

A community initiative of The Big Issue.



**COMMUNITY STREET
SOCCER PROGRAM**
2010 to 2013



**USING THE
POWER OF SPORT
TO CHANGE
LIVES AND
BUILD HEALTHY
COMMUNITIES**





CONTENTS

Helping people help themselves

“A global issue, homelessness remains a significant social problem in Australia. This innovative social change program has already reached into some of Australia’s most disadvantaged and under-privileged areas, delivering lasting legacies of support for homeless people.

“The Program leverages our love of sport, and the rise of soccer as a dominant football code in this country ... a powerful force for social interaction and transformation.

“The Community Street Soccer Program is a cost-effective catalyst for positive social change.”

Sir Rod Eddington, Chairman, Victorian Major Events Company

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BACKGROUND

HOMELESSNESS AND MARGINALISATION IN AUSTRALIA

The Road Home (Australian Government’s 2008 White Paper on homelessness) states that in Australia every night around 105,000 people are homeless.

Not all of these people are sleeping rough in public places. Many are living in temporary or makeshift accommodation, with family or friends, in specialist homelessness services.

Homelessness can be caused by many factors:

- Poverty
- Unemployment
- Social isolation
- Domestic violence
- Family breakdown
- Mental illness
- Sexual assault
- Drug and alcohol addiction
- Refugee status

By forcing people away from their family, friends and community, homelessness:

- Makes it very difficult to hold down a job or lead a healthy and stable life
- Results in social and economic costs to individuals, families, communities and our nation;
- Makes it difficult to maintain school or further study; and
- Leaves people vulnerable to long-term unemployment and chronic ill-health

In *The Road Home*, the Australian Government noted that:

- Finding opportunities to participate in the community is critical
- In a country as prosperous as Australia, no one should be homeless
- Reducing homelessness is everyone’s responsibility. Australia’s efforts to reduce homelessness have to be urgent, as well as sustained
- The long-term economic cost to the community of not assisting the 50,000 children who pass through specialised services each year is close to \$1billion per annum
- Since 2003, the time spent in homelessness services increased from 33 to 50 days

THE COMMUNITY STREET SOCCER PROGRAM

In 2007, The Big Issue Australia launched an exciting new initiative that uses the power of sport as the catalyst to transform the lives of homeless and marginalised people across Australia – the Community Street Soccer Program.

Using the benefit of 13 years experience supporting homeless and disadvantaged people through The Big Issue Street Magazine Enterprise and learnings from a trial of the Community Street Soccer Program (commencing in 2004), the program was rolled out across the country.

The Big Issue’s Community Street Soccer Program creates meaningful social change by:

- Re-connecting people with the community;
- Providing them with a real sense of purpose and belonging; and
- Diverting people from hospitals, courts, counselling and other government services, providing significant cost savings to the community



IN THEIR OWN WORDS

"The Big Issue's Community Street Soccer Program proves that solutions do exist to the issue of homelessness. Through understanding of the key needs of homeless and marginalised people, Street Soccer provides a powerful mechanism for social change."

Bruce Hawker, Managing Director, Hawker Britton

"For a country that adores its sporting culture, The Big Issue's Community Street Soccer Program is a mechanism for change that everyday people can understand and that provides real change to the lives of marginalised people."

Ray Horsburgh, Chairman, Toll Holdings and Essendon Football Club (AFL)

"The Macquarie Bank is an avid supporter of the Community Street Soccer Program. Not only is it a proven catalyst for positive change in the lives of homeless and marginalised people, but through our involvement we have also had the opportunity to inspire our employees and foster a culture of understanding and tolerance."

Simon McKeon, Executive Chairman, Melbourne Office, Macquarie Group

The engagement, empowerment and hope Community Street Soccer offers homeless and marginalised people is inspiring and we at BHP Billiton are delighted to be able to contribute to the establishment of the program."

Ian Wood, Vice President Sustainable Development, BHP Billiton

"The expansion of this community program will give more marginalised people an opportunity to rebuild their self-esteem and self-confidence to get their lives back on track."

Paul Faulkner, Managing Director, Nike Australia

THE BIG ISSUE AUSTRALIA

The Big Issue Australia is an independent organisation that develops and manages innovative and sustainable business-based solutions and social mechanisms which address issues faced by homeless, marginalised, and disadvantaged people.

Publisher of Australia's biggest street magazine, The Big Issue, the organisation is committed to developing initiatives which provide opportunities for people to make positive changes in their lives, and that effectively help people help themselves, such as the national Community Street Soccer Program and the Melbourne 2008 Homeless World Cup.

The Big Issue Australia is unique as a provider of social entrepreneurial solutions targeting social inclusion for homeless and marginalised people.

