



# Communiqué

The Football Association's International Newsletter



Geoff Thompson

**The F.A. has a clear vision to use football as a power for good. Communiqué will serve as a regular update outlining our international objectives and reviewing the positive work already underway.**

## Extending a helping hand

**England may be the birthplace of modern football, but today virtually every country on earth plays the game and follows it passionately. It is truly a global sport, and The F.A. is firmly committed to playing a role, extending a helping hand and building solid links around the world.**

The time is certainly right: not only has The F.A. undergone a far-reaching re-organisation, but the international profile of the English game has arguably never been higher, nor its football culture more cosmopolitan. In October 2000 a new International Relations Section was formed within The F.A.'s Internal & External Affairs department managed by David Davies. Composed of Jane Bateman

and Kim Fisher, and guided by The F.A.'s philosophy of using the power of football to build a better future, its dual objectives are to use The F.A.'s resources to aid less-privileged regions of the world in developing their football infrastructure and to ensure England's voice is heard around the world.

I take great pleasure in presenting this first edition of Communiqué,

our new international newsletter. We hope it will provide you with an overview of The F.A.'s International Development Programme, as well as an insight into what The F.A. is doing for the good of the game around the world.

**Geoff Thompson**  
Chairman, The Football Association

### Eriksson strengthens international outlook



Sven Goran Eriksson

Last October, The F.A. appointed Sven Goran Eriksson as the first ever non-English coach of the England team:

"Being the England coach is a great honour, one of the biggest challenges in football, and I feel very proud as the first non-Englishman to be given this job. I have been overwhelmed by the warm welcome given to me and impressed by the size and passion of the crowds, as well as by the quality of the football. I am impressed by The F.A.'s new structure and international outlook, and its commitment to the development of the game around the world.

"On the pitch, I could hardly have wished for a better start than our convincing win against Spain. The performance of the players encouraged me greatly and I am very optimistic for the future."



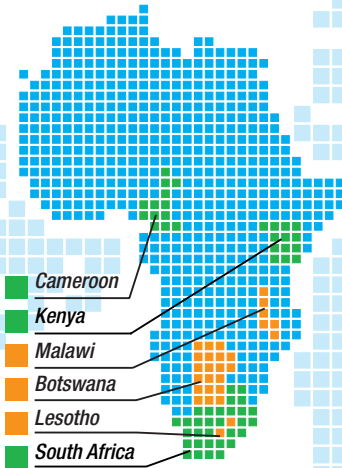


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# Focus on Africa

*The focus of The F.A.'s involvement in Africa is the UEFA-CAF Meridian Project, which sees England partnered with Botswana, Lesotho and Malawi. The F.A. is assisting these national associations with the administrative and technical aspects of the game, while F.A. suppliers Umbro and Mitre have provided donations of footballs and kit. The F.A. has also developed strong links with other African countries through its International Development Programme by sharing knowledge and expertise around the continent.*



■ **South Africa** – The F.A. participated alongside SAFA in a British Council Sports Mission Seminar in Johannesburg as part of the rebuilding of relationships between England and South Africa following the 2006 World Cup bid rivalry.

▼ **Kenya** - The 'Moving the Goalposts' girls' football project kicks off in Kilifi, run by English coach Sarah Forde with F.A. funding.



▲ **Botswana** – Jane Bateman, The Football Association's Head of International Relations, visits an SOS Children's Village while in Gaborone for talks with the BFA.

■ **Cameroon** – F.A. support of the VSO Community Sports Project enters its third year, promoting health and education through sport.



New referees in Botswana benefit from F.A. instruction



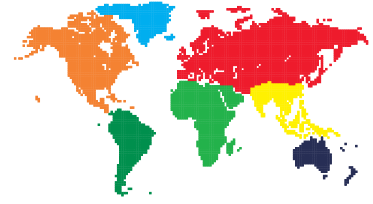
◀ **Lesotho & Malawi** – Under the umbrella of the Meridian Project, The F.A. will offer assistance in coaching, referee

development, IT and administration during 2001, together with a new Umbro national team kit.



THE FOOTBALL ASSOCIATION

# Confederations Update



CONCACAF



In London to check on Trinidad & Tobago's February training camp, CONCACAF President Jack Warner visited the new F.A. headquarters for discussions on the future of The F.A.'s 'Declaration of Intent'. Plans are underway for a Sponsorship Workshop to be held in Trinidad & Tobago in the run up to the FIFA U-17 World Championship in September. The workshop will focus on how to generate, manage and evaluate commercial interest in the game.

CONMEBOL



Former Watford Chief Executive, Eddie Plumley, will make a return visit to Paraguay to continue The F.A.'s assistance programme with the Paraguay F.A. (APF), which concentrates on the strengthening of administrative structures.

OFC



England's relationship with the Oceania Football Confederation continues to develop following a second international coaching course carried out by The F.A. Last year, England U-16 coach Dick Bate delivered a seminar and International Coaching A-licence in New Zealand to 19 coaches from island members of the OFC.

AFC



National goalkeeping coach Ray Clemence and assistant Martin Thomas conducted a goalkeeping course in Kuala Lumpur in March under the umbrella of The F.A.'s Memorandum of Understanding with the AFC, which assists the technical development of 26 of the least developed Asian countries. Last year, Technical Director Howard Wilkinson was one of a number of F.A. representatives to deliver courses in Malaysia.

UEFA



The F.A.'s International Relations Team attended the Meridian Cup in Bari in February as guests of UEFA. This was the third edition of the biennial competition which brings together teams from Europe and Africa.



Picture courtesy of Concelli

## Q&A with Adam Crozier Chief Executive of The F.A.



**Adam, you have been Chief Executive of The F.A. for just over a year now. What changes have you implemented during this time?**

"The F.A. has changed dramatically over the last year thanks to a huge effort from all its members. We have a clear vision and purpose allied to a faster, more streamlined decision-making process. We have restructured the organisation and are now providing more help than ever to the grass roots game here in England. The F.A. is determined to lead the successful development of football at every level and our new Team England structure will be at the forefront of this activity".

**Would you say the public image of The F.A. has changed as a result?**

"I would like to think that the image has changed in terms of its substance changing. We have aimed to create an organisation that is open, accountable, and responsive. We want to be closer to the people who play, run and love the game. We also want to be seen as more internationally minded and proactive on the world stage."

**How do The F.A.'s international relations activities fit into the 3-year plan?**

"Our visions apply both domestically and internationally. As the national association of a wealthy, leading football nation, we feel a duty to use our resources, personnel and expertise to further the development of the game in all corners of the world. We will increase the funding and scope of these activities and have created an International Relations Section in David Davies' division to oversee them. Parallel to this, we are looking to become more involved in the football debate at European and world level."

## 2001 Calendar

DATE	VENUE	EVENT
<b>22 April - 6 May</b>	England	European Under-16 Championship
<b>12 May</b>	Wales	The F.A. Cup Final
<b>16 May</b>	Germany	UEFA Cup Final
<b>23 May</b>	Italy	UEFA Champions League Final
<b>25 May</b>	England	England v Mexico
<b>30 May - 10 June</b>	Japan / Korea	FIFA Confederations Cup
<b>6 June</b>	Greece	WCQ Greece v England
<b>17 June - 8 July</b>	Argentina	FIFA World Youth Championship
<b>23 June - 7 July</b>	Germany	UEFA European Women's Championship

## The International Relations Team



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Thanks to our partners

