

Editorial

Dear Readers

After the end of a successful football league season and tournaments in March 2010, thoughts turned towards a few months of feet up on the desk, reading the newspaper and no "F" word in the office. Hmm...that was the theory!

The reality was:

- ▶ Selection trials and training camps for the 22 U16 girls who will be travelling to Singapore on 21 November for a week long football tour.
- ▶ The "Play Football, Win Against Drugs" addictive behaviour programme was launched in June.
- ▶ The Football Federation of Cambodia ran refereeing and D Licence coaching courses, which were well represented by ISF staff.
- ▶ The Ruby Murrays from Hong Kong toured Phnom Penh on 29 and 30 May; their positive impact on ISF has continued since they set foot inside the gates at ISF.
- ▶ ISF was involved in International Refugee Football Day organized by the Jesuit Refugee Services.
- ▶ A team of 14 girls from Washington State School (US) toured Cambodia and the ISF girls, through our association with SALT Academy were able to play the US team in Phnom Penh.

If that was not enough, 7 November saw the start of the Barclays Capital ISF League in Phnom Penh and 14 November the ANZ Royal SALT League kick off in Battambang.

We had great news from the Australian Embassy, two grants to fund coach/community development and phase two of the Addictive Behaviour Programme were approved.

ISF and SALT are fortunate to have such fantastic staff who just make things happen, which you will realise as you read this newsletter.

The Trustees of ISF appreciate all the ongoing support we receive from friends and associates around the world in respect of all ISF programmes.

Leo Brogan



Kits donated from the HK Football Club



ISF Nurse, Chhengsim Khov teachers players about the dangers of addictive behaviours

INSIDE THIS ISSUE:

Launch of the Dangers of Addictive Behaviours Programme	2
Working with the FFC	2
International Refugee Day	3
Ruby Murray Tour	3
ISF Staff Profile - Yim Samedy	3
Ream - from garbage collector to football coach!	4
Washington State Girls Tour	5
Kangaroo Football Team Impression	5
Thank You!	6
Contact Us	7
Dates to Remember	7



“ Do you have any football gear to donate? ”

Launch of the Dangers of Addictive Behaviours Programme

"Play Football, Win Against Drugs"

That's the message ISF and Sports And Leadership Training Academy (SALT) in partnership with the Australian Embassy in Phnom Penh were spreading at the launch of their education programme on the Dangers of Addictive Behaviours on 24 June 2010.

The programme, which is part funded by the Australian Embassy, is designed to reach the children in the ISF / SALT football programme in Phnom Penh and Battambang (approx 2,500 children). As these children come from disadvantaged backgrounds they are some of Cambodia's most at risk children for becoming addicted to abusive substances. The programme teaches the dangers of drugs, alcohol and gambling.



Matthew Duckworth, of the Australian Embassy, is presented with a signed ISF jersey for the Australian Ambassador

The children who study at the ISF Education Centre were the first to receive the lessons of this 8 week long programme.

The aims of the programme are:

- * to educate children (using fun, engaging, interactive lessons) on the effects addictive behaviours have on their health, family, community and country
- * for all participants (by the end of the season) to understand why people develop addictions, what they can become addicted to and how to prevent it
- * learn how to say no to peer pressure
- * know where to go if there is a problem
- * create healthy players and coaches who respect and value themselves
- * create coaches who are role models and 'anti-addictive agents' in their community.

The programme will be rolled out to the other teams working with ISF at the Barclays Capital ISF League in Phnom Penh and the ANZ Royal SALT league in Battambang this November.

Working with the FFC

The first half of 2010 saw lots of activities in the football programme including building the capacity of our football programme staff. It started with the participation of Ream (our student who is now employed as a football coach) and Vuthy (ISF's child minder who is now also a part time coach for us) attending the D-Licence training with the Football Federation of Cambodia (FFC) in early April. This is the first of 4 qualifications that provides internationally recognized accreditation as a football coach.