Ideally placed to continue its growth into the future, The Big Issue Australia offers:

- **Robust governance, led by a well-credentialed board**
- **Respected advisory groups**
- **Credibility with corporate and government stakeholders**
- **Risk management capability**
- **Dedicated management team with passion and expertise**
- **Extensive network of strong stakeholder relationships**
- **Capacity to plan and deliver ambitious new initiatives, evidenced through the hosting of the Melbourne 2008 Homeless World Cup**
- **Stability, demonstrated through a thirteen (13) year record of successful management of one of Australia's few social enterprises**
- **Proven commitment to working with homeless and disadvantaged Australians as:**
 - Vendors of The Big Issue magazine;
 - Players at the Melbourne 2008 Homeless World Cup, including the first Women's Homeless World Cup; and
 - Participants in the Community Street Soccer Program.

A community initiative of The Big Issue.



THE BIG ISSUE'S SOLUTIONS

THE STREET MAGAZINE ENTERPRISE

The Big Issue is a fortnightly independent current affairs and entertainment magazine which is sold on the streets by homeless and marginalised people.

Vendors purchase copies of The Big Issue for \$2.50 and sell it on the streets for \$5, keeping the difference.

Since its launch in 1996, The Big Issue vendors in Australia have sold over 5.3 million magazines, with \$9.3 million going into the pockets of homeless and unemployed people.

In 2008 an independent study into The Big Issue's Street Magazine Enterprise titled 'Economic Value of Street Vendor Program' identified:

- Homeless people impose \$30,000 of additional costs (over the cost of general community members) on society through the extra demand they place on a wide range of services
- The Big Issue Street Magazine Enterprise reduces those costs imposed on society by \$20,000 per vendor per year, which across 350 vendors, equates to a saving of over \$7 million per year
- Since its establishment 13 years ago, The Big Issue's Street Magazine Enterprise has saved society over \$60 million.
- Taking into account the total annual operating cost, every \$1 cost of The Big Issue Street Magazine Enterprise is generating benefits to society of \$4.50

COMMUNITY STREET SOCCER PROGRAM

The Big Issue's Community Street Soccer Program is an innovative approach to alleviate the plight of homeless, marginalised and disadvantaged people in Australia.

The program uses sport as a catalyst for transforming lives by re-connecting people with the community and providing them with a real sense of purpose and belonging. Most critically, it gives them a great boost in self-esteem and a vision for a brighter future.

Soccer is a fundamental instrument in the social development work of hundreds of organisations and communities across the globe, and The Big Issue Australia passionately believes street soccer is one of the most inspirational means of social change in Australia.

Phase 1 of the Community Street Soccer Program is well-established with 16 sites operational on a week-in week-out basis across Australia and plans in place for 30 sites to be operating in 2010 and community pitches to be built.

The program and plans for Phase 2 are explained in further detail in this funding application.

MELBOURNE 2008 HOMELESS WORLD CUP

The Big Issue Australia successfully hosted over 50 nations participating in the Melbourne 2008 Homeless World Cup. Held at Melbourne's Federation Square and Birrarung Marr from 1- 7 December, it was arguably the largest community event ever staged in Australia.

Over 100,000 spectators, 900 volunteers and 30,000 school children embraced the event and experienced first-hand the power of sport to connect people, break down prejudices and change the world.

Research results from spectator and volunteer surveys conducted during the Melbourne 2008 Homeless World Cup showed:

- 84% strongly agree the event demonstrates sport can help to make a difference to people's lives
- 91% agree that the event breaks down stereotypes about the homeless community
- 89% agree that the event contributes to a sense of community well-being
- 69% of spectators agree that the event improves the quality of life for their community

A study of players from a previous Homeless World Cup showed the following:

- 71% have significantly changed their lives
- 93% have a new motivation for life
- 83% have improved social relations

While Australian players prepare for the 2009 Homeless World Cup, to be held in Milan, Italy, it is the continued growth and expansion of the Community Street Soccer Program around Australia that ensures the legacy of the Melbourne 2008 Homeless World Cup lives on, and that more and more homeless and marginalised people can harness the power of sport to change their lives.

"... football is a powerful tool in changing people's lives ..."

Sir Alex Ferguson, Manager, Manchester United

"Everybody needs to wake up in the morning with a goal. That is the main thing."

Eric Cantona, former Manchester United and French Footballer



“It makes me feel I’m not alone, I’m part of something, and that there’s other people out there in the same situation, and it helps me get through a lot of things.”

Community Street Soccer Program participant

COMMUNITY STREET SOCCER PROGRAM

HOW IT WORKS

The Big Issue Australia’s Community Street Soccer Program uses sport as a mechanism to engage homeless and marginalised people and promote social inclusion.

It involves males and females, of all ages and varying ability and fitness levels, getting together once a week, training and playing matches. An ideal participation activity, street soccer matches involve mixed teams of four players and four substitutes playing two seven-minute halves on pitches that measure 22m x 16m.

The heart of the Community Street Soccer Program is weekly training sessions at permanent pitches located in underprivileged communities across Australia, where playing equipment and a dedicated soccer coach are provided.

Participants get fit, make new friends and seek support and advice. Support staff also work closely with players, linking them to services that address their homelessness, substance abuse, family breakdown, grief and loss and mental illness.

Street soccer values participation over football skills and competition, engaging people who in many cases have given up on counselling and traditional support systems and services.

