is going to be tough to take and you will watch your team mates, but you have to use that as motivation. You have got a genuine choice – you can either work really hard to come back and be a better player or you can give up. If you choose the first option you have no regrets and then it makes it easier to be at peace with yourself. This certainly comes with experience and age.



2011 RUGBY WORLD CUP FINAL

ON HAVING BALANCE

Having a balance puts the rugby stuff in a better perspective. When I am busy outside of rugby I find I am more connected when I go to training. Rugby is an intense environment so it is important to have things going on outside of rugby so you keep it all in perspective and it helps the enjoyment. I am a person who likes being busy and I think that holds you in good stead for life after rugby. I was doing morning radio before training every day and I really enjoyed it and found it a great way to start the day.



ANDY ELLIS IN 2006 WITH THE DAVE GALLAHER TROPHY FRANCE V NEW ZEALAND

It would enable me to thrive more in training because I was mentally in the zone when I was at training. When I was doing landscaping for garden shows I would finish training after doing work on's and then go and do landscaping work for the shows. When you are training you have to give it everything that is how you become the best you have to make sacrifices through decisions.

ON SOCIAL MEDIA

Interestingly Andy has no social media. I am a bit old fashion. I see guys come off the field and the first thing they do is check their phones. I am lucky if I get a few text messages! I see a place for social media and it has some real positives for connecting to the fans but for me I would rather live in the actual moment.

PERSONAL DEVELOPMENT

The Personal Development Managers really help with the stuff when you get into the adult world. They can help with things you previously might not have not had to think about like insurances, houses, wills, finances and careers. You get good support to make good decisions. As a professional player you can get fast forward into having to make big decisions quickly so it is important to tap into those resources around you. It is important to think about what you are going to do after rugby. Even if it is not set in stone, just so a player can genuinely have an idea in the back of your head. It sews the seed. You have to talk about a plan, even on a causal basis then you are not losing sight that you have to have something after rugby. Verbalising your plans helps.

It is a difficult when you don't know when your career is going to end and that could be through injury or deselection which are out of your control so you have to be prepared. As a player you do a lot of promotional events which can help with your networking for future careers. I have got interests in many areas so it is quite exciting. I have always tried to say yes to opportunities I have been given because I know they have been able to open some doors. I enjoy learning about new things, experiencing new things and meeting different people.

ON HIS JOURNEY

It is important to enjoy the social aspect with rugby because the friendships and connections are one of the things I will take away from rugby. You are always surrounded with people from different environments which is stimulating and as a player you know it is not forever, so it is important to network and make connections for life after rugby.

I spent a week in the Baa baas, it was such a fun week and I made great connections and really enjoy seeing the guys after the games now. Rugby provides great friendships and it is those that I will last long beyond the playing days.

ON HIS JOURNEY

It is essential to have a good solid support network that will be there through thick and thin. I am lucky my family and wife have been rock solid so I am very grateful for that. You learn a lot of your wisdom later in your career. I make sure that I really enjoy the moment, embrace it and try to enjoy it. Ride it with a smile on your face.



ANDY ELLIS AND RICHIE MCCAW, EDEN PARK, 2011 RUGBY WORLD CUP FINAL



THE ADIDAS ATHLETE

A DIDAS HAVE A LONG ASSOCIATION WITH SPORTS AROUND THE GLOBE AND CAREFULLY SELECT PLAYERS TO REPRESENT THEIR BRAND AS AMBASSADORS. THEY HAVE JUST EXTENDED THEIR LONG-TERM RELATIONSHIP WITH THE NEW ZEALAND RUGBY PLAYERS ASSOCIATION (NZRPA) REINFORCING HOW HIGHLY SUPPORTIVE THEY ARE OF PLAYER EDUCATION. THEY STATE THE REASON THEY SUPPORT THE NZRPA IS BECAUSE FOR ADIDAS, BEING PROFESSIONAL OFF THE FIELD IS JUST AS IMPORTANT AS BEING PROFESSIONAL ON THE FIELD.

They collaborate with some of the biggest names in sports, fashion, music and entertainment including Kanye West, Rita Ora, Stella McCartney, Pharrell Williams, Disney and Star Wars. They have some of the biggest names wearing their brand as ambassadors including David Beckham, Katy Perry,

Derrick Rose and Lionel Messi. From New Zealand they have Dan Carter and Sonny Bill Williams in their stable.

