



COMMUNIQUÉ



COMMUNIQUÉ ISSUE TWELVE

Rivals in football, partners in life

TheFA.com

The captains of Maccabi Haifa and Maccabi Tel Aviv sign up to the New Israel Fund's charter to promote tolerance within Israeli society through football. The historic signing took place at a match organised on the eve of a major conference addressing racism and violence in Israeli football.

- FA delegation co-presents anti-racism conference in Israel
- Training referees in Mali
- Tribute to the late LEFA President, Thabo Makakole
- Focusing on the media in Trinidad
- The AFC addresses media relations
- England prepares to host the WOMEN'S EURO 2005
- Q&A with Brendon Batson

UEFA

United they stand on both sides of the line



Last year's Premier League runners-up Maccabi Tel Aviv line up with close rivals Maccabi Haifa who are looking for their third consecutive league title

At a time when racism had made an unexpected and unwanted reappearance at England national team games in Spain, an FA delegation was on its way to Israel to co-present a conference addressing the issues of racism and violence in Israeli football. The event in Tel Aviv 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.

England's steps to tackle racism have resulted in a significant reduction in incidents of racism over the last ten years. It was this reputation that led The FA to be invited to



groups and most noticeably between Arabs and Jews, is prevalent.

Israel's Minister for Education, Culture & Sport, Limor Livnat, acknowledged the depth and diversity of the problem in Israeli society and the enormous value that football offers in tackling it beyond the parameters of its own sport. She was supported by Itzhak Menahem, the Israel FA President, who stressed that, "stamping out racism and violence from our game is a moral obligation."



Lucy Faulkner presents The FA's Football For All strategy to the conference

travel to Israel where racist abuse, particularly between the different ethnic groups and most noticeably between Arabs and Jews, is prevalent.



Israel's Minister for Education, Culture and Sport, Limor Livnat, understands the role football can play in building bridges in society

FA Ethics and Sports Equity Manager, Lucy Faulkner, outlined The FA's Football For All strategy to the 300-strong audience against the historical backdrop of the English experience described by former players Brendon Batson and Gary Mabbutt. They were joined on stage by former Wimbledon player Walid Badir, now with Maccabi Haifa,



Walid Badir

who recently wore the captain's armband for the Israel national team which, as an Arab, was highly significant.



The FA delegation of (L-R) Lucy Faulkner, Brendon Batson, Gary Mabbutt and David Davies answer questions from the floor

Eliezer Ya'ari, Executive Director of NIF Israel, described The FA's visit as, "an important boost for all the organisations involved in combating racism in Israeli football, which reflects attitudes throughout society". David Davies responded, "We are proud that what we have sought to do in England has been recognised and applauded internationally."

For its part, UEFA endorsed the visit. "UEFA commends all initiatives that pro-actively address the serious problem of racism in football which threatens the spirit of Fair Play and taints football's role in society as a whole," said its Chief Executive Lars-Christer Olsson.



Brendon Batson and Gary Mabbutt call on their collective wealth of experience in football to speak on the racism issue

"The FA has campaigned with significant success against racist abuse in the English game and I have no doubt that sharing their experiences will help Israel in some measure to tackle the particular problems they face."



The fans and coaches of Maccabi Haifa celebrate a goal in their 3-0 win over Maccabi Tel Aviv



David Davies (centre) and Israel President, Itzhak Menahem (to his right), hold up the charter signed by both teams before the game

The FA's commitment to combating racism in English football involves a wide range of activities. It supports and part-funds the Kick It Out campaign which has been active in England for over ten years. The FA has also established a nationwide Report Racism hotline which investigates allegations of racist behaviour within the game, has initiated education and training programmes to raise awareness and is working to ensure that all ethnic groups are represented in the structure of football.



CAF

Referee training in Mali



During the visit to the SOS Children's Village the delegation is greeted with smiles all round

The FA continued its work in Africa with a visit to Bamako, Mali, to train 24 Senior International Referees from around Francophone Africa in association with CAF and Malifoot.

FA Head of Referees John Baker, together with regional managers Ian Blanchard and Ray Olivier, ran a three-day seminar focusing on advanced techniques, including exercises that help develop referees awareness and control, and focusing on the importance of fitness.

The delegates included Tunisian referee Mourad Daami, who has an impressive record in international competition, and Mali's Koman Coulibaly who described the course as, "an important learning experience, particularly in terms of training techniques and positioning."



FA Regional Manager Ray Olivier puts the course delegates through their paces, placing firm emphasis on referee fitness

Whilst the delegates were inspired by the new teaching methods that have been developed in England, according to FA International Development Manager Ben Seeley, the course was also, "an important platform to exchange ideas between top referees from Africa and England to help to develop understanding and experience of the international game."

The FA's stay was rounded off with a return visit to the SOS Children's Village which FA Chairman Geoff Thompson visited two years earlier whilst in Mali for the CAN 2002.