It puts the person at the centre of the solution and provides them with the support and tools necessary to help themselves make positive changes.

Mission

- To use sport as a means to promote social inclusion and personal change for homeless, marginalised and disadvantaged people, creating healthier communities

Objectives

- Extend the life and expand the reach of the program across Australia
- Leverage the success of the Melbourne 2008 Homeless World Cup to make the program available to more homeless and marginalised people across Australia
- Promote social inclusion for homeless and marginalised people
- Create positive personal change for participants
- Continue to operate as an innovative and cost-effective social change platform
- Facilitate positive interaction between socially marginalised individuals, business and communities

Outcomes

Attendance at weekly sessions promotes changes for participants, including:

- Improved confidence, self-esteem and mental health
- Improved health and fitness
- A sense of belonging and demonstrating discipline
- Re-connection with family and the community
- Improving their housing situation
- Addressing drug or alcohol dependency
- Seeking support or advice and finding employment

In helping participants achieve these outcomes, the program provides considerable economic benefits by diverting people from hospitals, courts, emergency services and correctional facilities.



“You meet new people, hang out with mates, and you’re not smoking, you’re not drinking, you’re not popping pills. It’s like hanging out with a really good bunch of people and they’re all getting their life back together.”

Community Street Soccer Program participant

“Sometimes people don’t understand when I try to explain how important soccer is to me, but it has dead set helped me change my life.”

Community Street Soccer Program participant

COMMUNITY STREET SOCCER PROGRAM (Continued ...)

A LIFE-CHANGING EXPERIENCE

While weekly training sessions are the main pillar of the program, participants are encouraged to gradually increase their commitment to the program and their teammates. In doing so, the level of positive social change increases dramatically.

CORE ELEMENTS OF THE COMMUNITY STREET SOCCER PROGRAM INCLUDE:

Weekly training at Community Sites

The heart of the program lies in week-in week-out training sessions at permanent pitches located in under-privileged communities across Australia, catering for up to 50 participants.

State Championships and Camps

Events for players from around each state provide the opportunity for individuals to demonstrate their commitment and determination over a weekend.

National Championship and Camp

Events that showcase the work of the nationwide programs as well as facilitates selection of the team (Street Soccerroos) to represent Australia in the Homeless World Cup.

Homeless World Cup

In 2009 the Street Soccerroos are off to Milan; the global event brings together teams from over 50 countries to contest the Cup in a friendly competition, providing a strong aspirational element to the program.

Special Events

Other special events designed to increase community involvement and education include corporate challenges, schools, community events with emergency services and exhibition matches.

PHASE 1

Phase 1 has proven The Big Issue Australia’s Community Street Soccer Program is an effective means of promoting social inclusion.

It creates healthier people and communities and provides economic benefits by diverting at risk groups from hospitals, courts, emergency services and correctional facilities.

KEY TARGETS

Launched in 2007, the program is running across Australia and is on track to achieve its key targets, including:

- 30 program sites operational by 2010
- 30 locations identified for development of 30 pitches
- Growth in attendance
- Positive outcomes for participants
- Establishment of national and state camps and championships and other special events
- Leveraging the success of the Melbourne 2008 Melbourne Homeless World Cup
- Strengthening relationships with stakeholders
- Management, staff, expertise and intellectual property in place

STREET SOCCER WORKS

A snap shot of research conducted by Dr Emma Sherry from Deakin University in 2008, reported that of a sample of 85 participants:

- Nearly all made friends and continued to attend for social interaction and support
- 35% gained assistance with depression, by having something to look forward to each week
- 33% participated regularly because it improved their physical health
- 28% commenced study (e.g. TAFE) during their time with the program
- 18% improved their housing situation during their time with the program
- 15% underwent treatment for substance or alcohol abuse during their time in the program

STREET SOCCER PARTNERS

The Community Street Soccer Program relies upon the generous support and investment by these partners. Our partners help ensure that the program continues to provide life-changing opportunities to homeless and marginalised Australians week in, week out, across the country, building healthier communities and changing lives.



The Community Street Soccer Program is proudly supported by:



COMMUNITY STREET SOCCER PROGRAM (Continued ...)

