2nd AFC GRASSROOTS CONFERENCE 2018
13 - 15 November 2018
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GRASSROOTS WORLDWIDE
Grassroots Football Worldwide

• The 11 Biggest Factors which influence Grassroots Football
• 9 Most Popular Grassroots Football Programmes
• Summary : Major Theme….. You Can’t do everything !! More Member Associations are doing more than CONTROLLING football but working with Partners to GROW the game
The Biggest Factors which influence Grassroots Football

- Grassroots Football is dynamic and does not exist in isolation from demographic, economic and social factors.
- Which of the following Factors have the biggest effect on Grassroots in your country?
- Are there any missing?
- Are you recording and tracking these for your country?
Which of the following Factors have the biggest effect on Grassroots in your country?

1. Population
2. Demographics
3. Health
4. Perception of Safety
5. Emancipation of Women
6. The Education Life - Cycle
7. Urbanisation
8. Disposable Time
9. Disposable Income
10. Immigration
11. Eye balls - Technology
For whom the bell tolls
Working-age population, m

Japan  Germany  Britain  France

Forecast

1950 60 70 80 90 2000 10 20 30 40 50

Source: United Nations

INDONESIA POPULATION

Source: TradingEconomics.com / Statistics Indonesia

SAUDI ARABIA POPULATION HISTORY


23.98 MILLION 25.79 MILLION 27.45 MILLION 31.56 MILLION 32.28 MILLION 32.55 MILLION 33.55 MILLION

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Population in Asia

- Growing at less than 1 per cent per year
- Fewer Children per family
- Parents – more involved with child’s education
- How does population and demographics impact on your Grassroots Programme?
THE RISE OF THE OLDER MOTHER

Relative Changes in Age-Specific Conception Rates, 1990 to 2013

0 50 100 150 200

- Under 18
- Under 20
- 20 to 24
- 25 to 29
- 30 to 34
- 35 to 39
- 40 and over

100 = 1990

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Chart 4: Share of females in tertiary education
Health - What are your Government’s Health Priorities?

- Obesity and related issues e.g. Diabetes?
- Mental Health: Low self esteem, Self Harm, Suicide?

### Top 5 Causes of Death in Young People between 15 & 30 years (2010-2013)

- **Suicide**: 18%
- **Motor Vehicle Accidents**: 13.7%
- **Other Injuries**: 10.9%
- **Cardiovascular Diseases**: 7.5%
- **Digestive Diseases**: 7.2%
Rates of overweight and obesity among men aged 20 or older

% overweight and obese

- Singapore: 44.3
- Malaysia: 43.8
- South Korea: 36.9
- Taiwan: 33.8
- Bhutan: 33
- Thailand: 32.1
- Japan: 28.9
- China: 28.3
- Pakistan: 27.9
- Maldives: 26.8
- Indonesia: 21.4
- India: 19.5

Quartz | qz.com
Going to a Playground Alone Versus Letting Your Children Go to a Playground Alone
(People Born in 1970s)

- **Blue** = When were you allowed to go to a playground alone?
- **Red** = When did you, or do you plan to allow your children to go to a playground alone?

<table>
<thead>
<tr>
<th>Grade</th>
<th>Blue</th>
<th>Red</th>
</tr>
</thead>
<tbody>
<tr>
<td>K-1st</td>
<td>50%</td>
<td>20%</td>
</tr>
<tr>
<td>2nd-3rd</td>
<td>40%</td>
<td>30%</td>
</tr>
<tr>
<td>4th-5th</td>
<td>40%</td>
<td>50%</td>
</tr>
<tr>
<td>middle school</td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>high school</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Government Interest in supporting ‘Quality’ Health related Sports Programmes

- **Active Sports, Australia** - $100 Aus
- **PHIT Act, USA** taxpayers < $2,000 a year in Pre-Tax medical accounts for reimbursement of physical activity expenses
- **Similar Programmes in Iceland**

Financial support for families: (300 Euros pa per child)

Teenage Organised Sport Participation 23% < 42%

Teenage smoking 23% > 3%

Teenage Drinking 42% > 5%

Use of Cannabis 17% > 7%

(1998-2016)
Education Life- Cycle- more young people in education for longer (e.g. France now has obligatory schooling from 3 yrs of age)

Forecast Higher Education-Asia (2035)

There will be a 423% rise in number of students in higher education by 2035 (99.4 million in 2000 to 414.2 million in 2030 to 520 million in 2035)
Urbanisation

- More Choice of leisure activities
- More Time spent travelling
- Less Space to Play
- Pollution

*but noted decrease in car ownership for under 30’s*

& *more parking space becoming available for sport in some urban areas*

**What is the % of your county’s population in urban areas?**

*Source: United Nations. World Urbanization Prospects (The 1996 Revision).*
Disposable time for Leisure

- Hours Worked
- Shift Work
- Less Leisure time
Always with you
Number of people living in extreme poverty, bn
Less than $1.90 a day at 2011 PPP*

Source: World Bank
*Purchasing-power parity

The Economist

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Immigration
French World Cup Squad without immigrants
Swiss World Cup Team without immigrants
Competition for Eye Balls - E Sports

1. Numbers?
   • 260 million copies sold; FIFA Mobile 193 million installs.
   • 427 million watching Professional Gamers playing video games!

