To whom it may concern,

I am pleased to provide this letter of support for the TGS Rugby Heritage Cup, an event that represents a valuable and timely contribution to the growth, development and celebration of rugby, both in Australia and internationally.

The TGS Rugby Heritage Cup aligns with the values and spirit of rugby, including respect, integrity, solidarity and inclusivity, while also supporting the game's global growth. As a positive international youth rugby initiative, the event provides young players with meaningful competitive opportunities, cultural exchange, and exposure to the broader rugby community.

The TGS Rugby Heritage Cup in 2027 is set to occur immediately prior to the Rugby World Cup, making rugby more accessible, relevant and inclusive to more people. By engaging youth players, families and supporters from multiple countries, it helps to grow rugby's fanbase and participation while reinforcing the global excitement and momentum generated by the Rugby World Cup.

The event also plays an important role in supporting youth participation and development pathways, while promoting the positive life skills rugby instils, including teamwork, discipline, resilience and respect. These outcomes extend beyond sport and contribute to stronger individuals and communities.

From an economic and tourism perspective, the TGS Rugby Heritage Cup delivers clear international visitation and cultural exchange benefits. Hosting the event in a regional destination highlights the importance of showcasing what regional Queensland has to offer, supporting travel dispersal and promoting Queensland beyond its major metropolitan centres.

The event's ability to bring international teams, families and supporters into regional communities provides direct economic benefits to Toowoomba through accommodation, hospitality, retail and local services. In addition, the proximity and timing of the event create opportunities for participants and spectators to extend their stay to attend Rugby World Cup matches, further increasing visitation and length of stay.

These factors collectively support visitor dispersal, extended stays and regional tourism growth, while positioning rugby as a powerful platform to promote unique regional tourism experiences across Queensland.

Importantly, the TGS Rugby Heritage Cup offers a long-term legacy, contributing to sustained participation in rugby, community engagement, tourism development and ongoing regional benefits well beyond the event itself.

For these reasons, we support the TGS Rugby Heritage Cup as a rugby event that delivers meaningful sporting, social, cultural and economic outcomes.

Yours sincerely,

Chris Stanley
Managing Director, Rugby World Cup Australia