

A Brief History of New Zealand Rugby – THE ALL BLACKS

Purpose – The purpose of this single-frame display class exhibit (treated thematically) is to chronicle a brief history of the New Zealand national Rugby Football Union League team - THE ALL BLACKS

Scope – The All Blacks have long been one of the most dominant sports teams in the world in among all sports. For more than 100 years they have been a leading force in worldwide rugby competition.

- 1) The exhibit opens with an exploration of the origins of the team, and early development, then moves into some of the early glory years of competition.
- 2) Next it addresses key national concepts associated with the team including Māori culture, the role and performance of the 'Haka', and a description of how the All Blacks have become a beloved source of national identity for New Zealand both in sports and daily life.
- 3) The exhibit then analyzes a highly controversial period for the All Blacks including the 1976 competition tour of South Africa, a country that had been essentially shut out of international sporting competition due to its Apartheid policies. This subsequently led to criticism of the International Olympic Committee (IOC) and a mass boycott of the 1976 Montreal Olympic Games by almost all African nations.
- 4) It concludes an exploration of the modern era for the All Blacks including important anniversaries, World Championship competitions, development of a national women's rugby team in New Zealand, and a view to the future.

Given the limited space available in a single-frame, the exhibit is not intended as an exhaustive review of all materials or historical points associated with the All Blacks, or with New Zealand sport in general.

Importance – For more than 100 years, the New Zealand All Blacks have maintained their status as one of the premier national rugby teams in the world, and indeed one of the most dominant national teams in all of international sports. The All Blacks have been a major cultural touchstone that has influenced New Zealand society both in sports and in their general society. To my knowledge, there has not been a philatelic study or collection created and exhibited on this specific topic.

Philatelic / Subject Knowledge – Accumulation and analysis of this material has allowed the exhibitor to explore the philately of a country and culture not previously

included as part of my collections. It has also helped me to expand my athletics collecting interests to a new sport.

Personal Study and Research – I have been collecting historical and philatelic materials related to the Olympic Games and other sports for more than 30 years. As part of this exhibit, I have conducted both primary and secondary research using a wide variety of resources including library materials from various philatelic and academic resources. This has included analysis of how the All Blacks have influenced New Zealand culture including economics and social politics, Māori culture, and global Olympic and sports history. Original research is denoted in the item descriptors. Based on the research for the exhibit, I am in the process of developing related articles for publication in sports and philatelic journals.

Rarity – This exhibit includes multiple rare items, although rarity may not be immediately obvious. Because the team was officially established in the early 1900s, the amount of very old material is limited. However, the exhibit does include rare modern material, and this is highlighted in the individual item descriptions.

Condition – Material from the early 20th century shows typical aging but the best possible examples have been selected. Peripheral display materials are also of excellent quality.

Presentation – Information is presented in eight major sections to place the story of the New Zealand All Blacks in overall social and cultural context

Materials Included in the Exhibit

As a display class exhibit, careful attention has been paid to inclusion of a wide variety of materials. This includes stamps, postcards (both original art and real picture postcards), first day covers, postmarks and cancels, cachets, postal history / letters, news wire photographs, mint proof coins, political action buttons and pins, and patches.

