

# New Canadians and Sport:

## A RESOURCE FOR GRASSROOTS SPORT



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# Foreword

This guide has been developed following 2 years of rigorous activity in the Ottawa area. While the examples and programs are solely focused on soccer, many situations can be seen in other sports. Underlying the project was the simple message that sport (soccer) connects people in a way that few other activities can.

Over the course of 2 years (2011-2013), The Ontario Soccer Association (OSA) led an innovative array of soccer programs tirelessly searching for the next local groups or association to collaborate with. The ‘Thank you’ on page 23 gives a very clear picture of the diversity within which we live. All of these groups were drawn to the beautiful game often simply knowing that their kids love the sport. Our future concern as leaders and as parents should be on keeping these children actively engaged.

The support of the federal government through the Ministry of Citizenship and Immigration Canada made the whole program possible and for that we are very appreciative. As a result of their support and through the positive connection we were able to make with soccer clubs, community groups and schools we were able to connect:

- New and experienced coaches and referees with clubs in their area opening up many opportunities to develop their knowledge
- Children with a professionally qualified coach in their school environment enabling them to experience, possibly for the first time, a proper soccer session
- Families with their local club through Community Day events

To Sport Leaders of any description, we hope that you find the programs and narrative through this guide of benefit as you create a truly inclusive environment within your club, association or community.

To New Canadians, we hope you find inspiration in the great stories of fellow New Canadians making a success in Canada through their connection with the local soccer community.

*Matthew Greenwood*  
Manager, Club Development  
Ontario Soccer Association

## Background to Ottawa

Immigrants in Ottawa are the most educated of any Canadian city- 82% arrive with at least one university degree. They are proficient in English and French- more than 90% speak at least one official language. The top three regions of origin in 2006 were:

- Asia and the Middle East
- Europe
- Africa.

At least 70 mother tongue languages, other than English and French, are spoken in Ottawa with the city's immigrant population made-up of many sub-groups:

- **Visible minorities:** 75% of all new immigrants are visible minorities
- **Refugees:** Ottawa has 2nd largest refugee population in Canada
- **Youth:** 11% of children and youth in Ottawa were born outside Canada
- **Seniors:** 31% of seniors in Ottawa are immigrants
- **Francophones:** 16.3% of Francophones in Ottawa are immigrants

In 2009, 6300 permanent residents- including skilled workers, family class and government assisted refugees- settled in Ottawa. New Canadians are scattered throughout the city, but there are some areas with higher immigrant population levels including; Bayshore, Ottawa South around Alta Vista, Wakley and Heron Road, Vanier just to name a few. Our efforts were focused on those areas.

*Ottawa has gone from a population of 87,000 in 1911, with visible minorities accounting for less than 2% of the total, to an estimated 920,000 persons in 2011, of which 22% are foreign born and 19% belong to a visible minority group.*

*Ottawa Local Immigration Partnership*

When it comes to soccer there are approximately 50,000 registered players each summer for outdoor soccer. The area also has a thriving indoor soccer community with one of the strongest futsal leagues in the Province. The Eastern Ontario District Soccer Association who played a major role in the Soccer and Settlement project provide support and guidance to their members on a daily basis led by a volunteer Board and four full-time staff.

## How and where do we find new Canadians?

The project connected with a diverse range of organizations offering settlement services to immigrants in Ottawa, especially Catholic Centre for Immigrants, a partner in the project and organizers of the annual Community Cup, a recreational multicultural soccer festival bringing new and mainstream Canadians together on the field of play.

Links were also established with Jewish Family Services of Ottawa, the Lebanese & Arab Social Services Agency of Ottawa-Carleton, the National Capital Region YMCA- YWCA Newcomer Information Centre, Ottawa Chinese Community Service Centre, Ottawa Community Immigrant Services Organization and the Somali Centre for Family Services as well as the Library Settlement Workers. Vanier Community Service Centre and the Economic and Social Council of Ottawa-Carleton primarily targeted francophone immigrants.

The project established good working relations with all settlement agencies, enabling us to promote courses and programs as well as engaging different communities to better respond to their needs and link them to social, employment, health and recreation services available for newcomers and the population in general.

Later in the project, the team reached out to 10 service provider organizations for Language Instruction for Newcomers to Canada (LINC), allowing dozens of New Canadians to join Learn and Play programs in their area as well as taking coach and referee courses.

Throughout the two-year pilot project, the Soccer and Settlement team maintained a constant outreach to find and engage newcomers to ensure they knew about and benefit from this opportunity. Attending and supporting ethnic community events like the Nepalese soccer games, the Somali League and the Karen festivities on the weekends to name a few helped strengthen the project's reputation and built trust among clients.

The project not only connected New Canadians to soccer but also shared opportunities available but unknown to many newcomers. It also helped bridge some service gaps in the settlement sector in Ottawa, including information on sports and recreational opportunities in Ottawa, services for Francophone immigrants and more physical activities for immigrant youth and children. These include

opportunities to seek financial support from Kidsport and Canadian Tire's Jump Start to enrol in sports programs, and Youth Futures- a free education, employment and training program run by the City of Ottawa for youth aged 16-21.

## Play 'n' Learn

Play n' Learn Soccer was conceived as a program of up to one hour for children aged 6-14, 30 minutes of play and 30 minutes of learning about Canada's heritage and culture.

The project provided the facility and equipment while newcomer coaches trained in the Ontario Soccer Associations Long Term Player Development (LTPD) model were mentored and led many of the above-mentioned sessions. The programs allowed the new coaches to gain experience and confidence in coaching children in Canada before joining clubs.

The first program started at Rigdemont High School on Wednesday evenings in November 2011, targeting a large population of New Canadians settled in south Ottawa. Other programs were added in the following locations: Regina Public School, Youville Centre, Pinecrest Public School and in the summer expanded to Steve McLean Park, Bayshore Park and Fairlea Park.

