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# CABOS

Development  
through sport



## Three years on...



The Commonwealth Advisory Body on Sport (CABOS) was established in 2005 to promote the value of sport as a tool for social, economic, health and educational development. Its advocacy work is directed primarily at the Commonwealth governments through their Ministers of Sport, the Commonwealth secretariat and other key policy-makers. It aims to help them to make the most of sport's capacity to change communities and people's lives.

The Commonwealth Advisory Body on Sport, comprising 12 members and chaired by Sue Campbell from the UK, has an advocacy and information dissemination function. CABOS has a mandate to meet annually and create annual work plans. In three years it has contributed to several Commonwealth Ministers Meetings, has ensured Sport has been recognised in more than 10 Communiqués, and produced a first report in 2006. It has raised its profile significantly since its inauguration, making significant inroads into integrating the power of sport and physical activity into wider government policies around Youth, Education and Health. In 2008, it will appoint a full time sports advisor to help promote, implement and extend the important work of CABOS.

This report provides a snapshot of CABOS's current and future work as well as a taste of the impact of current projects in the commonwealth that are making a difference to communities and people's lives by:

- > promoting health and well-being
- > raising educational standards and aspirations
- > cultivating citizenship, leadership and empowerment and
- > building communities in which inclusion and cohesion replace discrimination and marginalisation



# The power of sport for development in 2008...

Sport for Development refers to the use of sport as a tool to improve people's lives, enlarge people's choices and make a difference in communities. Sport has been used as a tool to address challenging social and developmental issues for centuries but over the last 20 years there has been a constant increase in sport for development initiatives and humanitarian organisations using sport as a tool to reach their development goals.

"UNICEF recognizes the critical role of sport and physical play in children's lives. It believes sport and play are a child's right"  
**Article 31, Convention on the Rights of the Child**

## Why is sport such a powerful tool?

As a tool for the development of individuals and communities, sport is highly effective in many different contexts: in promoting health, raising educational standards, building equitable communities, developing leadership and citizenship skills and in promoting cross cultural understanding and peace.

"It is a magical concept that affects all that it touches. It brings people together and unites them; for sport is a universal language that unites and inspires"  
**Laureus Sport for Good Foundation**

## Sport can do this for the following reasons:

- > Sport is alluring and engaging, especially for young people. It can be used to promote educational attainment and to encourage healthy life styles in all ages
- > Sport is appealing and enjoyable, providing relief for those in war-torn and deprived areas

"Sport and play programs are giving the most unfortunate children a reason to laugh"  
**Dennis Bright, Minister of Youth and Sport in Sierra Leone**

- > Sport is universal and so can be a unifying force bridging barriers among people

"Sport as a politically neutral but universally familiar language provides a powerfully attractive framework for new relationships that transcend borders and foster intercultural understanding"  
**Sue Campbell**

- > Sport is cost effective

"Sport and play are rapidly gaining recognition as simple, low cost, and effective means of achieving international health, peace and development goals"  
**Johann Koss, president and chief executive officer of Right To Play**



## Millennium Development Goals:

In September 2000, all members of the United Nations General Assembly (including 192 countries) resolved to address the needs of the world's poorest by achieving certain goals and targets by 2015. The eight Millennium goals now form the focus of many sport for development projects and Ghana, Mozambique, Sierra Leone and Uganda have all identified sport as a tool for attaining the MDGs.

"The Millennium Development Goals are collectively the single greatest challenge facing the Commonwealth"  
**Sue Campbell, 2008**

"when young people participate in sports or have access to education, they can build up their health and self-esteem, use their talents to the fullest, learn the ideals of teamwork and tolerance, and be drawn away from the dangers of drugs and crime. That is why the United Nations is turning more and more to the world of sport for help in our work for peace and out efforts to achieve the Millennium Development Goals"  
**Kofi Annan, former UN Secretary General**



## Impact of CABOS's first report in 2006

This report reflected the work of CABOS and was presented to the 3rd Commonwealth Sports Ministers 'Meeting in Melbourne.' It provided examples of projects from all over the Commonwealth that were addressing the following 4 main objectives:

- 1 Health benefits of sport and physical activity
- 2 Education through sport
- 3 Building inclusive communities through sport
- 4 Using sport to develop leadership and participation in the community

