



# FA SETS OUT ITS VISION FOR THE FUTURE



The Football Association has published its Vision for the next four years, setting out a series of goals that The FA is committed to delivering by 2012.

Major milestones are outlined covering all areas of The FA's work from the performance of the England teams to increasing participation in the grassroots of the game.

FA Chairman Lord Triesman said: "Every supporter wants to know if The FA has a serious, long-term plan for English football, addressing the biggest issues facing the game."

"This document sets out our goals for the next four years and how we intend to achieve them. The FA is prepared to speak and act for the greatest sport in the world. There is much to do and we have the determination to do it."

FA Chief Executive Brian Barwick added: "Football has a special place in English hearts and opinions on it are easy to find."

"We have spent the last year asking football people what they want from their FA, and the messages have been loud and clear. English

football is looking to The FA to do what is right for the whole of the game; to nurture and protect its future.

"There are some significant challenges but we are confident of tackling them."

## FA OBJECTIVES

- England's senior men and women's teams qualifying for major competitions and reaching the semi-finals at least, by 2012
- Successfully bid to host the 2018 FIFA World Cup™
- National Football Centre operating by 2010
- 1 million 5-11 year olds trained through the FA Tesco Skills Programme by 2010
- 125,000 existing teams retained and 20,500 new teams created by 2012
- 26,000 referees retained and an additional 8,000 referees recruited by 2012
- Respect campaign improves overall disciplinary performance by 25% by 2012
- Consistently increased distribution to the game by 2012
- Development and continued success of women's football
- Wembley achieving an annual operating profit by 2012
- Approval rating of The FA shown to improve year-on-year through the strategic period

## Coming soon...

6 September	Spain	Senior Men's 2010 FIFA World Cup™ qualifier: Andorra v England
10 September	Croatia	Senior Men's 2010 FIFA World Cup™ qualifier: Croatia v England
15-21 September	Botswana	FA Level 1 Coaching Course
24 September	France	UEFA Executive Committee
28 September	Czech Republic	UEFA Women's Euro 2009™ qualifier: Czech Republic v England
29 September - 10 October	Lesotho	FA Level 1 Coaching Course
2 October	Spain	UEFA Women's Euro 2009™ qualifier: Spain v England
11 October	Wembley Stadium	Senior Men's 2010 FIFA World Cup™ qualifier: England v Kazakhstan
15 October	Belarus	Senior Men's 2010 FIFA World Cup™ qualifier: Belarus v Kazakhstan
27-31 October	South Africa	FA Young Leadership Programme in collaboration with FA charity partner Coaching For Hope



# COMMUNIQUÉ

The Football Association's International Newsletter

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PLAYING FOR PEACE



CARIBBEAN COACHING



FA SETS OUT VISION



It has been a busy summer of football and may I take this opportunity to congratulate UEFA President Michel Platini and his colleagues at UEFA for staging such an outstanding European Championship in Austria and Switzerland.

Despite the absence of England, which was deeply disappointing for The Football Association, the tournament truly captured the imagination. The level of skill and flair was a joy to behold and it was more than fitting that the trophy should go to the team which best encapsulated these virtues – Spain. UEFA Euro 2008™ was a triumph for football and for followers of the beautiful game.

UEFA's Respect campaign during the tournament should be applauded as should the standard of officiating throughout the finals which was firm but fair. For the most part, managers and players conducted themselves well and respected the referees' decisions despite the stakes being so high. We at The FA are now ready to roll out our own Respect initiative following a very successful pilot programme which started in January 2008.

The FA aims to make football a positive and inclusive experience for everyone involved in the game. We must work in partnership with all of our leagues from elite level to the grassroots to ensure that referees remain the sole and undisputed arbiters of our game and that their decisions are accepted as final. Managers and players also have a responsibility to conduct themselves in the right manner, upholding the virtues of sportsmanship and fair play which make football the great spectacle it is.