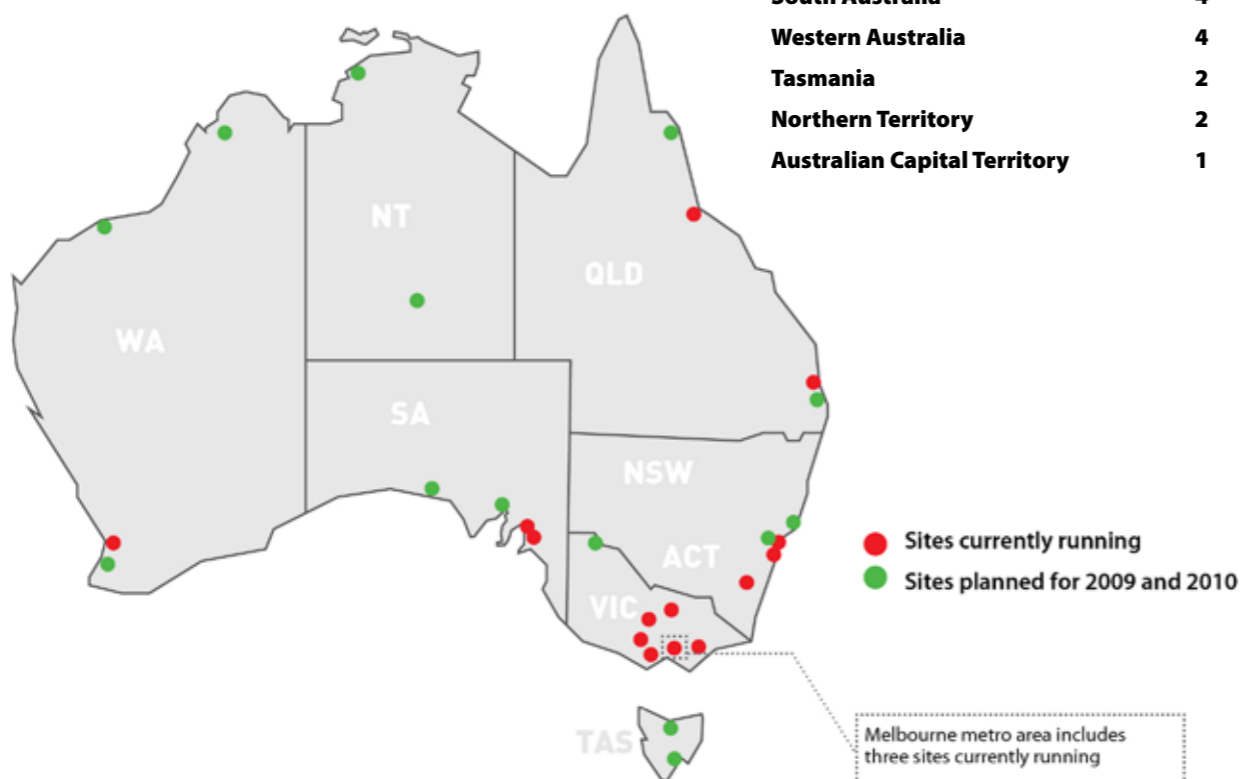


PHASE 1 SITES AND PITCHES

From humble beginnings at a trial site in Melbourne's inner suburbs in 2004, community sites now run week-in week-out nationally in Melbourne, Brisbane, Adelaide, Sydney, Canberra, Ballarat, Geelong, Shepparton, Broadmeadows, Morwell, Dandenong, Bendigo, Port Adelaide, Townsville, Perth and Wollongong.

Sites planned for 2009 and 2010 include Darwin, Alice Springs, Mildura, Hobart, Gold Coast, Port Hedland, Port Augusta, Bunbury, Ceduna, Newcastle, Parramatta, Launceston, Cooktown and Kimberley.

Following detailed scoping, permanent pitches are planned to be delivered in 30 under-privileged communities across Australia.



Phase 1 status and planning involves:

Year	Sites	Pitches
2007	1	0
2008	16	0
2009	23	2
2010	30	22
2011	n/a	6
Total	70 Site Years	30 Pitches

The national spread of the Phase 1 program (30 sites in 2010) will be:

Victoria	9
New South Wales	4
Queensland	4
South Australia	4
Western Australia	4
Tasmania	2
Northern Territory	2
Australian Capital Territory	1

PHASE 1 BUDGET AND STATUS

The Big Issue Australia is proud to report that current planning for Phase 1 shows the program operating within budget with financial support being received from government, corporate, council and philanthropic sources.

PHASE 1 ACHIEVEMENTS

Achievements to the end of 2008 include:

- 16 Street Soccer sites operate week-in week-out across the country
- 572 participants have registered and engaged in the program across the country over 18 months, equating to 39 people per site per year
- Four stages of the Community Street Soccer Program have been successfully executed – Community Sites, State and National Camps and Championships and Homeless World Cup
- Relationships and links have been established across Australia with State Governments, city councils, welfare organisations, sporting associations and clubs, community services, Rotary and corporate organisations

The ground work is in place to expand the program in Phase 2.

PHASE 1 PARTICIPANTS

The Community Street Soccer Program engages males (75%) and females (25%) between the ages of 16 – 64 years.

Aside from our home grown players, participants to date have come to Australia from:

- Germany
- Iran
- Iraq
- New Zealand
- Philippines
- Somalia
- Sudan
- Thailand
- UK
- Vietnam
- West Papua
- Zambia



“Just get behind this, because this is probably the best program that the streets have had available. It just inspired me to feel normal again.”

COMMUNITY STREET SOCCER PROGRAM (Continued ...)

PLAYER CASE STUDY

At 33, **Chad** has spent almost half his life on the streets of Sydney.

Trained as a painter and decorator, Chad ran a successful business as a sub-contractor painting offices, but all that fell apart when drugs and gambling took over his life.