Overall, more than 300 children aged 4-14 attended the sessions. The highest number was registered in the summer of 2012 in Bayshore, where 78 children aged 4-14 registered and participated in the program.

The summer of 2012 provided other free soccer opportunities offered by other providers. An example of that is the I Love to Play soccer program, run by the City of Ottawa and Ottawa South United in partnership with the Ottawa Coalition of Community Houses, which involved over 400 children from all corners of the city.

The project also supported existing programs. Youth trained as coaches and referees by the project led a free soccer initiation program in French for children 6-12 at three different locations: Patro d'Ottawa, Overbrook-Forbes Community Resource Centre and Vanier Community Services Centre in May-July 2012.

In late 2012 and into 2013 other programs continued at Youville Centre and Sir Winston Churchill Public School, in partnership with Sandyhill Community Health Centre, Rockers United Soccer Club and South Nepean Community Centre, as well as in Bayshore with coaches from the community trained by the project.

A program for government-sponsored refugee children and their families at the Reception House was offered on Fridays with the project connecting them to a club 310 program run by the Lowertown Community Health Centre.

*I have really appreciated all of our partnership with the OSA. The program has really allowed children at Reception House who are new to Canada connect with other children their age and develop skills that are both technical and build teamwork and cooperation.*

*The soccer program on Fridays is something the children at Reception House (RH) look forward to attending. It allows them to positively release their energy in a safe and constructive environment while they learn to adjust to life in Canada. The skills they develop through the program not only help them become better soccer players but it also instills good values and positive self-esteem and confidence in the children.*

*The skills they have gained from the soccer program is essential in many ways and I am glad that the children at RH are able to participate. I also appreciate having different coaches who can mentor and share their experiences with the children in order to further develop their skills.*

*Hiwot Abebe  
Children's Program Worker at the Catholic Centre for  
Immigrants' Reception House*

The project also teamed up with the Ottawa St. Anthony Soccer Club to offer a program for children 6-12 at the Adult High School on Rochester Street.

Another partnership with Ottawa Bolides and the Economic and Social Council of Ottawa-Carleton (CESOC) allowed us to offer a program in French for 20 newcomer children aged 6-13.

As parents' involvement varied, the learning portion responded to parents' needs identified in a registration/questionnaire form they filled out when registering their children.

The program was also opened to non-newcomers to allow better community building and integration.

Learning was focused more on connecting newcomer parents and their children to resources in the community, services available to new Canadians, from employment offers to sports and recreation opportunities in Ottawa, including the Boys and Girls Club of Ottawa.

Partnerships with clubs like St. Anthony, Ottawa Rockers and Ottawa Bolides proved to be crucial in the successful delivery of the program. Ottawa Rockers was endorsed by the EODSA to start a youth program to involve more children in a sanctioned OSA club.

When parents became more involved and coached children, Learn n' Play programs were more sustainable. For example, parents from Bayshore took ownership of the soccer program. The project supported with training, equipment and facility rental and parents guaranteed the sustainability of these programs.

Support from school boards was crucial in securing gyms to run sessions during the winter. Around 30 schools available free of charge for non-for-profit organizations to run youth activities thanks to the Priority Schools Initiative funded by the Ontario Ministry of Education.



**ROCKERS UNITED**  
**www.RockersUSC.com**

*Rockers United Sports Club participation in the Soccer and Settlement project through the Learn n' Play component has connected the organization to Strathcona Heights Community social housing neighbourhood in the City of Ottawa. This partnership provided us with access to the Strathcona kids for future player development in the Ottawa soccer community as well as assisted the Rockers in building its Youth Community Soccer Program.*

*The OSA's Soccer and Settlement project has been invaluable asset to the Rockers Organization. It provided coaching and referee courses as an opportunity to the newcomers to Canada and directed some of those certified coaches and referees to Rockers United Sports Club for some measure of sustainability to our newly created Youth Soccer Program.*

*The Rockers United Sports is very thankful for the opportunity given by the OSA's Soccer and Settlement project to build its club's youth program and the true commitment and dedication of Javier Clavelo who made it all possible as a community builder.*

*Peter Nesbeth  
President Rockers USC*

*Our participation in the Soccer and Settlement project through the Learn n' Play component has connected us to a local soccer club, which has provided coaching to children and youth in an under-served social housing neighbourhood in the City of Ottawa.*

*The project allowed us to create a partnership with Rockers United Soccer Club, which has been seeking opportunities to attract more children and youth to its programming. With the involvement of the soccer club we have been able to offer free soccer instruction to children and youth who otherwise may not have had the opportunity to play soccer.*

*The OSA's Soccer and Settlement project has given some measure of sustainability to our newly created program by providing necessary equipment such as soccer nets, balls and cones.*

*Gerald Dragon  
Youth Engagement Worker  
Sandy Hill Community Health Centre*

*I would like to thank the OSA for helping run the Bayshore Soccer program and for providing training to our coaches. This was a great opportunity for our team to be involved and learn / enhance their skills. The experience attained from our fruitful partnership will make the BCA summer soccer more professional and interesting. Soccer is widely accepted and liked by youth and kids and I see a good future for soccer games in Accora Village.*

*As in the past the soccer program was welcomed by our large community and we got good numbers of participation from community kids. This time too BCA will take all initiatives for the success of the summer soccer program and give more kids a chance to be involved.*

*Zarrar Ahmed  
Chairman  
Bayshore Community Association - BCA*

*The Vanier Community Services Centre has benefited from several initiatives put in place by the Ontario Soccer Association (OSA) over the past two years and we are very grateful for that.*

*The OSA has helped us recruit and train coaches and referees for our soccer initiation program. Moreover, the OSA has offered free training to newcomers from the Franc Succès to become referees and coaches.*

*Johanne Cayouette  
Youth Program Coordinator  
The Vanier Community Services Centre*

*In the framework of socio cultural activities organized by CESOC (Conseil Économique et Social d'Ottawa Carleton) for the benefit of francophone newcomers, soccer is an important sport which allows youth and adults to better build relationships with confidence and satisfaction as well as their well-being in a community spirit.*

