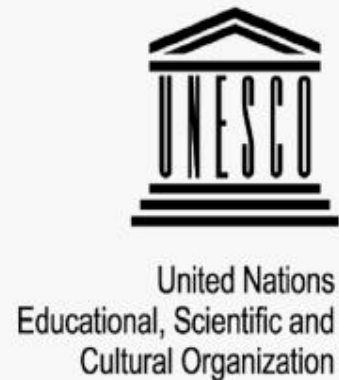
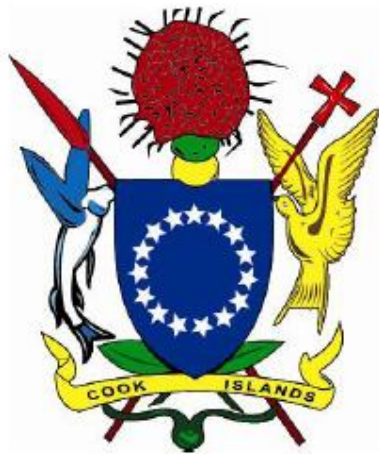




Government and Sports Working Together for Pacific People



Topic 6: The “Just Play Programme” – a concrete proposal how one Sport can work with governments using sport as a tool for education, capacity building, healthy active living, cultural exchange and promoting health messages.

Presenter: *Tai Nicholas,*
General Secretary
Oceania Football Confederation

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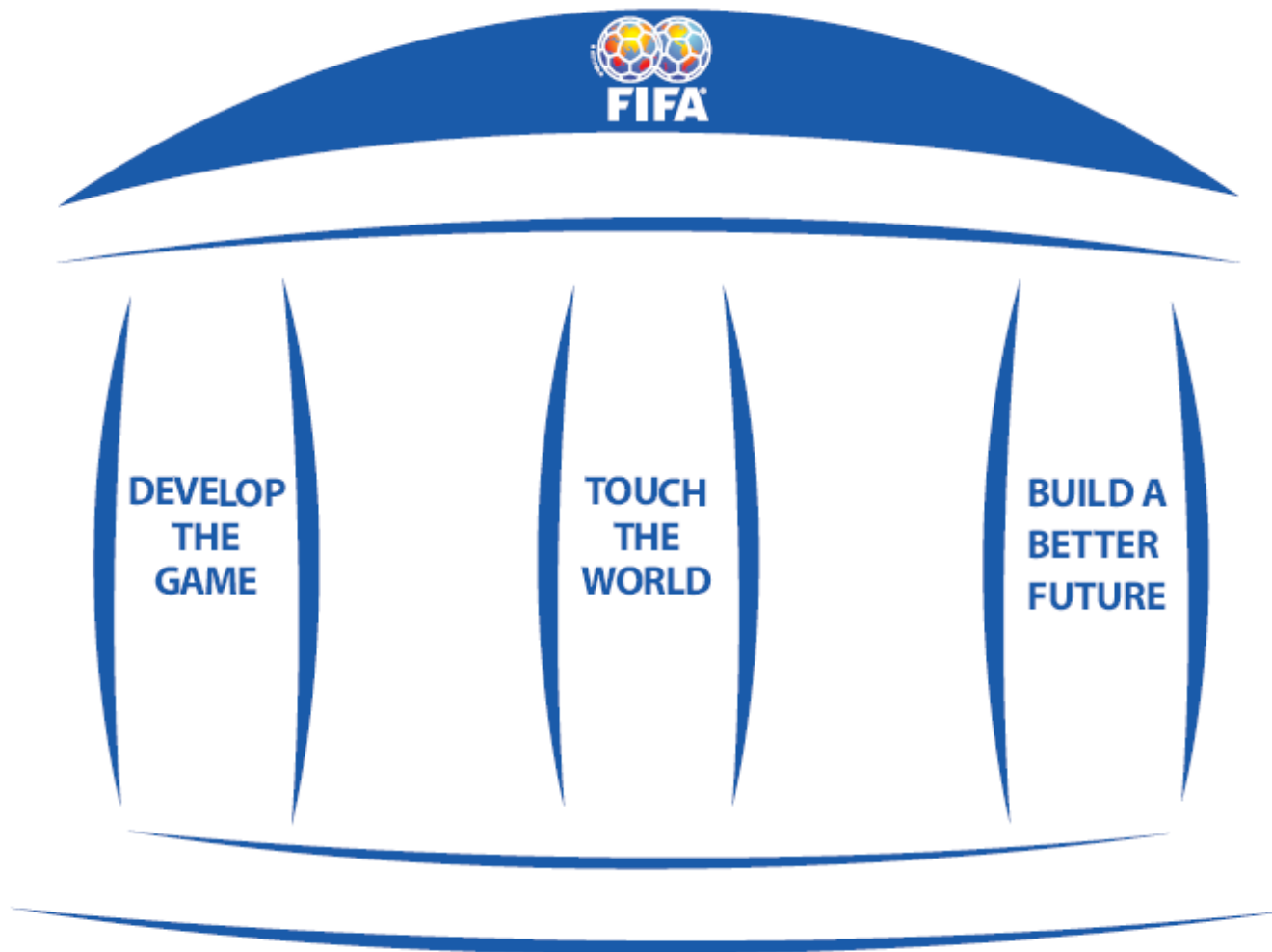