In addition to supporting Ream and Vuthy to study, ISF supported two staff members from two other non-government organisations (NGOs) we work with. This way we are building up the capacity of staff in other areas where we can't necessarily sponsor teams but with the skills, staff can take responsibility themselves. One such place is an organisation in Prey Veng called Mekhala House. We were contacted by Mekhala House in March 2010 and their team was invited to participate in the Barclays Capital Girls Tournament. This was their first official match! Since training one of their staff members with the D-Licence training in early April, Mekhala House have been able to set up their own small league and 5 other organisations in the area are benefiting.

“

The course proved very interesting, and provided me with lots of information, that will enable me to do many aspects of my job better.

”

In late April another D-Licence course was held and ISF sent another three staff members to the course to gain the knowledge to improve their coaching skills.

In June the FFC provided an Administration and League Management course which Samedy and Vicheka attended to improve their knowledge to benefit our events. The course was designed to provide information to participants on event management, football marketing, human resource management and communication.

“The course proved very interesting, and provided me with lots of information, that will enable me to do many aspects of my job better” Vicheka said of the course.

In July, the above mentioned, together with two additional ISF staff members (9 in total) attended the FFC Referee Course. This provided them with the qualification of a professional referee which will ensure we have plenty of referees.

Our sincere thanks to the FFC for giving our staff the opportunity to participate in their courses. The skills learned help build our staff's capacity and knowledge and therefore improve our football programme.



International Refugee Day – 26 June

Who could have imagined that there are refugees in Cambodia...but its true! In June 2010, ISF learned that the Jesuit Refugee Services Cambodia were celebrating International Refugee day on 26 June by hosting a football game for the community they support. Most of the refugees are from Burma, some are from Somalia and Vietnam. On 26 June, all came together to share the common language of football!!

ISF supported the event by providing kits, boots and equipment to the adult and the children's teams. We were delighted to be able to provide the children with the Hong Kong Football Club kits donated to us in May via the Ruby Murrays. The children and adults alike were delighted with what they received.

Samedy refereed the adults game while Ranya coached the children and then refereed a game. The children expressed great interest in football training but with only 3 children old enough to participate it was not possible for ISF to sponsor a team. However, the children were invited to join the ISF Flying Tigers team and have been regularly attending training over the last month. They are set to join the rest of the team at the League when it starts in November and they are thoroughly enjoying the opportunity to play football.



Ruby Murray Tourby Nick Stokes

On Sunday 30 May 2010, as part of our tour to Cambodia, the Ruby Murray football team spent an afternoon helping out ISF with a football festival for the local kids. The amazing experience that followed was a testament to the great work ISF and their partners do for these children. The football academy venue was perfect for the occasion and made it possible to have 4 games running consecutively allowing all age ranges of kids to participate.



As guest referees the Rubies were amazed at both the complete joy with which the children played but also their incredibly fair, yet competitive spirit. It's been a long time since I played a game where the opposition actually fetched and handed the ball back for their opponents!!! What's more, it was great to see all the kids wearing their new kits, so kindly donated by the Hong Kong Football Club and parents in HK.

On behalf of the Ruby Murray's thank you so much for inviting us to the event, I know we all want to come back soon and for the kids, this was just an awesome experience that I bet they wish could happen every day!!!

ISF Staff Profile

Yim Samedy

In January 2010 ISF started the Barclays Capital ISF League for the children of our program. At the time we didn't have enough referees available to us so we invited PricewaterhouseCoopers to send some of their staff to assist.

We were fortunate to have Siek Sovann, a PricewaterhouseCoopers staff member and two of his friends offer their help. One of the friends was Yim Samedy. Samedy showed such great interest on the day that we asked him if he had any spare time to help out with organising the weekly league. At that time, Samedy was unemployed so very keen to help. As we didn't have a lot of time to put into training, we advised him that if he could pick up the job of running the league in the following two weeks, we'd employ him until the end of the season and that if he proved himself in that time, we would be happy to consider him to fill the role of Football Programme Administrator.

After only a few short days it was evident that Samedy had both the ability and commitment to become a very valued ISF staff member. In March he was the official organizer of all that happened on the pitch at the Barclays Capital Girls Tournament, proving that he had mastered his role. After the league finished in April there was no way we were letting Samedy out of our sight and he became ISF's Football League Co-ordinator and Football Administrator and has been running the programme since.



