



with **Brian Barwick,**  
Chief Executive of The Football Association

What are your expectations for the 2006 FIFA World Cup™ finals?

We are delighted to have qualified for the tournament and to have qualified top of our group. At The FA, we believe we are one of a small number of teams



that can win the World Cup. Whilst we know that the opposition will be strong, this is tournament football and we do believe that we are one of the teams that can go a very long way. This World Cup is in Europe, it is in our time zone and it is climate friendly. We have a very strong squad of players, we have excellent coaching staff and our preparation will be as complete as possible. There is a high level of expectation at The FA and that is matched by the high hopes of the nation at large.

How have you found your first year at The FA?

I think until you get into The FA, you can never get any sense of how much we do. I am very proud of The FA, I think it has a

very good name around the world. We do consider ourselves to be the birthplace of the game and I think that carries with it extra responsibilities. I think our work internationally in assisting with football development in other parts of the world is exactly what our football association should be doing. I am very pleased to receive so many messages of goodwill from other associations about the work we do beyond our own shores. The FA is a fantastic place; it is full of dedicated people who only want to serve the game and who do it brilliantly, both domestically and internationally.

Does The FA plan to bid for the 2018 FIFA World Cup™ finals?

England has a very proud and illustrious history in football. For many we are considered to be the cradle of the game, so having the honour and prestige to host a World Cup finals would be in keeping with where The Football Association of this country should aspire to be. We had the privilege of hosting the World Cup finals in 1966. It remains the single most iconic sporting event ever held in this country. Undoubtedly the fact that England won it helped enshrine that memory. So, without wishing to get ahead of ourselves, we do feel that if a World Cup was to be staged in Europe in 2018, we would think very seriously about bidding for it. We believe that we have a very mature football structure in this country and we already have fantastic stadia.

## INTERNATIONAL EVENTS

DATE	VENUE	EVENT
Jan 17-18	Malaysia	AFC-FA Learning Workshop
Jan 16-18	Venezuela	FA-CONMEBOL Beginners' Referees Course
Jan 20-22	Ecuador	FA-CONMEBOL Advanced Referees Course
Jan 20-Feb 10	Egypt	African Cup of Nations
March 1	England	England senior friendly international
March 26	England	World Cup Qualifier (Women's) – England v France

## HRH dons his boots



HRH Prince William, who takes over as President of The FA in May 2006, talks with youngsters at Charlton Athletic FC's training ground in London.



Designed and produced by The Bridge  
Contact Rob Chappelhow  
Tel: 01525 288000  
Email: rob@the-bridge.co.uk



# COMMUNIQUÉ



## COMMUNIQUÉ ISSUE FOURTEEN

### The FA reaches out

A young Bosnian footballer shows his delight at the gift of a football, received during an FA coaching session at the Rada Vranjesevic Orphanage near Banja Luka.

- Developing girls' football in Lesotho
- Coaching for Hope in Mali
- Elite player development in Trinidad & Tobago
- Marketing and administration in Colombia
- Coaching sessions for Bosnia's orphans
- Q&A with Brian Barwick

TheFA.com



CAF

# Empowering girls through football in Lesotho



Jubilant among coaches and students alike as the candidates successfully complete their training

The Football Association showed its continuing commitment to developing girls' football when it conducted a three-day workshop in Lesotho as part of the UEFA-CAF Meridian Project. The visit was unique on two fronts: it was the first time that The FA's International Development Programme has focused specifically on girls' football; and the workshop itself was delivered by three 17-year-old girls with support from The FA's Donna McIvor, Lucy Wellings and Rachel Pavlou. The girls were selected as the 'best young leaders' from the 'Step into Sport' programme run in partnership with the Youth Sport Trust.



Girls from the Macheoaneng Primary School get their first taste of football training

They taught primary school girls the basics of playing football and helped older students to develop leadership skills, culminating in the organisation of a mini-festival of football at the end of their stay.



FA Young Leader Abigail Webb oversees a coaching session



British High Commissioner Paul Boateng meets FA Trainer John Heathcote on his visit to the school

The event also provided an ideal platform from which to raise HIV awareness. Lesotho is one of the many sub-Saharan African countries ravaged by the HIV virus, which is thought to infect around a third of the country's population. Young girls are one of the highest-risk groups.

During the workshop, Kicking AIDS Out volunteers trained by the Maseru-based OlympAfrica Youth Ambassadors Programme (OYAP) conducted the HIV awareness sessions.

The OYAP programme focuses on empowering youth through sport and is run by the Lesotho National Olympic Committee and supported by Commonwealth Games Canada and UK Sport.

"The programme for this visit was quite ambitious," said Head of International Relations Jane Bateman, "as not only are we focusing on girls' football development in a country where it is practically non-existent, but we are also integrating serious health messages into the delivery."