Thabo Makakole

The FA was saddened to hear of the death of LEFA President Thabo Makakole in a car accident in November.



"Thabo had become a good personal friend as well as a friend of The FA through our work in the UEFA-CAF Meridian Project," said Head of International Relations Jane Bateman. "We will remember him as a warm, generous and committed man and have no doubt that he will be a great loss to African football."

FA Ambassador, Gary Mabbutt, added his condolences, "It was with great sadness that I learned of Thabo's death. Every time we met you could see that he was a man who was passionate about the game and who was committed to the development of football, not only in Lesotho but throughout Africa."

Youth coaching in Botswana & Lesotho



FA Coaches Pete Sturgess and Ted Dale deliver Youth Coaching courses in Botswana and Lesotho as part of The FA's commitment to the UEFA-CAF Meridian Project.

CONCACAF

Trinidad workshop focuses on media relations



Whatever your opinion of the media, it is part of all our lives. The final FA-CONCACAF event of the year focused on how to work with the media and use it to the best advantage. Fourteen countries from the CONCACAF region attended the three-day seminar which was led by former England manager Graham Taylor, the Sunday Telegraph's football writer Patrick Barclay, Chris Mitchell from the BBC World Service and FA Media Officer Nick Barron, co-ordinated by Ben Seeley from the International Relations team.



Practising interview techniques through role play and exercise was a key element of the workshop

The participants discussed the role of the media in football and the various approaches to journalism in the Caribbean and in England, using an interactive format including Question & Answer sessions, practising interview techniques through role play and exercises in creating and implementing a media strategy. In the closing ceremony, FIFA Vice President Jack Warner



Former England manager Graham Taylor leads a discussion group



CONCACAF Director of Technical Administration, Richard Braithwaite, addresses the seminar

paid tribute to The FA's work, saying, "The FA has shown it is serious about its partnership with CONCACAF and this seminar is vital to help us continue to grow the game of football in our region." These words impressed Patrick Barclay who wrote of the event, "World football is a family - one in which The FA, at last, is fully integrated."

The co-operation agreement between The FA and CONCACAF has been in existence for only four years but has already received a special CONCACAF Award, collected earlier this year by FA Chairman Geoff Thompson at the Congress in Grenada in May.

OFC

Vanuatu celebrates anniversary



The Vanuatu Football Federation (VFF) celebrated its 70th Anniversary this year. VFF President Johnny Tinsley Lulu is seen here receiving a commemorative plaque from the Acting British High Commissioner Joel Watson on behalf of The FA.

AFC

Football United launches to develop Iraq's grassroots football



Pic: Mariam Al-Fekaki, Iraqi Sport Ltd

September saw the official launch of Football United, a UK Foreign & Commonwealth Office initiative aimed at building the foundations of the development of grassroots football amongst young people in Iraq through training courses and local tournaments.



Pic: Mariam Al-Fekaki, Iraqi Sport Ltd

Funded by the FCO Public Diplomacy Challenge Fund and project-managed by IraqiSport, four Iraqi coaches completed The FA's International Coaching Licence course in England and 35 Iraqi coaches have undergone training in Amman, Jordan, by FA coaches Chris Whalley and Colwyn Rowe. Graduates of the course are expected to return to their respective towns across Iraq and help complete further stages of the project, including the training of more than 100 coaching assistants.



David Davies with Jack Straw and the Iraqi Ambassador (left)

"Iraqi football at national team level is enviably strong," said FA Executive Director David Davies. "The performance of the senior team in the 2004 Asia Cup and the Olympic Team's 4th place in the Athens Games were both remarkable achievements given the difficulties in Iraq at the current time."

"We are pleased to work with the British Government to help the continued development of Iraqi football, particularly at youth level, which will be the platform for its continued success," he continued.

Foreign Secretary Jack Straw commented, "Football is by far the most popular sport in Iraq. This [project] is a wonderful opportunity to assist with the development of youth football in Iraq and to lay the foundation for continued and stronger ties between the British and Iraqi sporting communities."

Media relations seminar in Malaysia

Media Relations were also on the AFC's agenda earlier this year when FA Media Officer Andrin Cooper was invited to speak at a seminar on this subject in Malaysia. As part of the AFC's Vision Asia project aimed at developing and improving the football infrastructure across the continent, the seminar addressed such issues as general roles and responsibilities, media operations at matches and competitions, and dealing with broadcasters in an interactive and discussion-based format.

While each national association had its own challenges and geographical, cultural and financial considerations to consider, the participants came away with a firm resolve to make media relations and operations a priority issue for their future activities. "The seminar was a very productive first step in creating a more structured and strategic outlook on media relations," said Andrin. "It was also a very valuable learning experience for me personally in gaining a totally different perspective on media management in this region."



