

Dear All,

We hope you all enjoyed (and enjoyed hearing about) what was a thrilling weekend in Adelaide for the IRB Rugby Sevens. Kenya's performance on field was first-class which was matched only by the cheering from the fans in the stands. So great was this cheer squad it even engaged many, many non-Kenyans at the ground and even made the television and print medias.

We are ultimately writing this letter to give an insight into the events that led up to this year's Rugby 7s. Given last year's success in organising the Rugby 7s after-parties in Adelaide, Afrodownunder again campaigned early to amplify attendance at this year's games and in turn co-ordinated the seating arrangements at the Adelaide Oval for the fans. In addition, we also co-ordinated the 'AFTER7S' after-parties given last year's efforts and great success in uniting Kenyans and friends of Kenya, and ultimately celebrating the players, especially on the final day of competition.

This campaign began even as early as the beginning of January, immediately post the turmoil in Kenya, with a vision to re-unite Kenyans and recreate the camaraderie that the 2007 games most truly represented.

It was only after we had confirmed and paid for venue hire (HQ) and designed, printed, begun distributing fliers for AFTER7S that we were approached by a member of Kenyans Down Under (KDU) who proposed holding a combined event. Given that we had already distributed print media across many states advertising the after-parties, our hands were unfortunately tied given our contract with HQ. We did, however, recommend KDU to get back to us with a proposal on how they could contribute to the events and how we could ultimately work together.

In the meantime, we soon became aware that our good intentions were being tested and disrespected through posts from the Kenyan Association of South Australia (KASA) stating that we, Afrodownunder, were 'greedy' and had disregarded 'the plan for Adelaide, Sydney and Melbourne to hold one night each' and how dare 'outsiders be allowed to trash our backyard'. Please let it be known we were never aware of such a plan, and be it that this would of course have been considered had this been raised early and in due time before proceedings were underway. We learned then that KASA and KDU would collaborate to hold a parallel event.

The campaign for the parallel event was unfortunately without tactic, some undesirable, but tactical none the less.

AFTER7S was a success on Friday night, however Saturday and Sunday nights were compromised by rumours that had begun circulating that AFTER7S had been cancelled. This greatly affected the attendance of many Kenyans, and as a result, Saturday's function was predominantly non-Kenyan.

Sunday (as proved last year) is known to be AFTER7S biggest and busiest night given that it is the final day of competition and that even the players can let loose. This year, however, was an exception. On the background of the rumours that the event was cancelled, and after we had personally liased and confirmed with Kenya's team manager the team was to attend the venue at 11.30pm, all our planning and hard work seemed to be unravelling. We were to learn that KASA members had gone to collect the team from the hotel, despite our confirmation of attendance, and been taken to the parallel event. This surely adversely affected our night, and in turn was a further detriment to our turnout.

Afrodwnunder would like to sincerely apologise to all who were confused or felt misled as a result of the above chain of events. We will endeavour to put a resolve to the segregation between each of the states with respect to each of the Kenyan associations and/or parties, and do all possible to ensure that next year's Sevens is one of solidarity and of the utmost quality in every respect.

Yours sincerely,

All us here at Afrodownunder