



# Communiqué

The Football Association's International Newsletter



## Five out of five for Sven Goran Eriksson

Sven Goran Eriksson has recorded the best start of any England manager in history. Since his victorious debut against Spain, England have notched up wins in 2002 World Cup qualifiers against Finland, Albania and Greece, as well as a friendly against Mexico, to put the team back on course for Korea/Japan. Here Sven looks back on his first six months in the job...



England revitalised

## A better, brighter future

At the end of June, an England Ambassadors team featuring stars such as Viv Anderson, Ian Wright and Chris Waddle took on a South African Masters XI at the ABSA Stadium in Durban in memory of the 43 people who died at Ellis Park in April.

Over 19,000 spectators were treated to an enthralling 2-2 draw, raising R500,000 (c. £50,000) for the Ellis Park Disaster Fund and the Nelson Mandela Children's Fund. For the South African players, it was an emotional debut in the *Bafana Bafana* jersey denied to them by years of apartheid. "The match was a mark of our respect towards those who died at Ellis Park," explained F.A. Board Member and Head of Delegation Dave Richards, "and to build upon the ever-closer relationship between English and South African football."

The team also made time to visit community football projects in

two of the country's largest townships, Soweto and Umlazi, sharing their soccer skills with the children and distributing kit and gifts. The team flew on to Johannesburg for the launch of the British Council's Football Nation exhibition at Soccer Expo 2001, and were special guests at SAFA's 10th Anniversary dinner.



Community project in Umlazi

SAFA CEO Danny Jordaan emphasised how the two countries had come together in the wake of unsuccessful 2006 World Cup bids, "The English F.A. has made a huge contribution to heal the wounds of the past and to walk hand in hand in solidarity into a better and brighter future, not only for football but for the people of South Africa and England.

"The two nations share one passion - football - and we can use that to cross social, racial, cultural and economic considerations, and in that respect this goodwill trip has been a huge success."

See photo-diary inside

"I have been very lucky to work with such a professional and focused group of players. They have responded fantastically to every challenge and are a pleasure to work with. The spirit in the camp is first class and the support from the fans has been amazing. I feel very at home in England and the warm welcome I have received has been unforgettable. We still have a lot of work to do to qualify for the World Cup next year and certainly we will not get complacent. The matches against Germany, Albania and Greece will be very tough but I am confident that I can always rely upon my players to rise to the occasion."



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# Two Nations One Passion

## A photo-diary of the England Ambassadors' goodwill visit to South Africa

**DAY 1** June 26th



**Durban** The England Ambassadors touch down to smiles and sunshine in South Africa's Surf City...

**DAY 2** June 27th



**Umlazi** Gary Mabbutt MBE, Mark Walters and Alvin Martin pass on tips to a captive audience at a football youth development project



...and to a traditional Zulu welcome upon arrival at the team hotel



Goalkeeper Bob Bolder and International Relations Co-ordinator Kim Fisher make some new friends



Striker Mark Bright, defender Terry Butcher and F.A. Executive Director David Davies in the media spotlight



Liverpool and Spurs striker Paul Walsh puts the local youngsters' skills to the test



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**DAY 3 June 28th**



**Durban** The England Ambassadors line up in front of a vocal and colourful crowd



England's Viv Anderson watches on as Mark Bright goes close with a flying header in the 2-2 draw at the ABSA Stadium. Later, Mark Bright salutes the crowd along with midfielder Steve Hodge (left).

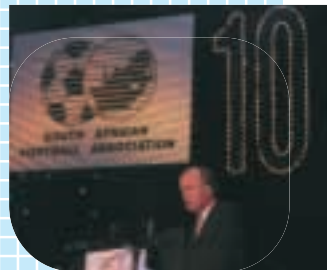


Danny Jordaan, David Davies, Tony Reilly (of the British Council) and Dave Richards line up for the cameras

**DAY 4 June 29th**



**Johannesburg** SAFA President Molefi Oliphant cuts the ribbon to officially open Football Nation



David Davies addresses the South African Football Association's 10th Anniversary Dinner

**DAY 5 June 30th**



**Soweto** Local children gather at the Orlando Stadium in front of a wall-painting project organised by Manchester-based Youth Charter for Sport, Culture and Arts



The England Ambassadors join in the fun



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# International Goodwill Visits

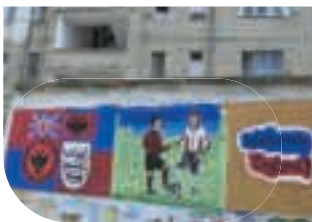
**Goodwill visits have become an important and highly successful element of The F.A.'s International Relations and Development activities, epitomising our vision of "using the power of football to build a better future".**

## Spreading goodwill in Albania



*Brighty, Wrighty and their Albanian fan club*

A delegation of F.A. ambassadors including former Crystal Palace striking duo Ian Wright and Mark Bright travelled to Tirana in March to raise awareness of the plight of local children.



