

# Webinar agenda

## *All Eyes on the Ball: The Role of Sport in Integration*

- 1) Introduction of the [Cities of Migration](#) project
- 2) Presentation by **Dr. Hass Dellal OAM** (*Australia Multicultural Foundation on Sports Without Borders*)
- 3) Presentation by **Sash Herceg** (*North Melbourne Football Club, Melbourne*)
- 4) Presentation by **Dr. Arif Saeid** (*Refugees as Survivors, Auckland*)
- 5) Moderated Q&A with [Kim Turner](#)

*Note: Webinar recording will be available on the website to view: [www.citiesofmigration.ca](http://www.citiesofmigration.ca)*

# Cities of Migration

- **Showcasing** good ideas in the integration of urban migrants in global cities
- **Promoting** learning exchange
- **Building awareness** of the links between successful integration, social inclusion and urban prosperity



[www.citiesofmigration.ca](http://www.citiesofmigration.ca)

# Cities of Migration Partners

| Bertelsmann Stiftung



| Fundación Bertelsmann





# SPORTS WITHOUT BORDERS

we're all on the same team



Social Inclusion Through Sport (SITS)  
Presentation by: **Dr. Hass Dellal OAM**





Sport plays a vital role in building social inclusion in Australia, as an engine of shared experience and empowering newly-arrived Australians to develop friendships, identity, a sense of active belonging and improved health.

**Sports Without Borders** is a not for profit organisation which is dedicated to providing support for young people from migrant and refugee backgrounds who are involved or want to get involved in sport. Sports without borders is auspiced by The Australian Multicultural foundation

**Sports Without Borders** role is to open up participation pathways to sport by providing accessible, multilingual resources and services, funding and direct financial support, training/mentorship programs and event capacity building.

*Sports Without Borders was created in 2006 to address the key findings of the landmark Sports Participation report published by the Australian Bureau of Statistics that first identified the unacceptable sport participation gap between new migrant & traditional Australian communities.*

*(The Gap - Non English speaking Background (NESB) communities are two thirds less likely to participate in sport than the traditional Australian community*



# Sport declining in relevance

- **Sport in Decline** : Recent Australian Sports Commission commissioned Studies conclude that the relevance of sport is declining in relevance for each new generation **(See Table below)**

Gen Y: 16-29	%	Gen X: 30-44	%	Boomers: 45+	%
1. Movies	68	1. Movies	59	1. Movies	49
2. Theme Parks	52	2. Live Music	39	2. Australian Rules	37
3. Live Music	50	3. Theme Parks	39	3. Cricket	36
4. Electronic Games	43	4. Live Comedy	32	4. Live Music	33
5. Live Comedy	42	5. Electronic Games	30	5. Theatre	26

Sport/Activity Passion Survey conducted by Gemba on behalf of the Australian Sports Commission

- **The Gap** : ABS Study in 2005 showed Non English Speaking Communities are 2/3 less likely to play organised sport than traditional communities.
- **CALD communities major part of Australian population** - Sydney/Melbourne over 50% CALD (one or more parent born overseas)
- **Closing the Gap** : Addressing the sport needs of CALD Communities will drastically ease the sports participation crisis and increase the relevance of sport across Australia.





**SPORTS**  
WITHOUT BORDERS  
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# 1. Sample Grant Projects

## Transport and Travel



Sunshine Heights cricket Club

## International Scholarships



Arsenal International Soccer Festival

## Community Sporting Event



7

AFL Unity Cup

## Registration Fees/Gear



Victorian Iraqi Soccer Club





**SPORTS  
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## 2. Sustainable Events model

- Event and project mix to be customised for each councils needs



**Capacity Building Model - SWB to mentor community leaders to create and manage their own events.**



**Target existing projects - SWB to work with council to grow existing projects .**



**Target specific communities - SWB to work with council and regional sports assembly to organise specific community event**

**ESSENDON UNITY CUP** 

Once again, the Australian Federal Police and the Essendon Football Club are proud to co-host the Unity Cup Family Day. A day which aims to unite our multicultural communities through Australian Rules Football, as well as providing plenty of fun and entertainment for the entire family.

The day will feature a round-robin football competition between four multicultural communities, each team consisting of local community members as well as representatives from AFP, Victoria Police and Essendon.

Will HISA retain the cup? Come and find out!

Highlights of the day will include:

- Free Entry!
- Police Expo
- BBQ Lunch
- Kids' Womens Activities
- Football Competition
- Meet Essendon Players
- MFB Streetcracker

Windy Hill  
Napier Street, Essendon (Melways 28 103)  
Sunday 21 June • 10am - 4:30pm  
Further information: CLTMeibourne@afp.gov.au

VICTORIAN multicultural commission  
AFL MULTICULTURAL PROGRAM

ICV, Sulfan, AALS, 7



### 3. Mass participation model



Youth Action is a mass participation event model in which large groups of children are taken through an organized technology driven sports activity process.

