DEVELOPING A SPORTS CULTURE

I. INTRODUCTION

24.01 During the Eighth Plan period, sports development programmes were implemented by the Federal and State Governments as well as the private sector and national sports associations to promote a healthy lifestyle while developing character, team work and goodwill among Malaysians. Various efforts were undertaken to attract greater participation in sports and recreational activities.

24.02 Recognising the importance and contribution of sports towards enhancing national unity and inculcating the spirit of patriotism and solidarity as well as building a disciplined and competitive society, efforts to promote mass and high performance sports will continue to be undertaken during the Ninth Plan period. Emphasis will be placed on creating a sports culture among Malaysians to promote a healthy lifestyle as well as achieve excellence and recognition in sports at the national and international levels.

II. PROGRESS, 2001-2005

24.03 During the Plan period, various measures were implemented to provide an enabling environment for sports development in the country which included the training of athletes, coaches and officials, development of facilities as well as organising competitions at the national and international levels. These efforts provided an impetus to the development of sports and contributed towards the growth of the tourism industry. To achieve excellence in national and international competitions, emphasis was given to the development of high performance sports programmes while the Sports For All programme continued to be promoted to encourage mass participation of society in sports and recreation.

Enabling Environment

24.04 During the Plan period, a total of 564 sports associations was registered in line with the Sports Development Act, 1997. This enabled the Sports

Commissioner to ensure these associations were managed and administered in a more systematic, efficient and professional manner. A total of 29 associations was deregistered for various reasons provided under the Act. To further enhance professionalism among the office bearers of the sports associations, various courses were conducted by the Sports Commissioner's Office and 2,491 officials were trained during the Plan period.

24.05 A Special Cabinet Committee on Sports was established in 2004 to ensure effective coordination and implementation of sports development programmes. The Committee approved a monthly pension scheme which gave due recognition to former athletes who excelled in the Olympic Games. In this regard, two badminton players who won medals at the 1992 Olympic Games in Barcelona and three players in the 1996 Olympic Games in Atlanta benefited from the scheme.

Mass Sports Programme

24.06 Various activities under the mass sports programme continued to be implemented to create an active and healthy Malaysian society as well as to promote youth solidarity and national unity through participation in sports. During the Plan period, sports events and activities, including traditional sports as well as new sports such as extreme sports, mountain climbing, skate boarding and motor sports were organised. These events received encouraging response from sports enthusiasts which attracted 615,000 participants in 5,120 activities. In addition, awareness campaigns as well as fitness education programmes were organised aimed at creating and maintaining a healthy lifestyle. Callisthenics at the workplace and public parks were introduced by public and private sector organisations to improve the health and increase the productivity of their workers.

24.07 The National Fitness Council was set up in 2004 to further advance an active, physically fit, healthy and united Malaysia. This Council, a collaboration of four government agencies, namely the Ministry of Youth and Sports, Ministry of Health, Ministry of Housing and Local Government and Department of National Unity and Integration, supported the creation of a sports culture among Malaysians and enabled the implementation of more integrated and coordinated sports development programmes.

High Performance Sports Programme

24.08 During the Plan period, the Government undertook the upgrading and renovation as well as the construction of sports facilities at the national and state levels. These included the upgrading of stadiums and sports complexes such as the *Stadium Tuanku Abdul Rahman*, Seremban and the *Kompleks Sukan Paroi* in Negeri Sembilan as well as the construction of new facilities including the *Kompleks Sukan Negeri Melaka* and the *Kompleks Sukan Tawau, Sabah.*

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24.09 To enable participation in international competitions, various programmes aimed at building a pool of young talents with the potential of becoming champions were implemented by the National Sports Council (NSC). In this regard, the Commonwealth Games Athletes Preparation Programme, the Southeast Asian (SEA) Games Athletes Preparation Programme and the Talent and Youth Development Programme were continued during the Plan period to provide young athletes with systematic training. These long-term training programmes improved the performance of the national athletes with Malaysia emerging as the champion contingent for the first time at the XXI SEA Games in 2001 and Malaysian athletes were qualified to participate in 11 sports events at the 2004 Olympic Games in Athens compared with nine in the 2000 Olympic Games in Sydney.

24.10 Malaysian athletes also excelled in individual championships to reach world standard in sports such as badminton, tenpin bowling, squash, diving, body building, *wushu* as well as traditional sports such as *pencak silat*. They participated in, among others, the World *Pencak Silat* Championship in 2003, the World Championship for badminton, World FIQ for tenpin bowling and the British Open and World Championship for squash in 2005.