Contents

- The FIFA Mission
- What is Sport - What is Sport for Development
- Just Play Programme
- Learn and Play – Solomon Islands
- Academy of Teouma – Vanuatu
- Special Olympic/Scouts/Homeless World Cup
- 2010 Pacific Youth and Sports Conference
- Conclusions



The FIFA mission



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One game – one family

208 associations



6 confederations



250m players (+)



30m women



99.8% amateurs



80% youth



of solidarity,



The Oceania Football Family

“An Ocean of Solidarity”



Am Samoa



Cook Islands



Fiji



New Caledonia



New Zealand



PNG



Samoa



Solomon Islands



Tahiti



Tonga



Vanuatu

14 Member Associations



Niue



Tuvalu



Kiribati

5 Potential Member Associations



Nauru



Palau



Marshall Islands



Tokelau



FSM

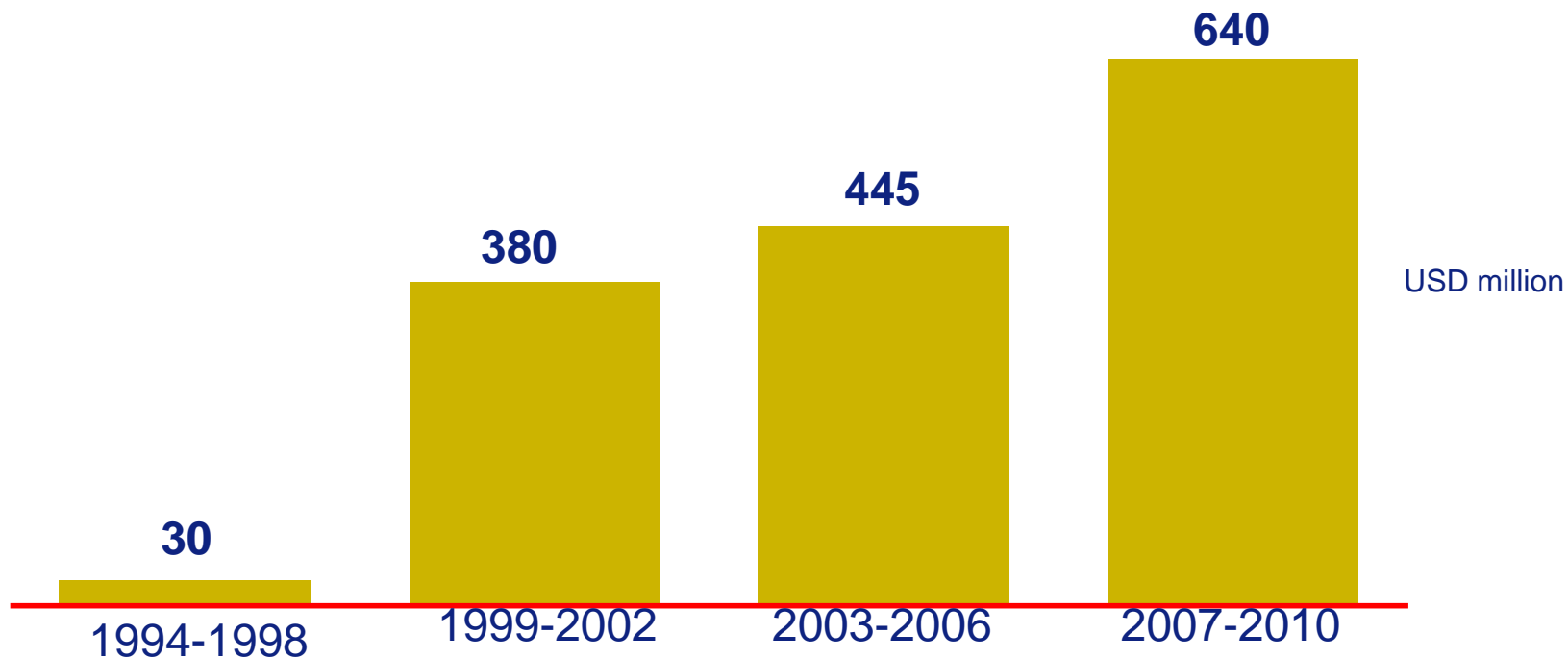
Population: 13.2 million population
1,1 million football players