I will look to our own senior men's England team to embody the Respect campaign and I know I have England manager Fabio Capello's full backing on this particular matter. Fabio will

## "THE FA AIMS TO MAKE FOOTBALL A POSITIVE AND INCLUSIVE EXPERIENCE FOR EVERYONE"

be leading England into the qualifying campaign - for the 2010 FIFA World Cup™ in South Africa. He will demand the right results but he will also demand the highest standards of professional conduct on and off the field. I wish Fabio well and I am confident that he will succeed on both counts.

Finally, I would like to congratulate our Under 17 and 19 women's teams for reaching the FIFA Women's Under 17 and Under 20 World Cups which are taking place in New Zealand and Chile respectively later this autumn. It is a great achievement for both teams and highlights The FA's commitment to improving and growing the women's game in England. I wish the players every success in both tournaments. The bar in women's football has been raised and our senior side has two remaining qualifiers against the Czech Republic and Spain for the UEFA Euro 2009™ tournament. Hope Powell's team deservedly sit atop of their qualifying group – let's make it a hat-trick of finals appearances.

Lord David Triesman  
Chairman of The Football Association



## FOOTBALL 4 PEACE BREAKS DOWN BARRIERS IN ISRAEL

**The FA has continued its support of the Football 4 Peace project in Israel – which aims to bring divided communities together – and is looking to bolster support for community coaches in the country in order to widen the success of the scheme.**

The FA's Mick Baikie, Jennie Hambleton and HatTrick Officer Richard Astle travelled to Nazareth and Galilee in northern Israel to see first hand how the social inclusion project uses football as a way of uniting young children from the local Jewish and Arab communities.

The programme teaches the children how to deal with conflict and celebrate success together. FA Regional Development Manager Mick Baikie believes that the project clearly complements The FA's own Respect agenda.

Baikie said: "The main focus of the project is to get Jewish and Arab children to respect each other, play fairly and to work together as a team.

"At the beginning of the week, the children were hesitant to integrate with each other, but within a relatively short space of time, carefully planned activities meant that they learnt to work together, to communicate and trust each other."

The FA's International Relations officer Jennie Hambleton added: "It was great to see Jewish and Arab children playing together and respecting each other. One elderly Arab observer commented that he was witnessing something he had not seen since he was a boy playing football back in the 1930s, which tells you how significant this project is, and the power of football to integrate communities."

The project culminated in a Festival of Football for over 600 children and fair play plaques were awarded to teams which had shown the most respect to others.

The FA will now assist the project, which is a joint University of Brighton and British Council initiative pioneered by Professor John Sugden, to make it more sustainable. It will also help facilitate the community sports managers in Israel to take the concepts forward in their local areas.

The innovative methods used to unite communities will also assist Richard Astle in the development of a manual and a short course that can be used by HatTrick coaches across grassroots football in England.

### FACTS

Football 4 Peace been running in towns and villages of the Galilee region of northern Israel since 2001

## "THE MAIN FOCUS OF THE PROJECT IS TO GET JEWISH AND ARAB CHILDREN TO RESPECT EACH OTHER, PLAY FAIRLY AND TO WORK TOGETHER AS A TEAM"



# CAPELLO LEADS THE WAY IN LESOTHO

England manager Fabio Capello set off on an unforgettable journey when he travelled to Lesotho in April to take part in a football festival which saw over 400 youngsters tested for HIV/AIDS.

Capello wanted to see first hand the work that The FA does in Africa and volunteered his services to promote development through football as part of Lesotho-based charity Kick 4 Life's 'Test Your Team' initiative.

The Italian was joined by former England goalkeeper and The FA's Head of National Teams, Ray Clemence, as well as a host of British journalists who covered the two-day visit in a series of television broadcasts and newspaper articles.

Kick 4 Life uses football to combat poverty and disease. Its innovative approach encourages children and parents in Lesotho to be tested at specially-arranged tournaments where medical tents are set up to allow for one-to-one screening with health specialists.

