ENGAGING WITH DIVERSE COMMUNITIES: SPORT AS A VEHICLE FOR SOCIAL DEVELOPMENT

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BACKGROUND

• Sports research tends to focus on the elite sporting environment, processes of globalisation, and performance enhancement.

• However, it has also long been acknowledged that sport can be a powerful social vehicle for promoting health, education, social development, peace and for reducing conflict (Beutler, 2008).

• A paucity of research examining the broader social implications of engaging with communities through sport (Skinner, Zakus, & Cowell, 2008).
THE PROJECT

DAVAO

MAPAC MANILA

GENERAL SANTOS

[Map of Southeast Asia showing locations mentioned in the text]
PROJECT AIMS

More than a sports coaching module.

AIMS

To use athlete-centred coaching principles to:

1. Encourage a Paradigm Shift
2. Develop awareness of how sport can be used as a vehicle to connect with other human beings
3. Develop awareness of how sport can be used as a vehicle for developing personal and social skills
4. To encourage ownership and to be sustainable in the long-term
ACTION RESEARCH
Mission: “To be advocates and to promote the well-being of children-at-risk.”

My aim: Provide opportunity for positive personal and social development through a sporting context.

### THE PROGRAM

#### Triple focus:

1. **Teach the various life skills to the boys.**
2. **Model how to facilitate these sorts of sessions to the staff.**
3. **Up-skill the staff about the use of physical activity for non-traditional outcomes.**

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#### 5 C’s

<table>
<thead>
<tr>
<th>Key Aspects (5 C’s – overall goals to work towards)</th>
<th>Key Skills (breakdown of the C’s – more specifically what we want students to develop)</th>
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</table>
| Competence                                          | • To perform a variety of sporting skills  
• To teach others skills you have learnt  
• To manage yourself  
• To manage others |
| Confidence                                          | • In your own skills  
• To make good decisions |
| Character                                           | • Having values as the foundation of your performance/behaviour  
• Fair play  
• Setting personal goals  
• Leadership  
• Resilience |
| Connections                                         | • Working co-operatively with others  
• Being able to communicate clearly with others |
| Compassion/Care                                     | • Being respectful of others  
• Understanding others and having empathy  
• Helping others |