



Social Cohesion through Major Sporting Events

Asian Cup 2015



OECD Definition of Social Cohesion

A cohesive society works towards the well-being of all its members by:

1. Fighting exclusion and marginalisation
2. Creating a sense of belonging
3. Promoting trust
4. Offering its members the opportunity of upward mobility.



The Asian Cup – A step into the unknown

- Australia joined the Asian Football Confederation in 2006
- January 2015 – Australia hosted its first Asian Cup.
- First time Australia had hosted an event as an Asian country
- 16 Countries participated,
- Highest ranked was Japan - 56th in world
- Eddie Maguire said it would be “A Lemon”
- Australian government invested over 70 million
- Once in a lifetime opportunity to engage East Asian and West Asian diaspora communities



Iraqi Community



Iranian Community





Palestinian Community





Japanese Community



Chinese Community





Korean Community



Social Cohesion Challenges

- Cultural Engagement Fear: Segmentation vs Separation
- Ethnic Clubs in Football- A negative legacy
- Anglo Australians unlikely to support matches outside Socceroos
- Asian Cup Lack of Knowledge (First round of surveys)
 - Lack of Cup knowledge (89% of Iranians knew of the Asian Cup vs 55% of Chinese)
 - Lack of Tournament Knowledge
 - Lack of knowledge on tournament locations
 - Lack of knowing how to buy tickets and where to buy them (low online ticketing culture)
 - Lack of knowledge on players

Program Required to address the gaps and facilitate social cohesion by bringing communities together.

The Communities Program

- 280 Community Ambassadors – 5 cities
- 80 Community Partners
- 192 events – repeated interaction
- 100 Media partners
- Program Management including:
 1. Community consultation
 2. Strategy
 3. Ambassador program
 4. Media partnerships
 5. Community Engagement
 6. Business Chamber engagement
 7. Event execution
 8. Fundraising
 9. Partner Management
 10. Ticket Sales



Program design principles for social cohesion

Program Design	Outcome	Program elements
Personal	Empower Community Leaders with Status, event budgets and media opportunities	Community Ambassador Program
Intracultural	Uniting communities with different religions, factions and migration recency	Steering committee, Ambassador events, Events Program
Intercultural	Bringing specific communities together	Specific community matchups
Multicultural	Bringing all Asian communities together	Major Multicultural Events
Institutional connection	Football communities connect to Australian A-League teams, Police and local councils. Participation in local clubs	Partnerships with A-League Clubs, grassroots clubs
Awareness	Communities fully informed and engaged on their own countries and Socceroos	Advertising and Content Marketing campaigns, Collateral in language
Incentives	Grassroots ticket sales campaign	Community Ticket program (bonus)
Access	Tickets priced aggressively for all segments –	Affordable ticket program - \$5 entry

Program Social Cohesion Philosophy

- Segmentation is crucial
- Engage early and deep. Building trust takes time
- Identify and select the best leaders
- Acknowledge, empower and celebrate
- Provide status and opportunities
- Repeated mixing of communities (intra and inter)
- Connect Ambassadors and the communities to Australian institutions (British Special Branch case – “leaderless jihad study – most common cause is alienation 78% studied cut off from cultural and social origins – absence of connection is a necessary condition)
- Modify the program – constantly take on feedback
- Allow people the chance to cherish and celebrate their heritage and it will help develop their Australian identity and sense of belonging.

Community Ambassadors



Community Ambassadors – The program bedrock

- Ambassadors by appointment only – clear leaders in football, business, religion, cultural, media or social media
- Key entry point for community members
- All selected were great community examples of “dual identity”
- On average, each Community Ambassador can speak 2.25 languages
- 90% of Ambassadors speak a language other than English
- 36 unique languages spoken amongst the group
- 1 out of 3 Ambassadors spoke 3 or more languages
- Main languages spoken: Arabic, Japanese, Mandarin, Cantonese, Farsi, Korean
- 1 in 2 Ambassadors are active on social media (Twitter, Facebook, Weibo)

Incentivised Ambassadors



Events provide the repeated interaction to develop trust



Ambassador speaking opportunities



A-League Community Engagement



Intracultural Events – Australian Lebanese cup/Iranian futsal

The Sydney Morning Herald
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Aussie Lebanese football cup aims to promote local heroes

December 1, 2013

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Natalie O'Brien

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Intercultural Events – Nepal v Philippines/Japan v Korea




QLD


JAPAN-KOREA ALLSTARS GAME 2013

Saturday 23 November 2013
6 pm Kick Off
Free Admission

Soccer Clinic will be held on the day. * Detail : Coming soon !!

