



COMMUNIQUÉ

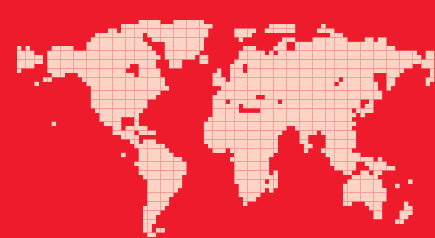


COMMUNIQUÉ ISSUE TWENTY

Youth gets a chance in Malawi

The Football Association sends four young leaders to Malawi to inspire the next generation of players and coaches in Africa as part of the 'Changing Lives, Saving Lives' programme.

- AFC Project Future gets FA backing
- Referees at the ready in South Africa
- Coaching for success in Lesotho and Malawi
- CONCACAF focuses on the man in the middle
- Chile tackles football violence
- England bids to host 2018 FIFA World Cup™
- Q&A with Jane Bateman, Head of International Relations



AFC

AFC Project Future gets FA support



The FA's Steve Rutter takes the AFC's best youth coaches through training

The Asian Football Confederation turned to The FA to help deliver its inaugural Project Future programme which aims to produce a professional and elite group of coaches and referees in Asia.

The AFC U-13/U-14 Festival of Football has provided the basis for organised football for Asian youths since 2005 and was the springboard for the launch this year of the Project Future vision of AFC President Mohamed Bin Hammam.

The tournament was identified as the starting point for future young coaches and referees, and Project Future now represents the AFC's long-term development plan for this age group.

The FA's Steve Rutter and Richard Horner delivered the Project Future Coaches Course while Ian Blanchard and Steve Swallow from The FA's referee department ran the Project Future Referees Course concurrently.

"The AFC appear very well prepared to move football forward over the next few years," said FA Head of Coach Education Steve Rutter.

"The candidates were as always very mixed in ability but were all totally committed to the programme.

"Project Future offers those who are successful an incredible opportunity to develop their coaching competencies through a supported period of two to three years, with assignments and attachments around the world."

Rutter's comments were echoed by AFC President Hammam who said: "We are confident that the referees and coaches who are selected in this Project will achieve complete professionalism and become the elite in their field.

"They will be testament to what Project Future can accomplish. I believe that the success of

this course will contribute to the emergence of superior coaches and referees in Asia."

The FA will be running further referee and generic tutor training courses in Asia in January 2008, as well as lending its expertise in the field of disability football for the first time.



Ian Blanchard evaluates the Project Future referees course

CONMEBOL

FA helps Chile tackle football violence



Bryan Drew leads a joint FA-CONMEBOL conference on football violence in Chile

The Football Association's Chris Whalley and the Director of the UK Football Policing Unit, Bryan Drew, led a two-day conference in Chile as part of The FA-CONMEBOL Co-operation Agreement.

Organised by the Chilean Football Federation (FFCH), it focused on the issue of football violence in stadia which has become a growing concern for authorities in the South American country in recent times.

The pair addressed over 110 delegates including officials from the FFCH and leagues, legislators, government members, Chilean police officers and other stakeholders tasked with tackling the problem.

"The FFCH has worked out some proposals for possible new laws to deal with football violence; what they now need is co-operation and collaboration with the police, government and the judiciary in Chile," said Chris Whalley, The FA's Head of Stadia Safety and Security.

"I think our seminar has helped to focus attention on the need for all agencies to work together to address the problems. This approach has certainly worked well in our football in England.

"Given that the seminar audience included some high-ranking police officers and local authority officials as well as football clubs, hopefully this key message will be taken on board."



The FA's Chris Whalley addresses delegates

FA referees deliver new assessors scheme in South Africa



Referees in South Africa exchange ideas in break-out sessions



The FA's Alan Wilkie (left) and Keith Hill (right) with the 36 new assessors

FA Regional Referee Managers Alan Wilkie and Keith Hill delivered a course for new assessors in Pretoria, South Africa in October. This is part of the introduction of a new assessment scheme which the South African Football Association is adopting with the assistance of the English FA.