The trip, in advance of England's World Cup qualifier against

Albania, saw the group visit youth teams and a UNICEF Child Friendly Spaces project to donate kit and equipment. Ian Wright described arriving in Tirana as, "like going from colour to black and white, but the kids are so receptive", while F.A. Executive Director David Davies stressed, "This visit is about more than just handing out t-shirts; it's about demonstrating The F.A.'s long-term commitment to helping less privileged countries around the world."



*Proving that the skills are still there*

## Supporting international charities

The F.A. is an active supporter of FIFA's long-standing partnership with SOS Children's Villages and also recognises Save the Children as an international charity partner. Over the last year, F.A. representatives and ambassadors have travelled to SOS Children's Villages in Botswana, Paraguay and Lesotho, while the Royal Air Force F.A. carried out a similar visit in Thailand.



*Malawi*

The F.A. has also funded Voluntary Service Overseas (VSO) Community Sports Projects in Cameroon and Malawi via the IDP, which use football as a



*Thailand*

The goodwill visit to Albania in March involved several other charity organisations such as Children's Aid Direct, Help and Homes for Children and UNICEF.

vehicle to encourage team building among young people, and to promote health awareness and social development.



*Beckham lends his support*



*Albania*



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# UEFA-CAF Meridian Project



**The last few months have seen all three Meridian partners benefit from English technical expertise, with The F.A. assisting Lesotho and Malawi with referee development and helping the Botswana F.A. prepare for their challenges ahead.**



*Vernon Crew leads the practical demonstrations*

F.A. referee instructors Vernon Crew and Derek Bray delivered 10-day courses in Malawi and Lesotho in June for beginner and intermediate referees and for referee instructors. Dintle Mphele, the Botswana F.A.'s chief referee instructor, was invited to assist the course delivery, while The F.A.'s Head of Refereeing, John Baker, observed part of each course with a view to putting a long-term referee development programme in place. In September, two referees from each of the three countries will attend another course held at Lilleshall in England.



*Derek Bray in Lesotho*



*Gary Mabbutt MBE addresses the Lesotho F.A.*

Meanwhile, former England defender Gary Mabbutt MBE has become the latest football ambassador to add his support to The F.A.'s IDP work. He stopped off in Maseru to meet



*Vernon Crew at the Maseru Save the Children project*

with the Lesotho Football Association and participate in the referees course before continuing to South Africa to play in the goodwill match in Durban.



*David Fani (left) with The F.A.'s Graham Noakes*

David Fani, President of the Botswana Football Association, spent an information-gathering week in England in mid-July, meeting with key members of staff at Soho Square to gain an overview of The F.A.'s structure, policies and objectives. He also visited The F.A.'s Sport Science Unit at Lilleshall to view the facilities ahead of the Botswana U-20 team's training camp in September.



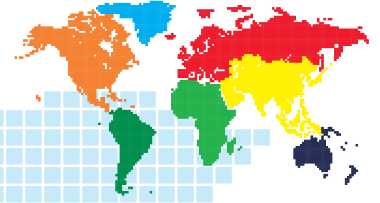
*David Fani visits The F.A.'s Sport Science Unit*





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# Confederations Update



AFC



Dato' Peter Velappan visited London last month to discuss a number of issues that form part of the AFC-F.A. Technical Co-operation Agreement. The AFC General Secretary's visit came ahead of the Youth Coaching Course in Kuala Lumpur to be run by England youth team coaches Martin Hunter and Dick Bate.



AFC General Secretary Peter Velappan

OFC



The F.A. reached an agreement with the Oceania Football Confederation to focus on youth development in the region, with an assistance programme due to commence in 2002.



Eddie Plumley in Luque

CONMEBOL



Former Watford CEO Eddie Plumley travelled to Asunción, Paraguay, to evaluate the implementation of F.A. recommendations regarding the structure and operation of the Paraguayan F.A., reporting back positively. He also visited the SOS Children's Village in Luque, describing it as an "emotional and rewarding experience."

# FIFA Update

Chairman Geoff Thompson and Chief Executive Adam Crozier led the English delegation at the FIFA Congress in Buenos Aires in July where The F.A. also actively participated in the Conference Against Racism in Football. The F.A. works together with other football



organisations in England such as Kick It Out to eradicate racism at all levels of the game, and FIFA Communications Director Keith Cooper paid tribute to England's example, "The experience of

The F.A. and English-based pressure groups was extremely useful in raising general awareness and encouraging other countries to face their responsibilities."