24.11 The training of athletes, coaches and sports officials for competitions at national and international levels continued to be undertaken by the respective sports associations and the NSC. These bodies provided the necessary training to athletes to participate in international competitions such as the Asian Games, Commonwealth Games, SEA Games and the Olympics. During the Plan period, Malaysia successfully hosted competitive sporting events which included the XXI SEA Games and World Cup Hockey in 2001, the XV World Tenpin Bowling Championship in 2003, ASEAN Cup Shooting Championship in 2004 and the VI International Raja Muda Regatta as well as the Monsoon Cup in 2005. In addition, the hosting of other international sporting events such as the Power Boat, *Le Tour de Langkawi* and the Formula One Grand Prix facilitated the growth of the sports industry as well as contributed to the development of the tourism industry.

24.12 To establish the foundation for participation in high performance sports, a more systematic approach for the identification and preparation of athletes at an early stage at the primary and secondary school levels was adopted. Towards this end, athletics and gymnastics were included in the school physical education curriculum, while the number of physical education teachers was increased, especially at primary schools. A talent identification programme was implemented to identify young athletes with high potential to be trained in training centres throughout the country. During the Plan period, a total of 2,370 athletes was trained at 115 sports training centres by 208 qualified coaches. Specialised training programmes were also implemented in institutions of higher education to enable promising athletes to continue training while pursuing their education.

24.13 With the establishment of world class sports facilities, efforts were undertaken to make Malaysia an international sports destination as well as venue for training of coaches and athletes through collaboration with international sports organisations and associations. Athletes from temperate countries were encouraged to utilise facilities available in the country for the purpose of training in tropical conditions. During the Plan period, a total of 34 international teams in various games such as hockey, squash, archery, football, swimming and athletics benefited from this arrangement.

24.14 In recognition of the contributions of sportsmen and sportswomen and to further encourage the participation of youths in sports, the Government introduced various incentive and welfare schemes. In appreciation of their contributions in international competitions, the *Skim Hadiah Kemenangan Sukan, Skim Hadiah Kemenangan Atlit Remaja, Skim Galakan Jurulatih Kebangsaan* and *Skim Kecemerlangan Pengurusan Pasukan* were continued during the Plan period. A total of 250 athletes received such incentives amounting to RM6.1 million.

III. PROSPECTS, 2006-2010

24.15 During the Ninth Plan period, sports development will emphasise on institutional and organisational improvements to enhance professionalism and promote greater achievement in sports. The strategic thrusts for the development of sports will be as follows:

- □ strengthening the national machinery and institutional capacity of sports associations to promote greater achievement in sports;
- □ developing a sports culture among Malaysians through the implementation of various sports programmes; and
- D promoting active and healthy lifestyle through sports and recreation.

Strengthening the National Machinery and Institutional Capacity

24.16 During the Plan period, sports development will give emphasis to eight core sports, namely athletics, aquatic, badminton, tenpin bowling, football, gymnastics, hockey and squash. To ensure that the development of sports in Malaysia is well coordinated and managed in a professional manner and in accordance with the Sports Development Act, 1997, the Sports Commissioner's Office will continue to organise training programmes for office bearers focusing on administration and management. It is expected that about 2,010 officials will be trained annually. To standardise the management of sports associations throughout the country, the Sports Development Act, 1997 will be extended to Sabah and Sarawak.

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24.17 The private sector will also be encouraged to complement Government efforts in providing sports and recreational facilities in areas to be developed for residential, commercial and industrial purposes. A long-term plan on the provision and management of sports and recreational facilities by the public and private sectors. In addition, partnership arrangements with the private sector will be intensified to assist in the identification of young talents as well as provide more opportunities for the younger generation to be involved in sports activities.

Mass Sports Programme

24.18 Various sports programmes and sports-related recreational activities will be organised to further promote mass participation in sports. These will include fitness development programmes and outdoor activities while new programmes based on strength and endurance that can attract greater participation among youths will be introduced. To promote the benefits of maintaining a healthy lifestyle among the masses, more awareness programmes such as campaigns, fitness education programmes and callisthenics at the workplace and public parks will be continued during the Plan period. It is expected that 50 per cent of Malaysians will be directly involved in fitness and healthy lifestyle activities by 2010 through these measures. To ensure the effective implementation of such programmes, a total of 24,000 instructors and facilitators in mass sports will be recruited and trained through courses to be conducted locally and abroad.

24.19 The active lifestyle programme will be continued to enable youths, particularly at the grass root level, to participate in sports. Under this programme, all sporting activities including motor sports, water sports and aero sports will be promoted with the support of the corporate sector through their sponsorships. These programmes and activities will enhance and promote sports tourism and contribute to the growth of the sports industry.

