



Football United

“Social cohesion through Football”

Prospectus

**For partners in an application for an
Australian Research Council
Linkage Grant**



“Due to its values, popularity, universal nature and appeal, football (in all of its forms) can be a viable and practical instrument for achieving social and human development targets... We are convinced of football’s social potential and we are committed to its development – for the good of the game and for the good of society as a whole.”

(Fédération Internationale de Football Association (FIFA) 2007)

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The Football United Vision: Using the common bond of the “World Game” to create opportunities



Football United began two years ago with a vision to assist recently arrived humanitarian refugee youth and families in their transition into Australian society. Using people's love for Football (soccer) we build opportunities for belonging, racial harmony and community cohesion. We do this by offering opportunities to resident Australians and refugee Australians through a supportive and enjoyable environment that embeds the notion of a fair treatment for all.

Sport in general and football especially, has an important role to play in people's lives and speaks to them in a language they understand. Research has shown that participating in sport improves physical and mental health, encourages strong community bonds, reduces crime rates, and can offer access to positive mentors for young people in disadvantaged communities. Transition to a new country includes practical challenges such as learning new languages, cultural and societal values. Refugees from conflict impacted areas are often carrying emotionally traumatic experiences with them which can result in higher than average problems with language, housing, health, employment and education.

Football United was developed through consultation with many diverse communities. Issues identified through the consultations include:

- A lack of available sports programs addressing barriers faced by refugee and migrant communities;
- Under-representation of refugee and migrant young people in structured or formalised sport;
- Young people of refugee background want to have 'normal experiences' and be accepted in 'normal environments'.

Football United's first years have evoked high enthusiasm, engaging outstanding commitment from the refugees, residents and key community groups involved. To date we have provided over 300 young people and their families with opportunities in the western and south-western areas of Sydney. Young people who have participated in the program are now registered in clubs, playing representative football, and competing as teams in local futsal competitions. Parents coach on a weekly basis, and there is a constant stream of recently arrived young people being introduced to the program by Migrant Resource Centres, Intensive English Courses and word of mouth.

Genuine partnerships with Councils, Migrant Resources Centres, Football Clubs and Associations have enabled the program to evolve over the past 2 years. We have a growing reputation, leading to many other communities around Sydney, interstate, and internationally have expressed interest in implementing our program.

We now have an opportunity to be the first program of this kind in Australia, and internationally, to proceed with a longitudinal study to assess and evaluate our impact.

You are invited to join us and help Football United realise our ambition to improve the lives of disadvantaged and dislocated young people and their families who have come to Australia seeking opportunities to belong and begin their new lives, and to be a global leader measuring the capacity of football to build hope for the future.



Founder, Football United

Executive Summary

Football United is seeking partnerships with government, businesses and community organisations to join the University of New South Wales (UNSW), School of Public Health and Community Medicine (SPHCM) in developing a “Linkage Grant’ application to the Australian Research Council (ARC). The application will seek support for a ground breaking longitudinal study into the impact of football and sport on social cohesion and community participation of refugee populations in urban areas.

This research is one of the key strategic initiatives being implemented by Football United, an organisation which supports refugee children, youth and their families to socialise and integrate into communities throughout Sydney. Football United aims to provide a foundation that will enable humanitarian refugees to overcome barriers that currently hinder their participation in Australia’s social fabric and will promote harmonious development in the communities in which they live.

Support

To ensure the application to the ARC meets criteria for a Linkage Grant and Football United is appropriately resourced we are seeking the following annual support over a period of 3 years.

- **\$50,000 Cash per year** in total through donations, sponsorships and grants of between \$5,000 and \$20,000 from government agencies and businesses
- **\$123,000 In-kind per year** in total from the university and community stakeholders

Should the application be successful the ARC will match the funding making the total budget for the project, \$346,000 per year over 3 years including implementation and research.

Benefits

- State and federal government agencies including the Health, Immigration, Education, Community Services and Sport portfolios will have input into the research, and will benefit from improved insights to form their future policies, programs and interventions.
- Partner businesses benefit through opportunities which meet Corporate Social Responsibility objectives including community outcomes, staff volunteering, business networks and publicity.
- Existing community partners including Migrant Resource Centres, Intensive English Courses, local football clubs and associations and PCYC’s will provide the in-kind support and benefit through improved services to their constituents, gathering evidence to guide future programs

With 2 years experience running programs for over 200 children and youth, under the auspice of UNSW and with the support of partnerships, ongoing and new, Football United is ideally placed to successfully secure funding from the Australian Research Council. This will enable continuing implementation of the range of interventions aimed at improving social cohesion for refugees and rigorously evaluating their impact.