Venue: **Underwood Park** --- **ROCHEDALE ROVERS FC**

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Multicultural Event – Wanderers Asian Cup



Multicultural Event – Sydney FC Asian Cup



Awareness: Editorial and advertising/posters

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Communities taking ownership

YouTube AU



Asian Cup 2015 Iranian Chants



Mehdi Soodi

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Intra community Education and Awareness



Awareness through collateral



SOCCER

Reserves team's inspiring talent

Jim Michell

A TEAM of young Iraqi refugees is taking the State League reserves competition by storm just months after it joined Football Federation Victoria's ranks.

Upfield Soccer Club's State League 4 reserves team went unbeaten through its first six games, scoring 20 goals and conceding just three.

It has been a barnstorming start from a team that almost did not take the field in 2014 as it battled to form a club of its own.

Upfield president Maher

Hana said the team, coached by Abbas Alhusainwy, played in a pre-season tournament hosted by the club.

Hana said Upfield offered the talented group a place to play after hearing of their difficulties during its Community Cup.

The chance to impress is one the team has embraced, inspiring a run matched by few teams across Melbourne this year.

"Our whole reserves team is basically made up of a team that played in the Community Cup," Hana said.

"We've got four or five young guys in the reserves

“It's been our most successful start to the year for probably three or four years.”

- Maher Hana

that could easily play seniors.

"It's been our most successful start to the year for probably three or four years."

Hana said the team's ex-

ploits had inspired those around the club.

"The guys are all from the Iraqi community and they're all refugees," he said.

"They're a very relaxed bunch, they all have fun but when it comes down to the game they focus.

"We're all very proud of them."

The Coolaroo club is experiencing a brilliant run of results across the board with its senior squad pushing for promotion in State League 4 North.

Hana said coaching trio Trevor Campbell, Charlie

Vella and John Hall had united the club's players.

It's been a learning curve, but the guys have adapted really well," he said.

"We're getting results when we haven't really jelled so I can only imagine what's going to happen in the next few weeks."

Upfield was second behind Fawkner SC after six rounds before its clash against Darebin United on Saturday.

The match was due to be decided after deadline.

Upfield takes on Epping City at Duffy St Reserve this Saturday from 3pm.



Community banner creation – intra community co-operation



Widespread media coverage of tournament issues

The Sydney Morning Herald Sport



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Iran fans show their support during the 2015 Asian Cup match between IR Iran and Bahrain at AAMI Park in

news.com.au

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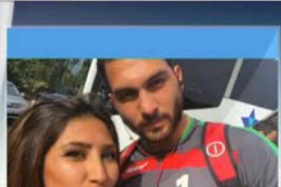
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Posted: 20 January, 2015 by Triple M Sport

Iranian Soccer Team Told Not To Take Selfies With Female Fans

They have been told by the Iranian Football Federation that taking photos with female fans could get them in trouble.

Intracultural events



Media coverage of intra-community unity

The Sydney Morning Herald
Sport

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Team Melli uniting divided Iran at Asian Cup

January 14, 2015

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Iraqi women enjoy Asian Cup quarter-final thanks to capital's generosity

January 23, 2015 ★ Read later

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Community ambassador program could prove to be the legacy of 2015 Asian Cup

February 3, 2015 Comments 4 ★ Read later

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Asian Cup provides Palestine fans with so much more than just football

Joe Gorman

From the perspective of fans, more than anything else it's the sense of legitimacy that makes Palestine's appearance in the Asian Cup so important



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Cultural celebration – community pride – space to be proud



