



**'My 2010 School Adventure'
Ke Nako -
"Celebrate Africa's Humanity"**

**About the South African Schools'
Football World Cup Competition**

**The Theme of the Competition is
Ke Nako - "Celebrate Africa's Humanity"**



The Schools' Football World Cup is open to all schools in South Africa. The competition is organized in four categories, namely: under-14 years (one for boys and one for girls) and under 18 years (one for boys and one for girls). The competition will profile individual school teams who will participate in the competition through elimination rounds at district, provincial and national levels.

The Schools' Football World Cup Competition will roll out

in two phases. The first phase is along the lines of the Confederation Cup and the second phase the actual World Cup finals. For each of the phases the schools will assume the identities of the participating countries. All schools will be encouraged to fly the national flag, sing the national anthem and engage in other activities, such as preparing the national food of the country whose identity they assume. This will encourage the building of knowledge about other countries and cultures, and prepare young South Africans to host the Football World Cup with sensitivity and a keen understanding of the diverse world we live in.

The objectives of this competition are to mobilise our young people, to host and participate in the 2010 FIFA World Cup, promote national pride and unity and build values of non-racism, non-sexism, anti xenophobia and tolerance, promote physical activity and healthy lifestyles and to promote mass participation of learners around the legacy themes of the 2010 FIFA World Cup™ in music, arts and cultural activities and soccer.



Overall goals

The overall goals of the Schools Campaign are: to ensure the development and implementation of an integrated education campaign aimed at informing and educating learners and teachers on all aspects related to the FIFA

World Cup™ as well as participating countries; to ensure that adequate opportunities are created for capacity building amongst teachers and learners through the implementation of football development programmes at school level and the provision of sufficient physical infrastructure; to ensure maximum exposure to and participation of learners, teachers and communities in exciting and structured 2010 FIFA World Cup™ activities.

Partners

The Departments are organizing this event in partnership with the Department of Sports and Recreation, the FIFA 2010 LOC and the SABC. The FIFA Commercial affiliates are also coming on board.

Special events

On 10 May 2008, The Minister of Education and the Deputy Minister of Sport and Recreation launched a partnership initiative with the 2010 FIFA World Cup™ Organizing Committee as well as with SABC in Soweto.....

South African Schools' Football World Cup Competition Newsletter

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From the Desk of... Ms G.T. Ndebele

MESSAGE OF SUPPORT, DDG: SOCIAL AND SCHOOL ENRICHMENT

In 2007 the idea of the South African Schools' Football World Cup Competition was launched to ensure that all our schools benefit from the experience of participating in the run up to the 2010 FIFA World Cup™ tournament. We have subsequently decided that the theme for the South African Schools' Football World Cup Competition will be "MY 2010 SCHOOL ADVENTURE".

No one can deny that the first phase of the South African Schools' Football World Cup Competition was not an easy one to manage. However what was gratifying was the maturity with which the leadership and our Partners (Sport and Recreation South Africa, 2010 FIFA LOC, SABC and SAIL) responded to this challenge.

The 2010 FIFA World Cup™ Schools

Campaign is built on three key pillars, namely Participation in the actual football tournament, Education through arts and culture activities and knowledge development activities. The winning schools representing the provinces will also adopt the identities of the 2009 Confederations Cup participating countries, their national emblems and cultures for the duration of the competition. The finals of the 2009 Schools' Confederations' Cup will be held 14th - 16th of May 2009.

The second phase of the participation pillar will mirror the format of the actual World Cup. During this phase, 16 schools from the rest of Africa will be invited to be part of the final 32 schools that will participate. As with the Confederations Cup, the participating schools will assume the identities of the qualifying 32 countries. The Departments of Education and Sports will work with the 2010 FIFA LOC to identify the 16 schools.

As part of the festivities around the South African Schools' Football World Cup Competition, the Education Pillar will focus mainly on promoting activities aimed at facilitating learner creativity through arts and culture;

dialogue about the values and goals of the SASFWCC; research on participating countries; and strengthening the communication skills of learners. It is anticipated that learners would be able to conduct basic conversations on the countries they represent.

The Development Pillar aims to train 10 000 educators as technical officials, coaches, event organisers and sport leaders by 2010. The Education department will provide its undivided support for the 2009 Schools Confederations Cup Competition and South African Schools' football World Cup Competition and will continue to guide to the end.

***Let's invite the rest of the World to
celebrate with us MY 2010 SCHOOL
ADVENTURE.***

***Ms G T Ndebele
DDG: Social and School Enrichment***



Background on the South African Schools' Football World Cup Competition

The hosting of the 2010 FIFA World Cup™ has provided South Africa with unique opportunities that extended far beyond football.

The Department of Education and Sport and Recreation South Africa directed the enthusiasm for the world's premier football showpiece to build unity and pride amongst all South Africans; to inspire our youth to excel through practice and hard work; and to ensure that an African legacy is developed prior and beyond 2010.