ADIDAS sponsor over 56 different types of sports around the world including the All Blacks, Real Madrid, Manchester United and Chelsea football teams. It is a €17 Billion business which has recorded impressive global currency neutral profits the last financial year of €720 Million.

What do they look for when they are choosing people and organisations to associate their brand with?

Andrew Wilson, Senior Global Sports Marketing Manager: [HBS] Team Sport of adidas answers a few questions about what they look for in Global Ambassadors, potential sponsors and brand collaborators.

PLAYERS OWN: What do you look for when you bring an athlete into the adidas family to be an ambassador?

AW: A young athlete needs to first and foremost fit with our brand positioning, and at the same time share similar values. We look for honest, passionate and committed individuals who are authentic, innovative and inspirational. The "Creator" athlete is young and a superstar in their chosen sport! Best in class and a standout with a bright future, however not only do they possess the qualities of a world class athlete on the field, court or in the pool but they are also socially active and influential within their peer group and beyond.

PLAYERS OWN: What advice would you give to young athletes starting out?

AW: Education is key make sure you have options should you need them. The sporting world is a very unforgiving one and in this, the professional era we are seeing players' careers becoming much shorter, sure athletes are being paid more HOWEVER the seasons are becoming longer, the hits bigger and the injuries more severe. It's still a long life post career, so always keep this in mind

when developing through the stages. At the same time its important young athletes take control of their careers, find people you can trust to guide and support your decisions. But most of all it's about enjoyment. Be sure to enjoy what you do and the rest should fall into place.

PLAYERS OWN: How important is social media from a sponsorship perspective for athletes?

AW: Social media is today's norm, it's a powerful medium through which players and brands alike can reach a target audience. Our athletes are our biggest brand ambassadors and through their social channels we can tell specific stories, drive campaigns and grow our influence. It's key for players to understand that their social platforms are very powerful and at the same time they need to take responsibility for how they use or abuse such channels. As a sponsor you want the athlete to be telling a organic story daily in which your brand features constantly through their channels, a before - during - after scenario in which adidas is a part of the athletes daily life be it during a gym session, in the game itself, or just

relaxing on a Sunday afternoon. When recruiting athletes we not only look at their performance on-field we are also looking at their social analytics, how many Instagram, Facebook and twitter followers do they have? Lionel Messi has c. 35 Million followers and David Beckham just fewer than 20 Million followers on Instagram the value these numbers bring to sponsors are limitless!!

The athlete today can no longer ignore social media, they need to embrace it and we certainly see that the new generation of athletes are very in touch with and understand social platforms, not only do they communicate through these channels but they expect us the sponsors to communicate via said channels too.

PLAYERS OWN: Obviously on the field performance is important, but how much expectation do adidas place on your athletes around off field performance?

AW: The days of an athlete being a product endorser are long gone. The expectations on athletes have changed. We are constantly looking for ROE [Return on Engagement] as well



LIONEL MESSI



DAVID BECKHAM

as ROI [Return on Investment]. Our athletes are in effect our ambassadors, they need to be 100% engaged with our brand at all times, they need to be sharing our messaging and stories daily. The adidas logo is worn by them at all times. Their social platforms are alive with organic, personal messaging about the brand. How they conduct themselves in front of camera and in an audience all play important roles in building that relationship with the player. Athletes need to be dynamic and willing to go beyond the 80 minutes on field.

PLAYERS OWN: How important has athlete involvement become with technology in designing sporting apparel?

AW: Athlete involvement has always been at the centre of product development for adidas, dating back to our founder Adolf Dassler who crafted the saying "Only the best for the athlete" and this still rings true today. Technology in the sporting goods industry has become cutting edge, in an environment where milliseconds can mean the difference between Gold and silver it's vitally important to understand how an athlete moves and what they need to make them the best. Of course new technologies and machinery can provide valuable feedback and insight but at times the very best feedback is direct from the athlete's themselves. Point in case when it comes to the All Blacks product, the team, and management are heavily involved from the start of the process providing invaluable input to ensure we develop the world leading technologies as seen during the RWC 2015.

PLAYERS OWN: When choosing athletes, artists, designers and

entertainers to collaborate with what process do you go through?