Geoff Thompson echoed this view, stressing England's "determination to play a leading role both domestically and internationally in ridding our game of prejudice and intolerance."





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# CONCACAF Workshop



**A total of 56 delegates representing the national associations of 18 CONCACAF countries attended the inaugural 'Business of Football' workshop, held at the Dr João Havelange Centre of Excellence in Trinidad in June. Entitled 'Marketing the Beautiful Game', the workshop formed part of the programme of co-operation between CONCACAF and The F.A. towards the development of the region's football infrastructure.**



Paul Barber and Peter Gandolfi at the workshop

Paul Barber, The F.A.'s Director of Marketing, and Peter Gandolfi, Head of Sports Marketing for England sponsor Nationwide, made the keynote presentations supported by Phil Collier and John Mills from Sport England.

The workshop focused on evaluating sponsorship opportunities and creating packages attractive to potential sponsors, with delegates presenting their own case studies, and also provided The F.A. with an excellent two-way exchange of information and a better understanding of the business of football in the CONCACAF region.

The participating delegates paid tribute to the "exceptional standard" of the workshop and speakers, and felt that it had provided them with the necessary tools for devising effective marketing and sponsorship strategies.

Patrick John, President of the Dominica F.A., summed up the general mood, "The workshop set a challenging, informative and highly enjoyable platform for the exchange of information and experiences by two different cultures and social and economic backgrounds."

CONCACAF President Jack Warner, who led the closing ceremony alongside Manohar Ramsaran, echoed this view. "The F.A. could have easily given us money or tracksuits, but what they have given us during this workshop over the last few days is far more valuable in the long term."

F.A. Head of International Relations Jane Bateman described the event as, "bringing to life the essence of our agreement with CONCACAF: that of two organisations working together to develop the game of football through the sharing of knowledge, experience and expertise."



18 CONCACAF countries attended the workshop



Patrick John and Jack Warner



## Q&A with David Davies Executive Director, The F.A.



### **David, international relations is a significant part of your division's responsibility. How did this come about?**

Our International Relations team was formed in the aftermath of our unsuccessful 2006 World Cup bid. Despite its critics, there is no doubt in my mind that the Bid succeeded in raising the profile of English football and establishing valuable contacts around the world. We were determined to build on what we had achieved.

### **What is the team's specific remit?**

There are two distinct spheres of activity - development and relations. On the one hand we are committed to playing a bigger role in the development of football around the world by assisting less privileged national associations to develop their football infrastructure through the provision of technical expertise. On the other hand, we are looking to build solid relationships with FIFA and UEFA, as well as the other confederations and national associations worldwide. Sometimes of course our projects combine the two.

### **Has there been a lot of interest around the world in developing close links with The F.A.?**

Absolutely. Approximately half of our activities involve meetings with visiting federation officials. We share knowledge and expertise in fields such as administration, marketing, coaching and refereeing. Over the last few months we have welcomed visitors from all over the world, from China to Botswana to Mexico. These discussions are also a valuable learning process for us, providing an objective perspective on our own structure and activities.

## 2001 Calendar

DATE	VENUE	EVENT
<b>23 July-24 August</b>	Lesotho/Malawi	BESO Information Technology visit
<b>6-19 August</b>	Kuala Lumpur	AFC Youth Coaching Course
<b>11-31 August</b>	Lilleshall	International Coaching Licence Course
<b>12 August</b>	Cardiff	The F.A. Charity Shield
<b>15 August</b>	London	England v Netherlands Friendly International
<b>1 September</b>	Munich	WCQ Germany v England
<b>5 September</b>	Newcastle	WCQ England v Albania
<b>9-16 September</b>	Lilleshall	International Referees Course
<b>6 October</b>	Manchester	WCQ England v Greece

[www.fa-soccerstar.com](http://www.fa-soccerstar.com)



On July 1, The F.A. launched [www.fa-soccerstar.com](http://www.fa-soccerstar.com), a free internet coaching and educational programme aimed at boys and girls aged 6-16.

The website allows worldwide access to the long-established and highly-respected Soccer Stars programme, which has involved over 500,000 children and over 20,000 coaches and teachers since its inception in 1988.

Consisting of a series of practices and games, it enables children to learn essential football skills and allows coaches to assess their development through six simple reliable tests. Within two weeks of the on-line launch, coaches in over 30 countries had participated in the initiative.



Thanks to our partners