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solidarity'



FIFA's investment in Development

FIFA's investment in Development Programmes has been growing constantly...



USD 50 million is spent in the Oceania region
The main source of revenue is the FIFA World Cup

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What is Sport?

The UN Inter-Agency Task Force defines sport as follows: “Incorporated into the definition of ‘sport’ are **all forms of physical activity that contribute to physical fitness, mental well-being and social interaction.** These include play, recreation, organized casual or competitive sport, and indigenous sports or games.” Play also offers physical activity that is fun, unstructured, and participatory.



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What is Sport for Development?

Sport can cut across barriers that divide societies, making it a powerful tool to support conflict prevention and peace-building efforts, both symbolically on the global level and very practically within communities.

Sport for Development can be defined as using the power of sport to build on the values of development, such as equity, inclusion and sustainability, promoting children's development, furthering social inclusion and cohesion, and contributing to health, education and economic development.

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OFC “Just Play” Grassroots Program



- “Just Play” is a partnership with Governments, regional bodies, schools, villages, churches, that provide a sport education (football) program for schools, teachers and coaches

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What is the “Just Play” Grassroots Program

- “**Just Play**” is a unique opportunity for 6 - 13 year old children based around the use of a kit of equipment enabling kids to play football and other games anytime, anywhere
- The program provides new and increased physical activity opportunities for primary school aged children with “**Just Play**” as the catalyst
- Active and healthier children will acquired social and community friendly skills throughout the program
- “**Just Play**” will provide a sport education (football) program for schools, teachers and coaches
- “**Just Play**” will increase participation and growth in local football, enhance the level of active children and capacity build coaches and teachers throughout the community



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Project Objectives

- ✓ Trained local MA personnel in delivering the **“Just Play”** grassroots program to schools and clubs
- ✓ School teacher sport education and training program that provides increased knowledge on fun (football) physical activity and healthy lifestyles for children
- ✓ Equipment and resources to schools and clubs for conducting the **“Just Play”** - *Active & Healthy for Life* - Oceania Kids Sport Program.
- ✓ Key support programs for local clubs to provide playing opportunities for school age children outside the **“Just Play”** activity in competitions and leagues
- ✓ Relationships between Clubs, Education Departments, Schools, Partners, FIFA and OFC





Competitions and Leagues

- The introduction of the “**Just Play**” program and resources will facilitate the beginning of intra-school and inter-school competitions and leagues
- This intern will generate an interest and flow-on effect into club football for both boys and girls
- An increase in participation and club membership registration can be expected throughout the program
- Fun Football - Come & Try Football days along with Friendship Youth Football Festival will be facilitated from the “**Just Play**” schools program



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Targeted Objectives 2008 - 2011

- Recruitment and Training of OFC Regional Training Instructors (4 + instructors)
- Recruitment and Training of MA Teacher Training Deliverers (TTD) in MAs (42 + deliverers)
- TTD conduct Teacher Training one day courses (4,000 + teachers each year)
- Teacher - Student activity and fun game sessions (250,000 + school children each week)