References

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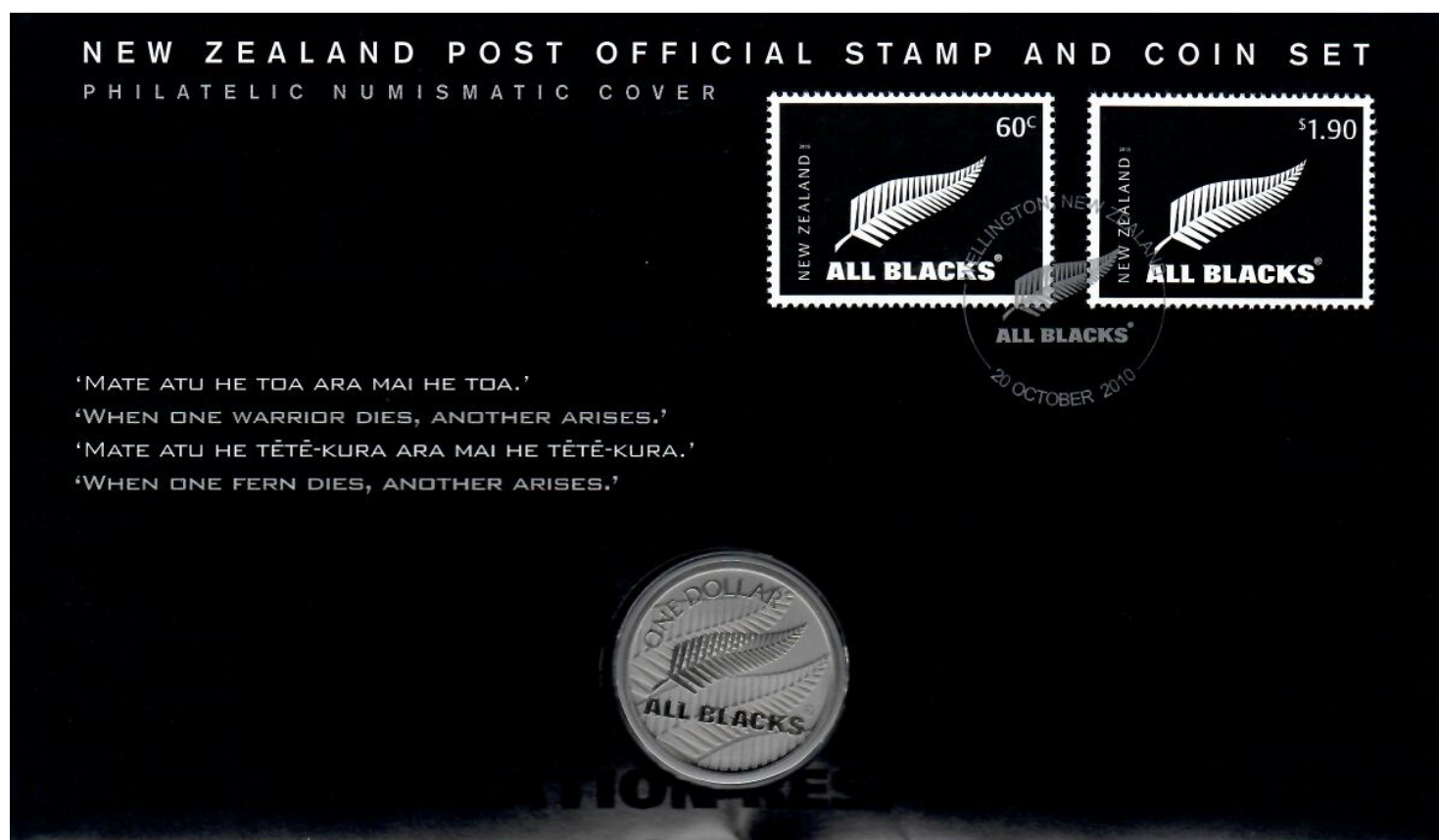
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The purpose of this single-frame display class exhibit (treated thematically) is to chronicle a brief history of the New Zealand national Rugby Football Union League team - **THE ALL BLACKS**.

The first meeting to begin organizing a team in New Zealand was held in 1893. A proposal was made at that time to make their uniforms a black jersey with an embroidered silver fern leaf logo. This has become one of the most recognized symbols and uniforms in all of global organized sport.

Since their creation, the New Zealand All Blacks have amassed one of the strongest winning records in international rugby. At times they have been revered and celebrated as World Champions, and at other times the team has been embroiled in controversy. This exhibit is designed to showcase both philatelic materials and related ephemera to celebrate this beloved team and their cultural heritage.



New Zealand - Combined philatelic numismatic cover (above) issued 20 October 2010. Stamps with 60c and \$1.90 values feature the silver fern leaf logo and paid domestic and international first class postage respectively. The cachet features poetry in Māori and English on the nature of life. Embossed words (black on black) emphasize other human qualities. The commemorative cancel in silver foil with the silver fern leaf logo was applied at Wellington, NZ. The \$1 proof coin is copper-nickel and features fern logos on the obverse, and the silhouette of Queen Elizabeth II on the reverse.

The exhibit is organized into the following sections

- 1] **Origins and Early History**
- 2] **Continued Growth and Development**
- 3] **The HAKA and Maori Culture**
- 4] **National Identity and the Silver Fern**
- 5] **The 1976 Tour of South Africa**
- 6] **Protests and the 1976 Montreal Olympic Boycott**
- 7] **The Centenary and The Modern Era**
- 8] **All Blacks Legacy and The Future**



Descriptors highlighted in blue with red dots denote rarity



Denotes original research