The six-day course was attended by 36 new assessors from all parts of the country at the Human Performance Centre at the University of Pretoria. As well as workshops and group sessions, the participants had the opportunity to assess two live games, with The FA tutors in turn critically assessing them and giving each candidate feedback.

SAFA Referees' Officer Carlos Henriques was delighted with the results from the course and the potential for success.

"This course is essential in the development of not only our assessors but of our future referees," he said.

"The quality of the reports our new assessors have written during this course is testament to the course content and its delivery. They have come a long way in a short space of time. This is the way forward for us."

Keith Hill added: "The course introduced a model for assessing which we are using in England and which matches expectation with performance.

"It assists the assessor in giving an accurate appreciation of a referee's performance - and with it the chance for the referee to get the most out of the assessment with development areas and solutions identified."

The FA signed a Memorandum of Understanding with SAFA in February to assist with coaching and refereeing in the build-up to the 2010 FIFA World Cup™.



Coaching for future success in Lesotho and Malawi



Malawi's coaches are buoyed by the support of The FA

The Football Association sent a team of coaches to Lesotho and Malawi to deliver two intensive 10-day coaching workshops in September.

The FA's Geoff Pike and Chris Dowhan led the course in Lesotho while Andy Foster and Chris Whalley worked alongside Malawi's national team coach Stephen Constantine, a FIFA Instructor who is already reviewing the country's coaching infrastructure.

The students were taken through a mixture of FA Level 2 and Level 3 coaching and theory sessions aimed at preparing them for The FA's International Coaching Licence Course held annually at Lillleshall.

The training complemented the dual objectives of both countries, namely to improve their coaching infrastructures with a view to developing effective grassroots programmes, and to offer quality coaching for their elite teams whose players will be part of their countries' 2010 FIFA World Cup™ qualifying campaigns.

The FA has shown consistent support to both Malawi and Lesotho under the auspices of the UEFA-CAF Meridian Project, providing the southern African nations with coaching, administration and refereeing courses in addition to kit donations and other resources to assist with developing the game.

"The FA has been a major source of support for the Football Association of Malawi and I for one am grateful for their assistance in developing football here," said Constantine.

"This course has enabled me to identify coaches who show genuine promise and ability so that we can continue to put in place a long-term plan for the development of the grassroots game throughout Malawi.

"It is a small step towards what I hope will become an impressive picture of Malawian football in the future, where everyone works together to achieve the same objectives. Qualifying for major tournaments is a must, especially with South Africa 2010 coming up."

Focus on facilities

Malawi national first-team coach Stephen Constantine praised The FA for its continuing commitment to developing football at all levels in the African nation.

The FA's National Investment Manager Peter Kay and Facilities Manager Eamonn Farrell travelled to Malawi in the summer to assess the football infrastructure needs there.

Farrell and Kay delivered an administration workshop to the Football Association of Malawi (FAM) in November 2006, which provided the impetus for them to return to follow up some of their original proposals.

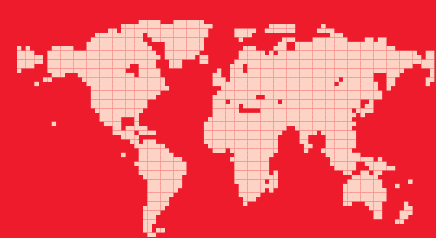


Malawi national team coach Stephen Constantine

Facilities are a key issue for FAM and it welcomed The FA's expertise in this area, with Farrell and Kay meeting potential investors and construction companies to garner their interest and support.

Constantine said: "Players at the grassroots level are Malawi's future and should have access to decent pitches to develop their skills.

"The facilities ideas and subtle pointers from both Peter and Eamonn have certainly given FAM a great springboard to change things here and with the continued help of The FA we can make a huge difference."



CAF

Youngsters lead the



Ted Grizzell takes Play Soccer young leaders through a group exercise

Four youngsters from across England were given the opportunity of a lifetime when they travelled to Malawi to take part in The FA's 'Changing Lives, Saving Lives' programme.

Emily Simpkins, Prathiv Khiola, Rebecca Todd and Ted Grizzell all flew into the 'warm heart of Africa' during their October school holidays having been selected for the trip at The FA's annual Young Leaders Camp.