To this end the Department of Education and Sport and Recreation South Africa developed plans to co-ordinate the South African Schools' Soccer World Cup Competition to make the most of the unique opportunity presented by the first ever Football World Cup to be hosted on the African continent in 2010.

The objectives of the plans are also centred around the following (a) To mobilise South Africans, especially young people, to host and participate in the FIFA Soccer World Cup in 2010; (b) To evoke national pride and unity and build values of non-racism, tolerance and anti-xenophobia; (c) To use school sport creatively to foster physical activity, healthy lifestyles, commitment towards social values and social cohesion, as well as an appreciation and respect amongst educators, learners and parents; (d) To strategically link this initiative to national interventions such HIV and AIDS Awareness Campaign, National Crime Prevention Strategy, moral regeneration, and ensuring institutional safety and security, anti-doping, abstinence from substance abuse, and adherence to a code of conduct in sport; and (e) To promote mass participation of learners around the legacy themes of the 2010 FIFA World

Cup™ in music, arts and cultural activities and soccer.

The Schools' Football World Cup Competition is open to all schools in South Africa. The competition is organised in four categories, namely: under-14 years (for both boys and girls) and under-18 years (both boys and girls). Individual school teams will participate in the competition through elimination rounds at district, provincial and national levels.



***My early childhood
dream has begun***

The FIFA Confederations Cup is an official FIFA tournament, held every four years prior to the FIFA World Cup. Usually it is seen as a warm-up event to the FIFA World Cup, but is by no means a minor competition hence its nickname "champions of champions". The tournament was originally organised by and held in Saudi Arabia and called the King Fahd Cup (or Intercontinental Championship), contested in 1992 and 1995 by the Saudi national side and some continental champions. In 1997, FIFA took over the organization of the tournament, named it the FIFA Confederations Cup and staged the competition every two years. From 2005, the tournament is to be held once in every four

years, one year prior to each World Cup in the host country of the forthcoming World Cup. The Confederation Cup is now considered a dress-rehearsal for the World Cup it precedes.

Participating teams

The Confederations Cup is contested by the winners of each of the six FIFA confederation championships (CAF, CONMEBOL, UEFA, AFC, OFC, CONCACAF), along with the FIFA World Cup winner and the host country, to bring the number of teams up to eight. In the 2009 edition, the continental champions from South America, North and Central America and the Caribbean, Africa, Europe and Asia will join hosts South Africa in competing for the FIFA Confederation Cup trophy.



***"Believe it or not, it is
happening everywhere"***



***7957 Schools from 81 districts
across the 9 provinces registered
for the competition since the
project was launched in May
2008***

Update on the South African Schools' Confederation Cup Competition

Where we are now

All nine provincial schools football finals took place in Free State, North West, Gauteng, Limpopo, Eastern Cape, KwaZulu-Natal, Northern Cape, Mpumalanga and Western Cape, all under the auspices of the 'My 2010 School Adventure' campaign - which is an initiative of the 2010 FIFA World Cup Organising Committee South Africa, Department of Education and Sport and Recreation South Africa.

As part of the 'Adopt a Nation' element of the schools campaign, all South Africa's provincial schools two weeks ago symbolically 'adopted' the competing FIFA Confederations Cup teams, namely The Eastern Cape adopted Spain, Free State adopted Italy, Gauteng popularly adopted South Africa, KwaZulu Natal adopted the African Union, Limpopo adopted New Zealand, Mpumalanga adopted Egypt, the Northern Cape adopted crowd favorites Brazil, North West adopted the United States of America and the Western Cape adopted Iraq. Each province will now learn more about the culture, football, geography and music etc of the countries they adopted. Another element of the 2010 schools campaign is thousands of schools participating in the provincial Confederations Cup football tournament, with the winners qualifying for next year's national Confederations Cup schools tournament, to be held in March next year.

To date 7 957 schools from 81 districts across South Africa's nine provinces have already registered for the schools Confederations Cup football competition. And with a chance to participate on a national scale and also the incentive of winning match tickets to the FIFA Confederations Cup 2009 in June next year on offer, the schools action was even more exciting than usual this weekend as the provinces did battle on the pitch in the girls and boys under 14 and under 18 categories. The scorching Gauteng sun did little to stop the province's youngsters from showing their amazing skills on the pitch at the Marks Park Grounds in Emmarentia on Saturday October 11, with the Under 14 boys champions Tihakanang topping their group with 12 points and the favourites SAFA Transnet School of Excellence qualifying as winners in the Under 18 boys group with 10 points, both schools are from the Ekurhuleni Municipality.