*With that in mind, CESOC, the OSA and Ottawa Bolides Soccer Club joined forces to inform parents and encourage youth to join a Learn and Play program at Gloucester High School in Ottawa. Seventeen newcomer youth participated in the program between October and April 2013.*

*CESOC appreciates all efforts carried out by all parties involved and is very pleased of this partnership which had a positive impact in the immigrant francophone population. A 15-year old certified as a referee and a father certified as a soccer coach are just two examples of this program and we are all proud. We would love to continue that collaboration in order to benefit a higher number of youth in upcoming soccer programs.*

*Abdelkader El Habziz  
Welcoming Communities Program Advisor  
Conseil Économique et Social d'Ottawa Carleton*



### **LESSONS LEARNED**

- Involving parents and key actors in the community were crucial to keep programs sustainable
- Programs should charge a symbolic amount as some participants do not take free programs seriously
- Programs are more effective when clubs are involved
- When clubs are involved, covering facility rental fees makes program more affordable
- Ways should be explored to integrate soccer parents as volunteers, coaches and referees into clubs
- Good relationships with school boards, community centres and the City allowed us to secure gyms and fields to run program
- Resources should be shared with communities on how to access and insure gyms and fields to play sports
- Partnerships with other organizations were key to keep programs sustainable

# Community Day Events

Community Day Events were aimed at connecting newcomers and established Canadians on the field of play in locations right across Ottawa. Events followed the spirit of the Community Cup, run annually by the Catholic Centre for Immigrants (CCI), one of the project partners. The Community Cup welcomes, connects, and integrates newcomers to the community through sports and volunteerism.

Following the project team's involvement in the 2011 Community Cup, the project organized other events:

- The 2011 Ravens Community Cup at Carleton University
- A game-day event with Capital City Football Club in October 2011
- A futsal festival in partnership with the Ottawa Carleton Futsal League (OCFL) in April 2012
- Two events on Family Day with FC Capital United Soccer Club in February 2012-2013

The project also played an important role in running the soccer tournament of the 2012 Community Cup with CCI. Connections were made with New Canadians before, during and after the event to ensure they benefited from the Soccer and Settlement project programs as coaches, referees and parents.

The Family Day events with FC Capital United Soccer Club proved the most successful of all events organized. The first edition in 2012 drew 87 participants aged 4-12 and 40 children aged 6-12 joined the event in 2013. Run by club

head coach Traian Mateas, the session allowed children to learn fundamental aspects of the game and provided new coaches with the opportunity to connect to the club. The project covered the facility rental fees. Newcomer coaches volunteered and connected to the club on the day of the event.

Many newcomer adults are interested in playing in leagues. In partnership with the Ottawa Carleton Futsal League (OCFL), registration fees were reduced by 70% to allow newcomer teams to join the OCFL in a central offset location, but the minimum four teams were not confirmed due to financial constraints. Therefore, they could not join the League for the 2012-2013 season.

## LESSONS LEARNED

- Domes provided a great facility environment to run the festivals but being located in the outskirts of Ottawa, it made access to public transportation a challenge to many newcomer families.
- To reach higher participation, the project ran year end festivals at schools where all school children had an opportunity to play without the need for transportation or any other barriers.
- Partnerships were key with other free soccer events and programs offered in the summer, including the Community Cup and the Community Housing Soccer Festival. No community events were solely organized by the Soccer and Settlement project.

*FC Capital United has a very diverse membership, with players from many different countries; our vision and values, as well as our coaching approach are reflective of this diversity.*

*We were particularly pleased therefore, to partner with the OSA Settlement Project and run two soccer clinics for new Canadians on Family day in 2012 and 2013. This is important for Capital United as we feel that we're able to be another vehicle for young and new Canadians to reconnect with their roots via the Beautiful Game and have the ability to integrate quicker in a new environment.*

*We found the staff working on the project to be extremely collaborative and well organized.*

*We were very pleased with the turnout, particularly in 2012. Participants were given an opportunity to get to know other Canadian families and players involved in soccer, as some of our members also participated in the event. And, a number of highly talented participants were awarded scholarships in 2012 (essentially, the fees) to participate in our Youth Development Program. We noted that transportation to and from our sessions remained a challenge for some of the families, either because the parents were working or, they did not have access to a vehicle. We would hope that in future programs targeting new Canadians could explore ways to assist new Canadians to better integrate, by looking at ways to provide transportation assistance.*

*We were pleased to have had an opportunity to partner with the OSA Settlement Project and would welcome an opportunity to work with the staff again on other such important initiatives.*

*Anne Lavender  
Vice President  
FC Capital United Soccer Club*

## THE COMMUNITY CUP

The Community Cup program implemented by the Catholic Centre for Immigrants has seen many newcomers of all ages unaware of their future here find comfort in knowing they can use their background of playing soccer back home to great use here in their new home.

The feeling of hope, of opportunity, for being valued and making connections was provided by the work of the Soccer and Settlement program. It is one of the best examples and models that we have seen that truly gets down to the level of our newcomers to build a trust and facilitate connections that would otherwise not exist.

This is the key link missing for many sports organizations wishing to connect with new members. Some people's lives were changed overnight while others take more time and ease themselves into the game after the project coordinators built solid networks and trust with individuals.



*Soccer is a powerful tool for integration and we at the Catholic Centre for Immigrants do our best to give them a taste at least once a year with the Community Cup event.*

*The support received from the Soccer and Settlement program has been outstanding when it comes to pulling of this growing event that promotes soccer and other sports. We have upgraded our recreational tournament to now include 48 teams – a feat not achievable without the Soccer and Settlement programs support, promotion, and wisdom.*

*Dan Dubeau  
Community Cup Program Manager  
Catholic Centre for Immigrants / Centre Catholique  
pour Immigrants*

# Coaching

Following the Long-Term Player Development (LTPD) model adopted by the Canadian Soccer Association (CSA), the Active Start and Fundamentals courses held January 28-29, 2012, were the first of the LTPD courses run in Ontario.

