

**Sister Cities New Zealand Air New Zealand Awards 2000  
Best Youth Project**



**Sister Cities Youth Soccer Tournament  
15 - 18 August 1999**



**Kurashiki**  
Japan



**Christchurch**  
New Zealand



**Songpa-Gu**  
Seoul, Korea



Entered by Christchurch-Kurashiki and Christchurch Songpa-Gu Sister Cities Committees and supported by the Christchurch City Council

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## Executive Summary

A youth sporting exchange involving representative soccer teams from the sister cities of Christchurch, Kurashiki, Japan, and Songpa-Gu, Korea, was held in Christchurch from August 15th to 18th 1999. Fun, sport, cultural experiences and sightseeing fully occupied the participants and officials.

Through the willing support of a large number of sponsors, volunteers from the wider community and from the very good participation by the boys in the teams themselves, a highly successful sporting event resulted.

But much more than a sporting event was achieved. Youth from three nations were actively involved together. Local young people were involved at every stage of the tournament and benefited from unique experiences and new opportunities.

A wide pool of volunteer residents from Christchurch became part of the sister-cities support network. Christchurch businesses became aware of and supported the sister-city activity. The news media promoted one aspect of sister city involvement to a much wider audience of residents.

A base has been established from which to continue the ideal of the sister cities of Christchurch being involved in promoting continuing multi-national youth activities.



## Background and Vision

In September 1998 a Christchurch Under 17 Soccer Team played soccer in two of Christchurch's sister cities Kurashiki, Japan, and Songpa-Gu, Korea. The success of this tour was the inspiration for a youth soccer tournament involving the three sister cities.

All three sister cities responded positively to the idea, with Christchurch providing the impetus and venue for the first joint sister city youth sport linkage.

*"The tour to Kurashiki & Songpa-Gu was such a great experience for our young players. We wanted to be able to return the hospitality and give the young players from Japan & South Korea the same experiences."*

David Bolam-Smith, Chairman, Christchurch Youth Soccer Tournament Organising Committee

The tournament provided a wonderful opportunity for the teams to come together in Christchurch and for the young players to experience soccer at an international level, while sharing their three differing cultural and educational experiences.



The Kurashiki team poses for an arrival photo.

## Objectives

The objectives of the Sister Cities Youth Soccer Tournament were:

- To involve youth from three sister cities in a unique international sporting, educational and cultural experience.
- To build on the success of the Christchurch Sister Cities Youth Soccer Tour in 1998.
- To extend sister city activities to improvement of youth fellowship through sport.
- To involve the wider local community in a joint sister cities youth project.



The soccer teams parade in the opening ceremony.

## Activity details

The Christchurch Sister Cities Youth Soccer Tournament with representative youth soccer teams from Kurashiki, Songpa-Gu and Christchurch was held from 15-18 August 1999.

An organising committee was formed with representatives from the Kurashiki and Songpa-Gu sister city committees (including a youth representative from each committee), Canterbury Soccer and the Canterbury Employers' Chamber of Commerce. Much time was then spent canvassing the local community for support and the response was tremendous.

### The Youth Soccer Tournament

All the games were played at Christchurch's first-class Queen Elizabeth II Stadium, venue for the 1974 Commonwealth Games.



*The St Andrews College Pipe Band piped teams on to the pitch.*

At the opening ceremony the three teams were piped into the arena by St Andrews High School Pipe Band.

Speeches by the Deputy Mayor of Christchurch and the Vice-Mayor of Songpa-Gu were followed by a traditional musical performance by a young Korean woman.



*Miss Yoon Young Kim plays a traditional Korean instrument.*

The feature of the day was the Six-Side Soccer Tournament, a new experience for many of the Koreans and Japanese.

On the Monday, Tuesday and Wednesday afternoons competitive soccer was played.



*The Kurashiki and Songpa-Gu teams line up before their match.*



Winners Songpa-Gu show off their trophy with Mayor Garry Moore (centre right) and Chairman David Bolam-Smith.

Each game was sponsored by a local business. Trophies were presented each day: by the Manager of Korean Air on Day 1, by the Japanese Consul on Day 2 and at the closing ceremony, on the final day, Mayor Garry Moore presented a trophy to the tournament winner.

After-match functions gave the teams an opportunity to mix socially off the field, with the help of a few voluntary youth interpreters. The ice was really broken on the second day when the three teams piled in together, laughing and yelling, for a group photo.



The ice is broken!