Strategic Focus of Football United

The proposed research will take place within the following strategic framework focusing on the Blacktown and Liverpool local government areas in Sydney, both of which have high proportions of refugees. The overall strategy of Football United includes the following 5 initiatives:

1. Providing Football Opportunities

Deliver weekly football programs, holiday camps and Futsal competitions, which include coaching and playing activities for participants, delivered by trained volunteer coaches.

2. Developing Leadership

Train refugee youth and adults as volunteer coaches and referees, enhancing their leadership, personal development and mentoring capabilities.

3. Facilitating Community Partnerships

Create a network of partnerships with stakeholders, including local, state and national football organisations, government agencies, local councils, businesses, community groups and other not-for-profit organisations to achieve long term and sustainable outcomes for the participants.

4. Advocating and promoting refugee support

Promote the program with the support of partners in the media, through publications and at Football United events and activities.

5. Research

Implement the first global longitudinal research project into the impact of football and sport on social cohesion and community participation of refugee populations in urban areas.

Achievements

With limited funding, voluntary engagement and partnerships, Football United realised many of its development phase objectives in its first year. These are as follows:

- Over 300 children aged 5 – 18 have to date participated in Football United programs since its launch in August 2006;
- Supported registration of more than 35 youth in the Blacktown district area;
- Implemented “Football in the Park”, an ongoing weekly coaching and playing program in Blacktown since May 2007;
- Sponsored three Futsal teams in local competitions, which provided a first time opportunity for more than 25 youths;

- Sponsored coaching workshops that allowed thirteen refugee youths to receive their premier coaching accreditation and volunteers to gain grassroots certification;
- Supported grassroots coaching accreditation for 16 program volunteers;
- Supported referee training for 15 young men and women program participants;
- Developed a coaching manual for Football United volunteers;
- Ran 5 school vacation camps for 180 youths from aged between 13 – 18 years;
- Brokered a sponsorship for the African Cup Tournament with the Blacktown Demons
- Participated in the 6th and 7th annual African Cup Tournament and the Sudanese Winter Tournament;
- Supported four teams in a Football New South Wales / Sydney FC junior state gala day tournament;
- Built relationships with the Blacktown Demons Premier League club, Blacktown District Soccer Football Association, the NSW Football Academy & Sydney FC.
- Held an Inaugural gala day which engaged over 120 youth and their families. This has been followed by subsequent gala days;

“It’s a program that helps these new young refugee teenagers, for example me. The program also helps the new comers to learn more about the new country, their new home, But on the other hand it builds up all the cocker skills and confidences that we lost during the war,. When we meet new people, make new friends hear about their story, learn about where they from, about their culture and heir interest it makes us feels relaxing and damps the nightmares. The whole point of it is trying to build the nightmare memories of past with happiness, joys and welcoming other brothers to new country. Our new home is Australia. Character building means to forget about all the past and move on. So I call it character building.

Saa James, Aug 15, 2007

(Now playing with the Blacktown Demons in the NSW Premier League)

Research and Evaluation Overview

Aims

- To determine the impact of Football United (FU) on participants' personal development, sense of self, physical, emotional, mental health and resilience.
- To determine the impact of Football United (FU) on community capacity and social cohesion.
- To document issues arising from implementation of the program in order to form future program implementation and replication of the intervention in other contexts.
- To test innovative research methodologies that yield information about the way refugees negotiate with sport and Australian social expectations.
- To identify strategies to promote ethical community sporting intervention programs

Hypothesis

1. Participants in the Football United Program will have significantly better health, social, education and employment outcomes than those who do not participate at all or who only participate minimally in the program.
2. Sports-based intervention programs can address issues of disaffection amongst young refugees, build bridges between communities, and contribute toward promoting social cohesion

Study design

A longitudinal study using methods such as interviews and surveys:

- *Intervention group*: Participants in the Football United Program in the Blacktown and Liverpool areas who have been engaged in program activities.
- *Control group*: Young people who have recently arrived in Australia and are attending an Intensive English Centre in the same areas.