A total of 20 courses saw 170 coaches certified with a nationally recognised National Coaching Certification Program (NCCP) qualification.

One of these courses was delivered in French. Courses provided New Canadian coaches with the background model of Canadian soccer, the required age-appropriate training and a clear coaching pathway within the Canadian soccer system. The modules delivered were Active Start for coaches willing to work with children aged 4-6, FUNdamentals (6-9), Learning to Train (9-12) and Soccer for Life (12+).

Two Fundamental courses were hosted in conjunction with the curriculum for a High School Soccer specific class. Students participating in the course are grade 10, 11, 12 English Language Learners (ELL), English as a Second Language (ESL) and New Canadians in students.

The courses took place over 7 days during class hours. In total 34 students, 1 Teacher (30 Male and 4 Female) earned their Fundamentals certification through the project.

The project benefited from highly-experienced Learning Facilitators and coaches, who helped connect our new coaches to the club system. Examples include Ottawa Internationals and St. Anthony FC.



OSA Learning Facilitator Audra Sherman leads a FUNdamentals course

## CHALLENGES

Coaching Courses were typically conducted on weekends, ranging from an Active Start Course 4 hours to Soccer for Life Course 16 hours. Some of the challenges faced were availability and confirmed attendance of newcomers, coordination of accessible facilities and transportation.

Each course requires a minimum of 15 participants to run the course. With no fee associated with the registration process, newcomers would register for courses and cancel days before or not attend on the day of the course. As a result, two courses were cancelled on the day of the training. Others were cancelled 1-2 days prior.

Many newcomers expressed their challenges of not being able to commit their time or cancelling last minute was due to family, church and work responsibilities. Newcomers indicated that their work requirements took place on evenings and/or weekends. Others were unable to attend due to last minute family responsibilities and not having a local support system or assistance in place to deal with unforeseen changes.

Low participation numbers were attributed to limited access to a centralized facility, inconsistency in facility location and Sunday transportation schedule.

In 2013, a new course registration system was set up. With many of the Ottawa-based Learning Facilitators busy coaching in different clubs during the weekends, some courses were cancelled at the last-minute or postponed due to the unavailability of facilitators.

Coaching courses required facility booking for two consecutive days on weekends. A majority of local facilities were not available for use on Sundays, therefore two different locations were needed to run the courses.

## LESSONS LEARNED

- To maintain the quality of the Soccer for Life Courses and minimize associated cost for facilities, courses should be scheduled during months when outdoor fields can be used
- Courses held at centrally-located facilities available on weekends had a better turnout
- Avoid totally free courses, charging a symbolic amount is suggested
- Providing bus tickets was an important aspect to the attendance of participants
- Do not rely totally on email communication
- Follow up with telephone in the lead up to the course date
- Explore car-pooling to address transportation needs
- Support newcomers through registration process online
- Train non new Canadians who can coach new Canadians in communities

## NEW CANADIAN PROFILE: MANUEL RODRIGUEZ FROM HONDURAS



Manuel Rodriguez arrived in Canada in September 2011 and soon connected to soccer in Canada thanks to the Soccer and Settlement project. "I found a flyer of the project at the YMCA's Newcomer Information Centre.

Shortly after, in March 2012, he took a Learn to Train coaching course. "That was my first contact with Canadian soccer", said the Honduran, a research associate of Carleton Laboratory for Radiotherapy Physics at Carleton University in Ottawa. He went on to take four coach courses under the OSA's Soccer and Settlement project.

With four years of experience as a coach for children in the United States, he soon connected to a club both as a coach and a soccer father.

"Upon arrival to Canada, my son did some research about soccer clubs in Ottawa because he wanted to play at a competitive level. He has been playing since he was five. He found the Ottawa International Soccer Club and did a try-out. He was then offered a position in the regional team for boys born in 1998," he recalled.

"After he started his practices I decided to get involved myself as assistant coach in the team provided that the team had a head coach already assigned. As an assistant coach, my first season (2012) was a great experience because I was working with an experienced head coach. Our team OISC U14B finished second in the league," he added.

In his first season, Manuel's son has enjoyed playing soccer and he has been selected again for the 2013 season. He is succeeding as a young soccer player here in Ottawa in his soccer team and his school soccer team, confirmed his father. "As a coach I hope to keep coaching at different levels and attain my Ontario Soccer Association's Pre-B license."

Manuel appreciates how much sport has helped him in his settlement process. "Soccer has helped me make a lot of friends (other coaches, parents, etc.) which led me to participate with people in activities other than just soccer."

"Canada is a great country with opportunities for everyone in everything and facilitates the progress of its residents regardless of race, gender, and age or culture background. Fortunately, thanks to our studies in the US, my family and I didn't have the language barrier but I have noticed that this is one of the major issues for newcomers to Canada," he added.

Manuel has a piece of advice to new Canadians: "Connect as much as you can with the community and one way is through soccer involvement."

## NEW CANADIAN PROFILE: TINO MUSAMPA FROM SOUTH AFRICA



Tino Musampa arrived in Canada in March 2011 and soon connected to soccer in his new home, Ottawa.

With professional experience at the 2010 World Cup in his native South Africa, Musampa soon did extensive research on Canadian soccer in his ambition to become a professional coach. "I read about the Soccer and Settlement Project on the OSA website. This project has given me the foundation to build my career upon by providing the basic knowledge about the Canadian sports culture," he stated.

His first contact with Canadian soccer came in June 2011 when he volunteered for the Ottawa Fury as a Field Assistant Manager.

Under the OSA project, he attended his first coaching courses following the Canadian Soccer Association's Long Term Player Development (LTPD) mode. In January 2012 he met Edgar Musonda, who introduced him to Ottawa Internationals club. With his soccer expertise from his native country and the LTPD qualifications, Tino took the position as coach for the club's U12 Boys Red Bulls in the local EODSA League.

