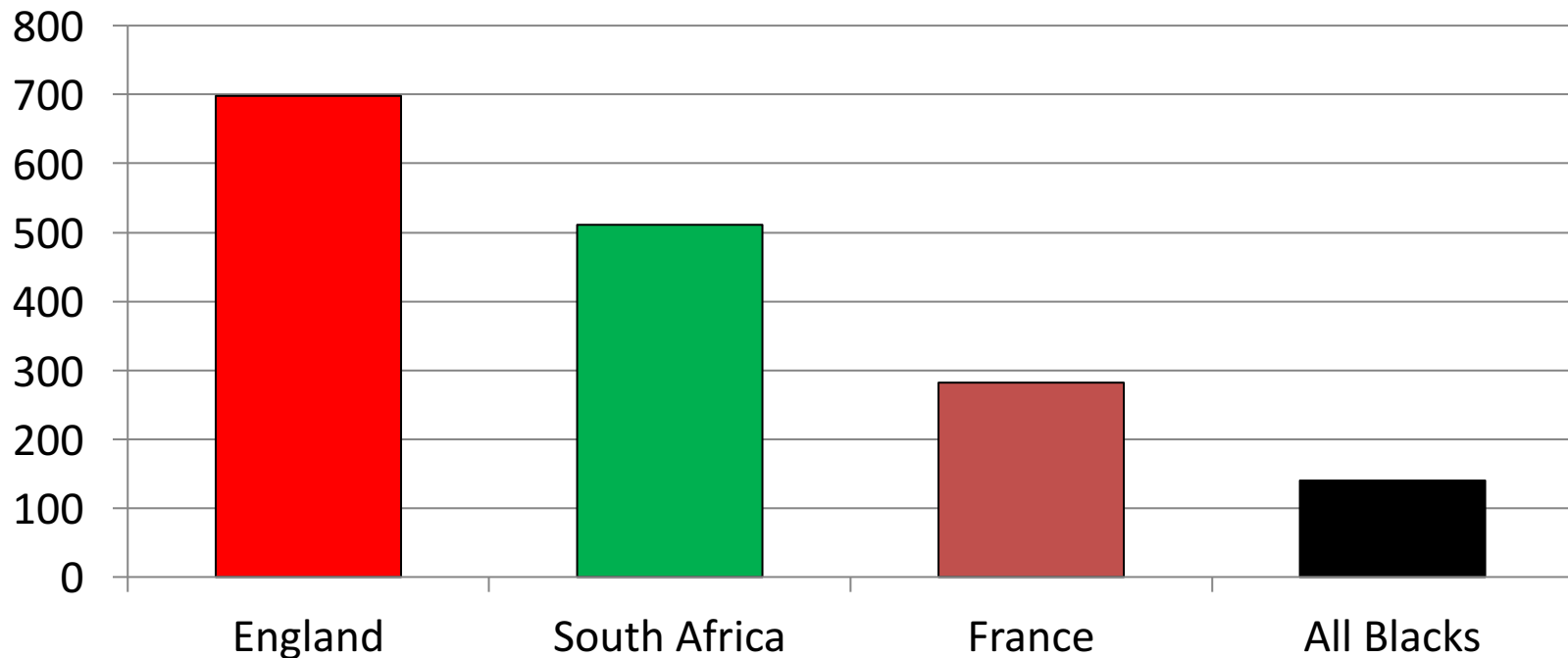


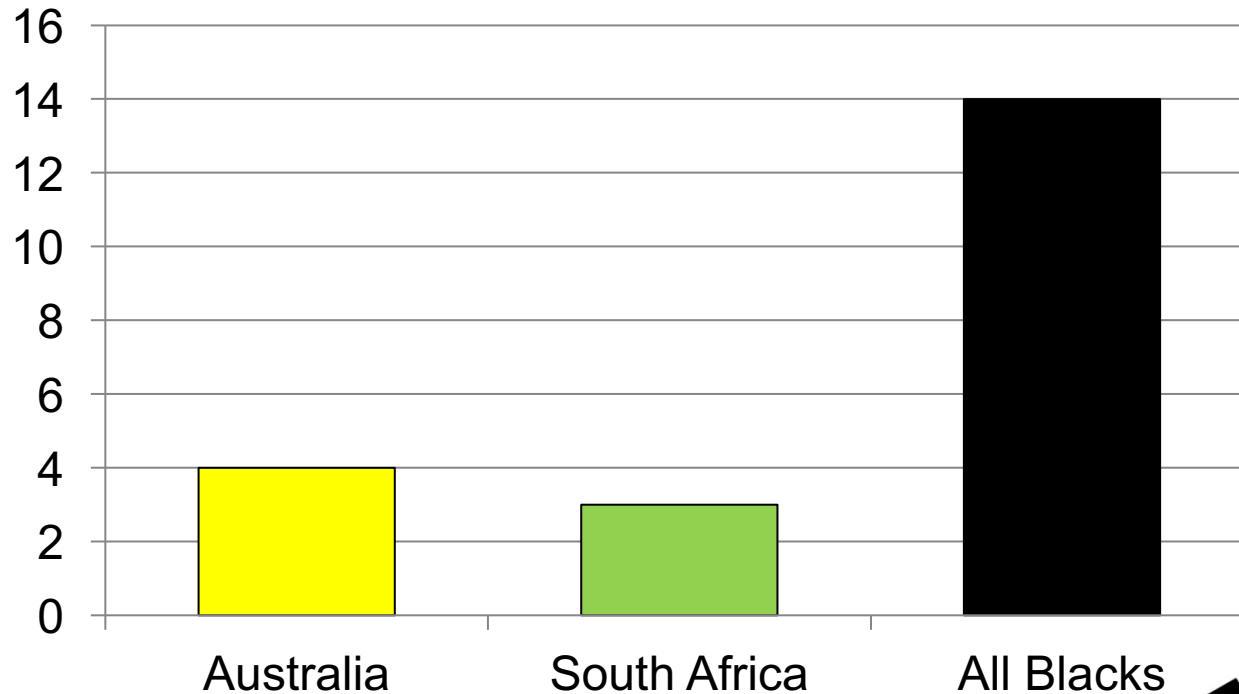