Process, impact and outcome measures

The choice of methodology and measures in the research is designed to balance rigour with the need to give the participants a voice in evaluating the program by sharing their experiences and providing their own frame of meaning. Impacts and outcomes will be measured identically in control and intervention groups and will include a range of data collection tools.

- a. **Process measures**: Data sources will include stakeholder advisory group meeting transcripts, participant observation and in-depth participant and stakeholder interviews.

b. **Impact measures:** Participation rates in Football United program activities by individuals, families, community and sporting groups as well as satisfaction with the program. In addition, the engagement of Football United participants in other external activities will also be measured.

c. **Outcome measures:**

Both hard and soft outcome measures will be included in the analysis of the program: **hard outcomes**- examples being school attendance; engagement in community activities and football; literacy levels and employment stability. **Soft outcomes** are the attitudes, development of personal skills etc. In particular the following categories of outcomes will be studied:

- **Individual outcomes** include participant's personal development, physical and mental health, resilience, 'life skills', and feelings of social inclusion.
- **Family outcomes**, family functioning and parenting stress
- **Community outcomes include** community capacity such as resource mobilisation, leadership, organizational structures, external linkages and social cohesion

Significance

Researching mechanisms to strengthen Australia's social fabric is a national research priority within the goal of promoting good health and wellbeing for all Australians and includes helping families and individuals to live healthy, productive, and fulfilling lives. The Australian government and public are in the midst of critical debate on how to foster settlement that enables humanitarian refugees to overcome barriers that currently hinder their participation in Australia's social fabric. Research that strives to identify means to foster social inclusion and community cohesion in communities with high numbers of humanitarian refugee settlers, is needed urgently. The proposed study will rigorously evaluate sport as mechanism for improving inclusion of refugee communities in Australia's social fabric. This research will also provide valuable new learning of both national and international significance about the challenges and processes in promoting harmonious social development in complex socio-cultural settings in urban areas of western countries such as Australia.

“The last day of the camp was the best. My team went well, we worked hard and beat all the teams and won the final. Everyone in my team was happy. They gave us our medals and another trophy which was the golden but for the highest goals soccer and the person that won it was in my team. I think it was really good camp and I would like to go back to it because it was so good.”

*Augustine Mawein
July 2007*

People

The tables below present members of the research and program team and advisors. Full credentials of the team are available upon request.

Researchers	
Anne Bunde-Birouste,	Convener of Health Promotion at SPHCM –UNSW, Anne brings to the program more than twenty years of international health promotion practice, policy and research experience.
Sally Nathan	Lecturer and Researcher at SPHCM – UNSW. Sally brings expertise in community participation, qualitative methods and advocacy. She has been involved in community advocacy and partnerships for 15 years.
Dr Lynn Kemp	Lynn is Senior Research Fellow in the UNSW Centre for Primary Health Care and Equity. Lynn has been part of the team undertaking evaluations of complex community interventions in south western Sydney since 2002 including the Miller early childhood sustained home visiting randomised control trial (MESCH)
Dr Clifton Evers	Dr Clifton Evers is currently Postdoctoral Research Fellow and Postgraduate Coordinator at the Journalism and Media Research Centre, University of New South Wales. A member of the prestigious Cultural Research Network, Clifton’s ethnographic research spans interests in cultural studies, sport studies, critical masculinity studies, community and cultural research, sexual ethics, critical theory, and new writing.
Dr Lisa Jackson-Pulver	Dr Lisa Jackson Pulver Senior Lecturer, Muru Marri Indigenous Health Unit, SPHCM. Lisa is committed to identifying the causes in issues of health in order to develop solutions to improve population health outcomes for disadvantaged groups and communities

Football United more broadly is managed by volunteers and has a Steering Committee of experienced professionals from the Education, Government, Business and Football industries.

Committee	
Anne Bunde-Birouste,	Football United Director, UNSW Convener of Health Promotion
Craig Foster	SBS Football Expert and former Socceroo
Naomi Kemmerer	Migrant Resource Centre, Youth Worker
Brad McCarroll	Director of Mutual Sport
Dr Clifton Evers	Senior Research Associate, UNSW

Advisory	
Dr Serrie Kamara	NSW Department of Education, Founder Safari Sports Club
Moya Dodd	Former Matilda, special counsel Gilbert & Tobin Law, FFA Board member
Brendan Schwab	CEO, Australian Football Players Association
Aytec Genc	Former international player, Sydney FC assistant coach, CEO First Eleven Football Academy
Bendan Renaud	Sydney FC
Auditors	To be confirmed
Legal	Gilbert & Tobin Law – pro bono