"The idea of this event is to link the universal power of football with HIV testing and education," said Peter Fleming, co-founder of Kick 4 Life, which has been staging its pioneering 'Test Your Team' events in Lesotho since March 2007.

"The 25-40 age group is about 40% infected, so people are calling it a lost generation. It's with this generation here that we just want to educate and spread the word. We don't want them to become a lost generation."

The landlocked kingdom of Lesotho is one of the sub-Saharan countries worst affected by the HIV/AIDS pandemic ravaging Africa, with 23.2% of the population HIV positive, including almost 18,000 children. Less than 10% of males and only 11% females know whether or not they are infected. Through its programme, Kick 4 Life has already screened 5,000 people and hopes to reverse the trend of non-testing.

### FACTS

In Lesotho, 23.3% of the country's 2m population is HIV positive.

Life expectancy is 43 years for men and 42 years for women (figures: UN).

Almost 18,000 children are HIV positive.

Less than 10% of males and only 11% of females know their status.

Capello and Clemence witnessed a young boy being tested in one of the medical tents. The youngster, 14-year-old Pule Malephane, received a negative result to the relief of the England manager and Clemence, but both admitted to being overwhelmed by the experience while recognising that other children would not be so fortunate.

"It was a very emotional experience," Capello said. "I have taken part in many charitable events to help young people before, but it was never so emotional and so intense as this. There was a lot of tension in the tent. I have children and grandchildren of my own, so I was really afraid and worried. But the happy fact is that, at the end, we scored a goal, so to speak, and it was a very important result."

"This was a very good experience for our souls, because it makes you understand what hardships there are in the world.

"I think we have to encourage this kind of programme," Capello added. "The role of The FA is to give support and help in any way that we can. It's extremely important to carry out programmes such as this and for famous personalities to help in whatever way they can. It is not just window-dressing. It's very important that it's something concrete and to leave a legacy. I was proud to come out here and support what they are doing. Now I have seen it, I want to come back again."

**"THIS WAS A VERY GOOD EXPERIENCE, VERY GOOD FOR OUR SOUL, BECAUSE IT MAKES YOU UNDERSTAND WHAT HARDSHIPS THERE ARE IN THE WORLD"**



# FOCUS ON GRASSROOTS FOOTBALL IN LESOTHO

“THE POTENTIAL IN LESOTHO IS GREAT BUT IT MUST BE CONTINUALLY NURTURED”

At the same time as Capello's visit to Lesotho, The FA delivered an FA Level 1 Coaching Certificate to 30 local school teachers at the Lesotho Football Association's (LEFA) technical centre. The coaching course forms part of The FA's assistance programme with LEFA under the auspices of the UEFA-CAF Meridian Project.

The aim of the partnership between The FA and LEFA for 2008 is to encourage the grassroots game and to establish a solid base of good coaches throughout the country. The FA is also committed to helping the British and French governments' drive to get 16m children into school in Africa by 2010 as part of the Millennium Development Goals on education. The FA is aware of the power of football to engage young people and to act as a stimulus for attendance at school.

FA instructors Geoff Pike and Peter Ford took the school teachers through a rigorous programme of both theory and practical sessions, with all 30 candidates achieving the FA Level 1 award and a handful recommended as potential tutors.

To assess their potential, the coaches had to lead several coaching sessions with groups of school children who were invited to attend the course and who met the England manager, Fabio Capello.

Capello observed the coaching and gave encouragement to both the coaches and to the youngsters taking part.

It is hoped that this newly-qualified group will return to their schools and deliver good quality football coaching to their students.