"Canadian youngsters are for more receptive because they want to learn and they understand that they are behind compared to South Africans and other countries. I worked extensively on the fundamental aspects of the game and took my players back to the basics," he commented on his first season as a coach in Canada.

A former tennis and soccer player, Tino was born to a soccer family. His older brother played in the second division for his University of Pretoria team from 2004 – 2010. A cousin, Kiki Musampa has played for Ajax Amsterdam, Atletico Madrid, Manchester City and Malaga. Tino admits that if it was not for his involvement in the sport, he would have booked his flight back to South Africa a long time ago.

"Coaching is far beyond a passion for me and being connected to these youngsters has given a greater purpose to stay a while longer," he added. "My short term goals are to acquire the licenses needed to become an established coach in Canada within the next five years," added Tino, who completed a Sports Management degree at Algonquin College. In the long-term he aims to acquire the UEFA B and A licenses, "which may open the door for me to coach in Europe or the Middle East on a professional level."

# Mentorship Program

The Mentorship Program was designed to identify newly certified New Canadian coaches who demonstrated the desired skills for coaching and provide them with opportunities to develop their skills in established Ottawa soccer clubs. The goals of the program are:

- 1) Increase opportunities for New Canadians to have access to local soccer coaching experience
- 2) Support identified New Canadian coaches in their pursuit of coaching soccer in Canada
- 3) Increase the number of experienced and qualified coaches in our local soccer clubs.

4 Ottawa soccer clubs participated in program; St. Anthony's SC, Nepean Hotspurs, Ottawa Fury FC, Gloucester Hornets, Ottawa Royals, Capital United SC, Rockers United and Ottawa Internationals soccer club. Eight Canadian Soccer Association National and Provincial licensed coaches acted as Mentor coaches within each club and 10 new Canadian coaches been connected to local club as Apprentice coaches. Three newcomer apprentice coaches will start their mentorship in April 2013.

## OPPORTUNITIES

Participating apprentice coaches are provided with several opportunities through their involvement in the program, such as exposure to the Ottawa club environment, affiliation with a local club, coach development from qualified and experienced club coaches and potential coaching positions within the club. Select coaching positions offered a financial honorarium for their time.

Additionally, coaches looking for playing opportunities for themselves, children, family and/or friends are able to find a team with the established connection to their local club. The involvement in the club scene provides coaches with additional knowledge for how the soccer structure works in Ontario and Canada.

## CHALLENGES

Overall coordination of the program was challenging, things to consider from the stand point of New Canadian's are; availability of time around work and family, geographical location within the City, transportation, language, and matching coaches with an appropriate club that suits their coaching preferences such as recreation or competitive level, gender and age.

The majority of the qualified club coaches play several roles within their club to fulfill club standards and responsibilities. Consideration when coordinating a mentor program is the clubs' access to Provincial B or higher level coaches to be mentors, the Mentors' time, programs offered, schedules, club philosophy, policies and geographical location.

Both Mentor and Apprentice coaches submitted weekly reports on the program, their personal progress, development and overall feelings and experiences. Finding time to complete reports, access to computer and/or fax to submit paperwork and language comprehension were additional challenges.



## LESSONS LEARNED

- Avoid relying on email to provide program information. Arrange for newly certified newcomer coaches to receive program information on paper at coaching courses or other events.
- Request all interested newcomer coaches complete and submit a quick questionnaire at coaching courses or other events asking about availability, preferences and location.
- Avoid coordinating large group meetings with various club coaches and newcomer coaches.
- Establish personalized connection between potential apprentice coaches and club mentors through soccer events (family day festival), coaching courses and games.
- Be more familiar with clubs periodization in training. Knowing program cycles, clubs high and low times would minimize some of the challenges with coordination.

## NEW CANADIAN PROFILE: KAWA YAVARI FROM IRAN



Kawa Yavari joined the mentorship program with Ottawa Fury football club for seven weeks under the supervision of the Fury Boy's Prospect Director. "It has been very good experience. It has helped me improve in many ways, how to communicate with the coaches and kids I have worked with, how to be able to transfer my knowledge of the game to the kids, and many others".

"I've been enjoying my time and the environment has been friendly and comfortable, which makes me feel want to come back more often. It has also helped me gain more confidence to run sessions by myself and be useful in every practice and session."

"I would have loved to be more engaged and involved during the seven weeks of mentorship. Overall, it has been a great experience. I would love to be a part of the club because soccer is my passion and there's nothing more than soccer I love to do. If I'm given the opportunity and a chance, I will prove my ability and my work will be appreciated."

*On behalf of the Ottawa International Soccer Club (OISC), I wish to express my appreciation to the OSA Settlement Program for their initiative in training and educating new Canadians in the sport of soccer and their integration into the local soccer community.*

*As a Learning Facilitator for several of these courses over the past two years I have had the opportunity to help new Canadians learn the Canadian way of coaching soccer while learning from these candidates at the same time.*

*As the Club Head Coach of the OISC, I am also pleased with the OSA Settlement Program because our club has benefited greatly by way of acquiring new coaches for the club. To date, the OISC has had five graduates of this program come to our club as community coaches and several more have expressed an interest to coach with our club in 2013. Our club makes every effort to assist new coaches with cultural differences, transportation whenever possible, and any other assistance we may deem necessary to assist in their coaching transition.*

*Thank you again for this excellent initiative.*

*Roy Hillier  
OISC Club Head Coach*



# Referee

New referee candidates to Canada were introduced to the nationally recognised Referee Certification program as a starting point for all new referees requires them to complete the Entry Level Course. Three courses in French and two courses in English were held November 2011-April 2012. A total of 60 referees were certified and connected to some of the 60 clubs affiliated to the EODSA in 2012. Four other courses were held in January-March 2013, including one in French. A total of 127 new referees were certified.

