



# COMMUNIQUÉ



## COMMUNIQUÉ ISSUE SEVEN

### Inspiring the Youth of Nigeria

The children listen intently to the instructions of their coach at the British Council's Community Action Through Sports (CATS) project in Lagos, Nigeria. The initiative, which is part-funded by The FA, aims to develop children's life and leadership skills through sport.

- FA international administration workshop
- FA-CAF coaching workshop, Nigeria
- FA coaching licence course, Cuba
- FA-CONMEBOL co-operation agreement
- England ambassadors visit China and Iran
- UEFA 'Unite Against Racism' conference
- Q&A with Alan Hodson

TheFA.com



THE FA

# Planning for effective football administration



The delegates pictured during their visit to Manchester United's academy

The launch of The FA's first International Football Administration Workshop in Loughborough, England, attracted over 100 applications for the 38 available places on the 5-day programme.

Senior FA managers and regional trainers addressed the delegates who between them represented 28 countries across every



Suresh Nair of Singapore

continent. The sessions ranged from HR, finance and football development, to marketing and public relations, as well as attendance at a Premier League fixture and

visits to the Manchester United and Liverpool academies. "The FA has provided us all with a fantastic opportunity to come together and share examples of good practice in all areas of football administration," said Singapore's Suresh Nair.



Lawrie McMenemy meets Nigerian representative Saliyu Abubakar



Geoff Thompson addresses the workshop

FA Chairman, Geoff Thompson, explained, "We hold international courses in coaching, refereeing and sports medicine and considered a workshop on football administration to be a natural addition to our portfolio. From the number of applications, it seems that a workshop like this is in great demand."

## Referee instructors course

Ian Blanchard addresses students attending the FA's International Referee Instructors Course at Lilleshall in September 2002.



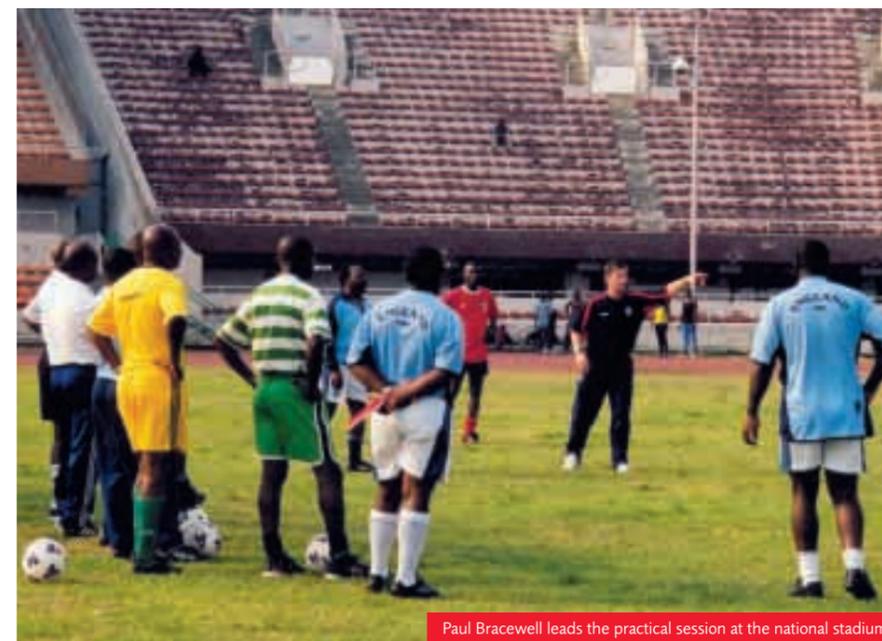
CAF

# FA-CAF Strategic Planning Workshop for Coaches



In December 2002 Lagos, Nigeria, was the venue for a 4-day Strategic Planning Workshop for Coaches organised in line with the FA-CAF co-operation agreement signed by FA Chairman Geoff Thompson and CAF President Issa Hayatou.