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Conclusion

- There are few opportunities for most Pacific Island children (boys and girls) aged between 6 -13 years old to participate in age appropriate games and training sessions at local clubs and school
- This lack of opportunity and late introduction into football as a preferred sport has provided other sporting codes with early recruitment advantages and or the children not participating in sport until their late teens
- The introduction of the MA driven “**Just Play**” Community Grassroots Program will provide clubs, schools, villages and the MA’s with a resource to organise early football activities in an age and ability appropriate environment that was not previously available



The ultimate goal of the program is to have “Football in Every Village”

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OFC “Just Play” Grassroots Program

Short Video on AUSAID Signing Ceremony

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OFC “Just Play” Grassroots Program



Estimate No of Primary Schools:

1,500

Estimate No of Students:

150,000 - 250,000

Estimate No of Teachers:

2,500 - 3,000

OFC signed a Partnership Agreement with AusAID and Football Federation Australia for AUD4 million for 2009-2011 at the Pacific Leaders Forum – August 2010 to implement the OFC Just Play Programme in the Pacific Region

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OFC “Just Play” Grassroots Program

Pilot projects have commenced in Cook Islands, Fiji, Solomon Islands, Vanuatu and Tahiti





LEARN & Play Programme Solomon Islands

Learn and Play is a partnership between **Solomon Islands Football Federation**, an **Overseas Funding Agency (UBS/FIFA/OFC)**, The Board of Governors of the 3 Participating Schools and the **Ministry of Education, SI Government**



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LEARN & Play Programme Solomon Islands

- In LEARN&play students:



LEARN: Students study
academically

PLAY: Specialised full time football
training



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Aims of LEARN&play

- Provide integrated secondary schooling and football education for **disadvantaged kids** in Solomon Islands
- Provide life skills education and mentoring to develop wholesome footballers who are good citizens of Solomon Islands
- Reemphasise the importance of sports in the national curriculum and develop highly skilled and disciplined footballers
- Enable students to expand their horizons and realise their dream through education
- **240 students were selected under the talent identification program for 2009 – 144 boys and 96 girls**

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What does LEARN&play do?

► Talent Identification:

- Select students for scholarships based on special criteria:
 - **Underprivileged** kids **who would not normally go to school**
 - Have the **talent** and the **passion** for football

► Pilot Project Schools:

- **King George the Sixth Secondary School (Honiara)**
- **Aligegeo Secondary School (Malaita)**
- **Goldie College Secondary School (Western Province)**

► Support Students:

- School fees, Stationary, uniforms, travel, accommodation, meal
- Coaching, football equipment, training
- Mentoring and Role Models/Ambassadors
- Renovation of facilities and dormitories
- **Government provides additional teachers to cater for Learn and Play Student**

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How does LEARN&play do it?

- **Employment of Eleven (11) Staff:**
- 1 project manager (Phillip Ohoto'ona), 1 Office Assistant, 3 regional coordinators, 6 coaches
- **Football Ambassador: Gideon Omokirio**
- Visits students, motivational talks
- **Steering Committee:**
- Provides expert advice on the management of the project
- **Visitations/Assessments:**
- Strong assessment and visitation program
- Strong reporting setup internally
- Meetings with stakeholders
- **Life skills program:**
- Special focus on vegetable farming, gardening, teak planting, chicken farming etc.



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LEARN&play: More than a scholarship

- LEARN&play also has infrastructure projects in the partner schools:
 - **Aligegeo**
 - 3 classrooms (already in use)
 - 1 girls dormitory (already completed)
 - **Goldie College**
 - 1 girls dormitory (just about complete)
 - 1 boys dormitory (work in progress)
 - **Charity Match in 2010 – raise funds for power generator**
 - **King George the Sixth**
 - New girls dormitory project 2009 (awaiting approval from HCC Planning Board)

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LEARN&play: More than a scholarship