CABOS members were encouraged to monitor and submit further case studies that met these objectives. The report has been well received and provides vivid evidence of the power of sport for development and so a valuable tool in persuading governments to invest in sport for development projects. You can find a copy under the Sport section on <http://www.thecommonwealth.org>



# Influencing change



## Three years of progress through CABOS...

The CABOS meetings in 2006, 2007 and 2008 agreed to:

- > promote the benefits of sport and physical activity, by encouraging:
  - > sport and health ministries to work together to implement the WHO strategy
  - > physical activity and health education to be part of school life
  - > the use of sport to teach life skills and healthy behaviour
- > promote education through physical education and sport by:
  - > encouraging national sports policies to include the recognition and importance of physical education and sport for all young people.
  - > working with education ministries to recognise and value the contribution of physical education and sport to academic goals and citizenship
  - > providing teacher training so that all schools can deliver high quality physical education as part of the curriculum
- > use sport to develop leadership and participation in the community by encouraging:
  - > relevant education and training to build capacity in communities
  - > the development of a coordinating mechanism to enable partners to work together
  - > the development of programmes suitable to the needs of participants and communities
- > build inclusive communities through sport by:
  - > developing low cost high impact programmes that address diverse local needs
  - > engaging local communities and developing volunteers
  - > developing a local support network
  - > recruiting sports stars as role models
- > achieve these objectives by enhancing communication and coordination across government departments and key organisations, and ensuring that each programme meets its objectives

## CABOS influencing policy makers

### CABOS with Commonwealth Heads of Government:

#### 2005 Commonwealth Heads of Government Meeting (CHOGM) in Malta

Sue Campbell delivered a powerful message to Heads of Government around the influence of Sport. The CHOGM communiqué recognised this in the following; "Heads of Government underlined the important role of sport as an effective instrument for community and youth development in terms of building character, discipline, tolerance and friendship... and of the wider approach to achieving development objectives in health, education and gender equality."

#### 2007 CHOGM Sports Breakfast in Uganda

CABOS member Mike Fennell was invited to make a presentation to Heads of Government illustrating how sport can be used as a tool for development. Ministers agreed to commit to integrate sport and youth in the Commonwealth.

### CABOS with Education Ministers:

#### 2006 Educations Ministers Meeting in Cape Town, South Africa

The meeting was attended by Sue Campbell the chair of CABOS where the role of sport as an educational tool for development was raised with Education Ministers. Sue was able to demonstrate how sport had helped to raise attainment, academic standards in schools and much more.

### CABOS with Health Ministers:

#### 2006 Health Ministers Meeting:

CABOS submitted a four page document outlining how sport could support Health to tackle some of the major Commonwealth challenges around HIV/AIDS, Obesity and to support the delivery of the MDGs. CABOS were able to provide case studies to support these outcomes.

#### 2007 Health Ministers Meeting:

CABOS member Bruce Kidd was invited to deliver at this meeting to promote sport as a tool to drive forward health agendas in commonwealth countries. This provided a significant opportunity for advocacy and influence and ensured a longer term relationship between CABOS and the government health ministers.

### CABOS with Youth Ministers:

#### 2006 and 2008 Youth Ministers Meetings:

Low Beng Choo made a presentation to the Youth Ministers on the work of CABOS and the role of sport and physical activity in youth development. This was a key theme of the meeting and provided an opportunity to debate the integration of Sport and Youth in Commonwealth.

In the 2008 Communique, Youth Ministers agreed to raise the profile of Sport in Youth work, and a commitment was made to include Sport in the Commonwealth Youth Programme's Strategic Plan.

### CABOS with Sports Ministers

#### 2006 Sports Ministers Meeting in Melbourne

This provided a great platform for CABOS to demonstrate to Sports Ministers how sport can play an active role in Education, Health and Youth policy. Through case studies and good practice from around the Commonwealth, CABOS demonstrated the power of sport to Sports Ministers.

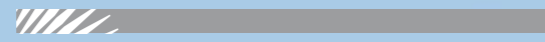




# Influencing change in the commonwealth

## Commonwealth Sports Development Conferences

Members of CABOS presented the work of CABOS and the important role of sport for development throughout the Commonwealth at the 2006 conference in Glasgow. At the 2008 conference, CABOS was again high on the agenda, leading a session on how grassroots activity is driving Government policy. The conference was attended by over 200 sports practitioners and policy makers and focused on how sport and development initiatives can raise levels of grass roots participation and create pathways to excellence around the Commonwealth.