FA national coaches Martin Hunter and Paul Bracewell led the interactive sessions for some 50 delegates from across the African continent, addressing a range of issues including grassroots / elite player development, talent identification, strategic planning within international football, the



Paul Bracewell leads the practical session at the national stadium



Boys from the Damilola Taylor Academy sport new shirts courtesy of Fulham FC

what systems we have in place in England. We hope that our ideas and discussions have provided food for thought and that some of our ideas will inspire you to further develop the systems in your own countries."

and to educate them on serious issues such as the threat of HIV/AIDS.

design and implementation of coaching programmes and the evaluation of coaching performance. Seven Nigerian FA delegates also attended, including the Head of the

Technical Department, Coach Fanny Amun, who acted as the NFA's Workshop Co-ordinator.



NFA Workshop Co-ordinator, Fanny Amun

In his closing address, Hunter said, "We are here to show you

Workshop participants also visited the British Council's Community Action Through Sports (CATS) project, part-funded by The FA. The FA delegation and representatives of the British High Commission handed over kit and equipment while the coaches participated in an impromptu training session for the youngsters. The FA was also invited to watch the Damilola Taylor Football Academy in action as they played a short match against the Pepsi Academy. Richard Taylor, patron of the charity established in his late son's name, received kit donations from The FA.

Both projects aim to develop life and leadership skills through football, using the game to bring Nigerian children together to discourage them from anti-social behaviour



Richard Taylor presents kit to a member of the Academy, named in memory of his late son

"The community goodwill visits are one of the most rewarding elements of our overseas workshop programmes," said Kim Fisher, International Relations Officer. "It is incredible to see how much a personal visit and a modest donation of kit inspires and motivates the youngsters."



### CONCACAF

## FA coaching course well-received in Cuba



Course participants celebrate 100 years of diplomatic relations between Britain and Cuba

FA Coach Educator, Roger Soper, delivered the FA Coaching Licence Course in Cuba, funded by the Foreign & Commonwealth Office, as part of the

celebrations to mark the centenary of UK-Cuba diplomatic relations. The course was one of 40 different events held across the country.

### CONMEBOL

## FA to work with South American confederation



FA Chairman Geoff Thompson and Confederation President Dr Leoz signed The FA-CONMEBOL co-operation agreement in December 2002 to



CONMEBOL President Dr Leoz

strengthen relations and share ideas on development initiatives with South American football representatives.

The signing of this agreement means that The FA is formally committed to working with every confederation within the football family. The programme will kick off in late 2003 with a Football Administration workshop in Asunción, Paraguay.

### CAF

## FA Marketing & Sponsorship Workshop, Egypt



The FA's Director of Marketing & Communications, Paul Barber, led a Workshop on Marketing and Sponsorship in Cairo at the invitation of the Egyptian FA, for over 100 representatives of Egyptian football. He was supported by Peter Gandolfi, Head of Sports Marketing for FA Partner Nationwide.



### OFC



## Aussie rules in first win in England

Jubilant Australian fans celebrate their country's 3-1 victory over England at Upton Park in February.

The Socceroos, inspired by England-based Harry Kewell, claimed their first ever win over their fierce sporting rivals in the sixth encounter between the two sides.



### AFC

## Goodwill visit to China



Gary and John with children in Shanghai

FA England Ambassadors Gary Mabbutt MBE and John Beresford were invited to Shanghai to participate in Britain's 'Leading Edge' exhibition week.

The former players gave coaching clinics and visited charities, schools and clubs as part of the programme organised by the British Consulate.

## Saudi Arabian Strategic Football Development Plan



The FA has agreed to work with the Saudi Arabian Football Federation

to devise a Strategic Football Development Plan for the kingdom, funded through the Saudi-British Memorandum of Understanding for Sport & Youth Welfare.

FA Technical Co-ordinator, Robin Russell, said that The FA had been asked to make recommendations specifically on increasing participation, developing a programme to nurture elite players and to professionalise administration, marketing and management of the game at all levels.

## Iranian coaching clinics



Gary Mabbutt MBE and Steve Hodge, FA England Ambassadors, joined forces with the British Embassy in Tehran to deliver coaching clinics for youth players and to hold discussions with senior representatives from the Iranian Football Federation.

This trip adds to a number of goodwill visits made by FA Ambassadors to promote English football in various parts of the world, at the request of British diplomatic posts.