2. Why?
   • Freedom
   • Parent free zone - no shouting from the side
   • They are allowed to ‘play’. Self-Direction: Different levels
   • Social
   • Personalised - receive personal updates and emails
   • Low Cost once purchased
   • Research shows: More Video Gaming - Less TV Viewing
Free Team Shirts with FIFA 19 Purchase: Newbee, FUT WIZ, Team Rogue!!

All FIFA19 players will receive a free pack containing in-game jerseys of each of these esports teams including China’s Newbee, Team Vitality, Team Liquid, SK Gaming, Rogue, and Na’Vi.
McDonald’s Germany Switches From Soccer to Esports Sponsorship

By Andrew Cohen / November 6, 2018
Re-cap - how do these effect your Grassroots Programme?

• Population changes
• Birthrate : Children per family
• Emancipation of Women
• Health
• Perception of Safety
• Longer Education Life Style
• Urbanisation
• More Disposable Income but less time
• Immigration
• Eye balls

ALL REFERENCED WITH FACTS - DATA IS VIP
Most 9 Popular Grassroots Football Programmes - Worldwide

1. Girls and Women
2. Early Learning
3. Small Sided Games for 6 - 12 year olds
4. Holiday Courses
5. School and College Football
6. Club Development
7. Informal Adult 5-a-side
8. Links to Talent ID
9. Effective Alternate Methods to deliver Grassroots Coach Education
Girls and Women: “If a mother has ever played or currently plays football, her daughter is 3 times more likely to play the game” (English FA research)

<table>
<thead>
<tr>
<th>Confederation</th>
<th>Total female players</th>
<th>Non-registered female players</th>
<th>Per 10,000 inhabitants</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFC</td>
<td>6,327,700</td>
<td>6,027,585</td>
<td>17</td>
</tr>
<tr>
<td>CAF</td>
<td>1,225,400</td>
<td>1,171,345</td>
<td>14</td>
</tr>
<tr>
<td>CONCACAF</td>
<td>16,104,000</td>
<td>13,816,784</td>
<td>313</td>
</tr>
<tr>
<td>USA and Canada</td>
<td>15,877,400</td>
<td>13,622,366</td>
<td>450</td>
</tr>
<tr>
<td>Other associations</td>
<td>226,600</td>
<td>194,418</td>
<td>14</td>
</tr>
<tr>
<td>CONMEBOL</td>
<td>256,300</td>
<td>230,870</td>
<td>6</td>
</tr>
<tr>
<td>OFC</td>
<td>87,200</td>
<td>48,468</td>
<td>61</td>
</tr>
<tr>
<td>UEFA</td>
<td>6,145,100</td>
<td>4,049,332</td>
<td>71</td>
</tr>
</tbody>
</table>
Early Learning

- The biggest Kids Sports Franchise in the USA
- 1.5 million 3-8 year olds participating through football
- Parents: ‘Great Social & Physical Experience’

Endorsed by

US YOUTH SOCCER
‘Organised Free Play‘ Small Sided games for 6-12 yr olds

Baby Leagues in Uruguay and ….India!
Holiday Courses for boys and girls

Liverpool FC: 20 Countries - Engage 30,000 Children per year:
- Holiday Courses and School Programmes
- Employing over 400 local coaches

Manchester City FC: 2 years, over 40 coaches have worked in primary and secondary schools across 15 Chinese cities/provinces, coaching sessions to over 400,000 Chinese children, and over 3,000 school teachers.

Manchester United Soccer Schools & Azebajahn FA
Schools and Colleges

- Physical Education and the Health Agenda
- Safe place to introduce the game and play - especially for girls
- Increasing numbers in education for longer - 25% of their lives in an educational institution
- Schools and Colleges have ..... Facilities!
Club Development

- Narobi, Kenya
- Started in 1987
- 15,000 youngsters (1/3rd girls)
- Largest Youth Sport Association in Africa
- Twice Nominated for Nobel Peace Prize
- 40% of Kenyan National Team
- English Premier League Players
Q. How can a MA best influence Clubs?
A. Grassroots Club Accreditation Programmes
Grassroots Club Accreditation

• Develop Criteria to evaluate clubs
• Set Bench Marks (e.g. Gold, Silver, Bronze)
• Support Clubs to achieve Bench Marks
• Recognise and Reward Clubs
• Obtain Sponsorship for the Programme!