The project forms part of The FA's International Football Development Leadership and Volunteering programme.

The 'Changing Lives, Saving Lives' scheme specifically aims to educate young people in Africa, giving them leadership skills whilst raising awareness of HIV and AIDS.

Supervised by The FA staff, the young quartet guided a group of 27 female

teenagers through an FA Junior Football Organisers (JFO) course.

Their hard work culminated in two football festivals, where 120 school girls were given their first experience of playing the game in some of the poorest townships in Malawi.

FA National Education Manager Donna McIvor praised the teenagers: "Emily, Prathiv, Rebecca and Ted have excelled in sharing their leadership skills in tough circumstances.

"We worked alongside the FIFA Football For Hope partner 'Play Soccer', which provides both girls and boys with an opportunity to play football and to develop social skills whilst educating them about health issues.

"It was especially impressive to give the young girls a sense of empowerment."

Young leader Rebecca Todd added: "It was



way in Malawi



the most amazing thing I've ever done and I can't stop thinking about it.

"Everyone was so happy and friendly and I'd love to go back."

The President of the Football Association of Malawi, Walter Nyamilandu-Manda, welcomed The FA's assistance and said: "The workshops were excellent and especially since they were the first of their kind in the country.

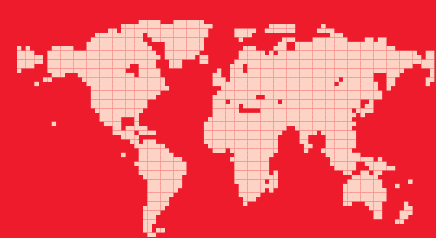
"The women and girls who took part are extremely delighted. It was a good opportunity for the young girls to be exposed to such a workshop. It gave them a lot of confidence to face the world with determination and self-belief.

"We highly value the support rendered by The Football Association."

To cap the eye-opening visit, The FA party travelled to Mulanje, a district in Malawi, to visit an orphanage where they donated football shirts, shoes, sweets and other items to the children there. The Friends of Mulanje Orphans centre was recently visited by FA Ambassador Viv Anderson, underlining The FA's commitment to helping lesser developed football nations and The FA's charity work.

With The FA focused on getting more girls involved in playing the game, a women's football development workshop was also held at FAM during the same week.





CONCACAF

FA boosts Caribbean referee development



Referees in the Caribbean take a break from their intensive training

FA Regional Referee Managers Ed Stone and Ray Olivier travelled to Trinidad in October to deliver an intermediate course to match officials from around the Caribbean islands.

CONCACAF requested the workshop with a view to improving the standard of refereeing throughout the confederation, which hopes to provide more match officials for future FIFA competitions.

Daryl Warner, Deputy FIFA Development Officer, and Mr Oliver Camps, President of the Trinidad & Tobago Football Federation, attended the opening of the workshop. They welcomed The FA's International Development Programme as an opportunity for their referees to further develop their skills and aptitude.

Focusing on delivering excellence, the programme was designed to allow the participants to demonstrate a professional approach to officiating through their enhanced knowledge and fitness.

The indoor sessions concentrated on improving their on-field performances using interactive techniques, video analysis and situation management, while the outdoor sessions had a high fitness element together with management and positioning at set-play scenarios.

"Overall, Ed and I were really pleased with the participants' commitment to improving their knowledge and their fitness levels. Obviously, with a group of this size, some will progress much quicker than others," said Ray Olivier.

"It would be interesting to see how they have progressed over the next couple of years and it would be good to do a 'where are you now?' follow-up in order to see how they have benefited from this course."

The countries represented on the course comprised the Bahamas, Barbados, Bermuda, British Virgin Islands, Dominica, Grenada, Guyana, Netherlands Antilles, St Kitts & Nevis, St Lucia, St Vincent and Suriname.



Excellence is the key for CONCACAF's referees

UEFA

FA learns lessons from Football 4 Peace



The FA has given its continued backing to the Football 4 Peace project which aims to bring divided communities together in Israel and highlight co-existence in conflict areas.