"we are here today to... celebrate sport and its ability to develop individuals, groups of individuals, even entire communities. We are celebrating sport as a means to health and to wholeness"

**CABOS 2008**



# Working in Partnership

## CABOS is working in partnership with WADA to support the development of 4 RADO's (Regional anti-doping organizations)

With financial support from the Commonwealth Secretariat, the RADO's bring together geographically clustered groups of countries where there are limited or no anti-doping activities. The concept enables the pooling of financial and human resources in an innovative way to establish Code compliant countries and programmes. The RADO's undertake anti-doping education for athletes, coaches, support personnel and where appropriate, the broader population with a recent focus on youth development.

## CABOS is working with the Commonwealth Games Federation (CGF)

Mike Fennell as President of the CGF is an active CABOS member and CABOS are looking at ways to link with the Commonwealth Games in Delhi in 2010 and are currently discussing a potential seminar at the Commonwealth Youth Games in Pune in October 2008.

## CABOS is working in partnership with the Sport for development and peace international working group (SDP IWG)

This influential working group has created a unique cross-sectoral partnership (comprising 14 countries, representatives of various UN agencies, private sector, sports federations and civil society) focusing on using sport for development as an instrument for peace. Its first report illustrated how sport activities are being used to address conflict resolution and ethnic reconciliation, educate children and youth about HIV/AIDS, and mobilize audiences in support of the Millennium Development Goals (MDGs) and documented how a few countries have already included sport for development and peace in their national development strategies.

The final policy recommendations of its 2008 report will be presented in Beijing and include contributions from over 50 countries. CABOS has also promised to use its network of regional contacts and partners to connect IWG to the right people involved in sport for development. As the CABOS chairperson stated recently 'Sport as a politically neutral but universally familiar language provides a powerfully attractive framework for new relationships that transcend borders and foster intercultural understanding (Sue Campbell).



"The key to sustained and widespread success is to mainstream sport or physical education within health, youth and education services, forging partnerships that confer credibility on projects and programmes"

**Sue Campbell, 2008**



# Influencing change Commonwealth case studies



## Caribbean healthy lifestyles project (Trinidad and Tobago)

This national initiative uses sport to help communities to become more child-focused, child-friendly and safe. It provides vulnerable and at-risk young people with creative, structured and safe recreational spaces where they can participate in physical sports and games. It aims to end the cycle of violence and abuse to children and young people by teaching them about children's rights, HIV prevention and life skills. The bottom up participatory approach involves not just the children but other community members, town council and government representatives in a bid to ensure sustainability.



## African projects and initiatives

The Africa Dreams + Teams project is a joint initiative managed by the Youth Sport Trust and British Council. Already running successfully in 19 African countries, the Dreams + Teams young leaders in Mauritius have now added a social inclusion dimension to their festivals of sport and school based activities.



## Emima in Tanzania

EMIMA was founded in Tanzania by Cyprian Maro in 2001 as a small voluntary youth organisation running boys and girls' football teams in 2 of Dar es Salaam's poorest communities. Today, the organisation has grown and now operates eight centres, mostly based at schools which run a range of sports and youth activities after school and at weekends. Sports include football, basketball, netball, volleyball, dance, drama, music and arts & crafts. Over the last 5 years EMIMA has established a training structure for peer coaches, leaders and referees to deliver Kicking Aids Out. It has addressed gender issues by employing women in senior leadership position within the organization and establishing girls' teams and peer leaders. It runs evening talk discussion group meetings to develop life skills and 30 young people have received educational and vocational training support. Over 800 young people currently registered with EMIMA teams and they have had considerable success, competing in the 3rd Division of the National League and with players selected for the Under 17 years National Football Team.



## Magic bus developments

The Magic Bus programme has dramatically changed since its inception in 2001. Matthew Spacie realised that the skills learnt over a week-end camp were likely to be much more effective and lasting if practised more frequently and so camp and sport programmes were combined to produce the module programme. For the last five years, Magic Bus has run weekly sessions for children and is now a sustainable organisation. Over 3,500 children are engaged in the programme each year and how there are over 50 employees and almost 250 volunteers. Many of these employees and volunteers are former Magic Bus children.