“Sport is the best school of life,” ...a new generation that had gone through the “school of sport” would be able to “deal with the world’s problems in a better way.”
Adolf Ogi, Special Adviser to the UN Secretary-General on Sport for Development and Peace

“. . . cooperation and participation through sport, fair play, and leadership, and the **ordinary person’s capacity to be extraordinary**”
UNHCR Australia press release, 2002

“Sport, football especially, has an important role to play in the live of people and speaks to them in a language they understand.”
Paul Elliot, ex-professional footballer, patron of Team up Against Racism

Financials

The following provides an overview of the cash and in-kind support required from partners, where the funding will be spent and how it will be matched by the ARC. Generally speaking the cash funding from partners will be used to support the intervention programs and the ARC funding will be used to support the research.

Summary

Total yearly budget for the project is **\$346,000** which is funded as follows:

	<u>Cash</u>	<u>In-kind</u>
Australian Research Council	\$173,000	0
Partners	\$50,000	\$123,000
Totals	\$223,000	\$123,000

Yearly Budget

The following is a yearly budget detailing the areas of expenditure to implement the study. We will be seeking support from partners over a 3 year period however.

Item	Cost		Funded by
	In-kind	Cash	
Program (Intervention)			
Local Coordinators		24,000	Partner/s
Equipment (balls, uniforms etc)		12,000	Partner/s
Travel		7,000	Partner/s
Coach and leadership training	3,000	2,000	Partner/s
Registration subsidies	8,000		Partner/s
University On Costs (15% budget)	52,000		Partner/s
Administration (Print and Web)		5,000	Partner/s
Weekly healthy food and drink	10,000		Partner/s
Sub Total	73,000	50,000	
Research			
Industry partner/s expertise	25,000		Partner/s
Community partners advisory	25,000		Partner/s
Senior Research Fellow		75,000	ARC
Research Assistant		40,000	ARC
Program Coordinator		40,000	ARC
IT equipment and software		10,000	ARC
Delivery of Findings (Conferences)		8,000	ARC
Sub Total	50,000	173,000	
Totals	123,000	223,000	

Key Dates

Date	Requirement
Friday 14 th March 2008	Partners Briefing
Friday 18 th April 2008	Provision of information required from each industry partner/s indicating commitment of funding to 2011
Thursday 24 th April 2008	Submission of ARC Linkage Project application to UNSW Research Office
Friday 9 th May 2008	Submission of ARC Linkage Project application to ARC
August 2008	Grant reviews received and rejoinders to be submitted to ARC
October 2008	Announcement of successful grants
December 2008	Contract agreements with partner/s for funding commitment to 211
1 st January 2009	ARC project funding commences

“Football is important to me because it’s the only thing that has stayed the same in my life, from my home country to the refugee camps and now here in Australia thanks to Football United.”

Joe (Sierra Leone) July 2007

Appendix – Program Strategic Plan

The following tables detail the organisations strategies, goals and outcomes; details on aspects of the program for which we are seeking support from business and community partners; how the programs are aligned with the NSW State Plan Outcomes. As such, it will assist the NSW Government to address, in order of significance, the following priorities in the State Plan:

- R4, Increased participation and integration in community activities
- S3, Improved Health
- E8, Increase the number of people participating in sporting activities.
- S4, Increasing Level of attainment for all students
- R3, Reduced level of anti social behaviour
- F4, Embedding the principal of prevention and early intervention

Strategic Initiative 1 – Weekly Football Programs			
Objective: Implement weekly football activities for primary aged refugee children to provide regular physical activity that will aid their social and personal development			
Strategies	Goals	Outcomes	NSW Govt Outcomes
A. Training and Playing: Provide football training and playing activities weekly	Program run 8 weeks out of 10 for each term of the school year Up to 80 participants registered in each area in first year	Improved social engagement, interpersonal skills and self esteem. Measured through qualitative feedback around increased number of friends, working with others and personal satisfaction with the program. Measured before and after program.	R4, S3 and E8
B. Futsal participation: build teams from refugee communities to play in Futsal (indoor football) competitions	4 registered teams in each Futsal season	Engagement in structured community sport competitions	R4 and Citizenship
B. Human resources: Recruit a co-ordinator and volunteers to deliver program weekly	1 coordinator and 10 volunteer, teachers, community workers and parent volunteers per region	Local infrastructure supporting the program ensuring sustainability	S3
C. Meals: Provide a healthy meal with each program	Healthy food provided each week	Influence healthy eating habits	S3