The social inclusion project uses football as a way of uniting children aged 9-14 from local Jewish and Arab communities in the northern regions of Nazareth and Galilee.

The FA's Martin Preston visited the project in Israel in July and believes the initiative could translate to other situations and locations.

"The FA really wants to take this project forward so we're looking at ways of using the successful Israel model in other communities, both here and abroad, where there may be cohesion challenges," he said.

"The project looks to lay down a framework of fair play, teamwork and respect for the children, coaches and communities. By the end of the week in Israel I think the project achieved a huge amount.

"Everyone kept within their own groups at first and didn't really want to mingle but they soon mixed and it wasn't long before Arab and Jewish children were working, communicating and trusting each other throughout the sessions."

Football 4 Peace is a joint University of Brighton and British Council initiative pioneered by Professor John Sugden, who has taught extensively in areas of conflict.

The scheme is also backed by the Israeli Sports Authority.





England launches bid for 2018 FIFA World Cup™



The Football Association has confirmed that England will bid to host the 2018 FIFA World Cup™.

FA Chairman Geoff Thompson said: "I'm delighted to announce our intention to bid to host the World Cup in 2018.

"This follows FIFA's announcement that the previous rotation policy will be discontinued, and the positive comments made by FIFA President Joseph S. Blatter.

"The tremendous support from Prime Minister Gordon Brown and his government has also been a key consideration in our decision.

"I'm delighted The FA Board has been so positive in their support for a bid. It would be fantastic for English football and the whole country if we are successful."

FA Chief Executive Brian Barwick added: "This is a great moment for all of us who love the game in this country. The excitement and expectation from the public to a prospective bid has been incredible.

"It is very clear that the English football public wants to see the World Cup back in this country. We now have to begin the hard work of putting together our plans for a successful bid."

Following a recent meeting with the British Prime Minister, FIFA President Joseph S. Blatter said: "We would be delighted to receive a bid from England, the birthplace of football."

His comments were echoed by football legend Pelé who said: "England is always prepared for a World Cup. England have proved already it has good stadia and no need to build new stadia, so no doubt."

Record deals for The FA

The FA has negotiated a range of deals for its international broadcast rights to FA Cup and England matches worth over US\$300m over the four-year period from 2008-2012.

This represents a 275% increase over the current four-year deal, which is worth US\$80m. The overseas deals run in parallel with The FA's new domestic TV deal with ITV and Setanta, worth £425m over the same 2008-2012 period, a 42% increase over the current contract.

FA Chief Executive Brian Barwick said: "The new deal underlines the enormous popularity of the England team and The FA Cup around the world, at a time when FIFA has opened the way for an English bid for the 2018 World Cup."

"It means that The FA will be in its strongest-ever financial position, allowing us to substantially increase our investment back into all levels of the game."

Heartache for England women's team



The England women's team bowed out of the 5th FIFA Women's World Cup™ following a 3-0 quarter-final defeat by the United States.

Hope Powell's squad impressed during the group stages when they held

eventual tournament winners Germany to a goalless draw.

But England were undone by three goals in the space 13 minutes that dashed their hopes of making the last four.

"We've put on a good display throughout the tournament and we'll learn a lot from it," said Powell.

"We've competed well, we've played attractive football and we matched America at times.

"We certainly deserved to come this far and overall I feel that we've done well at the tournament. We'll build on our performances here, the experience will hold us in good stead and hopefully we'll be back in four years."



Women's football on FIFA's agenda in Shanghai

In the run-up to the 5th FIFA Women's World Cup™ Final itself, over 500 delegates from across the globe congregated in Shanghai at FIFA's Women's Football Symposium. England's representative on the FIFA Women's Committee Kelly Simmons was the first speaker.

In her presentation entitled 'Striking Partnerships', Simmons focused on the importance of forging partnerships with government and other entities to access funding and other resources to aid the development of the women's game.

"Increasingly, football is becoming a popular vehicle for NGOs and governments to deliver their objectives around health, education, anti-violence and social inclusion," said The FA's Head of Football Development.

"Associations should look to use governmental partnerships to secure financial resources and support for girls' and women's football at all levels."