In the Under 14 girls competition Lekgora came out tops with 12 points and Rosina Sedibane scored 10 points to win in the Under 18 girls age group. These primary schools are both from the Tshwane District. The KwaZulu-Natal Provincial Finals took to the mountains at the Cato Manor Stadium in Durban where Amakhwatha Primary School from Vryheid District qualified in the Under 14 girls group, Isibukosezwe High School from Pinetown District in the Under 18 girls, Inkonkoni Primary School from Umlazi District in the Under 14 boys and Ndlamvuzo High School from Empangeni District in the Under 18 boys age group. In Kimberley, the Northern Cape provincial finals got off to a flying start with Rietrivier from Frances Baard District qualifying in the Under 14 boys age group and Kimberley Boys' High beating Groblershoop High School 3 - 1 in

the finals to win the Under 18 boys group. In the Under 14 girls category Topline proved tops by winning both their matches and in the Under 18 girls section, AJ Ferreria High School won the final with a dramatic 4 - 3 victory against Rietvale High School in the final. Both girls schools are from the Siyanda District Municipality. In the Limpopo Provincial Finals at the Nirvana Stadium in Polokwane, Motshitshi Primary School from Waterburg District qualified by beating Leweng Primary School 2 - 0 in the Under 14 girls age group and Pondo Primary School's 3 - 2 victory against Ndlavheya Primary School took them to the winners podium in the Under 14 boys group who represented Mopani District. The Under 18 boys and girls finals will take place at the Seshego Stadium in Polokwane on Saturday, 18th October. At the East London Showgrounds, the Eastern Cape qualifiers are Mzimvubu Senior Secondary in the Under 14 boys category, Lower Ngqungqu Junior in the Under 14 girls category both from the OR Tambo District Municipality, Ndamase Senior Secondary from Alfred Nzo District in the Under 18 boys category and Colana from OR Tambo in the Under 18 Girls age group. Mpumalanga Province will be represented by Girls under 14, Matitinya Primary, from Bushbuckridge District; Boys under 14, East High Academy, from Ehlanzeni District; Girls under 18, Mungena Secondary, from Bushbuckridge District ; and Boys under 18, Zachaeus Malaza Secondary, from Bushbuckridge District.

Western Cape will be represented by Girls under 14, Lwazi Primary, Boys under 14, Phakamisani Primary, both from South West District; Girls under 18, Fezeka High; and Boys under 18, Western Cape Sports School, both from the Metro District.



Adopt a Nation

On 27 September 2008, ambassadors and representatives from the eight FIFA Confederations Cup nations joined in the launch festivities, at which South Africa's nine provinces symbolically 'adopted' each one of the eight participants, as well as the African Union in a random draw, where... On 14 April 2009, the participating provinces held a Schools' Confederations Cup Finals Draw at SAFA House, in Johannesburg. The Draw is as follows: Group A Northern Cape, Western Cape, Limpopo, Gauteng and Free State. Group B North West, Mpumalanga, Eastern Cape and KwaZulu Natala

The Finals of the Schools Confederations Cup will be on 14-16 May 2009 in Gauteng Province



Minister delivering her keynote address at the draw

Group	Highlights for the 2009 FIFA Confederation Cup	
B	<i>Eastern Cape adopted Spain</i> Eastern Cape, 23 Districts, 667 Schools, in East London on 11 October 2008.	
A	<i>Free State adopted the World Champions Italy</i> Free State, 5 districts, 482 Schools, at the University of Free State on 18 - 20 September 2008.	
A	<i>Gauteng adopted the host South Africa</i> Gauteng, 15 Districts, 1086 Schools, at the University of Pretoria on 11 October 2008.	
B	<i>KwaZulu Natal adopted the African Union</i> KwaZulu Natal, 12 Districts, 1200 Schools, in Durban on 10 & 11 October 2008.	
A	<i>Limpopo adopted New Zealand</i> Limpop, 5 districts, 808 Schools, in Polokwane on 11 & 18 October 2008.	
B	<i>Mpumalanga adopted Egypt</i> Mpumalanga, 4 districts, 997 Schools, in Ermelo on 11 October 2008.	
A	<i>Northern Cape adopted the crowd favorites Brazil</i> Northern Cape, 5 Districts, 339 Schools, in Kimberly on 11 October 2008.	
B	<i>North West adopted the United States of America</i> North West, 4 Districts, 878 Schools, in Klerksdorp on 4 October 2008.	
A	<i>Western Cape adopted Iraq.</i> Western Cape, 8 districts, 1500 Schools, on 15 November 2008.	

**Winners of this competition
will be called the
"Ke Nako Achievers"**



Group of United American and Carribean Countries GRULAC

Teams of the World (2010 FiFA World Cup)



As part of the build up to the 2009 Schools' Confederations Cup finals and the South African Schools' Football World Cup Competition, the GRULAC (Group of Latin American and Caribbean Countries) held its 2008 annual event on 18 October 2008 at the Zoo Lake in Johannesburg.



GRULAC is made up of embassies of Argentina, Brazil, Chile, Columbia, Dominican Republic, Jamaica, Mexico, Panama, Paraguay, Peru, Suriname, Trinidad and Tobago, Uruguay and Venezuela.

16 Schools participated in the GRULAC Schools' Competition where Venezuela became the 2008 GRULAC Champions.



This Partnership can be described as a major step forward in the build-up to the World Cup. Government has applauded an initiative by Latin America and Caribbean countries in helping to promote the 2009 Confederations Cup and 2010 World Cup in South Africa.



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