PLAYING NUMBERS (000S)



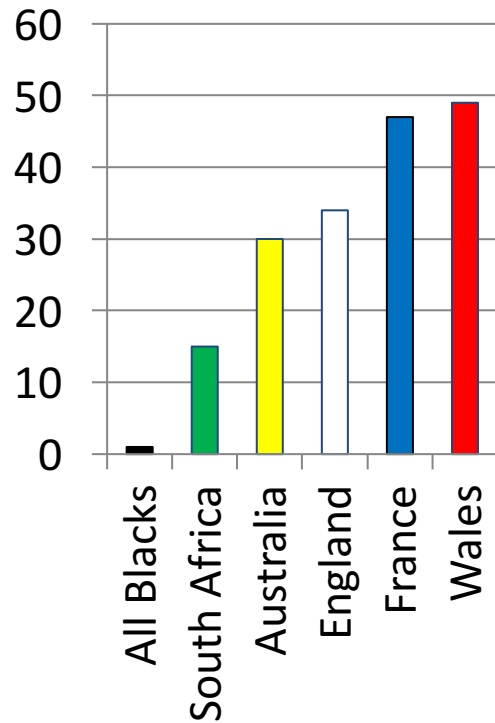
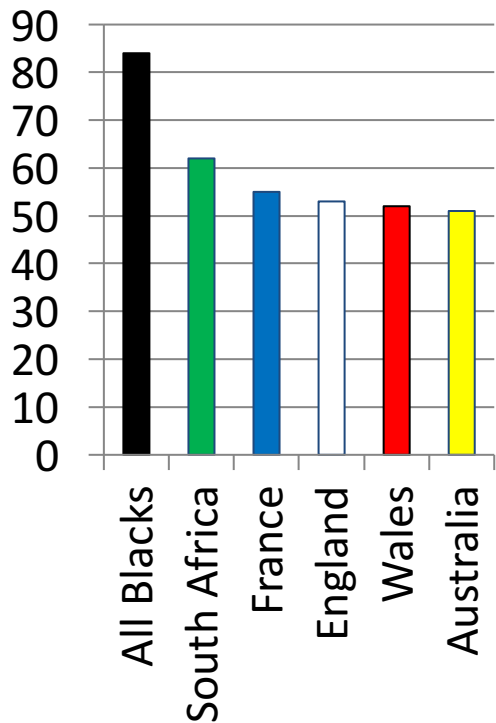