## OPPORTUNITIES

All certified referees connected to clubs and made a positive contribution to soccer in Ottawa. In their first season, Souhail Abdala refereed 40 games for Ottawa Royals and was upgraded from Entry Level to District Referee. Likewise, Mukhles Alfares refereed over 140 games in his first season (2012), including the East Region Soccer League U15 Women's Cup. Ridha Ben Rejeb became an OSA Instructor, the same status he had held before settling in Canada. Four referees with experience in the summer season took a futsal referee course and joined the 2012-2013 Ottawa Carleton Futsal League.



*Referee Instructor Ridha Ben Rejeb leads an Entry Level Referee course*

## CHALLENGES

Courses were completed early in the calendar year and for Ontario that can mean months before the start of the outdoor season. As a result, referees had to refresh their knowledge of the laws of the game. In Year 2, two courses were held closer to the start of the season before the project deadline on March 31st, 2013.

Referees also needed to familiarise themselves with the online booking system which made it easier to manage their assignments. However some were not internet literate and had difficulties completing the pre-course study and questionnaire.

Using an anglophone website to create a referee course in French posed difficulties in the registration and pre-course study process. Exams were conducted manually in class, instead of the online version used for the courses in English.

### LESSONS LEARNED

- Organize courses closer to the start of the season
- Avoid totally free courses, charging a symbolic amount is suggested
- Set-up a French version of the refcentre.com to allow francophone coaches to better understand and utilize this referee management tool
- Bus tickets helped new Canadians participate in the courses
- Host courses in centrally-located locations to allow better access

## NEW CANADIAN PROFILE: RIDHA BEN-REJEB: "NO PAIN, NO GAIN." FROM TUNISIA



Ridha Ben-Rejeb arrived in Canada on August 20th, 2011, "a date I will always remember as this is when Canada became my new home welcoming me and my family members." Two months later, during a citizenship week celebration at the YMCA's Newcomer Information Centre in Ottawa, he learned about Soccer and Settlement project.

A former referee in his native Tunisia and referee instructor and assessor in Qatar, Ridha took an entry level referee course upon his arrival in Canada in November 2011 and soon validated his skills as an instructor. "I was called to attend accreditation training for all OSA District Referees' Course Instructors, during which I was accredited."

How did he become an OSA Instructor? "I was referred by a prominent soccer referee official in British Columbia who attended a FIFA conference a year ago with another instructor with whom I worked in Qatar. My Qatari

friend contacted the BC referee official who knew people in Ontario and recommended me to join the instructors' accreditation session with the OSA. The world of soccer is actually one big family from East to West and from North to South," he stated.

He considers himself lucky by being able to join both teams of referees and instructors in Ontario. "I have expanded my network with other members of the soccer community, including parents, club officials, referees and instructors". He has instructed and assisted in several courses, including two for new Canadians like himself in French language.

Thanks to the Soccer and Settlement project, Ridha soon started to contribute to soccer in Ontario. He refereed in Tunisia for 15 years and attained a First Class Referee status in 1999. Later, in 2005, he moved to Qatar, where besides to his teaching career at the university, "I started as a referee instructor and assessor" until he decided to immigrate to Canada.

Assessing his first season as a referee in Canada, with OSA, "my experience was fruitful both as a referee and instructor. I travelled to different places in Ontario and made new acquaintances. "I learned about different leagues and familiarized myself with refereeing in Ontario and Canada. It was an icebreaker."

Ridha is indebted to soccer as the sport has helped him meet new friends in Canada. "I built my first contacts thanks to Soccer and Settlement Program. My network was enriched even more when officiating and instructing. I am still in touch with a group of referees whom I took pride of instructing them last spring in North Bay. The group has started its own facebook page to communicate with one another. Eventually, my network has stretched as far as North Bay within a few months upon my arrival in Canada."

I am a language teacher who aims to continue contributing to soccer in Ottawa and Ontario. "I would like to help newcomers like myself find a starting point through community settlement programs. In the long run, I hope to contribute to the vision of CSA and its strategic plan for a bright future of soccer and refereeing in Canada."

A father of three children, including Rami born in Canada in June 2012, Ridha enjoys nature and networking. "I appreciate the welcome and assistance of Canadian institutions and community which have set up an array of programs to secure a smooth transition for newcomers and their integration into Canadian Society so to say to feel a sense of belonging. I really appreciate the fact of being approved and welcomed along with my family to join Canada a world leading country.

## NEW CANADIAN PROFILE: MUHKLES AL FARES FROM SYRIA



"Today is the happiest day of my 10 first months in Canada," said Mukhles Al Fares as he sat for the first day of his Entry Level Referee course organized by The Ontario Soccer Association's (OSA) Soccer and Settlement project.

A second division referee for almost 10 years and a sports physician for various Syrian clubs, Al Fares arrived in Canada, hoping to give his two children a better future and to continue to be involved in the sport he loves. The 2002 U-20 Asian Championships and the 2008 Asian Champions League are just two of the events he has attended in his long soccer career but there was a major barrier: language.

"This is my first contact with soccer in Canada," said Al Fares after completing the course exam online.

A client of the Catholic Centre for Immigrants (CCI), one of the project partners, he learned about this initiative, but waited to improve his English skills to start benefiting from it. He has devoted all his time in Canada to learning English during three daily lessons: morning, afternoon and evening. In the process he became a volunteer of the Community Cup, an annual recreational co-ed soccer tournament connecting new and mainstream Canadians.

As he waits for his wife and two children to join him soon, Mukhles Al Fares appreciated the opportunity offered by the Soccer and Settlement project. He has already made new friends like EODSA Instructor Ridha Ben Rejeb and looks forward to joining a club soon to referee the different leagues in the Ottawa-Carleton region.

In 2012, Al Fares referee over 100 games with St. Anthony and Gloucester clubs. He also took a futsal referee course and remained very active during the 2012-2013 Ottawa Carleton Futsal League.