Youth Action is a tool for councils to reach major groups of youth and also provide measures to improve health outcomes within the LGA.



The program is an initiative of Sports Without Borders and is currently focused on newly arrived and refugee children of multicultural backgrounds.





The screenshot shows the Sports Without Borders website interface. At the top left is the logo with the text "SPORTS WITHOUT BORDERS we're all on the same team". To the right, there is a language selection bar with options: ENGLISH, العربية, ދިވެހިބަސް, AFSSOOMAALI, TÜRKÇE, and VIỆT. Below this is a green button that says "CLICK HERE TO FIND OUT MORE". A navigation menu includes "HOME/NEWS" (highlighted), "STAR COACH", "EVENTS", "HERO STORIES", "MAJOR PROJECTS", "HOME GROUND", and "SUPPORTERS". Under "HOME/NEWS" is a sub-menu "ABOUT SWB". The main content area is titled "LATEST NEWS" and features an article snippet: "'Courage, Talent A Perfect Mix' The Age, Sporting Life 18/03/2010". The article includes a photo of a runner and the text: "Courage, talent a perfect mix. THE text message James Demetriou circulated last Sunday evening was justifiably triumphant: 'This is a great day for multiculturalism and for our Sports Without Borders supporters.'" Below the article is a link "Article Here". On the right side, there is a red banner with Chinese text "申请补助 体育无国界" and a list of links: "Guidelines", "Application Forms", "Become a Supporter", "Essential Information", and "Get SWB News Feeds on your website". Below the banner is a section for "Major Partners".

- SWB direct grant forms are found in six community languages – Arabic, Chinese, Somali, Turkish, Vietnamese and Dari.
- Forms are downloaded, filled out and submitted to a review committee.





## All Eyes on the Ball: The Role of Sport in Integration

Presentation by: Sash Herceg  
North Melbourne Football Club  
Melbourne, Australia  
28 July 2010

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# THE HUDDLE

## LEARNING & LIFE CENTRE



# North Melbourne

“North Melbourne has always been a club that is in-meshed within it’s local community, a club that cares for its local community”

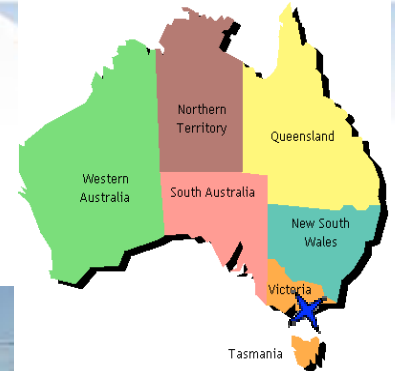
John Brumby, Premier of Victoria

## North Melbourne (NM)- The suburb

- NM is an inner city suburb within the City of Melbourne (CoM)
- Parts of NM have the largest average household
- 40% of NM residents were born overseas
- 37% of NM residents speak a language other than English at home- in some parts as high as 61%
- Most common languages spoken other than English are: Mandarin, Cantonese, Somali and Vietnamese
- NM has the highest proportion of dwellings with no internet connection in the CoM
- Median incomes in NM are among the City’s lowest

## North Melbourne Football Club- The Kangaroos

- Established in 1869, and based at Arden Street since 1882
- Won four Australian Football League (AFL) premierships
- Known as a ‘working class’ club- The Shinboners
- One of the most innovative clubs in the AFL
- Recruited first ever Sudanese born player in 2010- Majak Daw
- The Huddle- Learning and Life Centre- community, education social responsibility activities



# The Huddle- three engagement streams

“We know that young people’s lives are going to be turned around in this place”

Bronwyn Pike, State Minister for Education

## 1. Education Program

- Full day programs for 8-16 yrs old students from local primary and secondary schools
- Three days per week
- Specific program for students recently arrived in Australia



## 2. Homework Program

- Tutorials and education support for 15-17yrs old students with limited or no internet access
- Includes School Holidays program (study skills, driving courses, recreational activities)



## 3. Community Programs

- Underpinned by principles of social cohesion and community capacity building
- Variety of programs for children and adults
- Facility use by community groups



## Facilities:

The Huddle Classroom. Multipurpose Court, Meeting rooms, and Lecture Theatre



# The Huddle Community Programs

“All clubs and ours in particular, were founded by the community and for the community. The increasing professionalism and commercialisation of sport has strengthened rather than diminished the need for clubs to engage their local constituents”

