



Football Sponsorship Newsletter

Issue 8 April 2011

Editorial

Dear Readers

Welcome to the 8th edition of the ISF Football Newsletter.

The last 6 months have been very exciting, with lots happening!

- ▶ The Barclays Capital League kicked off on 7 November; it was great to see Kevin Burke from Barclays Capital support the day, as well as team sponsors, Stuart Davy, the Dubai Exiles and Mark Ashall.
- ▶ ANZ Royal SALT League started on 14 November in Battambang.
- ▶ 22 U16 Cambodian Female toured Singapore in the last week in November; their efforts both on and off the field were a delight to observe.
- ▶ Phase I of the Addictive Behaviour is up and running and receiving excellent feedback. The Australian Embassy have been strong supporters of the programme and committed to the financial support of Phase II of this initiative.
- ▶ The Australian Embassy were supportive in our successful application for a financial grant from the Australian Sports Outreach Programme.
- ▶ The annual March round robin tournaments were celebrated on the 18th with a function kindly hosted by the British Ambassador, Andrew Mace, at his residence, followed by a "500 days to the London Olympics" ceremony that coincided with the PricewaterhouseCoopers U13 Boys Tournament on the 19th.
- ▶ The 26th of March saw the 2nd Barclays Capital U14 Girls Tournament; what a fantastic day that was, with Mekhala House from Prey Veng being crowned champions.
- ▶ The 26th of March was our first venture into disabled sport. We had 5 deaf boys and 4 deaf girls teams playing; they are an amazing group of young people.
- ▶ The 27th was the League finals and our U18 girls defended their title with a hard fought 3-2 win over A New Day Cambodia. It was great to see the sportsmanship displayed between the teams.
- ▶ On a sad note, Adrian La Polombara, who attended the boys tournament, passed away unexpectedly in Phnom Penh. To Adrian's wife, family, Mitchel and all his friends, ISF were saddened by the news.

To Samedy, Kate, Sam and all the incredible staff at ISF and SALT, this has been a fantastic six months. To all our ISF friends and associates around the world, thank you for believing and supporting ISF.

Leo Brogan



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“ Do you have any football gear to donate? ”



Teams at the opening ceremony of the Boys and Girls Tournaments

Opening of the Barclays Capital ISF Youth League

A personal view by Stuart Davy

In March 2010, while attending my second ISF tournament held in the grand surroundings of the Old Army stadium in Phnom Penh I decided to look a bit more into the grass roots of the sport to see where the teams honed their skills that they demonstrate with such impressive effect on the big day. Early November therefore found me relaxing in a tuk tuk with Leo Brogan as we left the city behind and sought out the unsignposted narrow dirt lane that leads to the National Football Centre of the Cambodian FA.

The event was the opening of the Barclays Capital sponsored Youth League, structured as a one day tournament to get the children back into the swing of things – a bit like a Community Shield match for all. Of course the surroundings are a marked contrast to the Phnom Penh event – no cavernous stadium with many steps to climb, no eagle eye view of all four games at once – we were at ground level with a wall of excited children in front of us. The sight of the trucks rolling up and parking at the end of the pitch then disgorging a bouncing group of noisy occupants caused some amusement. 'Elf and safety would have a field day but having spent my youth traveling to camp in the back of a Pickfords Van and loving it, I am with the locals on this one.

My main focus was on the team from Andong Community which I assist with. The non-government organisation (NGO) that provided the umbrella for their football programme had ceased operation earlier in the year and for a while it did not seem likely that we would be able to maintain the activity but ISF has taken over the programme as a test case for football in the community under the ISF banner and the teams were able to attend this event. This is a great initiative and both my son Andy, who visited Andong about a dozen times when he spent some of his gap year with ISF in 2009 and myself, very much appreciate the effort made to achieve this. They didn't win the tournament but they did have some success and definitely had great fun.

The November to March period in which the League takes place matches the dry season in Cambodia when it is easier to keep the pitches playable. However weather patterns are not so precise and the day was spent watching some of the last heavy rain of the wet season pass within a couple of miles of where we were. As the tournament progressed the dark clouds banking behind the trucks parked to the right of us became more and more ominous until eventually the inevitable happened and the heavens opened. I was pitchside watching one of the Andong teams when it broke and tried to stay there as long as possible under an umbrella with an ever increasing number of small children pushing under my feet. It's amazing how many can fit under one of those but my presence took up far too much of the available space for one person so I hightailed it to the comfort of the small pavilion, which by the way house bathroom facilities way superior to anything seen at the Army stadium, and a dry place to watch the rest of the event.