24.20 As part of the efforts to promote mass participation in sports, some of the existing sports facilities at state and district levels will be upgraded. Measures will be undertaken to ensure the proper maintenance and upkeep of these facilities, including the strict enforcement of a set of rules and procedures on their utilisation. In addition, personnel involved in the maintenance of these facilities will be provided with relevant training to ensure their capability and efficiency in managing the facilities. To encourage as well as facilitate greater participation in sports at the grass root level, 13 multipurpose sports complexes will be built at the district level. Various facilities for sports such as badminton, *sepak takraw* and futsal as well as premises for meetings and other community-related activities will be provided at these complexes. The proper running and maintenance of each complex will be undertaken by a committee to be set up in each particular area.

High Performance Sports

24.21 During the Plan period, efforts will continue to be undertaken to prepare a larger pool of young athletes to participate in international competitions through more systematic training and coaching programmes. In this regard, the Talent Development Programme will provide training to 14,570 young athletes in 37 sports events. Towards this end, the training centres and coaches for the Talent Development Programme will be increased to produce more athletes with championship talents and potential medal winners particularly for the 2006 Asian Games, 2008 Olympic Games, 2010 Asian and Commonwealth Games as well as other international championships. Greater accessibility to training programmes overseas will be provided to ensure athletes excel in high performance sports at the international level.

24.22 To establish a better foundation for participating in high performance sports, a more systematic approach for the identification and preparation of athletes at the primary and secondary school levels will be adopted. Towards this end, more physical education teachers will be deployed to primary schools while athletics and gymnastics will be included as part of the education curriculum. In addition, the school sports development programme will be further strengthened including the upgrading of existing facilities, the construction of two new sports schools, greater involvement and participation at the international level as well as the provision of more qualified and competent coaches and trainers. Schools will be encouraged to organise after school activities to provide opportunities for students to improve their skills in familiar sports and involve in new activities and complexes will be provided to students, including those under the management of local authorities in an effort to encourage students to be active in sports.

24.23 As coaches play a vital role in the development of sports, efforts will be undertaken to increase the number of qualified coaches. More training programmes at the certificate, diploma and degree levels will be conducted. A special programme will be introduced for the accreditation of coaches involved in conducting athletes development programmes while experienced former and current athletes will be encouraged to undergo the necessary training to qualify as coaches. Public institutions of higher education will be encouraged to offer more places for students to enrol in degree courses in sport science as well as programmes to train new coaches.

24.24 The Athletes Preparation Programme will be continued to prepare Malaysian athletes for the Commonwealth Games and Asian Games in 2006 and 2010, the SEA Games in 2007 as well as the Olympics in 2008. Malaysia's hosting of the Far East and South Pacific Paralympic Games for the Disabled in 2006 will further contribute towards the development of sports among the

disabled. This event will involve the participation of 48 countries with 5,000 athletes and sports officials as well as 10,000 volunteers. For this purpose, intensive and specialised training programmes will be organised to ensure the successful participation of Malaysian athletes. In addition, the hosting of other sporting events such as the Power Boat, Le Tour de Langkawi, the Formula One Grand Prix and the Monsoon Cup will further contribute to the development

INSTITUTIONAL SUPPORT AND ALLOCATION IV.

The Ministry of Youth and Sports will continue to be the lead agency 24.25 in providing sports and recreational facilities at the district and state levels. The state governments, the private sector as well as sports associations will provide support in creating a sports culture and promoting a healthy lifestyle among Malaysians.

24.26 The development allocation for the Ninth Plan is shown in Table 24-1. Of the total allocation of RM620.8 million, 48.3 per cent will be utilised for the construction of multipurpose sports complexes and 51.7 per cent for the upgrading, expansion and maintenance of existing sports facilities at the district levels as well as the implementation of athletes development programmes.

TABLE 24-1

DEVELOPMENT EXPENDITURE AND ALLOCATION FOR SPORTS PROGRAMMES, 2001-2010 (RM million)

Programme	8MP Expenditure	9MP Allocation
Sports Complexes	188.0	299.9
Upgrading and Maintenance of Sports Facilities	113.2	280.9
Athletes Development Programmes	6.0	40.0
Total	307.2	620.8

Source: Economic Planning Unit

of the tourism industry.

CONCLUSION V.

24.27 The implementation of sports development programmes during the Eighth Plan period made significant contributions towards the creation of a disciplined society through participation in sports and recreational activities. During the Ninth Plan period, sports development programmes will continue to focus on increasing accessibility to sports facilities to ensure greater participation at the grass root level as well as nurturing sports talents to excel at national and international level competitions. In addition, sports development programmes will continue to promote a healthy lifestyle, character building and teamwork among Malaysians. The private sector and NGOs are expected to play an increasingly important role in the implementation of sports development programmes to complement public sector efforts.

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