



# COMMUNIQUÉ



## COMMUNIQUÉ ISSUE NINE

**Shoulder to  
shoulder with  
football as a  
power for good**

**TheFA.com**

CONMEBOL President Dr Nicolás Leoz, FA Chairman Geoff Thompson, and President of the Paraguay FA Oscar Harrison at the launch of two recent workshops which inaugurated the FA-CONMEBOL Co-operation Programme.

- CONMEBOL Co-operation Programme gets under way
- Training elite referees in the CONCACAF region
- Sponsoring the library in Botswana's new HQ
- Goodwill initiative with Turkish FA
- Ecuador, Malaysia and the USA welcome FA speakers
- Latest from Michael Moriarty, The FA's man in Kabul
- Developments at Wembley with WNSL CEO Michael Cunnah



## CONMEBOL

# Workshops launch FA-CONMEBOL

Over 70 coaches, technical directors, managers and senior administrators from the ten South American football federations made up a distinguished audience at the first two FA-CONMEBOL workshops, held in Paraguay in September.

The FA delegation was treated to a fine Paraguayan welcome as riders on horseback and dancers in traditional dress provided a positive note on which to conduct the proceedings.



The FA delegation is welcomed at Dr Leoz's home outside Asunción



Delegates consider issues raised at the Strategic Planning Workshop for Coaches

The delegates attending the Strategic Planning Workshop for Coaches included Chile's Technical Director Alberto Quintano, ex-Barcelona star Raúl Vicente Amarilla and Ubaldo Fillol from Argentina's World Cup



Graham Taylor

winning team of 1978. They were addressed by Robin Russell, The FA's Technical Co-ordinator and Director of FA Learning, alongside former England, Watford FC and Aston Villa

FC manager Graham Taylor. Player development, international football strategies, team building and coach education were all on the agenda.

Concurrently, The FA's Senior Sponsorship Manager Mark Osikoya and consultant Nigel Moore addressed 50 senior administrators - including General



Nigel Moore presents at the Administration and Marketing workshop

Secretaries - on the subject of Planning for Effective Football Administration and Marketing. Up for discussion were topics such as change management, football development, administration, funding, finance, HR, structures, IT, disciplinary procedures, marketing and sponsorship.



The FA delegation is welcomed by Paraguayan bottle dancers at the home of Anthony Cantor, the British Ambassador



# Co-operation Programme



FA Chairman, Geoff Thompson was decorated with the Order of Merit for South American Football for his services to the game, by CONMEBOL President Dr Nicolás Leoz. He

acknowledged that The FA travelled to South America, "with a certain humility" given the reputation and success of the continent's football. "We are the home of football, but you are the home of World Cup winners," he said in his opening address. "Ultimately, however, it is the exchanging of ideas, and the opportunity to discuss and debate possible improvements in running the game of football, which are fundamental to its survival in an uncertain world."

Dr Leoz added, "The FA is the world's oldest football association. In my view, it is now one of the most organised and modern associations, with fantastic international training programmes as well as competitions



Senior officials and delegates gather outside the headquarters of the **CONFederación SudaMERicana de Fútbol (CONMEBOL)**

and leagues that attract interest from around the world." Kim Fisher, The FA's International Relations Manager responsible for the FA-CONMEBOL Co-operation Programme, said, "It has been an excellent learning experience for presenters and participants alike. We look forward to a long and fruitful period of co-operation with this prominent confederation in world football."



Geoff Thompson presents Dr Leoz with a silver salver to commemorate the occasion

## ECUADOR



FA Senior Sponsorship Manager Mark Osikoya addressing the delegates at the Mercafútbol Conference held in Guayaquil, Ecuador, earlier this year.



## CONCACAF

# Advanced techniques for senior referees



Building on the earlier FA-CONCACAF training for referees, a recent workshop focused specifically on senior FIFA referees, with the overall objective of working towards improved standards in high-level refereeing throughout the CONCACAF region.