"If the youth of today are to take charge of India's tomorrow' then we have to channel our energies now, towards the millions of children lost in the crowd, who are at risk of gradually succumbing to the social corruption and atrocities that are prevalent in our communities"

**Matthew Spacie (Founder, Magic Bus)**



"I realized one thing while doing the activity. In life I have left a lot of opportunities. Now, if life gives me a chance, I will not leave any opportunity. I took mine today" Drug addict who gave up drugs after experiencing a Magic Bus rope activity and now has gained self-respect and confidence"



## Twenty years of MYSA

The Mathare Youth Sports Association (MYSA) started as a development project in 1987 to organise sports and community activities. Now twenty years later, It has the best known sport for development programme in the world. It now runs Africa's largest youth football league with more than 1,000 teams and 14,000 boys and girls.

The 2008 post election violence affected the MYSA programmes and initiated a new one. MYSA is now playing a major role in peace building and reconciliation. It donated blankets, sheets and bed covers to over 480 homeless families. Over 100 football matches were organised with the aim of uniting people within the affected areas. In March 2008 MYSA organised the 5th MYSA International soccer tournament which attracted 93 teams. The theme for this year was women unite for peace and reconciliation.



## Seenigama sports

The tsunami devastated the 350 families living in this rural village south of Colombo. In 2005 the Foundation of Goodness received sponsorship from Laureus Sport for Good Foundation to fund 'Seenigama Sports', a structured sports programme. A sports club has been established in the village and the students of the local schools are active in a variety of sporting activities. Sport now helps young people to realise their potential, interact with their peers and gain confidence and new skills, which is particularly evident in their team working and leadership skills. Most of all though, sport enables them to have fun. Seenigama Sports also hosts volleyball, beach football and sea-swimming competitions which attract clubs from the whole of the Galle District. The project is very much part of the lives of the young people in this area with over 1,000 participants each month.





### Transforming lives through sport

This is the title of the 2007 impact study carried out by street league, a charity set up in the UK in 2002 by Damien Hatton. Its vision is use the power of sport to transform the lives of disadvantaged men and women: those who are homeless, displaced or unemployment, those with problems such as drug and alcohol abuse, learning difficulties and mental health and those involved in crime. It uses football to take young people from the streets into football and from there to employment and ultimately a fulfilled and happy life. It runs its football and education programme in London and Glasgow (from 2005) and is planning to start up in another UK city in 2008. The programme builds confidence, improves health, extends social networks and develops skills that will enable young people to engage in education and employment and so gain independence. Most players are put in contact with Street League through referral agents such as homeless hostels, job centres, drug rehabilitation projects and refugee teams. The programme regularly works with more than 1000 people in partnership with 60 organisations.

“Street League has consistently engaged the most difficult to reach young people, and has directly contributed to the reduction of youth disorder and anti-social behaviour in Glasgow”

Ian Mulholland, Strathclyde Police



### Uganda's fight against HIV/AIDS and poverty

A Community Based AIDS Programme (COBAP) was set up in 1990s as a local response to HIV in Nakulabye, one of the slum areas in Kampala. Here drugs and alcohol abuse, unemployment and lack of marketable skills are some of the problems young people face and poverty is the order of the day. The COBAP sports programme has transformed young people in the community. It now has over 2,000 youth participating directly in different team activities such as football, netball, boxing, volleyball, tennis, mind sports, cycling and drama. It reaches over 5,000 youth throughout the district. Today, counselling and teaching has perceptibly reduced high-risk behaviours such as prostitution and casual sex. Teenage delinquency is down and more young people see school as a relevant part of life. Over time the community reacted more positively to COBAP and now in 2008, it is thriving and more sustainable due to the creation of local partnerships and the support Laureus Sport for Good Foundation.



### Addressing critical health and social issues in South Africa

PeacePlayers International-South Africa (PPI-SA) is breaking down racial barriers, educating children about health issues and providing alternatives to crime. It is investing in young South African adults in the KwaZulu-Natal province to serve as role models in order to positively effect change and to strengthen their communities. Since 2000, PPI-SA has taught basketball to over 25,000 children from different backgrounds in Durban and its surrounding townships and actively involved 7,000 10-14 year old boys and girls from 60 schools in sport and life skills clinics. The life skills curriculum addresses critical health (HIV/Aids awareness, Drugs & Alcohol awareness) and social issues (racism and diversity, personal development and conflict resolution). This provides them with the knowledge, skills and positive attitudes and self-images that will enable them to lead healthy, productive lives. For many of these young people, the pairing of schools has been the first opportunity for meaningful interaction with children of a different race and, in many cases, their first experience in a township, suburb, or rural area. It has implemented a program-wide HIV/Aids Awareness initiative.