Chad joined the Sydney Community Street Soccer Program in January 2008 when he was still on the streets. Having played indoor soccer at school, he thought it might make him feel “normal” again and give him some motivation.

“It brings me together with other people and gives me the opportunity to feel like I’ve got a role going on in life. It’s like a family. You feel like you’re part of something and hopefully I can keep coming back, regardless of the future.”

As the ‘old dude’ of the team, Chad enjoys the fitness he gets from playing with a bunch of young blokes with ‘fire in their bellies’, and hopes he can encourage them to go in the right direction.

Having represented NSW at the street soccer national championships, Chad was ‘rapt’ to be selected for the Australian Homeless World Cup team, and went on to play a pivotal role as the Street Socceroos goal keeper.

“To represent your country – it’s the highest honour.”

Having now got his own room, things are looking up for Chad. And his thoughts on the Community Street Soccer Program now?

“Just get behind this, because this is probably the best program that the streets have had available. It just inspired me to feel normal again.”



“Watching the street soccer players develop from their first training session onwards is truly inspiring. The boost in their self-esteem and confidence is incremental with every training session and amazingly it doesn’t take long to rub off on other aspects of their lives.

“A sense of belonging and purpose gives them a new lease on life with players daring to dream again and set themselves some new goals.

“The program basically empowers them to make these changes. We are simply there to support them and encourage them but it is the players who put in the hard yards. We start on the pitch and take that positive attitude off with us when training is over.

“So many of the players have given up on counselling and other support services. This is unique way of helping people who would really be lost to the system and indeed to our community.”

George Halkias, Community Street Soccer Program National Coach



“The provision of social and physical activities assists people to become socially connected, develop self-esteem and have fun.”

Anne-Marie Phippard, Sport Development Manager, Netball Australia

“Having a (multi-purpose) street soccer pitch located at our Community Centre will increase participation in sport and recreation with members of the community, whilst providing a place to meet, socialise and improve overall health and wellbeing.”

“Facilities like this are vital in enhancing community engagement and connection.”
Samantha Darcy, Centre Director, North Melbourne Community Centre, YMCA Victoria

BUILDING A BETTER FUTURE

KEY LEARNINGS FROM PHASE 1

The success of the program is truly exciting and paves the way to expand and refine its future. An extensive review of Phase 1 of The Big Issue’s Community Street Soccer Program, including consultation with key stakeholders, has identified a number of key learnings for inclusion in Phase 2 (2010 to 2013) of the program.

In summary, the key learnings are:

- A. Add sites and permanent pitches in **four new communities** (bringing total to 34 by 2013)
- B. Modify the **base-level** pitches to a **multi-purpose** pitch in all locations nationally, providing considerably greater benefit to local communities
- C. Add dedicated **linking support** resources to better connect participants to available services
- D. Establish specialist programs for targeted groups within the community:
 1. **Women’s** - conduct women’s programs operating at 50 per cent of sites (17) by 2013
 2. **Indigenous** - roll-out a roving program that visits remote communities
 3. **Refugees** – continue to work with this specialised group to further increase participation
 4. **Corrections** – expand the service offered within corrections facilities across Australia

Phase 1 has involved considerable ground work to establish the relationships and program, positioning the program for continued growth across Australia in Phase 2 - reaching more and more homeless and marginalised people in cities, towns, regional, rural and outback areas.

KEY LEARNINGS DESCRIBED

A more detailed description of each of the key learnings from Phase 1 follows.

A. COMMUNITY SITES

Through the national scoping exercise it was identified that four further communities would also derive benefit from the Community Street Soccer Program. This would bring the total to 34 community sites nationally.

B. MULTI-PURPOSE PITCHES

A key element and vision of the program from the start of Phase 1 has been to provide lasting, sustainable community infrastructure at every site around the country. Sporting facilities provide not only opportunities for physical activity, but important social hubs for communities.

The initial planning and budgets allowed for a base-level pitch to be built in 30 communities. The base-level pitch involved a single Street Soccer pitch (22m x 16m) with a synthetic surface and associated line markings.