The symposium concluded with a shared acknowledgement that women's football gives an enormous boost to the sport of football in general in terms of participation, opportunities to compete, spectators and television audiences.

Whilst congratulating FIFA on the organisation of the tournament and for instigating the symposium, delegates also recommended that FIFA consider expanding the FIFA Women's World Cup™ from 16 to 24 teams in the future, giving more countries the opportunity to compete at the highest level as well as stimulating further growth in the game.

There was also unanimous agreement that FIFA continue to place more emphasis on creating opportunities for women to serve in football, including increasing the number of women on its committees.



FA Head of Football Development Kelly Simmons

NFL comes to Wembley

The new Wembley hosted the first-ever regular NFL match outside of North America at the end of October.

The New York Giants beat the Miami Dolphins 13-10 on a rain-swept afternoon in London but that did not dampen the spirits of the sell-out crowd who flocked to Wembley to witness history in the making.

NFL owners voted last October to play up to two games outside the USA every year for the next five years and England's home of football was the first venue to be chosen in Europe.

New York guard Grey Ruggaber was impressed by Wembley and the whole experience of the day, saying: "Wembley's beautiful. It's one of the greatest places to be now. You just have to look at it, it's a wonderful place to play, what else can you say?"

Prince William visits FA Hat-Trick project

Youngsters in the North East of England had the thrill of a lifetime when they took to the football field alongside FA President, Prince William.

Visiting The FA's Hat-Trick project in Newcastle, the Prince joined local children in a classroom discussion about sporting behaviour before putting on a tracksuit and playing in a tournament at a local community college.

Co-ordinated by The FA and funded by UEFA and the Government's New Deal for Communities scheme, the Hat-Trick project provides a range of football opportunities for 7-16 year olds in 19 disadvantaged communities across the country.

Speaking at the event, FA Chief Executive Brian Barwick said: "I think the project is

absolutely vital, it is quite clear from watching everyone involved here just what a positive impact it can have.

"It provides opportunities and hope which are crucial for young people to have."



Prince William celebrates scoring a goal at the Hat-Trick project in Newcastle



with Jane Bateman, Head of International Relations

Do you think this has enhanced England's position as a potential host for the 2018 FIFA World Cup™?

There is no doubt in my mind that our work and our visibility overseas have made a serious contribution to the foundations for an English World Cup bid. It has helped us to better understand the dynamics of international football and to develop some very strong friendships and alliances. It played its part in the election of our Chairman, Geoff Thompson, to the UEFA Executive Committee, and he is now a Vice President of both UEFA and FIFA. Such high level representation is not only important to having a strong voice in international debates generally, but it will also be influential in our bid.

What stage are your bid preparations at?

Having announced our intention to bid, we are now making preparations for a fully-fledged campaign. Crucially, we need to structure a bid which has the best possible chance of winning majority support for England from the 24 members of the FIFA Executive Committee who make their decision in 2011. To this end, we are analysing FIFA's technical

requirements, defining the role of our government, garnering support from stakeholders within the game and investigating what the bid will cost. Most importantly in my view, we are starting to identify the skills and the people needed to run a successful campaign.



In your seven years leading the International Relations team, what have been your most significant achievements?

When we first set up the department, our aim was to build our knowledge of how football is run around the world and to promote the English game to an international audience. One element we considered important was to fulfil our moral responsibility to play our part in helping to develop the game. Delivered through very good partnerships with the confederations which make up FIFA, our International Development Programme now offers training and education in all corners of the world, and I am proud of what it has achieved.

International Events

DATE	VENUE	EVENT
January 17-31	Malaysia	AFC Elite Instructors Seminars
January 17-18	Ghana	30th Ordinary CAF Congress
January 20-February 10	Ghana	MTN Africa Cup of Nations
January 15-18	Ecuador	Advanced Referee Instructors Course
January 31	Croatia	32nd Ordinary UEFA Congress
March 8	England	Euro 2009 Women's Qualifier: England v Czech Rep.

The FA Cup is back



Staines, in the seventh tier of English football, send Stockport crashing out of the world's oldest cup competition.