English methodology. Most rewarding was perhaps the opportunity to witness a Collegiate Cup Final refereed by Noel Bynoe of Tobago. "We were particularly pleased to see Noel putting into practice a number of the elements and skills we had been teaching in the workshop," said Blanchard.



The workshop attendees seize the opportunity to learn from the vast experience of former FA Premiership official Alan Wilkie

The main emphasis of the programme - developed and presented by Ian Blanchard and Alan Wilkie, both FA Regional Managers for Referees and ex-FA Premiership officials - focused upon communication, managing players effectively, as well as self-management and preparation. Described by Canadian FIFA referee, Bogdan Stanescu, as, "vibrant and informative", the course combined tutorial and practical elements.

"Of all the courses I have attended, this one has been the best planned and delivered", enthused Steve Samuel, an experienced FIFA Assistant Referee from the Dominican Republic. "I feel rejuvenated and ready to move on."

Both instructors found their audience attentive and enthusiastic towards the

"Our primary agenda is to be seen as being at the cutting edge of referee development wherever football is played throughout the world. To see our ideas and practices adopted by others is hugely encouraging."



CONCACAF President Jack Warner thanks Ian Blanchard for his efforts

The course was closed by CONCACAF President Jack Warner who stressed the importance of putting referees and match officials from the region back on the world stage.

## CAF



## FA supports FIFA's Goal projects in Africa

The FA's International Relations Team met with its UEFA-CAF Meridian Project partners whilst attending the FIFA Congress in Doha.



Botswana's new HQ under construction

Among the items agreed with the Botswana FA was the sponsorship of the library in its new headquarters. Scheduled to open later this year, the construction of the new premises has been financed by FIFA Goal which funds projects for financially disadvantaged associations, allowing them to build association headquarters, lay pitches and establish technical training centres.

The FA already sponsors the Lesotho FA library at their headquarters, another FIFA Goal project officially opened last year.

## OFC



## Oceania Co-operation Programme

The FA's International Relations Team held fruitful discussions with General Secretary Josephine King and Development Manager Tai Nicholas to finalise the FA-OFC Co-operation Programme.

"The programme will focus specifically on technical and refereeing matters", explained Jane Bateman. "The OFC has asked us to work with their Indigenous Talented Coaches on a 'training the trainers' programme." The first C-Licence coaching course is scheduled to take place in December.

# England qualify for Euro 2004 Finals



The England team rose to the challenge clinching a point in Istanbul to win their group and automatic qualification for the European Championship Finals in Portugal next year.



Agony and ecstasy at the final whistle in Istanbul

In the run-up to the highly publicised contest, FA Head of Football Affairs David Davies led a goodwill visit to Turkey, alongside FA Ambassador Lawrie McMenemy and Newcastle's Director of



The delegation donate gifts and t-shirts to the children

Football, Gordon Milne, a former manager of Turkish club Besiktas. The advance visit to Turkey was one of a series of initiatives undertaken by The FA in conjunction with their Turkish counterparts as a reflection of the spirit of co-operation and friendship that pervaded their close collaboration prior to the match. The trio were special guests at the Player of the Year Awards and also took time to visit a centre for Turkish street children in conjunction with the Turkish FA and the British Consulate.

## FA launches online psychology course

FA Learning will launch its first ever online qualification in early 2004. This pioneering project is the first of its kind to be provided by a football governing body and will be available to anyone with an interest in sports psychology and access to the internet.

The Psychology for Soccer Level 1 course is aimed at coaches, parents and teachers of 7-12 year olds. For more information visit [www.TheFA.com/FALearning](http://www.TheFA.com/FALearning)



## International course for referee instructors



Saminathen Marimuthu of Malaysia is seen here taking part in this year's

edition of The FA International Course for Referee Instructors at Lilleshall. The FA also runs an annual International Coaching Licence Course. For details see [www.TheFA.com/FALearning](http://www.TheFA.com/FALearning)



## FIFA Centennial

FIFA will celebrate its centenary in 2004 with a number of events and initiatives celebrating its history. For its significant part in the creation and growth of the game, The FA and England will play host to the International Football Association Board and the meeting of the FIFA Executive Committee in London over the last weekend in February.