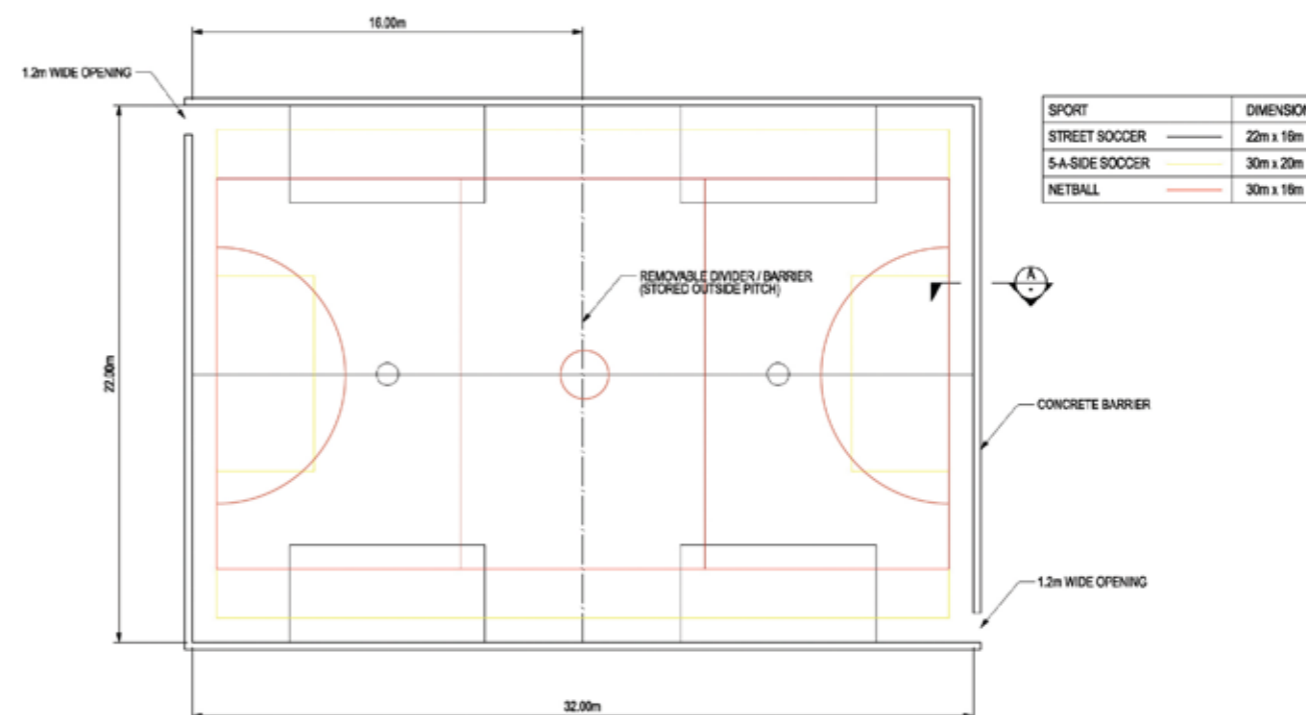
Through an extensive community consultation process including local councils, it has been established that larger, multi-purpose pitches will allow greater flexibility for the program to be responsive to individual and unique community needs. It would also provide greater and broader community use, allowing for other sporting groups, such as netball, and community organisations to benefit from the infrastructure.

The multi-purpose pitches planned:

- Measure 32m x 22m, providing for single-use dimensions of 32m x 22m suitable for five-a-side Futsal and netball and, with the inclusion of a temporary dividing wall, dual-use dimensions of 22m x 16m for two (2) separate street soccer pitches
- Feature an all-weather synthetic surface, rebound walls for continuous play and line markings for both soccer and netball.



MULTI-PURPOSE PITCH PLAN



“Some people who come along to soccer training are not linked in to any of the support structures in Sydney – they’ve completely fallen through the net. Through soccer, we can put them in touch with the relevant legal, housing or medical service they need. The role is absolutely integral in linking up players with the help they need to improve their lives.”

Katie Gauld, Linking Support, NSW Street Soccer.



BUILDING A BETTER FUTURE (Continued ...)

C. LINKING PARTICIPANTS TO COMMUNITY SERVICES

Supporting Participants

While coaches and coordinators work closely with players linking them to services that address issues such as homelessness, substance abuse, family breakdown, grief and loss and mental illness, it has been identified that an additional resource responsible for player welfare and linking to other services would significantly enhance the effectiveness of the program.

Investing in this linking support would extend the benefits of the program, further improving the well-being of the participants by encouraging and assisting them to access support systems and services that exist to address their specific individual and often complex needs.

A pilot program is already operational in Sydney, providing outstanding results.



D1. SPECIALIST PROGRAM - WOMEN'S

Recognising specific needs

Recognising the specialised and complex needs of homeless and marginalised women, a dedicated women's program is currently running in North Melbourne. It is designed to allow for specific needs resulting from issues such as family breakdown, domestic violence and sexual abuse.

The aim is to encourage disadvantaged women to achieve personal goals in a safe, secure and non-threatening environment. It promotes increased physical fitness and social inclusion, and gives women the opportunity to re-establish themselves and enjoy the positive benefits of sport.

The women's program also fielded a team in the first-ever Women's Homeless World Cup, which played in the Melbourne 2008 Homeless World Cup last December.

The success to date supports the expansion of a dedicated women's program using the same community site infrastructure and resources nationally. If multi-purpose pitches are built, the women's programs could utilise both soccer and netball to expand the appeal and reach.

D2. SPECIALIST PROGRAM – INDIGENOUS

Meeting the needs of Aboriginal and Torres Strait Islander communities

In response to clear community desire, a youth program has been established to meet the needs of disengaged indigenous children in Alice Springs.

Called Twilight Street Soccer, it focuses on risk prevention for children who roam the streets at night. The coach works with local schools and youth agencies to identify participants who may benefit from the program, and has developed a procedure for encouraging and recording school attendance, with rewards and recognition linked in.