Andrin Cooper

FA NEWS

England to host WOMEN'S EURO 2005



England coach Hope Powell at the Final venue

England will host the WOMEN'S EURO 2005 this summer from 5th-19th June, the biggest event in UEFA's football calendar this year. Eight teams will compete over two weeks to be crowned Champions of Europe, including 2003 World Cup finalists Germany and Sweden.

England qualify as hosts and will open the tournament on Sunday 5th June at Manchester City FC's City of Manchester Stadium. The Final on Sunday 19th June will be held at Blackburn Rovers' Ewood Park ground, with Blackpool, Preston North End and Warrington Wolves' rugby league stadium also hosting games.

The draw will be made on Wednesday 19th January at the City of Manchester Stadium and will also include Norway, Denmark, Finland, Italy and France.

For more information, log on to: www.TheFA.com/Euro2005



FA Learning forges business links

FA Learning, the educational division of The FA, has teamed-up with top-ranked Cass Business School, London, to provide world class business education to the football industry. The courses delivered by Cass will enjoy exclusive FA support and endorsement.



Sir Trevor Brooking launches the FA-Cass business education programme

The partnership will deliver a complete portfolio of business education courses with the aim of producing the world's first Executive MBA for the football industry.

A programme of courses is already planned for football executives, managers and senior coaches from all over the world. It will focus on the crucial business issues confronting the industry and look at how improved business skills will enhance the profitability of the club or association with which they are involved.

Core areas to be covered in the business education programme will include risk management, marketing, corporate governance and business strategy.

For more information visit: www.TheFA.com/FAlearning

Football For All

The FA held two major conferences in December, both attracting audiences of some 300 delegates. The second Football For All conference at Bradford City revolved around The FA's commitment to make football available to every sector of the community irrespective of race, religion, age or gender. In particular, it promoted The FA's continuing determination to fight racism in football, and its commitment to provide funding and opportunities for all communities.



David James

Manchester City and England goalkeeper David James, one of the speakers, was asked about the emergence of Asian players, traditionally few in the otherwise culturally diverse make-up of the English game. "I'm sure it's only a matter of time before it happens," he said. "It has to, because of ability and talent. I'm aware of three Asian lads playing now, so it is starting to happen."

The other conference, in Manchester, was the first to focus on disability. The FA has a dedicated National Development Manager for Disability Football, Jeff Davis, who is driving forward The FA's much lauded policy on this issue. "This may be the first conference we've staged," said Jeff, "But we've already come a long way. I believe we are the world's leading governing body in this area, and I am proud of our record so far."

Q&A

with Brendon Batson, FA Project Manager

What is the nature of your role at The FA?

Having left the Professional Footballers' Association after 18 years' involvement, I was asked if I would head up a disciplinary review at The FA. The main reason behind this was that English football had been governed by a rigid disciplinary system which had literally not changed for years. The procedures were in need of a thorough review - essentially modernisation - to ensure that there was greater consistency in the process and its application. Whilst all the disciplinary procedures were subject to review the focus was on incidents on and around the field of play.



Another area I was asked to look at was the England selection policy and under what circumstances an eligible player would not be considered for selection. After consultation with the players, the England Coach and International Committee members, a selection policy was agreed upon and accepted by all parties concerned. It is hoped that there would never be a situation where a player would be excluded from selection but nevertheless it is absolutely right that there is a procedure in place to meet such an eventuality.

What particular changes have you recommended?

One of the main issues is the speed in which the disciplinary process is carried out. In the past, a player could commit an act which may have led to a charge and it would take a period of several weeks for a charge to be brought, several more for it to be contested and several more again for a penalty, if any, to be applied. It was simply too long-winded and, in these modern times, impractical. Under the new regulations there is a fast-track system which allows incidents occurring on and around the field of play, in most cases, to be dealt with within four working days.



How have the new proposals been received?

The review involved a consultation process with all the major stakeholders in the game prior to the proposals being recommended to the FA Disciplinary Committee to go forward for approval by the FA Council. This is a one-year pilot scheme involving clubs in the FA Premier League, the Football League and the Nationwide Conference National Division. The new procedures are being monitored and there will be a full review at the end of the season. To date, and without being complacent, the new system has been well received and has bought a degree of clarity to the disciplinary process.

INTERNATIONAL EVENTS

DATE	VENUE	EVENT
January 5	Egypt	Technical & Fitness Seminar
January 27-29	Ecuador	FA-CONMEBOL Referees Workshop
January 28-30	Malaysia	FA Learning training at AFC House
February 9	Birmingham	England v Holland, Senior Friendly International
March 26	Manchester	England v N Ireland, WCQ
March 30	Newcastle	England v Azerbaijan, WCQ

Bermuda v Montserrat



Pic: Kevin West

The team captains exchange gifts and show off the Mitre match ball, one of many kindly donated by Mitre through The FA



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