#### Off the field:

Free mornings gave the teams the opportunity to experience something of the culture of Christchurch, its environment and attractions.

Visits to local attractions included the International Antarctic Centre and Willowbank Wildlife Reserve, where the visitors were able to view a kiwi and feed the farm animals. They finished with a good Kiwi feed of fish 'n' chips.



Songpa-Gu officials chill out at the International Antarctic Centre.

Aranui High School students, who were preparing to visit their sister school in Songpa-Gu, had the opportunity to practise their Korean when they hosted the team to a tour of their school and a morning tea.

A formal dinner was held for the team officials, organising committee, sponsors and the visitors from Songpa-Gu Office. The Cashmere High School's musical quartet was a fitting accomplishment to cementing relationships further that evening.



*Aranui High School invites the Songpa-Gu team to sample New Zealand education.*

The Kurashiki team was home-hosted by Christchurch families, with members who were of a similar age or had soccer interests. The homestay experience was, as always, one of the highlights of the trip for the boys.

The Songpa-Gu team was accommodated in a local Korean Golf Academy where they soon fondly referred to the owner as "Papa". Eleven local families took team members home for a real Kiwi dinner.

### **Obstacles Overcome**

It was not all plain sailing. At one stage it seemed that finance might prevent the event from going ahead, but with the overwhelming support of local businesses and local communities this was overcome.

There was a problem in accommodating the teams, as more than 150 visitors for the Festival of Japan in Christchurch were already being home-hosted at the same time. A plea on local radio brought a great response from families - many of them had no relationship with sister cities. The Kurashiki team was fully home hosted and each of the Songpa-Gu team enjoyed at least one evening's home hospitality.

The weather too provided an added challenge when Christchurch played Songpa-Gu in sleet and hail.



*A victorious Songpa-Gu team thanks the crowd.*



## Resources

People who gave of their time freely was our most valuable resource. Some 60 residents and many families volunteered time and effort to make this project successful.

More than 20 local businesses and organisations made donations or gave special concession rates: a local hotel sponsored accommodation for the team officials and Songpa Office visitors, the grounds were provided at a significantly reduced rate, each game was sponsored, as was the printing of posters, programmes and souvenir caps, meals were provided by local Korean and Japanese restaurants and passes to local attractions were provided free or at heavily discounted rates.

The organising committee raised cash contributions amounting to over \$10,000. Further to this, the visiting Kurashiki and Songpa-Gu teams themselves raised funds approaching \$60,000 for their travel to Christchurch.

### Budget

Income		Expenses	
Accommodation sponsorship	\$ 2 720	Grounds and officials	\$ 1 315
Sister City Committee contributions:		Catering	\$ 1 857
- Kurashiki	\$ 1 800	Hospitality	\$ 4 145
- Songpa-Gu	\$ 4 168	(incl. Accommodation)	
Sponsors	\$ 1 070	Laundry	\$ 113
ASIA 2000	\$ 1 200	Gifts	\$ 616
		Sightseeing activities	\$ 698
		Trophies	\$ 315
		Liaison officers expenses	\$ 210
		'The Press' advertising	\$ 265
		Bank charges	\$ 63
		Transport	\$ 1 286
<b>Total Income</b>	<b>\$10,958</b>	<b>Total Expenses</b>	<b>\$10 883</b>

## Community Participation

Sister city relationships are about people interacting and the success of the tournament was due to the involvement of the wider community.

Twenty-two voluntary interpreters assisted throughout the tournament. A number were young polytechnic language students. This experience has improved confidence in their language abilities. Similarly, many of the interpreters from the local Korean community gained confidence and enjoyed the opportunity to meet local Kiwis.

Twenty-nine families home-hosted the young visitors or hosted them for an evening meal. For many it was the first time they had entertained a Japanese or Korean visitor in their homes. We were delighted to be told by many afterwards "please don't hesitate to ask us again."

Local businesses agreed to support the tournament in varying ways from sponsoring games to providing attraction passes.

A thank-you reception held by the Mayor, in recognition of the tremendous volunteer effort, rekindled the contacts and the memories and spurred enthusiasm for involvement in future events.

## Youth Involvement

The vital role young people played in organising and participating in the tournament was complemented by the student entertainers and the young language students who were involved in guiding, hosting and interpreting for the visitors. All these roles provided a wealth of new experiences for the young people involved.

Grant, who was studying full-time Japanese at the Polytechnic, agreed to escort the Kurashiki team throughout its visit. Interpreting in both formal and informal situations, he admitted, was a huge boost for his confidence.