TRI-NATIONS CHAMPIONS



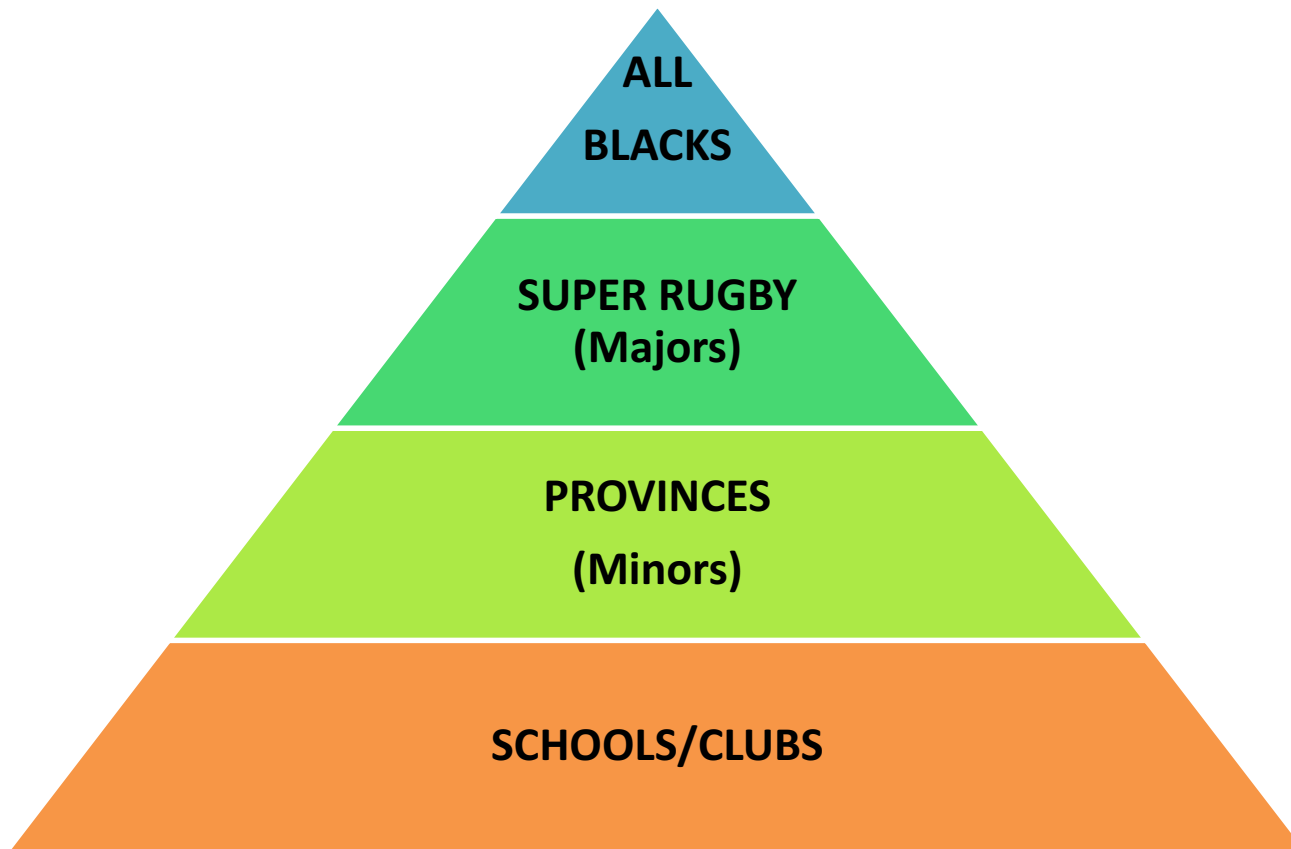


Wins & Losses (20+ points)



What makes the All Blacks so successful?









"Some jerseys are designed to keep you warm... Others send a shiver down your spine."