Eugene Arocca, North Melbourne Football Club CEO



**Adult Multicultural Education Services (AMES)  
Sport & Recreation Program**

**NMFC Multicultural Academy**



# Benefits to our communities

“Our focus is on development and education; of our people, our players and in the community”

Brad Scott, Senior Coach, North Melbourne Football Club

- Greater sense of belonging
- Increase in confidence levels
- Access to first-class facilities and latest technology
- Access to great programs and initiatives
- Strengthening community spirit & capacity
- Providing opportunities otherwise unreachable
- Speeding up resettlement process



# Player Involvement

“The Centre will also give North Melbourne players a fantastic way of contributing their time, energy and passion to the community. We want to help young people understand that it doesn't matter what colour you are, what race you are, or what religion you are, respect for each other and learning to get along is what is important”

Glen Archer, past player

- Drew Petrie- *The Huddle Player Ambassador*
- Daniel Wells- *Indigenous Academy*
- Matt Campbell- *Indigenous Academy*
- Michael Firrito- *Multicultural Academy*
- Scott McMahon- *Education Program*
- David Hale- *Education Program*
- Scott Thompson- *Ambassador Compass Clubhouse (Acquired Brain Injury)*
- Andrew Swallow- *Ambassador Melbourne Alcohol Recovery Centre*



# Key Learning so far...

“The successful night at the MCG on Saturday night was truly reflective of great communities efforts and achievements. To get so many kids from so many different cultural background, play traditional Australian sport at the MCG in front of tens of thousands of people and millions TV viewers is a great achievement”

Charles Zhang, North Melbourne Community Ambassador

1. Know your community- each community is different.
2. Seek like minded organisations/clubs as partners.
3. Build trust with your community.
4. Maintain consistency with your programs- time, venue.
5. And last but not least- make it fun for everyone...



# Refugees in Sports: Soccer Initiative

Presenter: Dr. Arif Saeid

# Where?

- Auckland, New Zealand
- **Population** - 1,303,068 (32.4% of NZ population)
- **37.0 %** born overseas



# What is Refugees in Sports: Soccer



- Initiated by Refugees as Survivors New Zealand in January 2006
- RAS-NZ is a mental health service for refugees

## Why Sports?

- Channel for integration into mainstream NZ
  - Builds confidence
  - develops social networks

# Challenges

- Reaching out to refugee youth
- Funding for applicants
- Coaching & training
- Venue for practice



# Strategies



- Engaging public & private organisations for funding (e.g – Auckland City Council, Malcolm Pacific)
- Subsidising 50% of club membership & equipment costs
- Promotion through refugee community meetings
- Training refugee coaches
- Creation of 'All Refs' soccer team



# Outcomes

- Over 400 applications accepted from refugee youth
- Success of All Refs
- Representation of players in city/national teams
- Integration
- HRC Award for contribution to New Zealand Diversity Action Programme



# The Future

- Indoor soccer for girls
- Inclusion of other sports like cricket, tennis, martial arts



# Steps for success

- Engage & involve public, private organisations
- Engage the whole community (refugee parents, teachers etc.)
- Empower teams through coaching & training
- Bring together talent and motivate them towards excellence



# Some thoughts...

*“Sports is a universal language, and soccer is a universal sport. We are encouraging the potentially hugely valuable input of former refugees and young players into the New Zealand game.”*

*– Dr.Arif Saeid, Refugees As Survivors New Zealand*

*“Thanks to RAS, we are able to showcase our talent and do something that we really enjoy. The team has played more than 60 matches so far; in this year’s wintertime league alone, we have played 12 matches and have won all of them. Our team has travelled to places like Hamilton, Whangarei and Wellington to play against the local teams. We have moved beyond being a group of refugees and now have Kiwis and Europeans in our team.”*

*– Mohammed Shakir Nesar, team leader, All Refs*

# Useful links



<http://rasnz.co.nz/sport.html>

<http://www.arpass.org.nz/Doc/ARPASSfinalReport20Nov09.pdf>

<http://www.arc.govt.nz/albany/fms/main/Documents/Auckland/Population%20and%20stats/Immigration%20and%20Ethnicity%20in%20the%20Auckland%20region%202006.pdf>

<http://www.immigration.govt.nz/NR/rdonlyres/B8A9AECE-91D9-461C-A20D-9CF1BA5FEFF0/0/AucklandRegionalSettlementStrategy.pdf>

<http://www.hrc.co.nz/home/hrc/search/search.php?q=refugees+in+sports>

[http://www.malcolmpacific.com/MP\\_Community1.html](http://www.malcolmpacific.com/MP_Community1.html)

<http://www.stats.govt.nz/>

THANK YOU