

## **ASEAN 2015 INTEGRATION AND IMPLICATION FOR PHYSICAL EDUCATION AND SPORT**

**Prof. Dato ' Dr. Leonard Andrew de Vries \***

### **Knowledge about ASEAN**

ASEAN formed on 8th August 1967 will be integrated in 2015 with a charter a legal framework and based on 3 pillars:-

- (1) Socio-Cultural Community
- (2) Economic Community
- (3) Political-Security Community

The future of our ASEAN people depends on ASEAN 2015 Integration.

(1) ASEAN population is the 3<sup>rd</sup> largest in Asia with 600 million after India, China.

(2) Our economy is valued at US\$1.85 trillion in 2008. ASEAN is the 3<sup>rd</sup> largest in Asia after Japan and China with GDP \$1506 billion (2008), China \$4402, Japan \$4924. ASEAN GDP increased 170% over the past decade.

(3) US foreign direct investment (FDI) into ASEAN totaled \$130 billion (2007) the largest destination for US in Asia.

(4) ASEAN is the 3<sup>rd</sup> largest US trading partner in Asia after China and Japan.

(5) US exports to ASEAN \$66 billion in 2008 up 6.2% from 2002.

(6) ASEAN's 3<sup>rd</sup> largest export market is US-12%, Japan-12%, China-10%, India-3%.

(7) ASEAN does 6% of all world trade.

The ASEAN Hub should be formed:

The governments of the 10 countries, the ASEAN Secretariat and ASEAN Foundation in Indonesia since the founding of ASEAN, 45 years ago have done excellent work in laying the foundation, developing the strategic plans and specific roadmaps for the 2015 ASEAN Integration and Community. The ASEAN Divisions in the 10 ASEAN Foreign Ministries have been given the task to manage implementation. The ASEAN people, corporate sector and civil society must now drive

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\* The President of Malaysian Association for Physical Education, Sport Science and Fitness.

execution, motivate, foster collaboration, provide entrepreneurial vision, champion change to achieve successfully the goals and plans for ASEAN 2015 Integration.

**(A) ASEAN (2015) Economic Community**

The 12 priority economic sectors for development are Wood based, Rubber based, Agro based, Fisheries, Textiles, Automotives, e ASEAN Electronics, Air Travel, Logistics, Tourism.

Health Care

Our discipline, the art and science of human movement ie. Physical education, sport, fitness, recreation must contribute to the advancement of each of the 12 selected economic sectors study, data collection and research questions have to be formulated and answers found for each of the 12 sectors.

Sample of these are indicated here

- (1) What products and services are presently in the market?
- (2) What new products and services could be developed?
- (3) What manufacturing process is being used?
- (4) How do we achieve quality products and services?
- (5) What is Intra ASEAN Trade, and how to achieve this successfully?
- (6) How is it to be used?
- (7) What Intra ASEAN and global marketing strategies are to be implemented?
- (8) What logistics are to be used?
- (9) How to bridge the economic gap between income and ASEAN countries?

**(B) ASEAN (2015) Socio-Cultural Community**

Our discipline must contribute to the socio-cultural ASEAN Community What study, data collection and research questions could be formulated and answers: solutions established?

1. ASEAN Physical Education
2. ASEAN Sport
3. ASEAN Exercise Fitness
4. ASEAN Recreation
5. ASEAN Productivity
6. Poverty
7. Promotion of Healthy Lifestyle
8. Drug Free ASEAN
9. ASEAN Community Development
10. ASEAN Cultural Heritage
11. Environment and Sustainable Development
12. Associations Civil Society

13. Social Justice and Human Rights
14. Women Issues

**(C) ASEAN 2015 Political Security Community**

Our discipline must contribute to the ASEAN Political-Security Community

- (1) Conflict Resolutions
- (2) Identity
- (3) Regionalism
- (4) Peace Studies
- (5) Cooperation, Team Work

**(D) General**

- (1) Physical Education and Student Lifestyle
- (2) Physical Education and Knowledge
- (3) Physical Education and ASEAN Indigenous Activity
- (4) Physical Education for Girls
- (5) Sport ICT
- (6) People with Disabilities
- (7) Basic Physical Education and Sports Facilities and Equipment
- (8) Physical Education and Sports Development Index (SPEDI)
- (9) Physical Education and the Millennium Development Goals (MDG)
- (10) Physical Education and Poverty Reduction
- (11) Main Theme for Physical Education Curriculum
- (12) The study of the Concept of Context for Physical Education Curriculum in Schools.
- (13) Sport and Peace (UN 2005 International Year of Sport and Physical Education)
- (14) Sport and Development (UN 2005 International Year of Sport and Physical Education)
- (15) Acquiring Qualitative and Quantitative Data on PE Lessons and Sports in School.
- (16) Identifying the Knowledge, Skill, Attitude Students are Learning from PE and Sport in School.
- (17) Exercise and Brain Performance
- (18) Exercise and Metabolic Syndrome
- (19) Sport Science and High Performance Sport
- (20) Sport Science and Sport for All

## **The Establishment of the ASEAN Sport Institute**

### **Rationale**

1. The ASEAN Heads of Government have agreed that in 2015 the 10 ASEAN Countries: Indonesia, Malaysia, Thailand, Singapore, Philippines, Brunei, Vietnam, Laos, Cambodia, Myanmar will be integrated with one vision, one identity, one community. A Charter, the legal and institutional framework for ASEAN was signed by leaders of the 10 countries in Singapore on 20 November 2007.

The ASEAN Community 2015 and its integration, will be based on 3 pillars

1. ASEAN Socio-Cultural Community
2. ASEAN Economic Community
3. ASEAN Peace and Security Community

The integration will make ASEAN the third largest in Asia with 600 million people, next to India and China and with a gross domestic product of US US\$3 trillion.