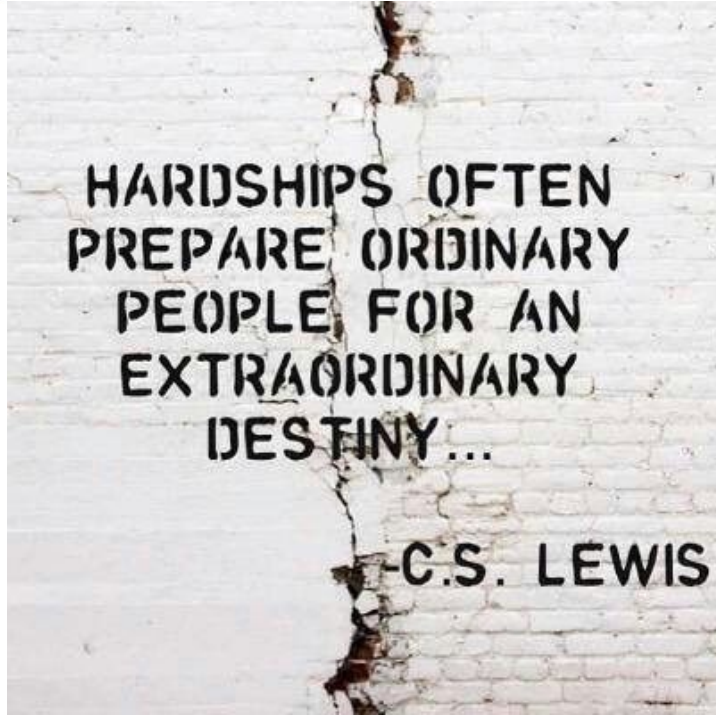
Peer Leadership
Self Leadership

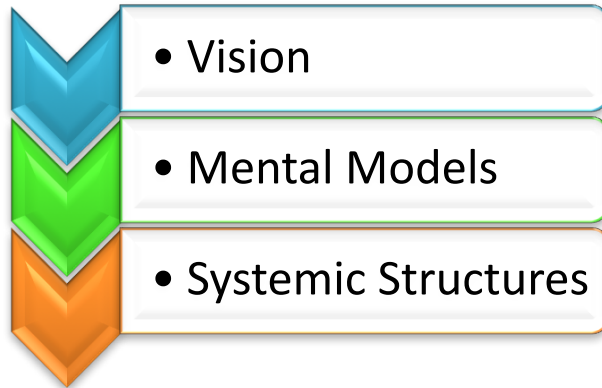
Better People make
Better All Blacks





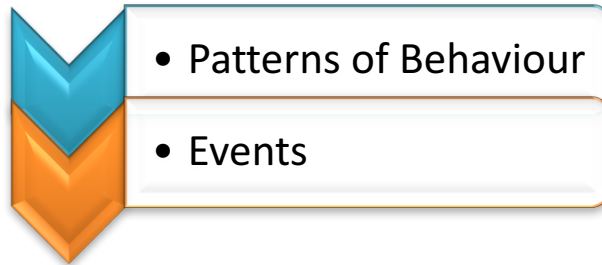
Character





LEADERSHIP

“Doing the right things”



