CRUSADERS
MĀ PANGO MĀ WHERO
GLOBAL ACADEMY

2027 COURSE IS OPEN

CHRISTCHURCH, NZ

COACHING COURSE

Two weeks inside the Crusaders' coaching operation.



10 – 21 MAY 2027 / LIMITED TO 22 COACHES / HIGH SCHOOL LEVEL & ABOVE

01 · OVERVIEW

COURSE AT A GLANCE

ELEVATE YOUR GAME

An intensive two-week program designed for ambitious men and women coaches seeking to elevate their expertise.

Participants gain direct exposure to Crusaders' coaching methodologies, session planning, technical development and tactical awareness, player management strategies, and performance analysis techniques.

WHERE	Rugby Park, Christchurch, NZ
WHO	Men & women coaches, high school level and above
WHEN	Monday 10 May – Friday 21 May 2027
LED BY	Grant Keenan, Crusaders Global Academy Manager

22

Coaches per course, to keep numbers down and connection high

37

Presenters across the Crusaders, Matatū and Canterbury in 2026

1

Live Super Rugby match: Crusaders vs Waratahs, Saturday 15 May

02 · COURSE DETAILS

WHAT YOU'LL EXPERIENCE

The course combines classroom learning with practical field sessions and real-time feedback from experienced Crusaders coaches.

01	Inside access to the Crusaders' coaching operation
02	Presentations from the full Crusaders coaching & support staff
03	Watch live Crusaders training sessions and see elite coaching in action
04	Insights from the Matatū coaching team on coaching the female game
05	Scrum mastery: how to analyze, build and fix a dominant scrum
06	Opposition analysis: learn how to break down your competitors effectively
07	Coaching structure strategies: how to assign the right roles within your team
08	Cultural experience: learn the Haka and embrace New Zealand's rugby heritage

03 · SCHEDULE

TWO WEEKS IN CHRISTCHURCH

DAY 01 **CONNECTION** Welcome & facilities tour	DAY 02 **LEARNING ABOUT US** Crusaders story, culture, learn the Haka	DAY 03 **TECHNICAL & TACTICAL** Set piece, skills, mental skills	DAY 04 **HEAD COACHES** Crusaders & Canterbury head coaches	DAY 05 **BIT OF EVERYTHING** Analysis, Captain's Run at One NZ Stadium	DAY 06 **REFLECTION** Skills & drills, course reflection	DAY 07 **RUGBY DAY** Club & school 1st XV games
DAY 08 **RECOVERY DAY** Free day, connection dinner	DAY 09 **CRUSADERS ACADEMY** Talent ID, nutrition, S&C	DAY 10 **TECHNICAL & TACTICAL** Defence, attack, kicking strategy	DAY 11 **MATATŪ** Coaching the female game, refereeing	DAY 12 **PRESENTATION DAY** Game plan presentations, club rugby	DAY 13 **GAME DAY** Black Ferns coach, live Crusaders match	DAY 14 **CLUB RUGBY** Club games, then departures

Based on the 2026 course schedule. The programme is refined each year, with changes already planned for 2027.

04 · PRESENTERS

WHO YOU'LL LEARN FROM

LEADERSHIP

Colin Mansbridge
Crusaders CEO

Angus Gardiner
GM Professional Rugby

Aaron Webb
Team Manager

Alex Robertson
Canterbury Head Coach

COACHING STAFF

Rob Penney
Head Coach

Matt Todd
Defence

Jimmy Marshall
Attack

Dan Perrin
Set Piece

Ryan Crotty
Skills

PERFORMANCE

John Quinn
Mental Skills

Jon Gardner
Performance Analyst

Stuart Yule
Head of Physical Performance

Bella Digby
Nutrition

MATATŪ & WOMEN'S GAME

Blair Baxter
Matatū Head Coach

Simon Kneebone
Matatū Set Piece

Whitney Hansen
Black Ferns Coach

Kendra Cocksedge
Black Ferns Legend

Presenters and roles from the 2026 course. 2027 presenters are subject to availability.

IN THEIR WORDS

“BE PREPARED TO HAVE YOUR MIND BLOWN EVERY SINGLE DAY FOR TWO WEEKS STRAIGHT.”

Nick Taylor

Asst. Coach / Backs Coach · Indiana University · 2026



05 · 2026 CASE STUDIES

WHAT COACHES TOOK HOME



RICHARD A.

Stanford · Director / Head Coach

Studied defensive detail with Matt Todd and is building early connection for 20–30 new players each fall.



MATTHEW B.

Lethbridge Rugby · Assistant Coach

Replaced full-match film with short “good, bad and ugly” clips, and learned to talk less.



SEAN T.

Saint Mary’s Women’s · Assistant Coach

Found the language for belonging before talent, with new habits running within five weeks.



MEAGAN W.

McMaster Rugby · Assistant Coach

Deepened her scrum coaching with the Matatū set piece coach and left with a global network.

2026 COACHES CAME FROM PROGRAMS INCLUDING

STANFORD UNIVERSITY / INDIANA UNIVERSITY / MIAMI UNIVERSITY / SAINT MARY’S UNIVERSITY / MCMASTER UNIVERSITY / LETHBRIDGE RUGBY

06 · LOGISTICS

TRAVEL & ACCOMMODATION

ARRIVE	**Saturday 8 or Sunday 9 May** Grant collects everyone from Christchurch Airport, a 10-minute drive to the hotel
STAY	**The Elms Hotel** 15-minute walk to Rugby Park, with a local gym across the road free to use. Our 5th year with The Elms.
RATES	**Single NZD $190 · Shared NZD $110** Per night, daily breakfast included. Welcome to arrange your own if you have family in Christchurch.
DEPART	**Saturday 22 or Sunday 23 May** Hotel to airport transfer included



07 · INVESTMENT

2027 COURSE FEE

$2,823 USD

$4,750 NZD

Monday 10 – Friday 21 May 2027

NZD $500 DEPOSIT SECURES YOUR PLACE

INCLUDED

- Airport pick-up & drop-off
- Daily classroom sessions
- Live Crusaders training
- Opportunity to coach and grow your coaching toolbox
- Club training sessions and club & school weekend games
- Crusaders vs Waratahs at the new One NZ Stadium
- Learn the Haka

NOT INCLUDED

Flights · Accommodation · Food & beverage · Recreational activities

09 · WATCH

HEAR FROM THE COACHED THEMSELVES



A MIAMI UNIVERSITY COACH ON THE COACHING COURSE

WATCH ON YOUTUBE



RICHARD ASHFIELD, STANFORD UNIVERSITY

WATCH ON YOUTUBE



MEAGAN WILSON, MCMASTER RUGBY

WATCH ON YOUTUBE

More coach stories: **Matthew Bouchard** and **Sean Tindall** on YouTube

08 · GET STARTED

JOIN THE 2027 WAITLIST

01 **JOIN THE WAITLIST**
Complete the form at /forms.gle/nSWz3chxFfF2SvsN8

02 **PAY YOUR DEPOSIT**
Once your spot is confirmed, an NZD $500 deposit secures your place

03 **CHECK YOUR VISA**
Confirm your NZeTA or visa requirements at immigration.govt.nz/visas/new-zealand-electronic-travel-authority-nzeta/

JOIN THE 2027 WAITLIST

THANK YOU

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