"We took three England team players to Malawi earlier this year – Rio Ferdinand, Gary Neville and David James – and the impact they had as footballers in terms of disseminating HIV awareness messages was immense."



The school headmistress is overwhelmed at the donation of football equipment from The FA

## Youth coaching in Botswana and Lesotho

Two of The FA's top youth coaches, Peter Sturges and Alan Gillett, took part in a twin coaching mission in Botswana and Lesotho in November.

The youth coaching sessions helped develop the existing skills of coaches who had participated in the same project in Lesotho last year, while a new batch of youth coaches graduated from the week-long workshop in Botswana.



Alan Gillett leads a session

Alan Gillett said: "The courses were excellent and the candidates were keen and motivated. It was interesting for Peter to take the same coaches further on from last year's course in Lesotho and I think it was a great success."

The FA's International Development Programme's decision to invite returning coaches to the courses highlights the department's commitment to improving the standard of youth coaching in its partner countries.



CAF

# Football offers lifeline in Mali



The Football Association joined forces with the charity International Service to deliver "Coaching for Hope", a football-based initiative aimed at delivering HIV/Aids messages through youth coaching in Mali.

FA coaches Steve Rutter and Alan Gillett ran a week-long youth coaching course to a mixed group of 25 local coaches in the Stade 26 Mars in Bamako. In tandem with the coaching sessions, the coaches attended HIV/Aids awareness sessions to learn about the disease which is devastating sub-Saharan Africa.



FA Football Development Manager Nici Rice delivers a coaching session



Three female coaches were selected to continue the youth coaching programme with 50 girls from a Bamako orphanage, some of whom had never kicked a football let alone been given a jersey or put on a pair of football boots.

"They feel they are princesses now," said Madame Bibi, who runs the orphanage where children have found shelter after being abandoned or left without parents because of the Aids pandemic. "People were looking at them in the street and asking about the strips. It made the children feel so proud."

International Service estimates there are 75,000 Aids orphans in Mali. "The HIV situation is terrible here in Mali," explained Nawal Boumaza, a health expert from France. "We want to raise the awareness of young players about HIV. We make the coaches aware that part of their responsibility is to educate their young players about HIV."

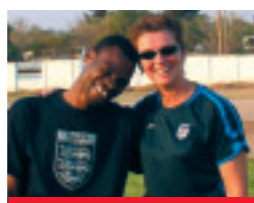
# Botswana referees receive further boost

Over 50 referees from across Botswana took part in two workshops aimed at improving the standard of officiating in the country.

Now retired FA Head of Referees John Baker and FA Regional Manager Janie Frampton delivered a Basic Referees Course in Gaborone, which involved fitness training, practical exercises and theoretical revision of the Laws of the Game in the classroom.

The pair also instructed Botswana's top referees at the National Stadium on the latest interpretation of the offside rule.

The second course was staged in Francistown, where 28 of the 32 candidates who attended were existing referees



Janie Frampton with a student

looking to improve their overall performance such as identifying infringements, positioning and movement, and decision-making.

"The candidates clearly found the course enjoyable and fully participated in all the activities offered," said Janie Frampton. "We were constantly asked questions by the candidates, who were keen to take full advantage of us being there and feed off our knowledge."

"So many people knew John Baker from the basic referees course in 1998, and many of the participants were still active as referees which proves that the education we offer as an association makes a huge difference to their continued development."

Split-second decision-making: the attendees develop an understanding of recent changes to the interpretation of the offside rule

CONCACAF

# Elite Player Development in Trinidad & Tobago



Trinidad & Tobago qualified for their first-ever World Cup finals in November and were urged by an FA-led delegation to maximise the feel-good factor to develop the game further in the Caribbean.

FA Ambassador Lawrie McMenemy, The FA's Player Development Adviser, Craig Simmons, and FA consultant Robin Russell were in Trinidad to deliver an FA Elite Player Development workshop at the time of the 2006 FIFA World Cup 1-0 victory play-off against Bahrain.



(L-R) Craig Simmons, Lawrie McMenemy and Robin Russell



Trinidad & Tobago have never before appeared at a World Cup Finals; the work starts now for Germany 2006 and beyond

"Qualification should ultimately benefit the grassroots of the game here which is actually critical for the future of football in this country and across the region. Appearing at the World Cup will increase participation and interest in the game. It will create new heroes and role models which will give football development a new direction here."

FIFA Vice President and CONCACAF President Jack Warner returned from a parade around the island with the players to close the FA workshop.

Amidst the scenes of celebration, Lawrie McMenemy and his colleagues stressed the importance of using World Cup qualification to further player development in the region.

"I have no doubt that this achievement will transform the game over here, especially as it has to compete with cricket," said McMenemy.

"We were in the middle of the FA seminar in Port of Spain when Trinidad qualified and it was amazing to be amongst them, to see their joy and to start to understand what qualification means to this country."