MANAGEMENT

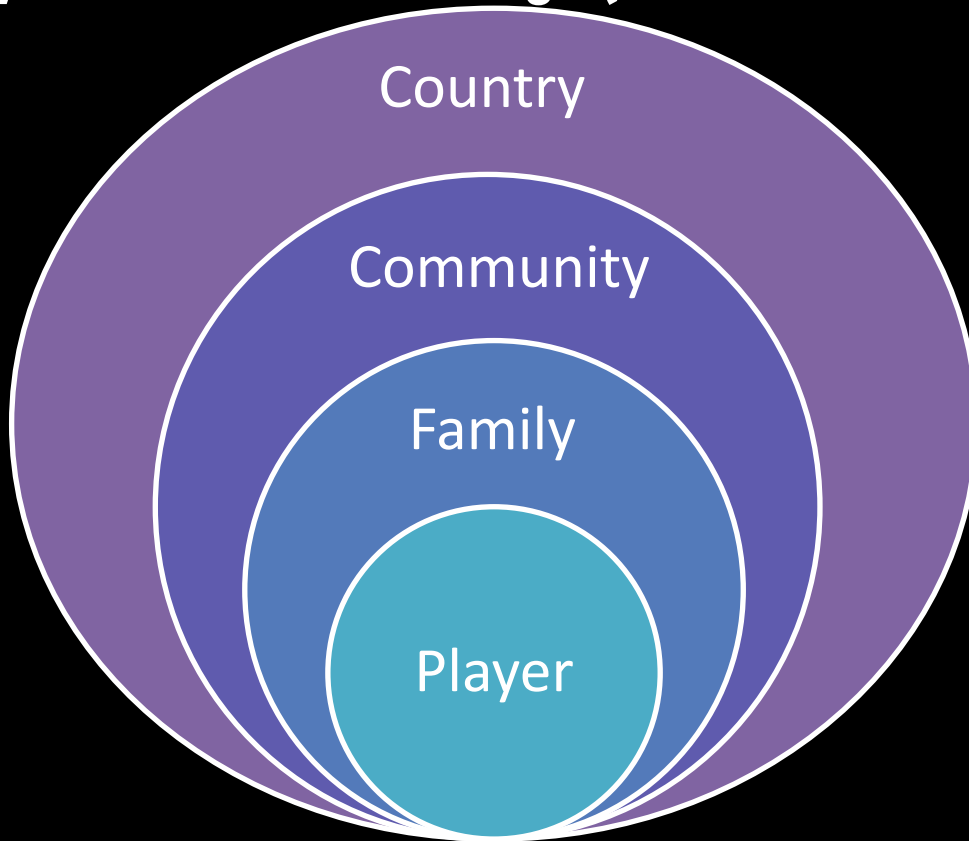
“Doing things right”