AW: When dealing with athletes, we involved our wider business team. As well as the markets in which the athlete might be relevant. Key to start is that the athlete has that something special, an exceptional talent either with a bright future or already well established in their chosen sport. At the same time we need to understand how the athlete will support our wider business objectives? Are they relevant to our target audience? Do they have a large social following? Do they transcend the vertical sport and are they a globally recognisable face? All questions and criteria we review when contemplating a young athlete. In rugby for example we also look at key positions which influence games, try-scorers or goal kickers. The Playmakers and "Creator" athletes both on and off the field.

PLAYERS OWN: How far in advance do you work with collaborators until products arrive in the stores?

AW: In Short the product development process end to end can take anything from 12 to 24 months; depending on the range and style and if the adidas futures team are involved, this is the time it takes from first designs to the product actually hitting the store shelves. However, when working with third parties, [artists, sportsmen] it can in reality take longer. Depending on the level of collaboration, as well as the materials needed to be sourced and availability of the athlete to input into the design process.

PLAYERS OWN: How do you stay at the forefront of such a competitive market?

AW: We have a very developed scouting and sports marketing

network globally, and as a business are constantly looking to redevelop our brand to ensure we stay relevant. In today's world the consumer expects more and instantly, they in effect are making the decisions for us. We adapt an open source approach meaning we listen to what the market wants and allow them to influence trends and decisions, at the same time it's all about speed to market.

DID YOU KNOW American track and field athlete Jesse Owens was one of the first athletes to use adidas shoes. He won four gold medals in the 1936 Olympics.

Business partners



Preferential providers



PLAYER PHOTOS



HIGHLANDERS' **PATRICK OSBORNE & WAISAKE NAHOLO** WITH SOME STUDENTS FROM KAVANAGH COLLEGE IN DUNEDIN. THE PLAYERS HAD SPENT TIME SHARING THEIR CAREER EXPLORATION EXPERIENCES AND EMPHASISING THE IMPORTANCE OF HAVING A PLANNED APPROACH TOWARDS ACHIEVING CAREER GOALS.

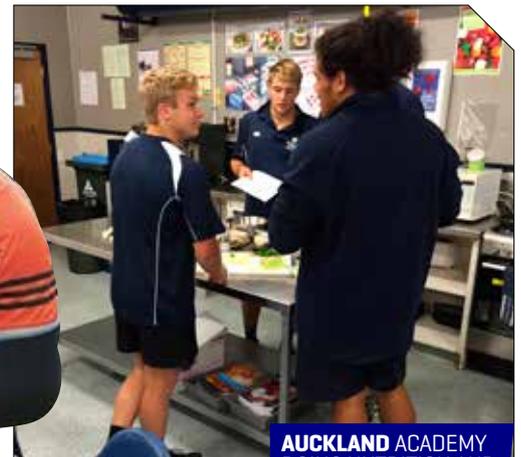


CRUSADERS **BEN VOLAVOLA** REFERRING A GAME AT THE CANTABRIANS FUN DAY



HURRICANES AT THE ADRENALINE FORREST

NEHE MILNER SKUDDER FROM THE HURRICANES WITH A TUATARA AT ZEALANDIA IN WELLINGTON



AUCKLAND ACADEMY DOING NUTRITION AND COOKING CLASSES



JACOB ELLISON, RODNEY SO'OIALO, PAUL STEINMETZ, SHANNON PAKU, STEVE SYMONDS & TIM WESTON AT THE HURRICANES ALUMNI DINNER

NEW PERSONAL DEVELOPMENT MANAGERS IN THE PROVINCES.

THE NZRPA AND NZR JOINTLY MANAGE THE PLAYERS PERSONAL DEVELOPMENT PROGRAMME (PDP) WHICH HAS PERSONAL DEVELOPMENT MANAGERS (PDMS) AVAILABLE TO WORK WITH EMERGING, CURRENT AND TRANSITIONING MEN AND WOMEN PLAYERS ON THEIR PERSONAL AND PROFESSIONAL DEVELOPMENT. THE PERSONAL DEVELOPMENT PROGRAMME IS THERE TO SUPPORT, GUIDE AND ASSIST PLAYERS IN THEIR CAREER, EDUCATION AND PERSONAL DEVELOPMENT, AND TO CHALLENGE PLAYERS TO GET THE BEST OUT OF THEMSELVES - BOTH ON AND OFF THE FIELD.

Below we welcome three new Personal Development Managers in the Provinces.

WAIKATO
RACHEL STEPHENSON IS THE NEW PERSONAL DEVELOPMENT MANAGER FOR WAIKATO RUGBY UNION.