# Soccer in Schools

The Soccer in School program ran in nine local schools throughout Ottawa in Year 1 and eight schools in Year 2. Students were given the opportunity to experience and participate in a quality structured age-appropriate soccer program during school time. The program also aimed to increase awareness of which clubs were located within their area, and the types of programs they offer for children and adults.

The middle school program was run during lunch hour and students signed up for the program, which may explain for the lower female participation rate. Elementary and High School programs were full class participation.

YEAR 1	YEAR 2
<ul style="list-style-type: none"> <li>• 285 children in 9 schools totaling 93 hours of contact time</li> <li>• 7 elementary schools, targeting children Grades 1-4</li> <li>• 2 middle schools, targeting grades 7 and 8</li> <li>• 90% were New Canadians</li> <li>• Elementary classes were approximately 60% Boys and 40% girls</li> <li>• Middle school classes were approximately 90% Boys and 10% Girls</li> <li>• One of the Year 1 schools continued program under Ottawa Fury Soccer Club</li> </ul>	<ul style="list-style-type: none"> <li>• 320 children in 9 schools totaling 80.5 hours of contact time</li> <li>• 6 of the Year 1 schools were offered the program in Year 2, while 3 new local schools added Soccer in School programs in Year 2</li> <li>• Programs ran in 7 elementary schools, targeting students grades 3-6 and 1 middle school, targeting students in grades 7 and 8</li> <li>• A senior program ran in 1 High School ESL class.</li> </ul>

## OPPORTUNITIES

Capital United Soccer Club offered summer Soccer Scholarships to four boys and one girl identified in the Soccer in School program. The scholarship covered the player's full registration fees for the clubs youth development program. There are future opportunities for these players to compete at the competitive levels in the upcoming outdoor season.

Seven of the nine participating schools completed a survey relating to the program. The table below indicates the results of one specific question: What are some of the barriers that students in your school face when it comes to participating in community sport, physical activity and/or healthy living programs?

Costs	100.0%
Location	71.4%
Cultural appropriateness	57.1%
Transportation	85.7%
Timing	14.3%
Equipment	71.4%
Access to Information	85.7%
Access of Programming	42.9%
Language of Parental Communication	85.7%
Physical Ability	0.0%
Confidence	28.6%
Parental Support	57.1%
Access to Facilities	42.9%

*The Soccer in School program was able to eliminate the majority of the barriers which New Canadians face when looking for opportunities to participate in quality, structured community soccer programs.*

## CHALLENGES

- Available Teaching Staff are a key challenge. It is not easy to find qualified individuals who are available to volunteer their time during school time hours.
- Teaching staff carry heavy workloads and many lack the confidence and knowledge to run a soccer specific program.
- Appropriate athletic attire can be an issue. Many students did not have access to proper footwear, shorts, shirts and shin guards. Traditional clothing restricted movements and posed a safety concern (loose, long, dragging clothing).
- Participation dropped in the Soccer in School programs that ran after school. Many students were responsible for younger siblings, had other commitments, no transportation back home and/or did not receive parental approval.
- Language Barriers

With 48% of registration in youth soccer in Ontario being female, it is important to continue to develop the female game amongst established and New Canadians. Having female coaches and players is not common to a significant portion of new Canadians; however the passion for the game made the whole process a success.

Introducing new Canadians to our culture and exposing young females to opportunities that lie within their new communities was one of many positive experiences that was taken away by the soccer in school programs.

Given most of the young females are not given many opportunities to play organized sports prior to arriving to Canada, having that experience with a female coach empowered them not only through play, but in their everyday lives. Understanding that they can also be a contributing factor in a team environment is important in their physical and physiological development.

Having a qualified female as the lead coach in this project assisted in the breakdown of existing barriers. Individuals not accustomed to females in leadership roles in society acknowledged equality between males and females in Canadian culture.



## LESSONS LEARNED

- Best way to reach and benefit a large population of New Canadians is through quality well-structured soccer programs during school day hours (nutrition breaks and lunch)
- Being flexible to the school environment and school calendar (double booking of facilities, conflicting events)
- Many schools have limited resources
- Identifying, acknowledge and team up with the Teachers, Principals and Support Staff that give their time, efforts and financial support to newcomer students for the opportunities to play organized sports

*As an ESL (English as a Second Language) Centre, Rideau High School is one of the most multi-cultural and diverse schools in the city. Students come from over 47 countries and speak more than 36 languages other than English.*

*These English Language Learners account for approximately 63% of our total student population and our families make 40% of the city average income.*

*For many of our students organized sport is unattainable. Although they are very familiar with soccer, the players, teams, leagues, and have raw talent, they are missing out on opportunities. For this reason I was very great full when Audra Sherman from the Ontario Soccer Association (OSA) contacted me about running a program called Soccer and Settlement. The program is a pilot project aimed at getting New Canadians integrated into local communities through soccer. Additionally, it aims to connect them with sanctioned soccer in the province and promote the sport as an enjoyable, healthy lifestyle. The program served my schools' student population quite well.*

*Programs such as the OSA's Soccer and Settlement project need to continue as they do more than just promote soccer in Ontario; they provide a sense of belonging for many new immigrants and refugees in my school. My students are receiving not only top of the line coaching, but they are also learning what it means to be coached, how to give and receive feedback, how to demonstrate sportsmanship, to overcome obstacles, and they are receiving resources in regards to how to register for soccer clubs, teams, and get involved in coaching.*

*English Language Learners (ELLs) and new Canadians can sometimes feel detached or lost in their new environment. Audra and the Soccer Settlement project are doing an amazing job reaching my students, fostering their physical, social and emotional health. For many, sport is an equal playing ground and programs such as the Ontario Soccer Association's Soccer and Settlement project need to continue and be embraced as the resources and opportunities provided for our new Canadians are monumental.*

*Megan Port  
English Language Teacher at Rideau High School*

*"It has been very rewarding for our students to have worked with you over the past months. Your soccer in school program is critical in socio economically challenged schools such as ours. You have encouraged many girls and boys to try it out and you have taught them valuable skills as well.*