It has developed and implemented Leadership Development Program for older children and then trains them to become coaches and mentors. It has trained and employed 200 young South African adults to serve as coaches and youth mentors.

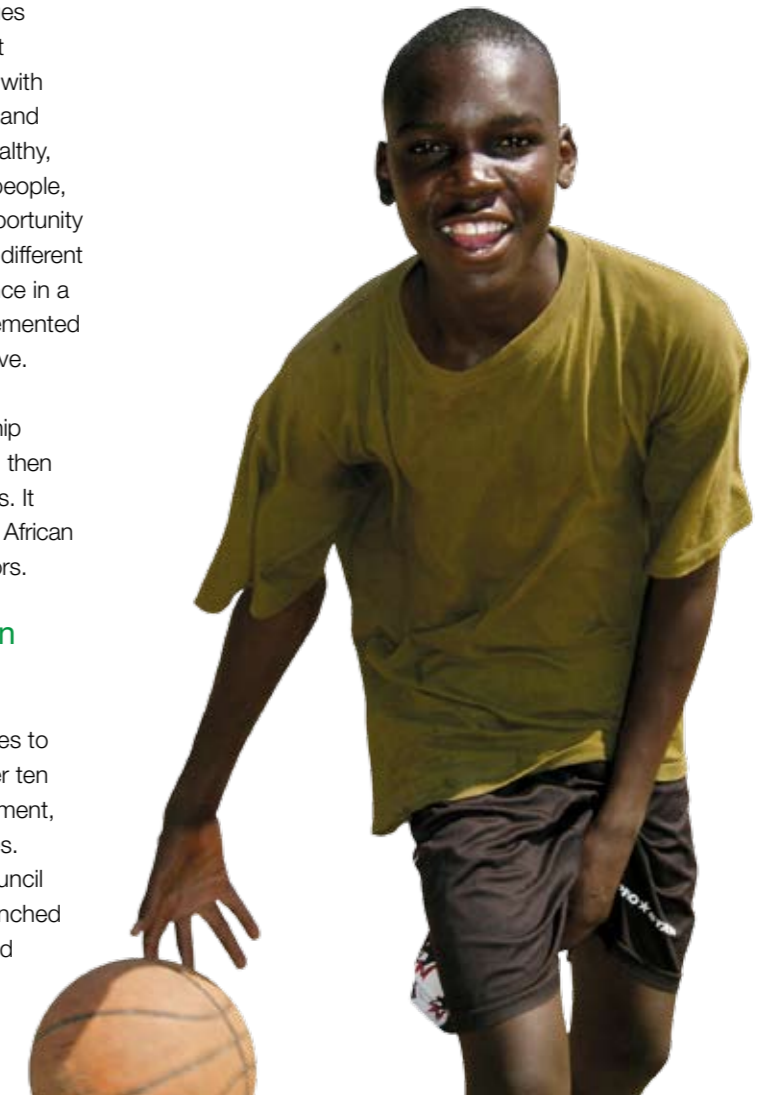
### School Sport Mass Participation programme (SSMPP)

in South Africa is a good example of changes to government policy that have resulted in over ten million rand being invested into sport equipment, facilities, coordinators, coaches and referees. In partnership with UK sport, the British Council and Youth Sport Trust, the SSMPP was launched successfully by the Department of Sport and

Recreation and the Department of Education. The programme focuses mainly on rural and disadvantaged communities and has three key objectives:

- To build capacity by training and supplying coaches and referees. To date a total of 13 500 people have received training
- To provide sports equipment for use at events
- To sustain the programme by supporting local sports assistants, local leagues and logistical support through sports administrators

The University of Johannesburg has been monitoring and evaluating the SSMPP and already there are quantifiable improvements in behaviour, attendance and academic results.





## Influence in the next three years...

CABOS commits to build on its effective advocacy work at Ministerial meetings and develop its work beyond this to make a real difference to the lives of young people throughout the Commonwealth. The Commonwealth Secretariat is about to appoint the first ever full time Sports Advisor within the Youth Affairs Division.

Youth focus: While work will still be undertaken to integrate sport with health, education and gender issues, the main focus of CABOS's work in the future will focus on youth development. CABOS will develop a strategy with new Sports Programme Adviser and Commonwealth Youth Programme (CYP) Regional Offices on sport and youth development project plans.