## FIFA Women's Football Symposium

Kelly Simmons MBE, The FA's Head of Football Development, joined an impressive list of speakers at the Women's Football Symposium in Los Angeles during the recent FIFA Women's World Cup.



Kelly shares her ideas for developing women's football at the L.A. symposium

The invitation came as FIFA identified The FA's 'Active Sports Girls Football Programme' as an example of good practice in providing a sustainable plan for the women's game. "The programme focuses on both increasing and retaining participation and developing quality," explained Simmons. "Since it began in 1999, affiliated girls' teams have risen from 960 to 4000 and in those four years, The FA has attracted £8 million of partnership funding to deliver the initiative." For further details, contact [Kelly.Simmons@TheFA.com](mailto:Kelly.Simmons@TheFA.com)



AFC

# The FA's man in Kabul



Michael Moriarty

**Former British Army Major, Michael Moriarty, is entering the fourth month of his assignment in Afghanistan. As The FA's in-country International**

**Football Task Force representative, he is helping to redevelop the game's administration after 23 years of war. Based in the capital Kabul, Moriarty is working closely with the Afghan Football Federation and technical experts appointed by the German FA to get the game back on track. Their efforts are underpinned by both the AFC and FIFA whose October meeting of the Goal Bureau resulted in confirmation of funding for a new office headquarters and artificial pitch, complementing the existing FIFA Financial Assistance Programme.**

Supported by funding from the Foreign & Commonwealth Office, the British Council and The FA's International Development Programme, Moriarty's first priority has been achieved in the production of a draft Strategic Development Plan to be followed by proposals for new statutes, structures and staffing.



League matches at Ghazni are currently played in 2 to 3 inches of dust



Players from the Ghazni branch of the Afghan FF wearing kit donated by The FA

Moriarty says that he is, "thrilled to be part of this exciting project. Football has a huge role to play in reviving Afghanistan after all the bloodshed and violence of the past two decades. It's a challenge - one that presents real opportunities for the future of the game in this country."

Kim Fisher, FA International Relations Manager, added, "We are delighted that all parties are encouraged by the excellent football development plan that Michael and Holger Obermann have produced along with the Afghan FF. The AFF vision reflects our own; to use the power of football to build a better future, thus providing all Afghan men, women and children, able and disabled alike, with the opportunity to participate, compete and excel in football."

## FA presents at 1st AFC seminar for national women's coaches

The FA's Regional Development Manager for the North of England, Helen Croft, was in Kuala Lumpur in September to talk about the development and management of the women's game in England. The conference addressed issues ranging from the grassroots game to strategies for popularising women's football, as well as concepts of play.

"The conference provided a fantastic insight for me into football in the Asian continent, and the challenges and issues presented by Asian culture and education systems," said Helen. "The development of our game is very much education based, for example, with women's football generally accepted into the school curriculum. This has helped enormously in making it the number one female participation sport in our country."



Helen Croft shares the English experience

# Rebuilding football in post-war Iraq



The FA, AFC and FIFA engaged in talks during the recent FIFA Congress regarding the re-launch of football in Iraq. Representatives of the interim Iraq FA Executive Committee, as well as of the Coalition Provisional Government, were in Doha to look at how international assistance could invigorate the game which, through loss of leadership and facilities, is facing a tough route forward.



The FA-donated footballs are used in a coaching session in Basra organised by London-based AFS Enterprises

The FA has already despatched 3000 footballs for schools with another consignment of materials to follow by the end of the year. "The FA firmly believes that football is a powerful tool in bringing communities together," explained The FA's

Jane Bateman. "We are open to the opportunity to combine our development work with government, FIFA and other agencies' initiatives to help all areas of Iraqi football - refereeing, coaching and administration alike - to get back on track."

