



CRUSADERS
MĀ PANGO MĀ WHERO

INTERNATIONAL
ACADEMY



VISION DRIVEN. VALUES BASED.

**ELEVATE YOUR CLUB
WITH WORLD-CLASS
KNOWLEDGE & EXPERTISE**

www.crusaders.co.nz/development/international-academy

Crusaders International Academy Overview



INTERNATIONAL
ACADEMY

SINCE 2008

The Crusaders International Academy offers a comprehensive program package designed to elevate the performance and professionalism of rugby clubs globally. This program provides a unique opportunity to learn from the renowned Crusaders franchise, steeped in a winning tradition.

Through a combination of onsite and remote programs, the Crusaders International Academy will work closely with your club to identify areas for improvement and implement customized solutions.

15

Super Rugby
Championships



30 Total Seasons

300

Capped
Crusaders



47

All Blacks
Players Produced



1568

Players & Coaches
Hosted in Christchurch



52

Rugby Clubs Impacted
Across the Globe



By partnering with the Crusaders International Academy, rugby clubs can tap into a wealth of knowledge and experience, fostering a culture of success and establishing a sustainable foundation for long-term growth.



Director Grant Keenan with Residency Player in Christchurch, NZ

Crusaders are 2025 Super Rugby Champions



15 out of 30 Seasons Super Rugby Champions

50% of the Championships since 1996
32-0 Playoff Matches at Home

Crusaders International Academy Framework

The **Crusaders International Academy Framework** is a holistic approach to rugby development that emphasizes continuous improvement and sustainable success. It is built on the foundation of a **Winning Mentality**, fostering a culture of learning, growth, and leadership at all levels of the organization.

This mentality is characterized by a relentless pursuit of excellence, a growth mindset that embraces challenges, and a commitment to inspiring others to reach their full potential. This mentality drives the framework's interconnected components:



Growth Program

With a legacy built on innovation, high-performance coaching, and a championship mindset, the Crusaders provide a proven framework for long-term success—no matter where you are in the world.

Onsite At Your Facility

First Annual Onsite Visit

5 days on the ground

- Coaching Development
- Player Development
- Community Activation

Includes 2 High-Performance Coaches

Second Annual Onsite Visit

5 days on the ground

- Coaching Development
- Player Development
- Fundraising Event

Includes 2 High-Performance Coaches

Remote

Bi-Monthly Leadership Round Table

6 sessions | 90 min. per session

Monthly Zoom call with your team & Crusaders staff to discuss, challenges, questions, changes & updates made to the program.

Post-Season Review

Analysis Report | 90-min. meeting session

We translate season performance data and individual player insights into a strategic blueprint for next season's growth and success.

Packages start at \$10,000 USD

Does not include flights, accommodation, food and airport transfers.

Additional coaches available for an additional fee.

2025 Availability: 3 Program Spots (Annual Commitment)

Our customized programs ensure measurable growth and impact. With limited availability for 2025, now is the time to take your club to the next level. Join us and bring the Crusaders' winning legacy to your team!

Additional Programs

Whether you're a player, coach, or strength & conditioning professional, our programs provide hands-on learning, expert mentorship, and deep insights into high-performance rugby.

Onsite in Christchurch, NZ Rugby Park, Home of the Crusaders

Player Residency in Christchurch, NZ

Available through March, April, May,
June & July (Up to 18 weeks)

\$850*
USD
per week

Coaching Course in Christchurch, NZ

May 12-23, 2025 [SOLD OUT]
May 2026 Dates TBD [25 Spots]

\$2,800*
USD

Customized Coaching Immersion in Christchurch, NZ

Available Jan through May
[7-10 Days]

\$2,500*
USD

Customized S&C Immersion in Christchurch, NZ

Available Jan through May
[5-7 Days]

\$2,000*
USD

Remote

Access to Hudl with Crusaders Trainings

Every Crusaders training, resource
available for your viewing

Inquire
for
pricing

Online Leadership Course

Interactive course at a set time
throughout the year

www.crusadersleadership.com

\$995
USD

February 17-30, 2025 [Complete]

May 12-25, 2025

August 4-17, 2025

November 10-23, 2025

*Does not include Flights, Accommodation, Airport Transfers & Food/Beverage

By partnering with the Crusaders International Academy, your club gains direct access to a winning legacy, ensuring long-term success and sustainable growth.

Are you ready to take your rugby program to the next level?