Yim Samedy (right)
and friend, Siek Sovann



Ream – from garbage collector to football coach!

Most of the families who ISF's Education Programme work with originate from the Provinces. They usually own a small piece of land there where they can grow enough food to feed their family. As the family grows it becomes more difficult to feed the extra mouths and often results in the family migrating to the city. Like most of the families who come to Phnom Penh, their lack of skills and education mean they are often unable to find jobs to support their families. In order to feed their families, the parents often end up collecting recyclable garbage on the streets which they sell, to earn approximately a dollar a day. As many hands make light work, often the children (some as young as 5) are sent out to work too. Quite often the result is that the children remain uneducated and the family is forced into a cycle of poverty. The family usually live in the only part of town that they could possibly afford to rent a house, on the fringe of the city's former rubbish dump in Stung Meanchey.

This is what happened to Ream and his family when they left the Provinces when Ream was 8 years old. For the next 7 years Ream spent 6 days a week collecting rubbish on the streets with his older brother. One can only begin to imagine the sort of childhood Ream had. As Ream had spent most of his young life working, he did not have the opportunity to receive any formal education. That was until, at the age of 15, he was approached by one of ISF's staff members and offered the opportunity to study at our centre. Monthly food parcels are given to families when their children come to study at ISF and this supplemented the income lost by Ream attending our school. Over the next three years Ream worked very hard to catch up on the grades he had missed out on. In 2008 he was among the first group of children ISF sponsored into the local state school.

But his success is not just academically related! In 2009 it was noted that Ream had a huge interest in football. Every waking minute was spent thinking about football, if not playing it! Realising this, Ream was asked if he was interested in becoming a football coach with the ISF football programme. He confirmed his interest and a deal was struck. Ream was asked to volunteer at the Barclays Capital ISF League from January to April 2010 to show his commitment to the programme. If he completed this task and showed us that he had a good working attitude, he'd be supported by ISF to participate in the Football Federation of Cambodia's (FFC) D-Licence training programme. This training is the first step to becoming an Asian Football Confederation (AFC) accredited football coach.



Ream with ISF Coach, Sok Ranya

“Every waking minute was spent thinking about football, if not playing it!”

After successfully helping us out at the league in the role of coach, referee and assistant to Samedy, Ream was registered in the FFC course. In April he completed the course and received his official certification as a D-Licence coach. In addition to the coach training, Ream also attended a Referee Course provided by the FFC and now holds a certificate of completion for this course. The second part of the deal we made with Ream was that provided he received his D-Licence certificate and if he passed his Grade 6 exams in July 2010, that ISF would then be in a position to hire him as a part time coach. In July Ream was among the first group of ISF students to graduate from primary school and in October 2010, started Grade 7 in High School – something no one else in his family has achieved to date!

In August 2010 Ream was hired on a part time basis to coach one of the ISF sponsored teams. For this and for working at the league (which will run from November until March) he is now earning a living wage which is allowing him to contribute to his family. ISF are continuing to support his study through High School and will ensure that the part time work we give him does not interfere with his school work.

Thus has started the ISF Football Coaching Vocational Training Programme. ISF hopes to offer this opportunity to other children both at our school and at other organisations in the near future.



Washington State Girls Tour

This is the second year the girls have toured Cambodia. The team leaders, Eddie and Kari Carter, in association with Sam Schweingruber of SALT academy led a youth team of 14 girls.

The aim of the tour was to expose Cambodian girls football to international competition with a view to improving the competitiveness of the Cambodian players.

After 3 days of training and working with SALT in Battambang, the US girls started an expansive tour of a number of provinces.

ISF was fortunate to be involved in a 4 team tournament in Phnom Penh; the teams were from Prey Veng and Kampong Speu. The games were played in good spirit, with the US team prevailing in all 3 games, though ISF went down 1-0, which was an excellent result.

Besides football, there was social interaction and a chance to exchange small gifts between the teams.

Sam is hoping that the US girls tour will become a permanent fixture on the football calendar for years to come.