## Nostalgic visit for North Koreans

In October 2002, surviving members of the North Korean '66 team visited the UK for the first time since their remarkable performance at the 1966 World Cup. The delegation attended England's Euro 2004 qualifier v Macedonia game as guests of The FA.



## Continuing support for Afghanistan



The first meeting of the International Task Force made up of representatives from FIFA, AFC, the DFB and The FA took place in Frankfurt in February.

This positive initiative aims to assist with the redevelopment of a footballing infrastructure in war-torn Afghanistan.



# Support for football strengthens community



The volcano eruption in Montserrat forced around 8,000 people to leave the Caribbean island 6 years ago, with many settling around Birmingham in England.

McDonalds have joined forces with the Montserratian and Friends Organisation to create a brand new team out of a unique football coaching initiative. Today, 20 young footballers - including Montserrat international Marcelin Castle - regularly attend coaching sessions, whilst many others have taken up the game.

Since then, The FA, Birmingham FA and Birmingham City Council's Strikes scheme, together with The FA's Community Partner

# The FA's international education programme

The Football Association has launched 'FA Learning' as a specific brand to co-ordinate more effectively all of its educational services. In 2003, FA Learning will be providing courses in England for international students in the following disciplines:

- **Coaching** - The FA International Coaching Licence;
- **Exercise Science** - The FA International Fitness Trainers Award;
- **Sports Medicine** - The FA International Diploma in the Treatment of Injury together with new awards in Football Psychology.



Martin Hunter is one of The FA's national coaches and qualified instructors

## England U18s at the Meridian Cup

England's U18s finished a creditable third in the 2003 Meridian Cup in Egypt. Winning two of their four games, against Burkina Faso (3-2) and hosts Egypt (1-0), the side also fought out draws with Mali and Nigeria to remain unbeaten during the tournament.

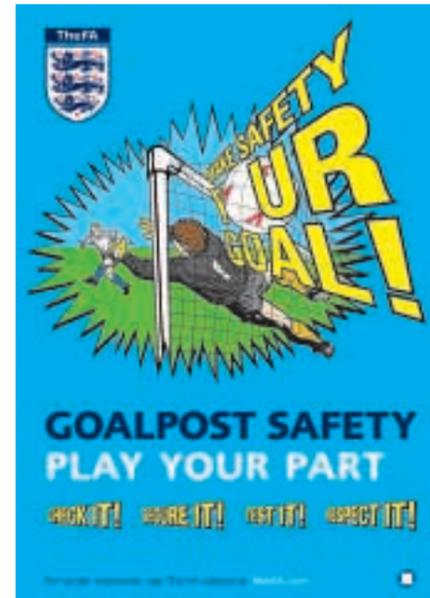


Details of these courses and how to book online are available on the FA website, [www.TheFA.Com/FALearning](http://www.TheFA.Com/FALearning).

The FA will provide some aspects of these courses as online modules from 2003 onwards. The FA can also provide the opportunity for national associations to conduct such courses under licence from The FA in their own countries. For further details of these services, please e-mail: [Robin.Russell@TheFA.com](mailto:Robin.Russell@TheFA.com).

FA Learning will also be represented at The FA's stand at Soccerex in Dubai, 23-24 March 2003.

# FA launches Goalpost Safety Campaign



Football should be fun, safe and enjoyable, whether you play in a park, at school or for a local club. The FA is working with manufacturers and the British Standards Institute to set new standards in goalpost safety. The four golden rules of the leaflet and campaign are - Check It, Secure It, Test It, Respect It.

FA National Goalkeeping Coach Ray Clemence launched the campaign to highlight the safety issues involved with using goalposts in grassroots football. Said Clemence, "Goalpost safety is an issue I take very seriously. Under no circumstances should children use goalposts as gymnastic equipment, they are simply not designed for that."

For further information, please email [Penny.Miller@TheFa.com](mailto:Penny.Miller@TheFa.com).

# FA to play full role in Soccerex 2003 exhibition and conference

The FA's stand at this year's Soccerex will promote a number of key projects, notably The FA's new online learning programme, the new Wembley Stadium, the National Football Centre and The FA's international initiatives.