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Coaching Staff



Grant Keenan

Current Director Crusaders International Academy
Former Technical Director for Men's USA Eagles
Former Black Ferns Assistant Coach
World Rugby Educator



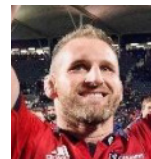
Kendra Cocksedge

Black Ferns #142
Most Caps Black Fern



Alama Ileremia

Current Anthem RC
Head Coach



Kieran Read

All Black #1083



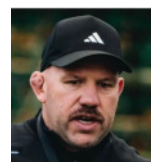
Ryan Crotty

All Black #1124



Ashley Jones

Former All Blacks Strength & Conditioning Coach



Jason Ryan

Current All Blacks
Forwards Coach



Tony Flay

USA Eagle #198



Simon Kneebone

Current Matatú
Forwards Coach



Elvis Seaveli'i

Current Anthem RC
Asst. Backs & Skills Coach



Shane Fletcher

Current NZ Black Ferns 15s & 7s HP Manager
World Rugby Educator



Scott Lawrence

Current Men's USA Rugby
Men's GM & Head Coach



Reuben Thorne

All Black #988



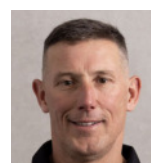
Kevin Flynn

Current Seattle Seawolves
Team Manager



Brad Mooar

Current Crusaders Attack Coach
Former All Blacks Asst. Coach



Aaron Webb

Current Crusaders
Team Manager



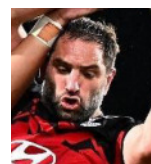
Whitney Hansen

Current Matatu
Head Coach



Dan Perrin

Current Crusaders
Forwards Coach



Sam Whitelock

All Black #1104



Willi Heinz

England #1410



Case Studies: Growth Program

MEN



USA National Team

2022 - 2024
United States

Technical Director for the Men's Eagles program supporting 2 major tours as they emerged from spot 18 to 16 in the World Rugby rankings.

MEN & WOMEN



Wollongong University

2019 - 2022
Wollongong, NSW, Australia

Developed a multi year program that supported the growth of the player on campus and developed the overall skill set & rugby IQ.

WOMEN



Navy Rugby

2024 & 2025
Washington DC, USA

Annual program to support the recruitment efforts on campus with player development and culture building programs.

MEN



Hino Red Dolphins

2019 - 2023
Hino City, Shiga Prefecture, Tokyo, Japan

Player & coaching support for the Hino Red Dolphins in Japan's League One Competition. This development was excited both at Hino's Headquarters & at the Crusaders.

MEN



Tokai University

2022 - Current
Yoyogi, Tokyo Prefecture, Japan

Regularly supporting Tokai's University rugby program with technical and tactical guidance both on and off the training field.

MEN

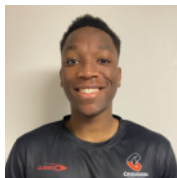


Verona Rugby Academy

2023
Verona, Italy

A two-week playing program at the Paganini Center in Verona, Italy coached by Reuben Thorne and Grant Keenan.

Case Studies: Player Residency Program



Tinaye Ngorima

Harvard University

"I have been surrounded with some of the better players & coaching I have been apart of. The level of detail is broken down into simple parts that I haven't seen before"



Eamonn Lay

Harvard University

"The skills I learned here will help me in life, business and sport. Everything is connected and I really enjoyed my time here in Christchurch."



Henry Whittaker

Guernsey Rugby Club

"Both the on field skill and the off field culture make me understand what it takes to be the best club in the world. I am very impressed."



Sydney Davis

Stanford University

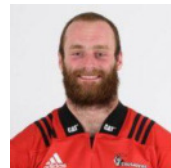
"A transformative experience that elevated my understanding of rugby, professionalism, and leadership. I learned how to read the game, refine my skills, and develop the strength needed to compete at a high level."



Mahie Wilhelm

Stanford University

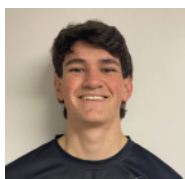
"Professional mentorship and training at CIA expanded my rugby horizons. Gratitude to the coaching staff and lifelong friends from Ōtautahi."



Oli Jager

Munster & Ireland International

"I learnt more than I thought I could have imagined, from rugby to life through the training and lectures that were provided with some of the best coaches and players in NZ."



Chad Hagen

St. Bonaventure University

"My experience was transformative, teaching me a professional athlete's lifestyle while connecting me with global friends through unparalleled opportunities."

Case Studies: Team Residency Program



Waverley College

Sydney, Australia

Program: Week-long High-Performance Camp for 1st & 2nd XVs

Date: April 2025

MEN

Challenge: Waverley College sought a world-class training environment to prepare their top rugby squads for an upcoming tour, aiming to elevate skill levels, foster a high-performance culture, and deepen their understanding of elite rugby.

Solution: Waverley College chose the Crusaders International Academy for an intensive week-long camp, culminating in a game before their tour. The program immersed players and staff in the Crusaders' professional environment.

Results: Lachlan Drew-Morris, Head Coach of Waverley College, lauded the experience as "truly world-class." He highlighted the "professionalism, attention to detail, and coaching expertise" that provided a "unique opportunity for both our players and staff to grow." The camp's focus on high-performance culture, skill development, and leadership significantly challenged the team, leaving them "inspired, better prepared, and with a clear understanding of what it takes to perform at the elite level."

Impact: The Crusaders International Academy proved to be an "unforgettable and highly valuable part" of Waverley College's New Zealand tour, demonstrating its capacity to deliver tangible improvements in team performance and mindset.



CONTACT US

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