The rain did nothing to dampen the enthusiasm of the children. Slide tackles of prodigious length became de rigueur and most of them got somewhere near the ball. A few boots were discarded to maximize this opportunity but this incorrect behaviour was soon stopped. The tournament was completed on schedule and the proud winners celebrated with their trophies, soaking wet but very happy before jumping back into the trucks for the journey home. We followed shortly after in Leo's luxury executive tuk-tuk, now garbed in raincoat for its slow and steady splash through the puddles back to Phnom Penh.

It was a great day out and one I plan to repeat. Thanks should go to Kevin Burke for Barclays Capital sponsorship of the League and of course as always to the team at ISF that puts in so much hard work to make these events possible. Keep up the good work.

It was good to see Tim Lacey and a number of the Dubai Exiles make it out to the League to cheer on the Sunrise girls.



U16 Cambodian Female Football Team by Leo Brogan

21-28 November 2010

After 4 months preparation which in itself was a logistical exercise for ISF/SALT, 22 young ladies were ready to embark on the trip of a lifetime, 7 days of football and social interactions in Singapore.

The playing timetable was intense with games against:

- Singapore U16 National team. A 2-1 win to Singapore showed how far Sam had developed the team in a short timeframe. The game itself was very enjoyable, 90 minutes of non-stop action in very humid conditions. Spectators from both sides marvelled at the level of football; it was a credit to both teams.
- A 2-1 win against the Singapore American School was well deserved, both teams played the game competitively and in good sporting spirit.
- The squad played exhibition games against UWC Dover and the International Soccer Academy which allowed the younger and less experienced players a chance to show their skills and was a great comfort that Cambodian women's football had a depth of talent.
- On Saturday 27 November, the squad participated in a 7-a-side tournament made up of eight teams and was played at UWC Dover grounds. The Cambodian teams finished first and third and it was a fitting finish to a wonderful week both on and off the football field. It was so enjoyable to see how the whole squad participated in the victory celebrations and photos, it was an excellent reward for all the hard work put in by everyone associated with the tour.

Off the field, the team was a big hit wherever they were invited and as the week ticked over, parents and sponsors commented regularly on what a delightful group of girls they were; smiling, singing, playing games, just making the most of the opportunities offered to them.



The Cambodian (blue jersey) and Singapore (red jersey) Girls Teams

Chheun Nypha (Team Captain) and Leang Srey Peuw represented the team at UWC Dover's School assemblies, where the girls were asked a number of questions by the students. The most memorable moment was when Nypha was asked what impact football had made in her life; she considered the question and then stated "before football, I did not smile a lot. I have played football for 3 years and have smiled a lot for 3 years".

None of this could have happened without fantastic support from sponsors:

- Margot Marks, Craig Coutts, Mario Saeg and all the staff, parents and children of UWC East, Singapore who provided accommodation, food, social activities, fundraising, transport, chaperones and much more.
- Ulli and John from Asia Pacific Sports Management, Singapore who co-ordinated football games.
- Jamie Richards, Force 9 International, Indonesia, who designed and donated the teams football kit and tour uniform; the girls looked very professional.
- Barclays Capital, Singapore, who provided funding for air tickets.

In addition to the sponsors, thank you to:

- Sue Edwards and UWC Dover
- Sodexo, the caterers at UWC East
- Jita Singh, Zhen and Suzanna from the Football Federation of Singapore
- Mark Forgeron, Singapore American School
- Ismail from International School Academy
- Joe Keiser, ANZA Soccer
- May Tola and the Football Federation of Cambodia

and everyone associated with this tour.

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PricewaterhouseCoopers 2011 ISF Football Cup by Leo Brogan

There were 25 U13 boys teams assembled on 19 March at the Olympic Stadium, 2 teams from UWC East Campus, Singapore, as well as teams from Siounakville, Siem Reap, Battambang, Kendal and Phnom Penh.

The format was 4 pools of round robin competition on quarter fields, 7 aside, 20 minute games which meant non-stop action. Everyone who attended the day were amazed at the skills displayed by these youngsters and the quality of goal scoring. By 3pm, 8 teams were left with Juice Masters, Battambang Rangers and The Seasideers looking the teams to beat. The surprise result was the ISF Flying Tigers 1-0 win over Juice Masters. The semi final action reflected a long day for all teams; teams were focused on not making mistakes, rather than the free flowing game displayed earlier in the day. Again the Flying Tigers surprised everyone when they ended The Seasideers day in a penalty shoot out. The Flying Tigers goalkeeper made two super saves. MJB team (PSE), sponsored by Maruhan Japan Bank, won the other semi-final, 1-0 over Komar Takmau, thereby setting up 2 Phnom Penh teams in the final.

The final was a hard fought victory to the ISF Flyer Tigers 1-0, MJB had their chances but the day belonged to the Flying Tigers.



The Flying Tigers - 2011 PricewaterhouseCoopers Champions

A special thank you to Gillian Christian and her brother Matt who travelled from the Isle of Man to watch Aziza's Schoolhouse play; Gillian's firm, Cains Advocates are team sponsors of Aziza's Schoolhouse.