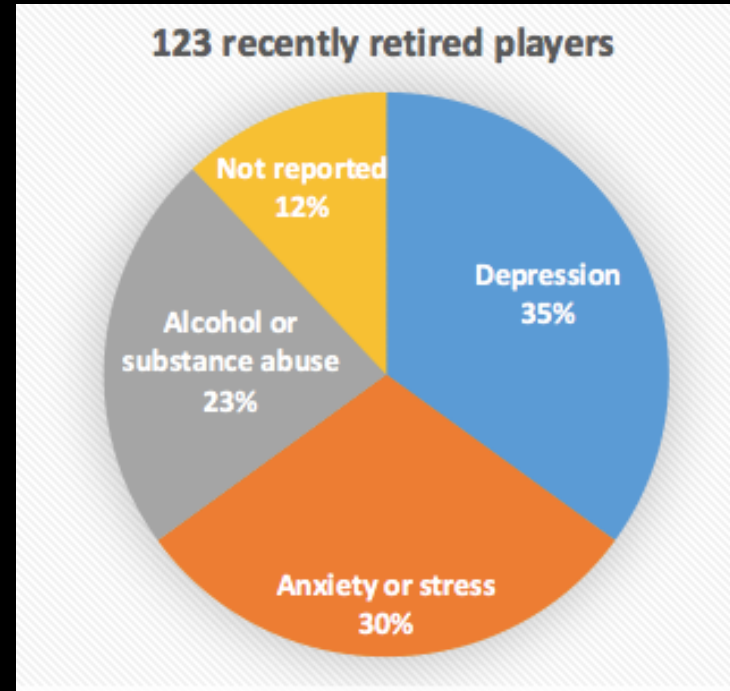
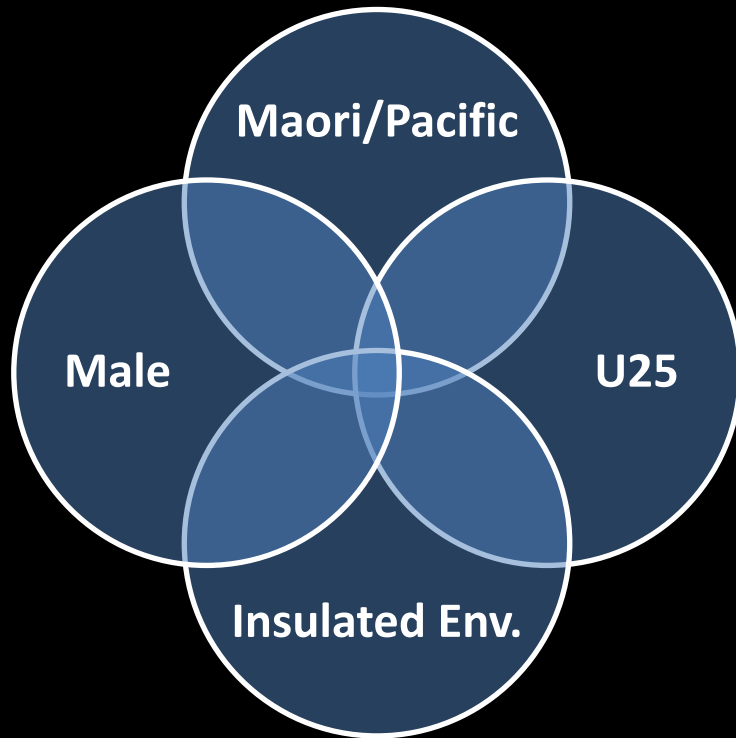