Youngsters practice their skills during an FA coaching workshop in Maseru, Lesotho



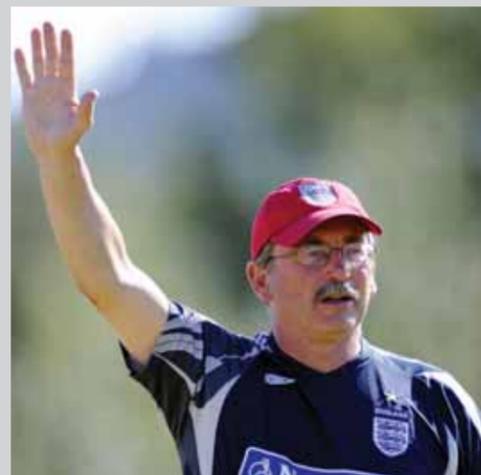
## Lesotho on track

Geoff Pike, who is a former professional footballer and played for Premier League side West Ham in the 1970s and 1980s, hailed the course a success and hopes to repeat the programme again in September.

He said: "It's crucial to support coaches at the grassroots level so that you can develop a network of good coaches who can deliver training sessions in schools, locally and in rural areas.

"There were some excellent candidates and the next step is to engage former players to become coaches in order to expand and improve the coaching infrastructure in the country.

"The potential in Lesotho is great but it must be continually nurtured. Hopefully with The FA's continued support, LEFA will begin to make a real impact on the standard of football in all of the districts and zones and as a result, some good players will come through the system to represent all their national teams."



# ENGLAND JOINS IN CENTENARY CELEBRATIONS



England played its part in marking the centenary of the Trinidad and Tobago Football Federation (TTFF) with a coaching clinic in Port of Spain and an international friendly match on 2 June.

The evening before the game, England manager Fabio Capello took star players David Beckham, Rio Ferdinand, Steven Gerrard and David James to the Marvin Lee Stadium where local children were waiting to participate in coaching sessions with their heroes.

They were given a rapturous reception from fans. The young players, who were able to trade passes and take on their England idols in small-sided football matches, showed off their Caribbean flair ahead of the main event which saw the Three Lions beat their hosts 3-0 in a good-spirited game at the Hasely Crawford Stadium.

"I never expected to come to Trinidad and Tobago during my career and I have to say I've thoroughly enjoyed this experience," said Beckham, who captained England for the 59th time and won his 102nd cap.

"I've known about Trinidad and Tobago because we played each other at the World Cup in 2006 and I've been a friend of Dwight Yorke since our days at Manchester United. But to come here and see the country itself was a fabulous experience.

"The kids [at the coaching clinic] were great and I think we all had a fabulous time. Everyone was really into it."

Gareth Barry opened the scoring for England before a brace either side of half time from Jermain Defoe secured a comfortable win for the visitors.

However, the result did not dampen the spirits of the Trinidad and Tobago supporters who revelled in the carnival atmosphere.

CONCACAF President Jack Warner, who also acts as a special adviser to the TTFF, was delighted with England's contribution to the centenary celebrations, especially the coaching clinic which proved to be a big hit with the children who took part.

He said: "They were the most helpful, kind, considerate people, who fell over themselves to help anyone they could."

**"THE KIDS WERE GREAT AND I THINK WE ALL HAD A FABULOUS TIME"**

# COACHING FOR SUCCESS IN CONCACAF

The FA's coaching expertise continues to be in demand in the Caribbean with an FA Level 3 Coaching Course delivered at the João Havelange Centre of Excellence in Port of Spain in April.

The course, which was held on behalf of the CONCACAF region and tutored by The FA's Regional Coaching Development Manager for the West Midlands, Andy Poole, featured 28 coaches from the region plus the Jamaican national team's assistant manager, Theodore Whitmore.

Sessions took place on the brand new 3G astroturf pitch at the Marvin Lee Stadium just outside Port of Spain which is used by the island's very own national team, the Soca Warriors, and by local club Joe Public FC.

The nine-day course saw a good pass rate and Andy Poole, who was joined in delivering the sessions by coaching colleague Mick Hennigan, said: "The FA Level 3 Coaching Course is very demanding on both a tactical and technical level and a lot of the candidates on the course still have a bit of work to do in order to reach the required standard.