Barclays Capital 2011 ISF Football Cup by Leo Brogan

On 26 March, 22 U14 girls teams assembled at the Army Stadium to take part in the third such tournament, and the second sponsored by Barclays Capital. United World College, East Campus Singapore, had sent 7 players over to the tournament, the balance of their team was made up of girls from Andong Relocation Village; it was amazing to see how girls from completely different backgrounds had such a great day together.

The day took on a real carnival atmosphere; lots of laughter, smiling, chatter and singing.

As the day progressed, the level of on field performances impressed all the spectators. By quarter final stages there were still teams from 4 provinces involved in the tournament. It was no surprise to see Mekhala House from Prey Veng and FABBA's Tigers from Battambang battle out the final, both teams had been holding spectators' interest all day.

The Kangaroo Football Team (Mekhala House) took all their opportunities and won the final 3-0. This was a fantastic result for these girls who had only 12 months prior made their first trip outside of Prey Veng to play football in the 2010 Barclays Cup.

To Mark Stafford and Garry Hammond of Barclays Capital, thank you for all the medals, handshakes and smiles you gave out to a lot of very happy recipients.

Mark also honed his refereeing skills in one of the deaf football games on the day.



The proud winners, The Kangaroo Football Team



Players from UWC East and Andong Relocation Village



ISF host first ever national football tournament for deaf players

by Justin Smith, Deputy Programme Director
Deaf Development Programme

On Saturday 26th March 2011 ISF hosted a significant tournament for players who were of a different target group than usual for ISF's Football Programme. This group presented a new challenge for ISF staff and for all the referees as they grappled with the challenge of communicating with players who cannot hear. On a football pitch, there is no difference physically from a deaf player and a hearing player, its only when you see a deaf player using sign language to communicate with his or her teammates that you realise these players are special. The use of visual aids by referees is also prominent in games involving deaf players as the referees in this tournament quickly found out just how difficult it was to hold up play for a foul when a blow on a whistle is meaningless for players who cannot hear!

Three NGOs that work directly with deaf children and young adults in Cambodia, the Deaf Development Programme (DDP), Epic Arts and Krousar Thmey, were able to send both boys and girls teams from Kampong Cham, Battambang, Kampot and Phnom Penh. The result was over a hundred deaf players participated in this tournament with a good number of supporters in the stadium for each team! The final result was that Krousar Thmey had the victorious teams for both the boys and girls tournaments with the boys team from Battambang winning a penalty shoot-out over DDP Phnom Penh (FT 1-1) and the girls team from Phnom Penh beating DDP Kampong Cham 1-0 in the finals.

Although the emphasis was on having a fun, enjoyable day and for deaf people to experience participating in a tournament, it was also an opportunity for ISF to see how disabled players could be a part of the football programme in the future. This tournament was more of a groundbreaking event than ISF envisioned as this was the first ever national sporting event for deaf players in Cambodia. It was also the first time that deaf players have ever played with, or against each other, in a competitive format in any sports. You didn't need to know sign language, to be able to understand the joy felt by the players as they took their place of pride on the pitches, their faces showing wide smiles, expressing exactly how much this meant to them. After the tournament finished, the enthusiasm of the deaf players was evident as I was bombarded with requests for regular football training, and for the opportunity to play in a tournament again! Some teams have even already submitted their team lists of players in advance for the next tournament!



Garry Hammond, Krousar Thmey, Battambang and Mark Stafford

There are only a small number of known deaf people who are able to use sign language and have access to some form of education in Cambodia (DDP estimates: 2,000 out of about 51,000 deaf people). The large number of remaining deaf people probably have never had an opportunity to go to school, have no developed communication system within their families or communities, and most likely have never met another deaf person before. Therefore we cannot underestimate the importance and success this ISF tournament has achieved in terms of bringing deaf people from different areas to meet each other for the first time, and for the opportunity to participate in a football game on a level playing field where it is finally the one time that it really doesn't matter that they can't hear, they just want to play!

PS Thank you to Aravin Thatchavamoor who travelled from Singapore to referee and advise ISF/SALT referees on how to officiate in a deaf football game.

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Closing of the Barclays Capital ISF Youth League

Sunday 27 March saw the closing of the Barclays Capital ISF Youth League where three divisions of teams played for their ranking in the second annual youth league. The league which was officially opened by Kevin Burke of Barclays Capital back in November had run each week since.

52 teams from Phnom Penh and Kendal were part of 5 divisions which included U18's girls, U17's boys, U14's and U10's boys and girls divisions.