Strategic Initiative 2 – Leadership Development

Objective: Providing leadership, and personal development opportunities for the youth and adult refugee coaches, mentors and volunteers

Strategies:	Goals	Outcomes	NSW Govt Outcomes
A. Mentor identification: Identify prospective coach mentors through local high schools , IEC's and MRC's	Up to 15 refugees identified each year for Leadership programs with 80% attendance commitment	Increased personal satisfaction and positive feedback associated with taking responsibility, working with others. School and MRC Infrastructures engaged to monitor progress of participants outside of Football programs	R4, F4 and Citizenship
B. Leadership Training: Training on leadership, personal development, goal setting, and team work in partnership with NSW DSR and DET	1 co-ordinator and 10 volunteers, teachers, community workers and parents per region	Demonstrated commitment to leadership roles and individuals developed to make valuable contributions to the program and their community	R4, R3 and E8
C. Rewards and Incentives: Create unique experiences and opportunities for the coaches and mentors	2 Camps per year and 3 experiences at high profile football matches	Incentive and reward for mentors identified with high potential for additional development opportunities beyond program	R4 and E8
D. Role Models: Use of role model players eg Craig Foster and David Zdrilic to ambassador the program	Ambassadors to visit the programs once a term	High profile through the use of role models contributing to leadership programs	R4 and E8

Strategic Initiative 3 – Community Partnerships

Objective: Create partnerships with football clubs and associations; government agencies, businesses, community groups and other not-for-profit organisations

Strategies:	Goals	Outcomes	NSW Govt Outcomes
A. Professional Clubs: Work with local Professional Football Club – eg Marconi, Football NSW or Sydney FC to develop playing program	Playing program written and branded by supporting football organisation	Increased credibility to influence and engage local clubs and associations	R4 and E8
B. Local Football: Strategic partnerships with the local Football Associations	1 partnership per region	Provide the local knowledge and influence over the clubs and volunteers in their associations	R4, S3, E8 and Citizenship
C. Govt and non-profit. Engage government agencies and community groups	Council, PCYC and other government agencies included with Advisory network	Advise on target areas and associated issues. Contribute to the outcomes for the participants	R4, E8, S3, F4, R3 and Citizenship
D. Schools: Engage local primary schools and high schools through liaison with State Departments of education	4 -6 primary schools in each region aware of program and included on Advisory network	Participants identified and outcomes of programs tracked through schools via the relationship with teacher and Principals	S4, F4, R3 and Citizenship
E. Businesses: Engage	Secure 1 Corporate	Corporate Social Responsibility outcomes for	R4

business partners to assist with financial and in-kind support	partner with the whole program and 2 local partners in each area	business and additional funding for Programs	
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Strategic Initiative 4 – Promote partnership extensively

Objective: Promoting the program and the support of stakeholders extensively in the media, publications and at Football United events and activities (see Appendix C for Summary of Media Activity to date)

Strategies:	Goals	Outcomes	NSW Govt Outcomes
A. Launch the partnership in conjunction with a high profile mutually beneficial refugee or football event	1 large launch with extensive media coverage	Engage Refugee communities and high profile Ambassadors Football organisation as a partner to increase profile	F4 and R3
B. Media Activity: Continue leveraging the high profile media contacts including Craig Foster and Andy Harper	6 Media events on SBS, Fox and other TV and radio	Increased profile for Football United and the partnership with State Government	R4 and E8
C. Profile Events: Deliver events that engage stakeholders and participants	1 fundraising event and 4 gala days per year	Increased opportunity to involve stakeholders and engage media activity	R4 and E8

Strategic Initiative 5 - Research

Objective: Implement longitudinal research project into the impact of football and sport on social cohesion and community participation of refugee populations in urban areas

Strategies:	Goals	Outcomes	NSW Govt Outcomes
A. UNSW: Ongoing engagement to review and measure outcomes	Maintain Significant partnership with UNSW	Research and measurement of outcomes and in-kind support	F4 and R3
A. Australian Research Council – Secure funding to complete research into social cohesion through sport	Secure funding for longitudinal study	Funding from ARC and partners that facilitates unique, innovative research	F4 and R3