# AFC introduces 'Vision Asia' to the football family

An FA delegation attended the AFC's recent conference in Doha, Qatar, which introduced their new football strategy to the global football family. With the continent being home to a population of 3.7 billion with a huge diversity of cultures, languages, religions, climates, economic conditions and political circumstances, the application of 'Vision Asia' will be no small task. However, under the leadership of AFC President Mohamed Bin Hammam, people and plans have been mobilised in every area of the game.

Geographically divided into four regions and across the board into 11 development areas, Vision Asia reflects several of the recommendations made in The FA's Strategic Development Plan, presented to



AFC President Mohamed Bin Hammam outlines 'Vision Asia'



FIFA President Sepp Blatter speaks at the Doha conference

the AFC last year. "We have worked closely with the AFC over the last few years through our Co-operation Agreement," explained Head of International Relations Jane Bateman. "Having had an input into Vision Asia, we look forward to taking our relationship another step forward by assisting in its implementation."

# WEMBLEY - HISTORY IN THE MAKING



**Michael Cunah,  
Chief Executive  
of Wembley  
National Stadium  
Ltd, updates us  
on the project's  
progress...**

**"In September 2002, work began on the new Wembley Stadium. Designed by the team of architects behind a host of major projects, including Stadium Australia, we believe it will be the greatest stadium on the planet.**

It's a very, very big stadium with 90,000 seats, and in terms of space it's actually bigger than any other comparable stadium in the world. The stadium won't be a drain on the public purse - we anticipate that it will run at a significant profit, with a flow of revenue back to The FA to be reinvested back into the game.



The new stadium will be literally 2 to 3 times as big as the old Wembley, and twice as high, with unsurpassed comfort levels, both sitting in the seats and moving around the ground. Because there is no running track in the new Wembley, we're able to bring everyone closer to the pitch. Planning a stadium from scratch, you get the opportunity to get the sight lines right and improve access for everyone.

We've kept what was best about the old Wembley stadium. For instance, there will still be the familiar route up to the Royal Box for the winning and losing teams. Also, the engineers mapped the sound of the final few matches in the old stadium to make sure that the sound within the new stadium is going to be at least as good as it used to be.

Wembley is fast becoming a reality. Work is ahead of progress - demolition of the old stadium and the foundations of the new one are complete. Early next year, the huge steel arch, which will stretch 133 metres into the



With foundation work complete, the new stadium is rapidly emerging

London sky will be raised, signalling that the future of Wembley is rapidly approaching.

The new Wembley will host all of The FA's major events, including The FA Cup Final and England internationals, plus a host of other major sports and music events. Already, we have received orders worth more than £150 million for "Club Wembley" hospitality boxes and 10-year seat licenses, from companies and supporters who want to guarantee their place at the big games.

Work is scheduled for completion in early 2006, when a new generation of players and fans will get the chance to experience the Wembley magic for themselves."

## INTERNATIONAL EVENTS

DATE	VENUE	EVENT
November 30	Portugal	UEFA Euro 2004 final round draw
December 5	Germany	Preliminary draw for the 2006 FIFA World Cup Germany™
December 2-12	New Zealand	FA-OFC Coaching Licence Course
February 18	Portugal	Portugal v England - Senior friendly international*
February 28	London	International Football Association Board meeting
February 29	London	FIFA Executive Committee meeting
March 31	Sweden	Sweden v England - Senior friendly international*

\*The Portugal and Sweden fixtures are subject to change, should England be drawn against either nation in the Euro 2004 Finals

## Season's Greetings



Children sport FA kit presented by Chester schoolchildren on a recent expedition to Peru

In place of Christmas cards, The FA's International Relations Team will make a donation of footballs and kit to the war-torn football communities of Afghanistan and Iraq. May we take this opportunity to extend greetings of the season to the international football family.



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