Having received enormous support from the 18 town camps in Alice Springs, we are confident that the expansion of similar programs into additional remote indigenous locations will enable more indigenous youth to experience the positive power of sport.

“I have learned a lot about team skills and communication. It's the biggest opportunity I've ever been involved in.”

Women's Community Street Soccer Program participant

“Sport and education are powerful languages that cross social and cultural boundaries. They also provide a mechanism to engage members of the indigenous community, providing direction and a real sense of purpose and belonging. As street soccer launches in the Northern Territory, we look forward to making it sustainable and engaging for indigenous youth.”

Reg Hatch, Coordinator of Youth Services, Tangentyere Council, Alice Springs

"I sense a togetherness between the Sudanese players and in my opinion Street Soccer has become an integral part of their lives. They look forward to it, enjoy it and have embraced the program fully."

Stuart McGown, Dandenong Street Soccer Coach

BUILDING A BETTER FUTURE (Continued ...)

D3. SPECIALIST PROGRAM - REFUGEES

Overcoming social isolation

Street soccer has proven to be effective in addressing problems like drug addition, mental health issues and issues surrounding homelessness right around Australia.

Unlike many other street soccer participants, refugees generally don't have a history of drug and/or alcohol abuse and don't come into the program due to family breakdown, a criminal history or mental illness. They face a different range of challenges and often struggle to engage with existing support services.

We are experiencing outstanding success with a team currently training in Dandenong, Victoria, consisting predominantly of Sudanese refugees. Through participation in weekly training sessions this group of young men have overcome social isolation, met new friends and have found a new sense of belonging that before street soccer was severely lacking.

As the program grows it is being adapted to meet the specific challenges of communities, including those faced by the many refugees and asylum seekers in the community.

D4. SPECIALIST PROGRAM - CORRECTIONS

Aiding positive interactions and reintegration

A tailored Community Street Soccer Program with inmates from the Marlborough Unit of Port Phillip Prison has shown huge success.

The program has enabled prisoners to re-define themselves from inmates to participants and because of this transition we have already welcomed our first former prisoner into one of our programs being run in the community.

The program revolves around a weekly two-hour session that incorporates the soccer activity and informal mentoring by the coach. Participants play in tournaments involving prison staff and the wider community, including the Big Issue Australia's corporate partners.

"Football to me transcends colour, race or creed. I have witnessed football's influence and impact on the lives of people from all around the world, from the beaches of Brazil to centre stage at the FIFA World Cup.

Through my role as Ambassador of the Melbourne 2008 Homeless World Cup, I have now experienced firsthand the incredible energy and power of The Big Issue's Community Street Soccer Program. As football continues to grow in Australia, so too should an initiative such as this, giving homeless and marginalised Australians the opportunity to experience my beloved game, and change their lives in a positive and long-lasting way.

I get behind The Big Issue's Street Soccer Program and I urge the rest of Australia to do so too."

Les Murray, Football Commentator and the face of the World Game in Australia, SBS



COMMUNITY STREET SOCCER PROGRAM PHASE 2 (2010-2013)

THE WAY FORWARD

Recognising the scope and existing budget for Phase 1 of the Program and adopting the key learnings, The Big Issue Australia has prepared a plan for Phase 2 of the Community Street Soccer Program that:

1. Increases the program's **impact**
2. Expands the **reach** and penetration of the program
3. Extends the program's **life** to 2013



PHASE 2 PROGRAM ELEMENTS 2010 – 2013

Subject to funding commitments, the proposed Phase 2 of the Community Street Soccer Program involves:

- Extending the program **life** to the end of 2013
- Expanding the **reach** to 34 under-privileged communities across Australia, providing capacity for up to 10,600 participants from 2010 to 2013
- Increasing the **impact** of the program through refined and expanded specialised programs for groups with specific needs, including:
 - Women, by operating programs at 17 of the core sites by 2013;
 - Indigenous, by operating eight roving sites by 2013;
 - Refugees, by continued integration into the program; and
 - Corrections, by operating eight sites by 2013 within corrections facilities.
- Providing the **legacy** of permanent multi-purpose infrastructure in 34 of Australia's most under-privileged communities
- Extending the **aspirational** elements of the program by further developing the event component of the program, including:
 - Australian Street Soccerroos team participating in the annual Homeless World Cup international event
 - Staging an annual National Camp and Championship and by 2013 annual State Camps and Championships
 - Special events engaging school, corporate and community groups

FUNDING MODEL

Based on the success of Phase 1, The Big Issue Australia intends continuing with the proven funding model of:

- **Government**
- **Local council**
- **Corporate**
- **Philanthropic**
- **Value-in-kind**

GET INVOLVED

Support and funding for The Big Issue's Community Street Soccer program is an investment in our society.

Our partners' support and investment is absolutely vital to the continuation, expansion, and on-going success of the program. It ensures the program can continue to provide positive and life-changing opportunities to homeless and marginalised Australians week in, week out, across the country.

Street soccer is one of the most inspirational means of social change in Australia. Your support will change lives, build healthier communities, and contribute to a better society for everyone.