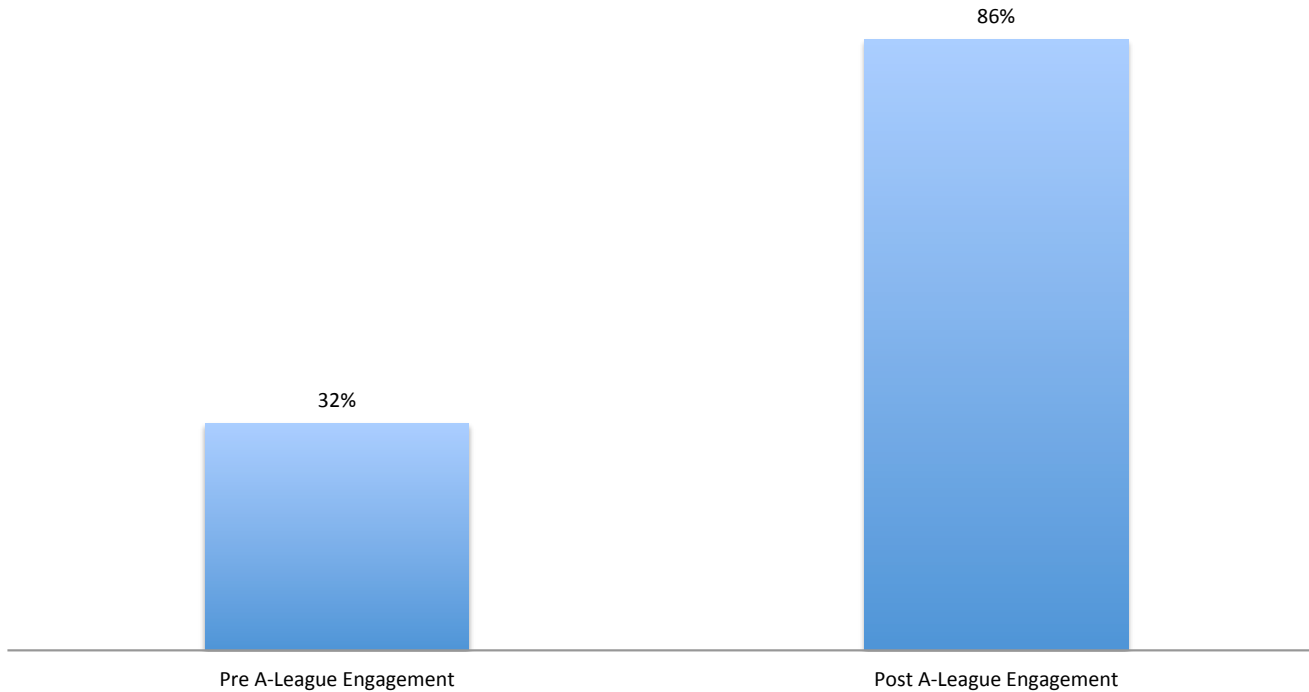
Outcomes

- 650,000 attended – Target was 350,000
- \$25 million surplus
- Non Socceroos games Average attendance of nearly 15,000 (target of 6,000)
- 3 Non Socceroos game sellouts
- Thousands of volunteer hours
- 7000 community emails added to Football family database
- Strong ongoing links between A-League and communities

Sheikh Salman Bin Ebrahim Al Khalifa, President of the Asian Football Confederation wrote that the 2015 Australian version was “the most successful Asian Cup.”

Community Ambassador Connection (survey)

Ambassador Affiliation with A-League



Over 90% of Ambassadors surveyed said they had never felt more connected to Australia than during the Asian cup