David, who previously visited Songpa-Gu as part of a high school exchange, became liaison officer for the Songpa-Gu team and, in turn, called on a number of his friends who had visited Korea or were interested in meeting and assisting the team.

## Awareness

The tournament's promotion and success reached the wider community and, in particular, increased awareness among youth of our sister city relationships.

Networking with the wider community, including the business community, and the plea for home-hosting created awareness of the sister city relationships and increased the volunteer resource available for future sister city endeavours.

The Festival of Japan programme also increased awareness of the soccer tournament and two of Christchurch's sister cities.

## Promotion

An eye-catching, sponsored poster was distributed to all high schools and local soccer clubs and was displayed in local ethnic restaurants and other public places.

In the lead up, the tournament was promoted in the Christchurch Star and community newspapers.

A sponsored programme was printed in three languages (this was translated by student volunteers from the Christchurch Polytechnic).

**RYDGES**  
CHRISTCHURCH

**Sister Cities Youth Soccer Tournament**  
15-18 August 1999

**It's FREE...  
to come along  
and support  
the teams**

For further information contact:  
David Balon-Smith  
Tournament Chairman  
PH. 384-9887

**Sunday, 15 August**  
10:00am Official Opening Ceremony  
1:30pm New Zealand, Japan and Korea cultural entertainment  
2:00pm Korea vs Japan  
3:00pm New Zealand vs Korea

**Monday, 16 August**  
2:30pm Korea vs New Zealand  
4:00pm Korea vs Christchurch

**Tuesday, 17 August**  
2:30pm Korea vs New Zealand  
4:00pm Korea vs Christchurch

**Wednesday, 18 August**  
1:00pm Korea vs New Zealand  
2:00pm Korea vs Christchurch

**Kurashiki Japan**

**Christchurch New Zealand**

**Songpa-Gu Seoul, Korea**

**ASIA 2000**

**NZ Soccer Club**

Anti Monograms, Christchurch Korean Society, Honsung Restaurant, International Asiatic Centre, Korea Air, Korean Restaurant, Martin Todd Cars, Oak Gift Shop, Quinceart, Trust Cars, Wagon & Wilson Print

Printing courtesy of Griffin Press Ltd

## Media Coverage

During the tournament Christchurch's daily paper featured the tournament results and photos. The Christchurch Press, the Christchurch Star and three local television stations reported the tournament with numerous interviews.



## Benefits

The major benefit arising from this project was the “feel-good factor” for so many people who were involved in a youth activity. Their efforts contributed greatly and were publicly acknowledged. Our community is better off because of this.

Kiwis, Japanese and Koreans have interacted on the sports field and socially in people's homes. All involved have learned something more about other cultures and their views on life. Because so many of those involved are young people the benefits will extend over generations.

Christchurch has a group of youth who now have played sport at an international level. They know something of the skills and style of two other countries. Hopefully, they are encouraged to further develop their skills.

Youths of three cultures have learned that differing languages don't necessarily stop people interacting and having fun. There is a greater willingness to try other languages and other people's habits - even eating fish'n chips!

All Christchurch secondary schools and soccer clubs, through the mail-out, have had a chance to be aware that sister cities are active in Christchurch and a little about one aspect of sister city interaction.

Youth from two Asian countries know what an attractive place Christchurch is. They know that we provide a welcoming environment and hopefully they or their friends will in future contribute to our inbound tourism industry.





*The Christchurch team is put to the test.*

Two local secondary schools have had their musicians perform at an international function. This has raised the status of those involved and increased their confidence for the future.

The concept of voluntary service in Christchurch has been extended to a group of our new settlers. Already a number are becoming involved in other community activities. If this project had not identified their talents and their willingness they may never have had an opportunity to participate.

Christchurch's sister city committees now have lists of people willing to help because this project fired their interest and gave them the confidence to volunteer.

Through watching the matches, reading the newspapers or seeing interviews on TV, Christchurch residents have had a chance to understand a little more about our Japanese and Korean relationships and the contribution sister cities can make to improving international relationships.

There is a stronger realisation within the members of the organising committee and others what we can do if we really pool our talents and resources. Future projects will build from the successes of this one.

**The perfect foundation has been laid for continuing youth and sporting initiatives among the three cities and a further soccer tournament in 2001 has been proposed.**



*A successful tournament comes to an end, with everyone together for the final team photograph.*