Aligegeo Girls Dormitory
Completed June 2009
Houses 72



LEARN&play: More than a scholarship



Goldie College Girls Dormitory



LEARN&play: Highlights So Far



- Aligegeo L&p were winners of the Junior Boys Category
- Goldie College L&p boys were runners-up to Aligegeo
- KGVl L&p girls won the Girls Category

Aligegeo LEARN&play
Boys



LEARN&play Photoshow



Project Manager speaking to LEARN&play students
at Aligegeo Schools

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LEARN&play Photoshow



Instructor Timaeus Waledala and Aligegeo
LEARN&play students

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LEARN&play: Photoshow



Participants of the LEARN&play workshop, June 2009

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LEARN&play: Photoshow



Participants of the LEARN&play workshop, June 2009

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LEARN&play: Photoshow



LEARN&play students share a meal with Gideon Omokirio and the Project Manager

*'an ocean
of solidarity'*



LEARN&play: Photoshow



LEARN&play students pose with Commins Menapi 'an ocean of solidarity'



LEARN&play: Photoshow



Goldie College LEARN&play Form 1 intake

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of solidarity’



LEARN&play: Photoshow



LEARN&play Students Arriving in Honiara from Aligegeo ‘an ocean of solidarity’



Conclusions

- Provides opportunities to 240 students who would not have had an opportunity to go to school
- Learn and Play Student are excelling academically as student want to be at school
- FIFA and OFC will continue to assist in infrastructure of the schools – Charity Match 2010 – Generator for Goldie College
- Talent identification will be conducted in 2010 student recruitment program - **Total students in 2010 should be 360 – 216 boys & 144 girls (2009 -240students)**

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Academy of Teouma - Vanuatu

- Identification of the 'best' players in Vanuatu
- 36 players selected for two years
- Age : 15-17 years old
- Recruitment of 4 young coaches
- Training and accommodation at the Academy
- Schooling in the Secondary schools of Port Vila or specific programmes for players who are no more going at school (7), linked with Ministry of Education.
- Agreement with Ministries of Education and Health



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OFC Partnership with Special Olympics Asia Pacific

OFC to partner with Special Olympics Asia Pacific to support Special Olympic development across the pacific region through football.



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OFC Partnership with South Pacific Scouts Association

OFC has partnered with South Pacific Scouts Association to use sport as a tool to enable our youth to become good citizens



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OFC-Partnership Homeless World Cup



“Providing an opportunity for the homeless or refugee community for inclusion in our society through sport”

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New Zealand Communities Football Cup (NZCFC)

Sponsored by New Zealand Police and supported by city councils, local football associations and ethnic community organisations across the country, NZCFC celebrates the coming together, through football, of New Zealand's diverse communities.