Based in the Waikato for the last 25 years, Rachel has a strong background in mental health, business management and education. She is a trained nurse, has a Business Degree and education qualifications and owns her own consultancy business which specialises in quality, governance, auditing and facilitation. Rachel is the national Chair of two disability organisations and is passionate about developing people. She is looking forward to providing a smooth transition for the players and helping them to be their best in all areas of their lives.

HAWKES BAY
AFTER 11 YEARS OF BEING IN CONTROL OF SUPER RUGBY ON THE FIELD, CHRIS POLLOCK WILL TURN HIS ATTENTION TO HELPING PLAYERS TAKE CONTROL OF THEIR LIVES OFF THE FIELD. CHRIS HAS BEEN APPOINTED THE NEW PERSONAL DEVELOPMENT MANAGER FOR HAWKES BAY RUGBY UNION.



CHRIS POLLOCK

The Father of two retired from international refereeing in 2015. The multi-sport lover will hang up the whistle with 201 first class games to his name and is looking forward to being involved in rugby from another side. "I enjoy dealing with people and am looking forward to getting to know the players, seeing them grow and helping them to become better people and more successful," said the keen surfer. Chris, a qualified teacher and Director of Sport at Hasting Boys High, believes the Personal Development Programme is extremely important "One thing I have learned in my career is the more balanced your life is off the field, the better you perform. The end of your career comes round

pretty quickly and at the time you don't think so, but it does and you have to plan for it."

TARANAKI
LISA HOLLAND HAS JOINED THE PERSONAL DEVELOPMENT PROGRAMME AS THE TARANAKI RUGBY UNION PERSONAL DEVELOPMENT MANAGER.

The mother of teenage twins is excited about her new role and looking forward to empowering the players. Born in London, Lisa and her family moved to New Zealand in 2007 when she took up a role at Taranaki District Health Board as a senior Human Resources Advisor. After a few years in the position she took up a position at the Western Institute of Technology in Taranaki as the Human Resources Manager. Lisa has been involved with anti-bullying campaigns and worked more recently as the General Manager for a Youth Centre where she concentrated on the development of young people aged 12-24 years. In her down time, the keen animal lover with a great sense of humour enjoys getting in the garden.

WHAT THE Gallagher Chiefs ARE WATCHING...



Game of Thrones
The Block NZ

Peaky Blinders
My Kitchen Rules

WHAT THE Gallagher Chiefs ARE LISTENING TO...

Peanut Butter Jelly - Galantis
27 Club - Chloe Black
Work it out - Netsky

Chicken Fried - Zac Brown Band
Good Times - Ella Eyre



Camaraderie - Networking - Support - Advice

The NZRPA are working to establish a thriving network of retired **New Zealand Professional Rugby Players** across the country to provide camaraderie, networking, support and advice.

TIM WESTON FROM THE NZRPA WHO LOOKS AFTER THE NZRPA RUGBY CLUB SAID "WE ARE IN THE EARLY STAGES OF ESTABLISHING OUR RUGBY CLUB NETWORK, BUT WE KNOW THAT PLAYERS WHO COME ALONG TO THE NZRPA RUGBY CLUB EVENTS REALLY ENJOY THEMSELVES. THEY GET A LOT OUT OF THEM AND WILL HELP BRING OTHER FORMER PLAYERS ALONG TO HELP US GROW THEIR NZRPA ALUMNI RUGBY CLUB.

"We would like to encourage any retired professional players to attend any number of the events that we are holding."

The events create opportunities for former players to unite, spend some time together and re-establish the camaraderie that they got through rugby during their playing days. Events have already been held in Auckland, Hamilton, Dunedin and Christchurch with Wellington to be held in later in the year.

Former Chiefs player Steven Bates who has just returned from eight years of playing in Japan and attended the Auckland event said "Being from out of the region, I was a little bit apprehensive about going, but at the end of the day I was so glad I did.

"It was really good chatting to people that I haven't caught up with for ages, reconnecting and meeting new people.

"I took a lot of comfort from hearing other people share their stories about similar experiences they had transitioning out of rugby. I will definitely go to future events because I got so much out of it and I also learned about the services the NZRPA can tap into to help former players."

If you are a former professional player and wish to take part in any of these events or be added to the NZRPA Rugby Club database please email Tim.Weston@nzrpa.co.nz.