"This seminar could not have come at a better time," he said. "What has been achieved this week demonstrates what can be done by a small country such as ours."

"However, we must continue to find ways to be successful; to be creative and innovative in our approach to identifying and developing high level players."

The FA workshop focused on a range of issues from talent identification through to youth development systems and maximising performance.

## Continuing coach development in the CONCACAF region

FA Coaches Colwyn Rowe and Chris Whalley delivered The FA International Coaching Licence Course at the Dr Joao Havelange Centre of Excellence near the Trinidadian capital Port of Spain.



The course, conducted annually for CONCACAF, was attended by coaches from across the Caribbean.



CONMEBOL

# Colombia takes note of FA model



(L-R) Ed Coan, Mark Ives, CONMEBOL Marketing and Commercial Director Alberto Almirall and Rhys Beer

Colombian football was given an insight into how the game is run in England when The Football Association staged a three-day Marketing & Administration seminar in Bogotá recently.

"Football is a universal language, but visits like the one to Bogotá bring home the fact that different countries face very different problems in the way their game is developing and is marketed," said Ed Coan, The FA's Head of Marketing.

The FA's Head of Marketing Ed Coan, Media Rights Manager Rhys Beer and County Business Development Manager Mark Ives presented on a number of issues from sponsorship, marketing and governance to 60 delegates.

"On one level it was important we talked about the way The FA operates, but it was arguably more important to impart practical information about how this can be applied in the context of the Colombian game.

The Colombian Football Federation (CFF) invited personnel from the country's leading clubs and both the professional and amateur leagues to take part in the workshop, which

"We had to address some very wide-ranging concerns and issues. That made it a challenging seminar for us - and I would like to think a rewarding one for our counterparts in Colombia."



CFF Events Co-ordinator Juan Diego Velez Sepulveda

addressed many of the concerns of the host nation's football community.

The FA's models of good practice were well-received by the delegates, who actively engaged in several open forum sessions.



Ed Coan addresses the seminar on how The FA tackles marketing the global entity that is modern-day football

AFC



# The FA forges links with China

The FA's Executive Director David Davies and former England coach Sir Bobby Robson travelled to China to participate in a cultural programme accompanying the bilateral talks led by British Prime Minister Tony Blair.

They were part of a British delegation in Beijing to encourage the forging of good relations between the two countries. Sir Bobby, who has also been in charge of Newcastle United, PSV Eindhoven and Barcelona, delivered a coaching master class to local children in the Chinese capital - with a little help from the Prime Minister himself.



David Davies said: "This visit brought home to us how powerful a force China is likely to become in the game of football, in its own continent of Asia and beyond."

UEFA

# Coaching for Bosnia's orphans



A young Bosnian player is put through his paces

Regional FA Football Development officer Mick Murphy travelled to Bosnia to deliver a coaching course to 22 British Army and RAF personnel.

Murphy and the newly-trained coaches then visited the Rada Vranjesevic Orphanage just outside of Banja Luka which houses over 100 children. The children were given coaching sessions and gifts donated by The FA and the Shropshire FA.

# Israel turns to football to promote peace

Former West Bromwich Albion FC star Brendon Batson led an FA delegation to Tel Aviv to continue the dialogue on racism and violence in Israeli football initiated last November.

The event was organised by the Israel FA and the New Israel Fund, an organisation dedicated to promoting tolerance within Israeli society and strengthening the country's democracy.

Batson was accompanied by The FA's Head of Equality, Lucy Faulkner, and Head of International Relations Jane Bateman. During the visit, they also attended the Football 4 Peace festival in the north of Israel.

This festival, pioneered by the University of Brighton and funded by the British Council, brought together children from the Arab, Jewish, Christian and Druze communities, showing how the power of football can unite and break down barriers. Over 800 children took part in the event, which included a girls' football tournament for the first time.



Young players at the Football 4 Peace festival

FA NEWS



# England revels in World Cup qualification

England qualified for the 2006 FIFA World Cup™ finals in Germany in style, beating Poland 2-1 at Old Trafford to finish top of Group Six. They followed up their qualification with a thrilling friendly win over Argentina - one of the World Cup favourites - in November.

National team coach Sven Goran Eriksson is optimistic about England's chances of going all the way to World Cup glory in Germany next year.

"We have an extremely good team," said Eriksson. "I am extremely confident England will have a very good World Cup. We are one of four or five teams who can win the World Cup. If we are lucky with injuries, I think we can do it."



Wayne Rooney and Frank Lampard celebrate against Poland

FA Chief Executive Brian Barwick praised the efforts of Eriksson and his team. "This achievement vindicates all the hard work that has been done by Sven, his squad and his backroom staff," said Barwick. "I know just how much England fans up and down the country enjoy watching their team playing in major tournaments.

"Next summer will be no different and we look forward to a repeat of the incredible and unrivalled support the team received in Euro 2004."