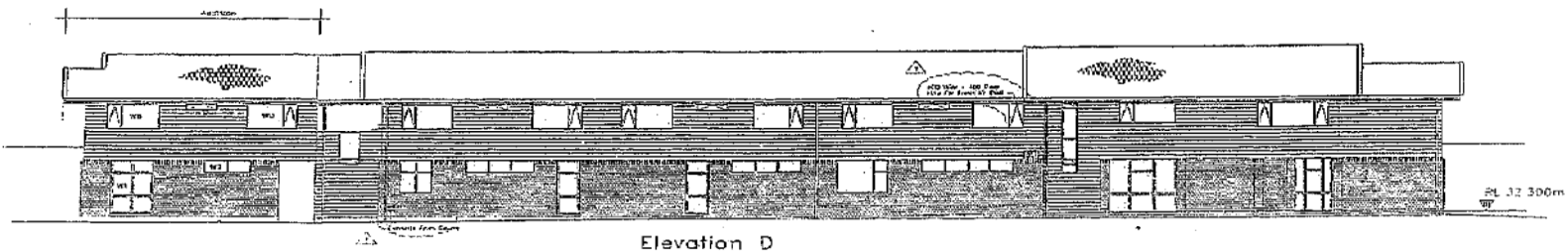
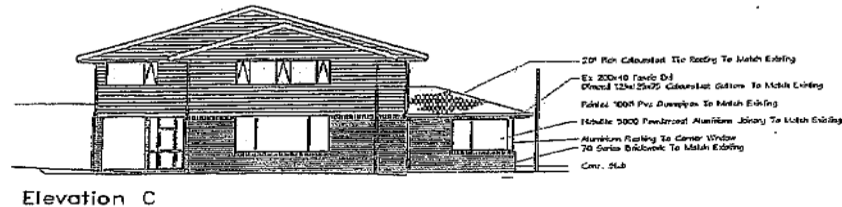
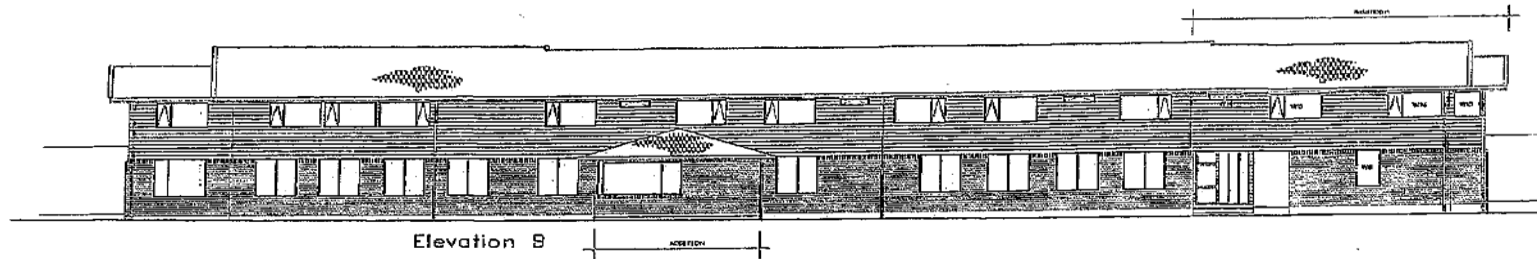
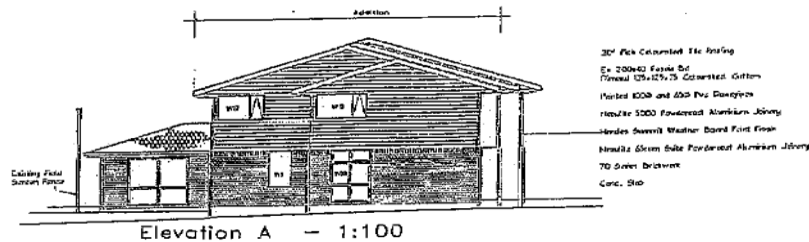