The FA will also offer the following workshops during the 2-day conference programme:

- 1) **Profitable Football Communities: Learning and Sharing through the Web** - presented by Andrew Halstead, The FA's Chief Information Officer;
- 2) **The Role of Partnership & Consultation in the Development of Player Contracts** - presented by Graham Noakes, The FA's Director of Football Administration & Refereeing.



The new Wembley

The exhibition precedes the launch of the FIFA World U20 Youth Championship in the UAE in which England will be competing.



# United Against Racism in Europe

A one-day UEFA conference addressing the issue of racism will take place at Chelsea FC in London on 5th March hosted by The FA.



Funded by FARE (Football Against Racism in Europe), the conference will be attended by delegates from European associations, clubs and leagues to share their experiences

of racism in football and to participate in active dialogue as to how the menace can be eradicated.

"UEFA takes a strong stand against racism", said UEFA President, Lennart Johansson. "This conference is just one part of a comprehensive anti-racism strategy. Its aim is to stimulate an exchange of ideas and information that will generate new approaches and initiatives, adding to the growing momentum of the campaign against racism."

"The FA's role in the conference is supported by its involvement in anti-racism initiatives for a number of years," added The FA's Ethics & Sports Equity Manager, Lucy Faulkner. "We have recently agreed a comprehensive ethics and sports equity strategy which will ensure that racial equality issues are addressed in all our activities in the future."



## with Alan Hodson, FA Head of Medicine and Exercise Science

The department has a wide range of activities including the development, organisation and co-ordination of 16 different levels of training courses and conferences, drug-testing over 1,200 players a year, educating almost 20,000 youth players on key aspects of health and lifestyle for football. We also give free preventative screening tests to over 700 16-year old youth players, including cardiological and orthopaedic tests.

built up over 13 years at The FA. I believe The FA's Medical and Exercise Science Department is at the cutting edge of medical science and research for football and it is my job to help convey information to assist the international football fraternity.

### Are there any courses available to foreign delegates?



This year we are running two courses that are available to any interested individuals from overseas - The FA International Diploma Course in Treatment and Management of

Injury and The FA International Fitness Trainers Course. Full details of these are available on our website, [www.TheFA.com](http://www.TheFA.com)

### What is the role of the Medical and Exercise Science Department?

The aim of our department is to utilise our research to educate coaches and improve their knowledge of the physical and physiological development of youth players, ultimately to improve player performance. We are also determined that this research is used to improve strategies for the prevention of injury, assessment of treatment and rehabilitation of injured players, to benefit the medical welfare of players worldwide.

### How does your work benefit football on an international basis?

I have been a member of both the UEFA and FIFA Instructional Committees for a number of years and enjoy regular dialogue with the individuals on these committees as well as other associations around the world. I have also had the privilege of speaking at conferences and instructing on courses in many countries including Malaysia, Austria, USA, South Africa and Egypt. This provides fantastic opportunities to share knowledge and to pass on my own expertise that I have

## INTERNATIONAL EVENTS

DATE	VENUE	EVENT
March 5	Chelsea FC	UEFA 'Unite Against Racism' conference
March 13 - 22	Trinidad	FA-CONCACAF Coaching Licence Course
March 23 - 24	UAE	Soccerex
March 25	UAE	FIFA World U20 Youth Championship
March 29	Liechtenstein	Liechtenstein v England - Euro 2004 qualifier
April 2	Sunderland	England v Turkey - Euro 2004 qualifier
May 9 - 16	South Africa & Botswana	England Ambassador goodwill visits
May 22	South Africa	South Africa v England - senior friendly international
June 9 - 14	Trinidad	FA-CONCACAF Business Planning Workshop
June 11	Middlesbrough	England v Slovakia - Euro 2004 qualifier

## Cameroon & Lesotho youth kit donations



Youngsters in Cameroon & Lesotho proudly sporting kit donated by The FA.



Designed and produced by The Bridge  
Contact Rob Chappelhow  
Tel: 01525 288000  
Email: [rob.chap@the-bridge.co.uk](mailto:rob.chap@the-bridge.co.uk)