More than 3 million young players in over 15 Associations in Grassroots Accredited Clubs
More than 2 million young players in over 15 Associations in Grassroots Accredited Clubs
Creating Club Standards

DEVELOPING CLUB STANDARDS

Create a Working Group of Stakeholders e.g. Clubs, Local Associations, Leagues

 Develop standards to reflect the agreed PRIORITIES e.g. Growth, Retention

Association examines Trends, Identifies and agree Strengths/Weaknesses >>>establishes PRIORITIES e.g. Growth, Retention

Gather and Review Participation Data for the past 3-5 years

Gather Key Background Data e.g. population, demographics, PDI etc.

Agree a 3-5 Year Action Plan to address Weaknesses and Maintain Strengths with Measurable, Time Line Objectives

Agree Programs to achieve the stated objectives - OF WHICH CLUB STANDARDS WOULD BE ONE PROGRAM

Test Standards & Methods in Pilot Programs

Work out the most effective methods to evaluate the Standards

CREATING ASSOCIATION DEVELOPMENT PLAN
Adult 5-a-side - Register Recreational Players
Grassroots Football is Dynamic - it's always changing!

Need to be Flexible to retain the adult grassroots player: Shape the service around lifestyle

- Football in Different Formats: 5-a-side, Futsal, Beach Soccer etc.
- Football in Festivals, Short Leagues
- No Leagues-just friendlies
- Unlimited Substitutions

E.g. www.Fubles.com - Flexible game management via an app in many European Cities

601,802 Players 204,453 Matches Played 15,628 Sports Centres
WE ARE FUBLES

745,546  274,084  18,139

Players  Matches Played  Sports Centres
GET BACK INTO THE BEAUTIFUL GAME
PLAY WALKING FOOTBALL

GAMES KICKING OFF NEAR YOU...
ANSTY PARK, ALTON
THURSDAY 6-7PM (FROM 7 AUGUST 2014)
CONTACT: MEGAN HORWOOD
SPORTSALTON.GOV.UK 01420 835986

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Health Benefits of Grassroots Football

- **For Middle Aged women** …`12 weeks of playing 5-a-side increase maximal oxygen uptake 10-15 % and reduce the risk of cardiovascular diseases by up to 50 %.`

- **“70-year-old men who have played football their entire lives have balance and muscular function that is markedly better than those of their peers, and just as good as 30-year-olds who are not physically active’ - with 7kg less fat and significantly less unhealthy stomach fat”**

- ‘Football improve fitness in 9–10-year-old schoolchildren by up to 30% after a few weeks of playing 3 v3’

  “It’s interesting that there is a much greater effect on health from playing team sports than from just asking the children to spend time in fitness rooms,”

http://www.teamsport-health.ku.dk/news/
Links to Talent ID

Different Pathways into top level football so logical -

“As Many Players for as long as possible”

• Opportunities for late developers
• Involve Immigrants and sons/daughters of immigrants
Relative Age Effect: Grassroots and the pool of players available for International Teams

Can you devise programmes to capture more 'late birthdays' in grassroots football e.g. Jan-June + July-December leagues/camps etc.
Iceland

- 350,000 population
- 20,000 registered players……..6.5% of the total population!

2011
- Under 21’s male qualify for last 8 of UEFA Championship-finished 5th

2012
- Under 17’s male and female qualify for last 8 of UEFA Championship

2013
- Senior Women’s Team qualify for last 8 of UEFA Championship

2014
- Senior Men’s Team Play-offs for FIFA World Cup

2016
- Quarter Final Senior Men Euros!

2018
- Qualified for World Cup

Maximum use of all players regardless of birthdates
Alternative Grassroots Coach Education

Club Coordinator / Club Consultants in Australia, Norway and Denmark
I Coach Kids: Free Online Courses for Coaching Children in English, Spanish, Dutch, Russian, Portuguese and Arabic [https://www.icoachkids.eu](https://www.icoachkids.eu)

1. “Developing Effective Environments for Youth Sport”

2. “Child & Youth Centred Coaching”


*Focusing on the ‘HOW’ to coach children not ‘WHAT’*

View videos on YouTube
US Soccer 50,000 Students a year ONLINE

COACHING LICENSE PATHWAY

PRO PATHWAY

A - SENIOR

A - YOUTH

B

C

D

GRASSROOTS PATHWAY

ONLINE OR IN-PERSON COURSES

4v4

7v7

9v9

11v11

INTRODUCTION to GRASSROOTS COACHING
Quick Wins using E-Learning - especially for Time Challenged Grassroots Coaches

Your Power Point Slides + Video Clips + Quizzes = An Online Course!! (TedEd + YouTube)
Major Themes - You Can’t do everything! Work with Partners to GROW the game

Think

1. ‘Organised Free Play’ - Small Sided games for children
2. Involve Girls and Women
3. Contribution to Health Agenda
4. Club Development
5. Gather Data
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