Sunday's finals took place at the Army Stadium with the kick off for 3rd place at 9am. In the U14's Premier League ISF Flying Tigers met Komar Takhau in a well matched battle of skills. Some tough football took place and Komar Takhau went into second half 2 up. The Flying Tigers clawed their way back but an own goal dampened spirits and resulted in a 4-2 win for Komar Takhau.

In the Girls U18's The Coballers met with Juice Master United in an exciting match for 3rd place which was won by Juice Master United 2-0.

The U10's saw the Blue Flag steam to victory over the Malu Lions with a 5-0 result. This is the first ever title for the Blue Flag in a football competition and they were very proud of themselves.

At 10.30am the placement for 1st and 2nd took place. In the U10 division Komar Athreach sailed to victory over ISF's Flying Tigers with a 6-0 result.

In the U14 Premier League division Juice Master United piped Onslow Boyd at the post to win 3-2.

The U18s Girls Division saw ANDC Bulls and ISF Flying Tigers meet. Although the Bulls defended well until the final whistle and never gave up, it was the ISF Flying Tigers who won the title for the second year in a row. The result ended 3-2 to ISF with MVP of the day going to Song Channa who scored all 3 ISF goals, one from a free kick and 2 left foot shots outside the penalty area.

Australian Government Support

ISF was successful in obtaining an Australian Sports Outreach Programme (ASOP) Grant from the Australian Sports Commission. In addition to this, we received funding through the Direct Aid Funding (DAP) from the Australian Embassy in Phnom Penh for the second year running.

The ASOP grant will be used to build the capacity of the staff and coaches who deliver our football training programme (in partnership with the Football Federation of Cambodia and the Sports and Leadership Training (SALT) Academy) for children from communities in Phnom Penh, Kendal, Prey Veng and Battambang. The capacity building programme focuses on developing our coaches, leadership training and management skills.

The DAP funding will allow ISF to build on the success of the Addictive Behaviour Education project which uses the football programme to educate children on the dangers of drugs, gambling and alcohol abuse. This year's funding will assist the design of a programme around educating the players on domestic violence, gender equality and human trafficking.

In February the Australian Ambassador, Penny Richards and her husband, Mr Leigh Campbell, visited the programme to see the lessons being taught and was very complimentary. In addition the Ambassador attended and supported the Barclays Capital Girls tournament at Army Stadium. We are extremely grateful for this support.

We were absolutely thrilled to receive both grants as it means more than 2,500 girls and boys who currently participate in the football league programme will benefit further.

ISF is extremely grateful to all the staff at the Australian Embassy for their ongoing support of our work.

Community Football Programmes

In mid 2010 ISF evaluated our football programme with the view to using our sponsors funding more efficiently to allow more children to participate in the programme. Each sponsorship currently covers the cost of one team (which generally consists of 22 players) but we're looking to see if working within communities rather than our current system can allow more children to participate. We believe that this approach will also reach children who are more disadvantaged than those we are currently working with and who could benefit more as they are not currently receiving services from another NGO. We will continue to sponsor the teams we are currently working with while they fit our criteria.

In October we piloted our community approach working in Andong Village, one of the relocation villages in Phnom Penh. The pilot ran for 6 months and from this pilot we now believe we have a model that works and can be rolled out to other communities. Working this way has meant that the sponsors funds have allowed more children to participate in the weekly trainings and league.

The feedback from the players at Andong Village has been extraordinary and it is evident that this opportunity has been life changing for them. Many of the participants are living in extreme poverty 30km outside of Phnom Penh with no access to work and therefore no opportunity to break the cycle of poverty they are currently in. The provision of this programme has brought such joy to the players as well as employment to 3 members of the community they live in. We are hoping to expand on this success and offer the programme to more children in the area as well as to expand the programme to other areas.... watch this space!!!

To Justine and Damian Roche, ISF appreciate your support of this research programme.



Thank You!

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



Thank you to:

Australia

ANZ Australia
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Hillston Branch of Country Women's Association
Northbridge Football Club
Penny Woodroof, Pascal Phillips and Northern Tigers
Richard Wright and Seaforth Football Club
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Cambodia

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Aravin Thatchavamoor
UWC Dover Campus
UWC East Campus

United Arab Emirates

The Dubai Exiles

United Kingdom

Sue Gough & Family
Packwood Haugh School



KPR, Azza's Place with Garry Hammond and Mark Stafford



The U13 Flying Tigers. A treat at the ice cream parlour!



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Dates to Remember

2011

May

- 2 International Labor Day
- 13,14,16 King Norodom Sihamoni's Birthday
- 17 Visak Bochea Day (Buddah Day)
- 21 Royal Ploughing Ceremony

June

- 1 International and Cambodia Children Day
- 18 Queen Norodom Monineath Sihanouk's Birthday

Sept

- 22,23,29,30 ISF School Holidays
- 24 Constitutional Day
- 26-28 Phchum Ben Day (Ancestor's Day)

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