*Thank you for the opportunity and best regards in your future commitment to the promotion of sport participation by young children."*

*Donna Bekkers-Boyd  
Principle St. Rose of Lima Catholic School*

## By The Numbers

Newly qualified referees at the Entry level:	127
Newly Qualified Active Start Coaches:	86
Newly qualified FUNdamentals coaches:	130
Newly qualified Learn to Train coaches:	54
Newly qualified Soccer for Life coaches:	34
Countries represented:	36
Learn 'n Play participants:	300
Mentor Coaches:	12
Soccer in School Participants:	605
Connections with Community Groups	57
Ottawa based Soccer Clubs involved:	8
Estimated Volunteer Hours over 2 years:	400+

## About the Soccer and Settlement Pioneers

### JAVIER CLAVELO

Having built a career in sports for over 20 years, Javier was given the opportunity to coordinate this project in Ottawa. As a newcomer himself he was able to empathise and understand the challenges facing newcomers as they settle in Canada.

Apart from the numbers that were engaged in the project, he felt the most rewarding experience was the smile on the children's faces playing soccer. Having an opportunity to pursue their passion for soccer as they settle in a new country made them feel more comfortable and accepted in their new environment.

As he personally learned a new system and a new culture he felt privileged to be able to help others overcome several barriers, especially in having access to sports activities and facilities to play soccer. He felt many newcomers and other people who settled in Canada over 10-20 years ago continue to face similar challenges as those who have recently arrived.

Javier states "This is an ongoing effort. I have become so involved in this project. I will continue to provide my guidance and support on my own free time. The support from Citizen and Immigration Canada has been instrumental and I wish the lessons and accomplishments we have learned in two years will help CIC, municipalities, clubs and sports organizations in engaging and supporting new Canadians."

### AUDRA SHERMAN

Audra works for the Ontario Soccer Association as Soccer and Settlement Activator, Learning Facilitator and Long Term Player Development Technical Advisory Committee member. She currently works as an Academy Coach for the Ottawa Fury and Women's Soccer Assistant Coach at Carleton University.

Audra earned her undergraduate degree in Communication from Hofstra University and Bachelors of Education from the University of Ottawa. She also holds a Provincial 'B' Licence with the Ontario Soccer Association. As a former Semi-Professional W-League player, NCAA Division I Scholarship Student/Athlete and Provincial Player Audra played at a high level giving her opportunities from a young age to travel the world, playing the "beautiful game" and experiencing new cultures. Her work has covered every aspect of the sport including; Physical Education, grassroots, community, elite soccer and municipal sport and recreation programming.

Her involvement in the Soccer and Settlement project broadened her views and experiences on the true effect the game of soccer has in the lives of others. Audra states: "This game is more than systems of play, results and x's and o's. Soccer is a subculture of individuals that come together because of their mutual understanding, respect and passion for the game. Soccer has the unique power to eliminate stereotypes and break barriers and bring people together."

# Thank you to our Partners

### THE ONTARIO SOCCER ASSOCIATION WOULD LIKE TO THANK THE FOLLOWING ORGANIZATIONS AND ASSOCIATIONS FOR THEIR SUPPORT IN THIS UNIQUE PROGRAM:

- Citizenship and Immigration Canada (CIC)
- Eastern Ontario District Soccer Association (EODSA)
- Catholic Centre for Immigrants (CCI)
- FC Capital United Soccer Club
- Somali Centre for Family Services (SFS)
- LASI World Skills
- Immigrant Women Services
- Conseil Economique & Social d'Ottawa Carleton (CESOC)
- Ottawa Chinese Community Service Centre (OCCSC)
- Jewish Family Services of Ottawa
- Youth Services Bureau of Ottawa
- Vietnamese Canadian Federation
- Pinecrest Queensway Community Centre
- Vanier Community Services Centre
- Library Settlement Workers
- Ottawa Community Housing Corporation
- Ottawa Local Immigration Partnership (OLIP)
- Communauté camerounaise du Canada Région de la Capitale Nationale
- Nepalese Canadian Association of Ottawa
- Comité d'Action Multiculturel Francophone d'Ottawa
- Patro d'Ottawa
- Riverside South Community Association
- Colombian Community of Ottawa-Gatineau
- Coopération Intégration Canada (CICAN)
- Guatemalan Community
- Jaku Konbit, African Community Services
- LAZO Latin American Women's Support Organization
- Muslim Multicultural Community Services
- Mexican Canadian Cultural Association of Ottawa-Gatineau
- Ottawa Ethno-Cultural Coalition
- Ottawa Muslim Community Circle
- Ottawa Orleans Somali Community Organization
- Yemeni community
- Peruvian Ottawa-Gatineau Association
- Salvadoran Canadian Association of Ottawa and National Capital Region
- South Sudanese Community Association of Ottawa
- Lowertown Community Resource Centre (LCRC)
- Latin American Women Organization (LAZO)
- Somali Relief Ottawa (SRO)
- Sandy Hill Community Health Centre
- Canadian Association of Rwandan Youth (CARY)
- Hunt Club/Riverside Community Services Centre
- Ottawa Orléans Somali Community Organization
- Overbrook-Forbes Community Resource Centre
- Ottawa Community Immigrant Services Organization (OCISO)
- Pinecrest-Queensway Community Health Centre
- Lowertown Community Resource Centre
- Bhutanese community
- Association Culturelle et Sportive des Afars d'Ottawa
- YMCA-YWCA of the National Capital Region
- Haiti en Fête
- Latin American Cultural Institute
- Michele Heights Community Centre
- Ottawa Carleton District School Board
- Ottawa Catholic School Board
- Conseil des écoles publiques de l'Est de l'Ontario
- Conseil des écoles catholiques du Centre-Est

# Appendix

- A. Multilingual flyer: English
- B. Multilingual flyer: Arabic
- C. Multilingual Flyer: French
- D. Multilingual flyer: Spanish