Kangaroo Football Team Impression (29 July 2010)

....by Team Captain of Mekhala House

We are very happy that we can participate the football match with the American Team and the other Teams. We are happy to have lunch together. Even though the lunch didn't have meat but it is very delicious. First, it looks like meat but when we ate the taste is vegetable. It looks very nice. We never thought that we can win the other two teams. We have trained for short time. When we met the American Team, we feel nervous, scare but we really want to play first because we want to know about our abilities and want to get the experience. It is a very interesting match. We love it very much, especially; we can play with the American Team. We lose but we still happy with that because we know that American is a good team and they have train for years.



There are lots of supporters for our team (Kangaroo Football) that make us very excited and very good feeling. We know lots of friends. We hope that we will have another chance to play with another team in other provinces. Some of them said that Kangaroo football team is very good team. We will try to train more and more

to be a good team like the American Team. And we would like to say thank you for ISF and other supporters who organized this match and support for everything, both, lunch and transportation. Thanks very much!



Thank You!

ISF has again seen a lot of support from volunteers, families, organisations, schools and football clubs.



Thank you to:

Australia

ANZ Australia
 Dawn Hermann and Maccabi Junior Soccer Club
 Godfrey Lewis and Northern Tigers
 Julie Ramsey and Templestowe College
 Melanie Finucane and Sandringham Soccer Club
 Mark Rushton and Ku-Ring-Gai & District Soccer Assctn Inc
 Trahair Family

Cambodia

Angkor Golf Resort
 ANZ Royal
 Australian Embassy
 FCC, Siem Reap
 Football Federation of Cambodia
 Pricewaterhouse Coopers

Hong Kong

Hong Kong Football Club
 Simon Miller-Jones and The Phoenix Pub, Mid Levels
 The Ruby Murrays

Indonesia

Jamie Richards and Force 9 International

Malaysia

Clare Kenny Tipton
 Joseph Kenny Tipton

Singapore

Barclays Capital
 Margot Marks and UWCSEA East Campus
 Ulli Neidermeyer and Asia Pacific
 Sports Management

United Arab Emirates

Tim Lacey and the Dubai Exiles

United Kingdom

Sue Gough & Family
 Packwood Haugh School

US

Eddie and Kari Carter and the girls from
 Washington State



Sue Gough and Family with their collection of football gear for ISF!



The weekend of 23 and 24 October saw the greens of Angkor Golf Resort in Siem Reap play host to the FCC Nations Cup in what ended in a blistering and exciting finish. The tension was almost unbearable as two playoff holes were required to decide the eventual winners!!

Eleven teams competed in the FCC Nations Cup and players were given the opportunity to participate in the charity hole-in-one competition to raise funds for ISF. Even Sir Nick Faldo got involved in the action, taking a shot! This is the second FCC Nations Cup that has supported ISF. This event allows us a great opportunity to raise awareness as well as funds for the work we do.

Thank you to all who made it possible!



Contact Us



Peter Slater
CLS Group Holdings
Exchange Tower
One Harbour Exchange Square
London E14 9GE
UNITED KINGDOM
pslater@cls-group.com



Leo Brogan
Brogan & Scaltrito
GPO Box 5024
Sydney NSW 2001
AUSTRALIA
LBrogan@broganscaltrito.com.au



Robert Gazzì
PricewaterhouseCoopers
22/F, Prince's Building
Central
HONG KONG
robert.gazzi@hk.pwc.com

ISF Trustees

Peter Slater (Chairman)
Paul Markland (Secretary)
Myra Markland
Martin Cubbon
Mark Ashall
Michael Brogan
Robert Gazzì
Leo Brogan



ISF (Australia) Limited - Directors

Peter Church (Chairman)
Neil Cutler (Secretary)
Tracey Steggall
David Lewis
Michael Brogan
Leo Brogan



Dates to Remember

2010

November

21-28 ISF/SALT girls tour to Singapore

December

3 ISF Speech Day
5 Ankor Wat International Half Marathon
10 International Human Rights Day
27-31 ISF School Holidays

2011

March

19 PricewaterhouseCoopers 2011
ISF Football Cup (Boys)
26 Barclays Capital 2011
ISF Football Cup (Girls)
27 Barclays Capital League - finals

www.indochinastarfish.org