Street soccer is one of the most inspirational means of social change in Australia

“Sport is a wonderful thing. It brings us together as equals, instills self-confidence and can provide a positive focus in our lives. The Big Issue’s Community Street Soccer Program harnesses this power and delivers results – healthier bodies and minds that are re-connected with our community. It’s a win-win for everyone.”

Larry Sengstock, former Olympic basketballer and CEO, Basketball Australia

“Outdoor Media Association and its members are proud partners of The Big Issue. Its Community Street Soccer Program is tremendously successful in promoting social inclusion and provides a new and positive environment for some of our most disadvantaged.”

Helen Willoughby, CEO, Outdoor Media Association

“The Community Street Soccer Program uses the universal language of football to bring about social change – not only in the players themselves, but also by encouraging tolerance and understanding in Australian football fans who support the program.”

Geoff Miles, Chief Executive Officer, Melbourne Victory Football Club

“The amazing thing about sport is that it has the power to transcend socio-economic boundaries. Once you step out on the field everyone has the chance to be equal and that’s a rare opportunity in today’s society for some people.”

Perth Glory commends The Big Issue for developing this innovative program, and as it gains momentum across the country, we look forward to seeing it transform lives.”

Daniel Israel, Community Football Manager, Perth Glory NYL Team Manager

GOVERNANCE



THE BIG ISSUE AUSTRALIA BOARD

The Big Issue Board members are:

- **Sonya Clancy** (Chair) - GM Human Resources Australia, ANZ Bank
- **Adam Brooks** - Partner, Herbert Greer Rundle Lawyers
- **Wendy Fromhold** - GM Corporate Services, Western Region Health Centre
- **Paul Kearney** - Principal, Kearney and Co.
- **Jonathon Mant** - Director, Investment Banking, UBS AG, Australia Branch
- **Randal Mathieson** - State Director Victoria, Australian Broadcasting Corporation
- **Nicholas Reece** - Director, Economic Policy, Office of the Premier of Victoria

Graeme Wise (Patron)

Steven Persson (CEO)

The Big Issue Board retains the governance, finance and risk management responsibilities for The Big Issue Australia, including The Street Magazine Enterprise and the Community Street Soccer Program.

STREET SOCCER ADVISORY GROUP

Chaired by Mr Terry Campbell, The Big Issue’s Street Soccer Advisory Group provides invaluable advisory and corporate network support. Advisory Group members include:

- **Terry Campbell** AO (Chair) - Senior Chairman, Goldman Sachs JBWere
- **Sonya Clancy** - GM Human Resources Australia, ANZ Bank
- **Ben Crowe** - Director, Gemba
- **Paul Dainty** - Chairman and CEO, Dainty Consolidated Entertainment Group
- **Peter Danks** - Managing Director, Events and Facilities Group International
- **Ray Horsburgh** - Chairman, Essendon Football Club (AFL) and Toll Holdings
- **Brendan McClements** - Chief Executive Officer, Victorian Major Events Company
- **Simon McKeon** - Executive Chairman, Melbourne Office, Macquarie Capital Advisors Limited
- **Steven Persson** - CEO, The Big Issue Australia
- **Nicholas Reece** - Director of Economic Policy, Office of the Premier of Victoria
- **Ian Smith** - Executive Chairman, Gavin Anderson
- **Ian Wood** - Vice President Sustainable Development, BHP Billiton

A community initiative of The Big Issue.



The Community Street Soccer Program

- Using the power of sport to change lives and build healthy communities

A CATALYST FOR POSITIVE SOCIAL CHANGE

The Big Issue's Community Street Soccer Program has expanded across Australia, providing tangible benefits to society. It has proven to be a highly-effective, low-cost program with extremely high social impact. The program reaches into the most disadvantaged and under-privileged areas of Australia, and delivers lasting legacies of support for homeless and marginalised people.

The outcomes for the program so far have been overwhelming.

Benefits to the community include:

- Improved community health and well-being
- A reduction in crime and a safer community
- A decline in alcohol and substance abuse
- Economic savings by diverting at risk people from hospitals, courts, emergency services and correctional facilities
- Increased public awareness of the plight of homeless and marginalised people

Benefits to the individual include:

- Improved confidence, self-esteem, mental health, health and fitness
- A sense of belonging
- Re-connection with family and community
- Improved housing situation and employment opportunities
- Addressing drug or alcohol dependency, or mental health issues
- Seeking support or advice

The program itself is:

- Low-cost and cost-effective
- Adaptable to the needs of almost any community
- Flexible and easy to expand and refine
- Recognised and proven in practice in both Australia and internationally

PROVEN OUTCOMES – REAL CHANGE

The journey has just begun...



For further information or to get involved, please contact:

The Big Issue Australia

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CEO

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“Yeah, without doing this (the Street Soccer Program) I know I wouldn't be where I am now.”

Community Street Soccer Program participant



“All over the world ... we’ve
got to end homelessness.
Everyone should have a home;
it’s a right and not a privilege.”

Archbishop Emeritus Desmond Tutu