Regional Sports Facility Auckland, New Zealand



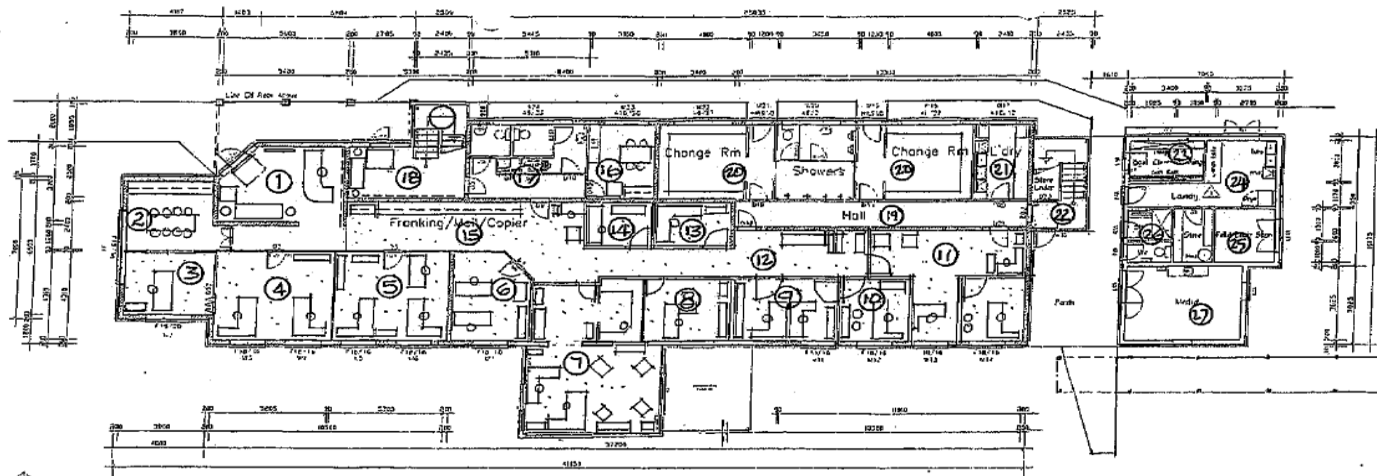


Regional Sports Facility Auckland, New Zealand

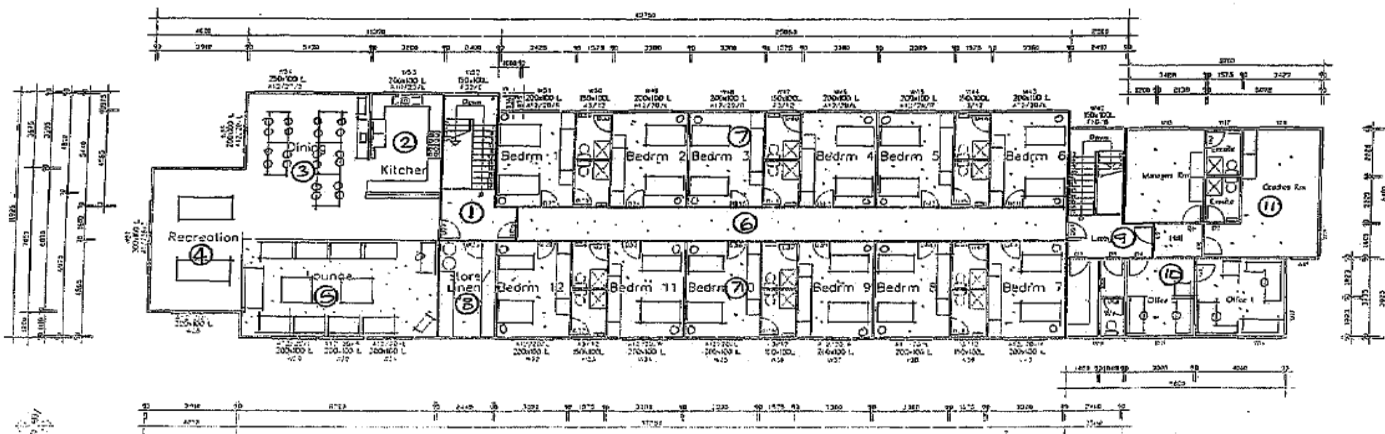




Regional Sports Facility Auckland, New Zealand



Lower Floor Plan - 1:200
Floor Area = 410.50m²



Upper Floor Plan - 1:200
Floor Area = 741.17m²

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OCEANIA FOOTBALL
CONFEDERATION
MAURICE ROAD
MT SMART
AUCKLAND

FLOOR PLANS 1:200



2010 Pacific Youth and Sports Conference – March 2010

- 1400 youth participants from 25 countries within the Pacific
- Strengthen the social role and participation of young people in society.
- Reinforce associative youth and sport networks and structures at a regional, national and international level.
- Promote and increase the partnerships between youth associations, government, institutions and sport organizations.
- Boost joint work in the field of ideological and cultural diversity, exchanging ideas, experiences and projects on the conference's four central themes:

- ❖ — **Health promotion**
- ❖ — **Education and capacity building**
- ❖ — **Good governance and active citizenship**
- ❖ — **Community development/ Anti-discrimination & social integration**





2010 Pacific Youth and Sports Conference – March 2010

Short Video on 2010 Pacific Youth and Sports
Conference – March 2010

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Proposals for the Meeting Communique

- Acknowledge that sports can be used as a tool for education, capacity building, healthy active living, cultural exchange, gender equality, social inclusion and promoting health messages.
- **Endorse the 2010 Pacific Youth and Sports Conference in Auckland – 8-13 March 2009**
- Explore the idea of an Co-ordinated school holiday calendar for one month each year for regional sports competition
- **Explore the idea of providing universal tax exemption of sports resources and equipments in all countries**
- Contact New Zealand Government to support a regional sports facility in Auckland, New Zealand to be used by all sports in the region.

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