HUNTING DIARIES WITH SAM CANE



DURING ONE OF THE BYE WEEKS I MANAGED TO GET OUT HUNTING WITH A FEW OF MY CHIEFS TEAM MATES JOHAN BARDOUL, MAAMA VAIPULU AND STONEY CREEK OWNER BRENT MCCONNELL AND A FEW LOCALS.

After our Saturday mid-morning match review session we packed up and jumped into the Ute and started driving to our hunting destination of Taihape. It was fair to say the boys were a bit jaded from the game the night before, so we stopped in Taupo and loaded up with supplies and had a feed. We finally got to Taihape about 10 pm.

Not wanting to waste an opportunity, we got stuck in straight away and went out spotlighting on the big station with a few of the locals for a couple of hours. I was the first on the back of the Ute and I knocked off two Spika's in the first two hours. I couldn't believe my luck.

We came across two Spika's standing pretty close to each other. I shot the first one and the other one took off, so we turned the light onto him to follow him and I got him when he paused to look behind him.

Now the pressure was on the other boys to get something!

Maama jumped on the back and took over the duties as we carried on for another hour. We called it a day at about 1am and went to the hut, unpacked the Ute, had a feed and got a few hours shut eye.

A few boys opted to sleep outside which was freezing!

We got up early the next morning and the group split up. Maama and I went with the local shepherd while Johan, Brent and another local went the other way.

The sun was just starting to rise which provided enough light to see an amazing backdrop of rolling hills and fog filled valleys.

We walked for a few hours and spotted a couple of stags and hinds in the distance, but by the time we got within shooting range they had bolted.

Much to our disappointment, we spooked a 10-pointer stag. There was

a missed opportunity. At about 8.30am we parked up on a super high ledge to regroup. By that time the sun was fully out so we thought we had missed our chance to get anything.

We decided to carry on for one more walk. We were walking on a track and looked across to a clearing about 100m away and saw a young red hind. We could only see one, so Maama set up and shot it with pin point accuracy straight through the shoulder. As we were congratulating him we looked over and saw that another hind was in fact in the bush and had jumped out into the clearing, so Maama quickly reloaded and shot that one as well. The pressure was now off him.

We walked back to the hut and arrived about 10am to the other group cooking breakfast. They had not been as successful as us, and the pressure was mounting on them with plenty of banter flowing.

We went back with the motorbike and got the deer which we threw on the Ute and brought back to the hut and took down to the chiller at the Station homestead.

We went for a pig hunt for the next four hours on foot and walked over some steep terrain which would have kept our trainers happy. We saw a few deer in the long distance but they were too far away to even contemplate, so we just sat and watched them wallowing in the mud through the binoculars.

We got to the bottom of the massive hill and there was only one way out and that was to go back up it. To come away empty handed after all that effort was frustrating.

Maama and the shepherd continue pig hunting while Johan, Brent and I went to another spot as dusk approached. We found a spot with some good grass and a place where we hoped some deer would come out to enjoy, but there was nothing.

Thinking we would return empty handed again, we headed back to the hut. When we were about five minutes away from the hut Johan spotted one

in the distance down by a creek and he quickly jumped off and shot it. You could sense his relief after two days of getting stick from the boys that he would go home empty handed.

We all arrived back at the hut and celebrated the fact that Johan had finally shot something.

We enjoyed some fresh venison on the little gas cooker and then went out spotlighting again. We were unsuccessful so we returned the hut, and sat around pulling out some impressive yarns.

The next morning with the deer on the back of the Ute we dropped the shepherd's kids off to their local two classroom primary school in their Chiefs jerseys (even though the school has a uniform) and had a photo with the kids and threw the footy ball around with them which was top way to finish the trip.

The boys all have now got plenty of steaks, sausages and patties for the freezer, so that should see us right for the next few months.

Send a hunting or fishing photo and you could WIN \$250 worth of Stoney Creek gear of your choice!

The good folk at Stoney Creek have given us a \$250 credit for someone to spend on any Stoney Creek merchandise of your choice. We know you like things simple, so send us your best high resolution (that means we can print it, so needs to be 300kb in photo size) hunting or fishing photo to kylie.sousa@nzcra.co.nz and the best photo wins. Winner will be contacted by email to arrange your shopping trip and the picture published in the next magazine.

CRUSADERS TIM PERRY AND BEN FUNNELL WITH THEIR 142LB AND 170LB BOARS FROM THE DUNEDIN RAID DURING THE JUNE INTERNATIONAL BREAK.