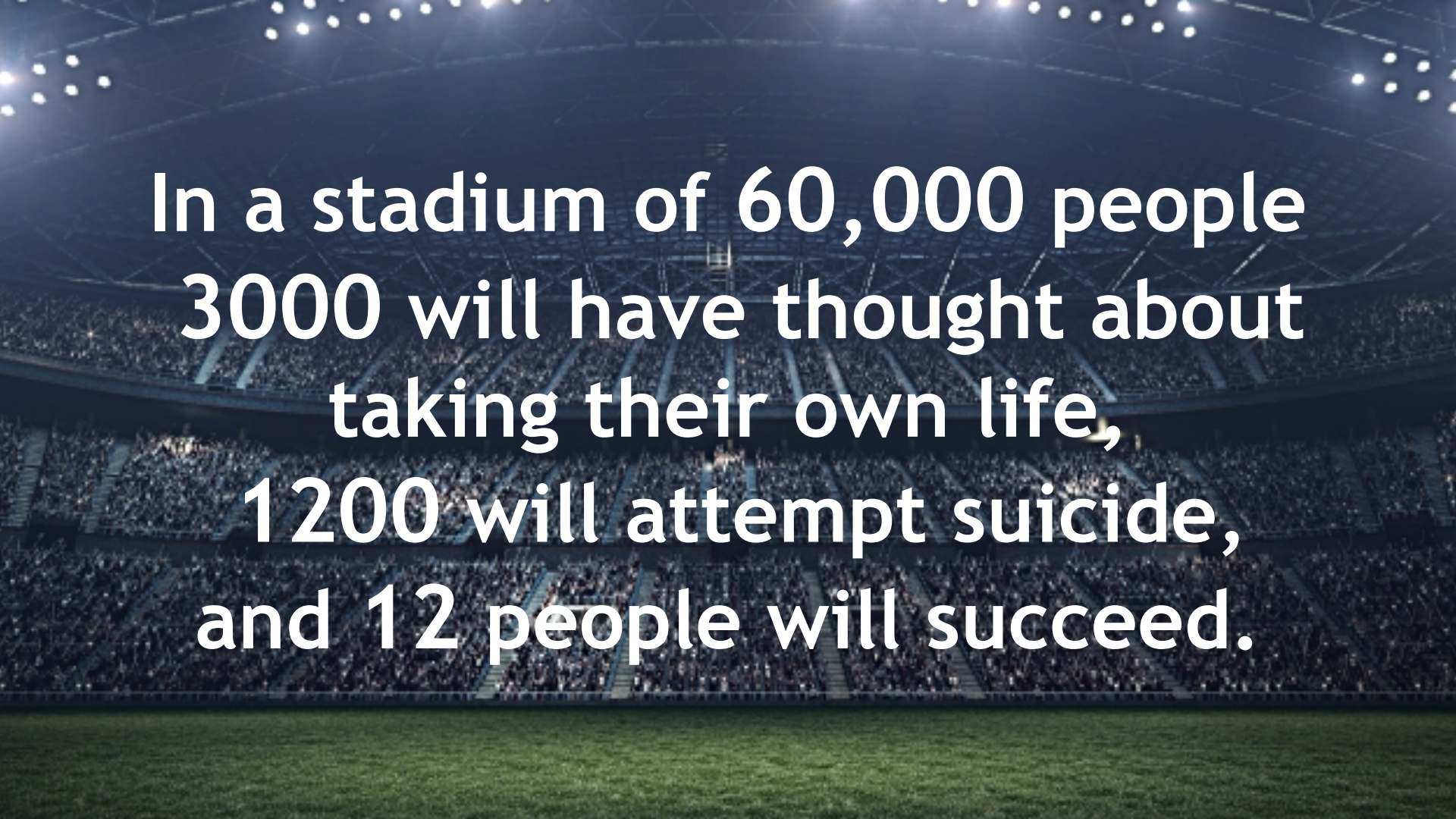
“Inspire and Unify”

Rugby as a vehicle for change (start the conversation)



