



Community Street Soccer

Using the power of sport to change lives

Street Soccer promotes social inclusion and personal change for participants by providing support and promoting participation, inclusiveness, commitment and team spirit.



Location	Australia
Organisation	The Big Issue
Start-end date	2007 – ongoing
Target group age	Over 16 years old
Reach	Over 5,000 people since its creation
Partners (main)	Nike, Australian Government, Melbourne Heart and regional partners
Key facts	The Big Issue hosted the Homeless World Cup in 2008
For inspiration	www.thebigissue.org.au/community-street-soccer/about/





Summary

The Community Street Soccer Programme, known as Street Soccer, uses the power of sport to promote social inclusion and personal change for homeless, marginalised and disadvantaged people. It changes lives and creates healthier communities across Australia. Initiated in 2007, the Community Street Soccer Programme has engaged more than 5,000 persons. Over this period, many participants have reported positive changes in their lives, thanks to the opportunities Street Soccer has created for personal outcomes in pre-employment, employment, health and housing.

Keys to success

Social benefits to the community

In addition to the direct impact on individual participants, Street Soccer is a cost-effective social change programme that saves money for the Australian taxpayer. An independent study on the programme's economic impact found that participation in Street Soccer had led to individual behaviour change and a reduction in high-risk activities.

Participants' engagement

Participants are deeply engaged in the programme. People who in many cases have given up on counselling and traditional support systems and services are helped in an efficient way. The person is put at the centre of the solution and the programme provides them with the support and tools necessary to make positive changes to their lives.





Sport for All objectives

Promote sport and physical activity

The programme uses football as a catalyst for transforming lives and providing participants with a sense of purpose and belonging. Participation in sport is at the heart of the project, where participants get together once a week for training and matches. Permanent pitches, playing equipment and a dedicated coach are provided at each location.

Provide equal access to sport

The programme uses sport to promote social inclusion and personal change for homeless, marginalised and disadvantaged people. It aims to create healthier communities and social change, encouraging participation, inclusiveness, commitment and team spirit.

How is the programme communicated?

The programme uses a mix of different channels for communication including “The Big Issue Magazine”, press releases and social media.

How is the programme evaluated?

The evaluation focuses on solutions that fix the causes of homelessness (e.g. domestic and family violence, social isolation, drug and alcohol dependency, unemployment) rather than the outcomes, such as a lack of housing.



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

Participant



Join the sporting society!

Globally, 1 in 4 adults is not active enough and more than 80% of the world's adolescent population is insufficiently physically active (World Health Organization). Let's reverse the trend and get moving.



Promote sport and physical activity

Recent changes in leisure and work practices, diet and a host of other trends has led to an increasingly sedentary lifestyle amongst the world's population. Sport for all programmes aim to promote sport and physical activity to mitigate the negative effects associated with these developments.



Improve public health and well-being

Sport and physical activity plays an important role in making societies healthier, happier and safer into the future. Successful sport for all projects help to stimulate these common benefits across entire communities.



Support active societies

Active societies involve many stakeholders such as parents, coaches, schools, local clubs, sports organisations, event organisers and grassroots activities, to name but a few. They can all be hugely influential in promoting healthier lifestyles within a community. Programmes that support and reinforce their efforts are vital for the encouragement and promotion of active societies around the world.



Provide equal access to sport

Every member within a community should have equal opportunity to live an active and healthy lifestyle. Effective grassroots programmes place a heavy emphasis on ensuring that all of their participants can enjoy this opportunity regardless of physical condition, race, gender, social conditions, geographical location or otherwise.



Foster Olympic legacy

The Olympic Games provide a source of inspiration and a vibrant expression of the Olympic values of excellence, friendship and respect. This unique power can energise communities to develop projects enabling and inspiring people to become and stay physically active into the future.

Become a key player in your community

A useful platform has been designed for organisations across the Olympic Movement that are managing Sport for All programmes, providing them with the knowledge, understanding and tools needed to improve existing programmes worldwide, as well as to create new ones.

Get inspired by more than 45 projects around the world

Learn more about best practices with our toolkit

Create your project based on proven academic research and experience of organisations

Share your experience and lead the way to inspire more projects

Connect with a vast network fueled by inspired partners

Find more information

- Sports and Active Society Programmes
- A Guide to Implementation
- www.olympic.org
- activesociety@olympic.org