"I have no doubt that they will get there eventually though because the talent is definitely there but, for the time being, it is all about getting the necessary experience to push on for the future.

"Trinidad and Tobago's success in reaching the 2006 FIFA World Cup™ finals in Germany has really helped the game to grow in the Caribbean and there is a good community of coaches on all the islands who can offer support, both in person and via the internet."

Five students achieved an A grade pass and have been recommended for progression onto the UEFA 'A' Licence which is conducted by The FA in England.

CONCACAF, led by President Jack Warner, is looking to promote its coaching programme further by launching a Coaches Association in the future.



Jamaica assistant manager Theodore Whitmore

**"TRINIDAD AND TOBAGO'S SUCCESS IN REACHING THE WORLD CUP FINALS IN 2006 HAS REALLY HELPED THE GAME TO GROW IN THE CARIBBEAN"**

# GOLDEN MOMENT FOR BECKHAM AS ENGLAND BEAT USA

England midfielder David Beckham was presented with a golden cap from England's all-time record goalscorer Sir Bobby Charlton for reaching 100 national appearances prior to kick-off against the United States at Wembley in May.

Beckham earned his 100th cap in an international friendly against France in March and was presented with the special version on his 101st outing for the Three Lions. He starred in the 2-0 win over the USA, setting up the first goal scored by England captain John Terry. Steven Gerrard added a second after half-time in Fabio Capello's third game as England manager.

Fabio was also reunited with Pule Malephane, the boy whom he had watched being tested for HIV in Lesotho in April. Pule, 14, and his friend Thabo Tau, who is receiving treatment following a positive HIV result in 2005, were flown to England on an all-expenses paid trip courtesy of The Sun newspaper.

The boys attended a training session with the full England squad ahead of the friendly against the USA, where they enjoyed a kick-about with David Beckham, John Terry, Joe Cole and Frank Lampard.

Beckham said: "I read about the manager watching the young boy having an HIV test and it was very moving.

"It's very important to break down the stigma around HIV."

Pule and Thabo were given goodie bags filled with England souvenirs and were guests of honour at the England v USA match where they cheered on Beckham and co to victory.



Thabo Tau and Pule Malephane enjoy watching the England squad train

# EQUALITY AT THE TOP OF FA AGENDA

The FA is proving that football can bring down barriers with a series of breakthrough events this year.

The International Gay and Lesbian FA (IGLFA) World Championships will be taking place in London this summer while Lord Herman Ouseley has become the first black member to sit on the FA Council, the "parliament" of English football.

And the push for equality does not stop there with Manchester hosting the Learning Disability European Championships and the Blind and Cerebral Palsy national squads, backed by The FA, competing at the Beijing Paralympics this September.

The IGLFA World Championships will take place in London's Regents Park in August, with teams travelling from across Europe and the Americas to take part in the annual event.

The FA has been advising tournament hosts, Left Footers FC, as part of a wider commitment to stamping out homophobia in all areas of football.

FA Equality Manager Lucy Faulkner commented: "Like UEFA, we believe that football has a duty to challenge all discrimination within the game.

"One of our key messages is 'Get into Football' and our aim is to confront aggressive issues such as homophobia while making the game family friendly."

Former England captain, Paul Ince, made history recently when he became the Premier League's first black English manager at Blackburn Rovers and The FA has made a ground-breaking appointment of its own with Lord Herman Ouseley nominated to the FA Council.



The 63-year-old, who founded anti-racism organisation Kick It Out, heads up The FA's Racial Equality Advisory Group which aims to boost football participation in black and ethnic minority communities.

Lord Ouseley said: "There's a lot of good work going on such as black and ethnic minority supporters getting involved as England fans.

"Black and Asian supporters want to be seen as England fans. When we qualify for major tournaments then you'll see that visibility. They'll wear the shirts and fly the flags from their cars and it's great to see."

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