Rugby's high risk





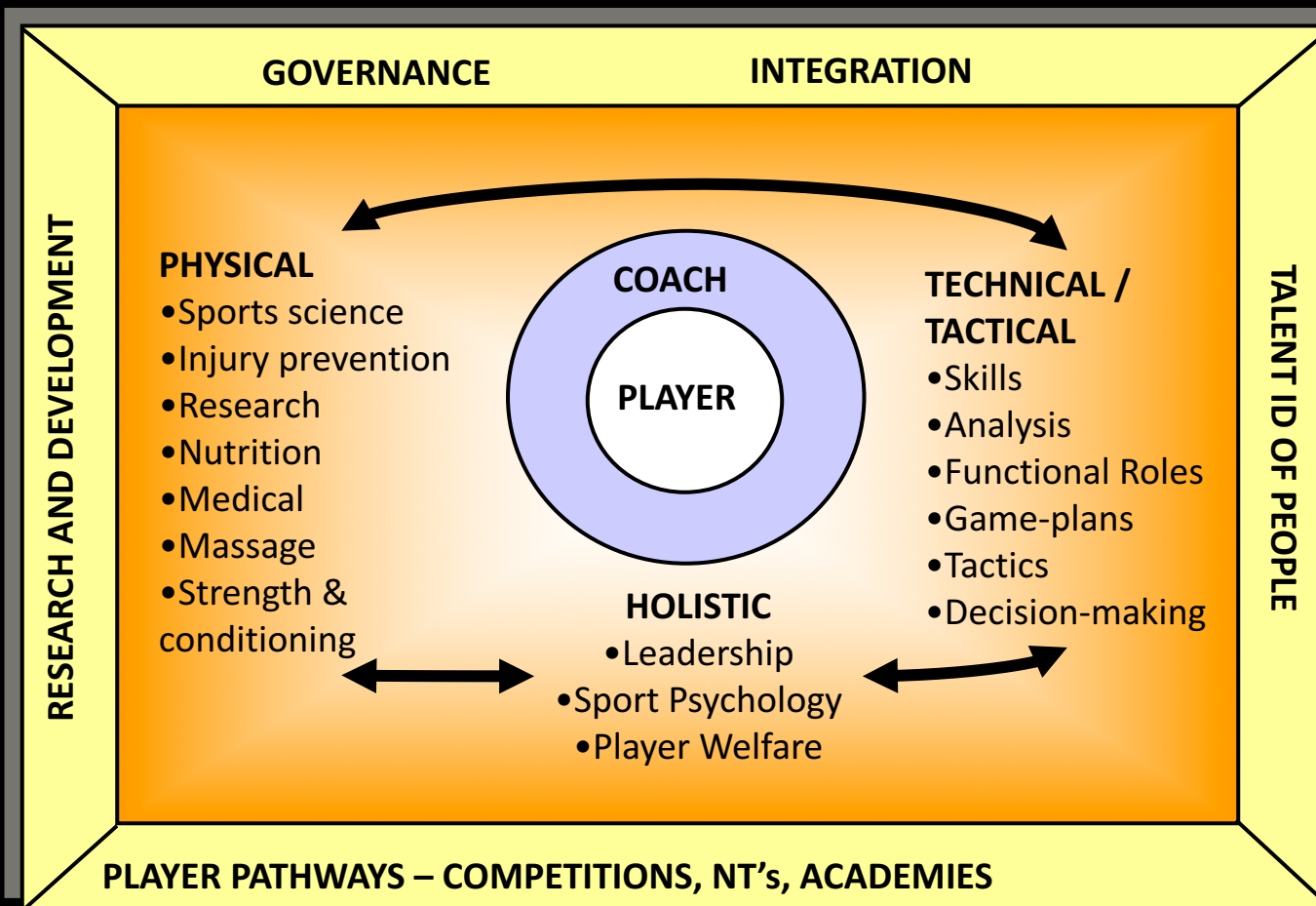
In a stadium of 60,000 people
3000 will have thought about
taking their own life,
1200 will attempt suicide,
and 12 people will succeed.

FEEL A BIT OFF?

It's more common than you think.

1 in 5 Kiwis experience some form of stress, anxiety and depression. Rugby and the sporting community are no different. Headfirst can help.

Scroll below to get started and hear players talk about their experiences.





There are no silver bullets



THIS IS NOT A JERSEY. THIS IS A PORTAL THROUGH WHICH MEN PASS. THIS IS NOT MATERIAL. THIS IS FABRIC THAT BINDS US TOGETHER. THIS IS NOT A SOUVENIR. THIS IS A REMINDER OF ALL WHO HAVE WORN IT BEFORE US. THIS IS NOT BLACK. THIS IS THE ABSENCE OF FEAR. THIS IS NOT A UNIFORM. THIS IS A COUNTRY UNIFIED. THIS IS NOT A JERSEY ONLY 22 MEN WEAR. THIS IS A JERSEY FITTED FOR FOUR MILLION PEOPLE. THIS IS VICTORY & LOSS, BUT WILL NOT BE DEFEATED. THIS IS EVERYTHING BUT A "JERSEY".