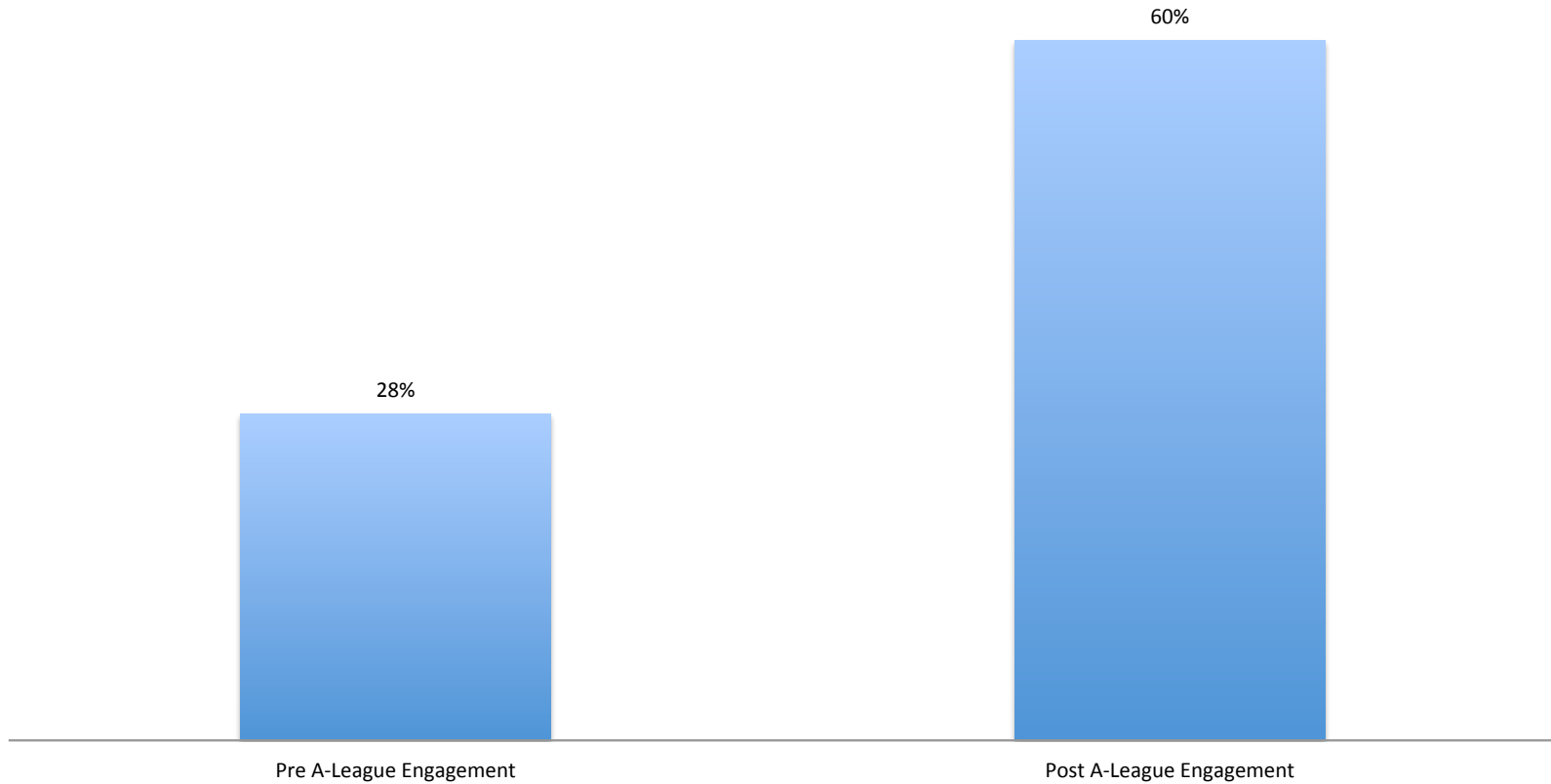
General Cultural Population survey



* pre A-League sample size
1580 responses

* post A-League sample size
3580 responses

Followed an A-League Club





A cohesive community can bring powerful change



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Iran Will Allow Women to Attend Major Sporting Events

Mike Fiammetta / Sports Illustrated | April 5, 2015



The new policy still excludes some "masculine" sports like wrestling or swimming

Iran announced on Saturday it would allow women to attend major sporting events, [according to The New York Times](#). Previously, women were not allowed inside stadiums for games attended by men.

The announcement came from Abdolhamid Ahmad, Iran's deputy sports minister with its



IMPACT ON ANGLO AUSTRALIANS



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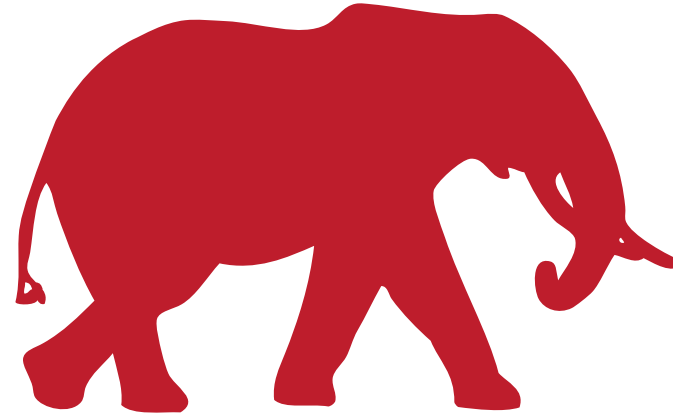
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Social Cohesion benefits: Pride in dual identity





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