Delhi 2010 Commonwealth Games: CABOS is collaborating with the Indian government to make legacy planning around youth empowerment a key goal associated with the 2010 Games. Together they plan to run a programme with CABOS around the 2008 CYG in Pune or Delhi 2010.

“(our school has been) inspired by (your) unstinting effort in promoting sports and sports values and establishing the fact that Nations are built not in the classroom but in the playground”

**Delhi School Teacher**

### Influencing government policy:

There are many examples of projects that demonstrate the power of sport in development but very few of these projects have been lifted into government policy. Achieving this remains the challenge for CABOS over the next three years. CABOS will continue to engage in political processes to influence ministries and officials, and to link with a range of partners from the non-governmental and private sectors to establish effective strategic programming. Enthusiasm must be reinforced by methodical planning, capacity building and evidence to show what sports-based interventions can achieve.

### Appointment of New Chair in 2009:

After having been a great ambassador for CABOS, Sue Campbell will be stepping down as Chair of CABOS in 2009. This will provide an opportunity to elect a new chair from within the Commonwealth to continue to develop the work of CABOS and maintain the changing influence of CABOS on Commonwealth Governments and key policy makers.





# CABOS Members

(as of August 2008)

For further information and documentation around the role of CABOS please go to [www.thecommonwealth.org](http://www.thecommonwealth.org) or feel free to contact any of the members below:

REGION	CABOS MEMBER AND CONTACT DETAILS
Africa	<b>Mrs Agnes Tjongarero</b> – President, Namibia National Olympic Committee Tel: +264 61 229 285 Email: <a href="mailto:nnoc@mweb.com.na">nnoc@mweb.com.na</a>
	<b>Dr Emmanuel Owusu-Ansah</b> – National Director, Sports Development Ministry of Education and Sports, Ghana Tel: +233 21 683415 Email: <a href="mailto:kyaadee@yahoo.com">kyaadee@yahoo.com</a>
	<b>Leonard Thadeo</b> – General Secretary, National Sports Council of Tanzania Tel: +255 713 329409 Email: <a href="mailto:thadeol@yahoo.com">thadeol@yahoo.com</a>
Asia	<b>Low Beng Choo</b> – Vice-President, National Olympic Committee, Malaysia Tel: +60 3 4044 6199 Email: <a href="mailto:bclow@bclowco.po.my">bclow@bclowco.po.my</a>
	<b>Mr S K Arora</b> – Secretary, Youth Affairs and Sports, India Tel: +91 1123382897 Email: <a href="mailto:skarora@nic.in">skarora@nic.in</a>
Canada & Caribbean	<b>Bruce Kidd OC, PhD</b> – Professor and Dean, Faculty of Physical Education and Health, University of Toronto Tel: +1 416 978 7943 Email: <a href="mailto:bruce.kidd@utoronto.ca">bruce.kidd@utoronto.ca</a>
	<b>Lloyd Lazar</b> – Permanent Secretary, Ministry of Tourism, Sport and Culture, St Kitts Tel: +1 869 465 2521 ext 1384 Email: <a href="mailto:Lloyd.lazar@stkittstourism.kn">Lloyd.lazar@stkittstourism.kn</a>
	<b>Michael S Fennell CD</b> – President, Commonwealth Games Federation, Jamaica Tel: +1 876 944 2533 Email: <a href="mailto:mfennell@cwjamaica.com">mfennell@cwjamaica.com</a>
Europe	<b>Sue Campbell (Chair of CABOS)</b> – Chair of UK Sport Tel: +44 20 7211 5103 Email: <a href="mailto:sue.campbell@uksport.gov.uk">sue.campbell@uksport.gov.uk</a>
	<b>Nick Pink</b> – Commonwealth Sports Adviser Tel: + 44 7825 065 254 Email: <a href="mailto:n.pink@commonwealth.int">n.pink@commonwealth.int</a>
Pacific	<b>Mark Peters</b> – Chief Executive Officer, Australian Sports Commission Tel: + 61 2 62141101 Email: <a href="mailto:mark.peters@ausport.gov.au">mark.peters@ausport.gov.au</a>
	<b>John Kambuou OBE</b> – Chief Executive Officer, Papua New Guinea Sports Foundation Tel: +675 325 1991 Email: <a href="mailto:pngsc@online.net.pg">pngsc@online.net.pg</a>