The prospects for growth, the challenge issues and problems are extensive and exciting. Within this context, the discipline of human movement, consisting of sport, fitness recreation and physical education must have an important role in the development of 2015 ASEAN Community.

2. The United Nations states that a countries health and economic well being is dependent on:

2.1 The medical and pharmaceutical industry resources provided by the country, which has a 20% influence.

2.2 Other non-medical factors such as education, environment, food, air, water, exercise-active lifestyle, emergency situations (man made and natural disasters) have an 80% influence.

2.3 The UN 2005 International Year of Sport and Physical Education wanted countries to realize that the 1 Sport-fitness-PE industry has a 20% influence and this is the same as the contribution of the medical industry. The UN wants countries to redirect their value position and resources to the PE and Sport Industry by giving priority to:

- Sport and Education
- Sport and Development
- Sport and Health
- Sport and Peace

3. The South East Asia and Asia as a whole have been extremely slow to redirect their value position by giving more importance and resources to this industry. For example since the formation of ASEAN in 1967, SEAMEO (the region's Ministers of Education) have set up at least

18 centres to develop and promote 18 disciplines or areas of human knowledge, but to this day, none in sport, fitness and physical education.

### Aim

The aim is to establish the ASEAN Sport Institute and in time the University, providing quality human capital in the academic professional and skill development (NVQ) for the growth of the 2015 ASEAN Community.

### Objectives

The objectives of the Institute are

1. to study the needs of 2015 ASEAN Integration in terms of sport, fitness, recreation, physical education and the provision of quality seminars, workshop, certificate, diploma and degrees.
2. to provide for higher degrees (master and doctorate) and research for leaders, key decision makers and entrepreneurs for ASEAN.
3. to provide national vocational qualification (NVQ) skill training for jobs in ASEAN.
4. to establish corporate sector, for generating finances at the institute.

### Divisions-Sectors

#### (Sample content)

1. Sport and Education. The academic and professional study and quality human capital for ASEAN, in particular:

- 1.1 Pre-school (play, movement, physical activity)
- 1.2 Primary school (physical education, sport and fitness)
- 1.3 Secondary School (physical education, sport and fitness)
- 1.4 College, polytechnic
- 1.5 University

1.6 Academic study of the discipline and sub-disciplines. Exercise physiology, biomechanics, psychology of motor learning, sport psychology, sociology of sport, philosophy of sport, physical education, history of sport and physical education, sport medicine.

2. Sport and social Cultural Integration-The academic and professional study and human capital for ASEAN

- 2.1 Sport and Peace
- 2.2 Sport and National Unity
- 2.3 Sport and ASEAN Integration
- 2.4 Sport Culture-ASEAN
- 2.5 Sport Art-ASEAN
- 2.6 Sport Music

2.7 Sport Photography

2.8 Sport Law ASEAN

2.9 Dance-ASEAN

3. Sport and Economic Integration-the academic and professional study and human capital for ASEAN

3.1 Sport and ASEAN integration

Perspective-the current 12 priority sectors:- wood-based products, automotive, rubber-based products, fisheries, textiles and apparels, electronic goods, agro-based products, e-ASEAN, healthcare, air-travel, tourism, infrastructure.

3.2 Sport Tourism

3.3 Sport and Hotel Industry

3.4 Sport Retail

3.5 Sport Manufacture

3.6 Sport Industry (F1 motor sport, sailing, football, badminton, fishing, fitness, martial arts, etc)

3.7 Sport travel

3.8 Sport Insurance

3.9 Marinas

3.10 Sport Design and Engineering

3.11 Sport Construction

4. Sport for All The academic and professional study and human capital for ASEAN

4.1 Fitness and Exercise

\* Preventive medicine

\* Curative medicine

4.2 Sport for All, Outdoor Recreation

4.3 Hospitals and Physiotherapy, Sport Medicine, Fitness

4.4 Cardiac Rehabilitation

4.5 Sport Exercise Stress

4.6 Wellness

4.7 Sport, PE, Health and Productivity

4.8 Senior Citizens

4.9 Disabled

5. Faculty of Sport Management and Governance

The academic and professional study and human capital for ASEAN

- 5.1 Government Sport Management ASEAN
  - 5.2 Private Sector Sport Management ASEAN
  - 5.3 Facility Management ASEAN
  - 5.4 Event Management
  - 5.5 Sport Marketing
  - 5.6 Sport Advertisement
  - 5.7 Sport PR ASEAN
  - 5.8 Sport TV and Radio ASEAN
  - 5.9 Sport Journalism ASEAN
  - 5.10 Club Management ASEAN
  - 5.11 Sport Association Management ASEAN
  - 5.12 Sport Financial Management
  - 5.13 Sport Public Sector Finance
  - 5.14 Parks Playground Management ASEAN
  - 5.15 Sport Publications
  - 5.16 Stadiums, Sport Complex, Swimming Pool Management ASEAN
6. High Performance Sport
- The academic and professional study and human capital for ASEAN
- 6.1 Sport Science and Coaching
  - 6.2 Periodization
  - 6.3 Sport ICT
  - 6.4 Biomechanics
  - 6.5 Sport Injury
  - 6.6 Talent
  - 6.7 Exercise Physiology
  - 6.8 Sport Medicine
  - 6.9 Sport Psychology
  - 6.10 Psychology of motor learning
  - 6.11 Sport Nutrition
7. Professional and NVQ (skill development) for jobs across ASEAN
- Workshops, seminars, certificates
- Sport-25 courses (app)
- Exercise and Fitness-20 courses (app)
- Recreation-23 courses (app)

Sport Industry-30 courses (app) ASEAN

Integration-10 courses (app)

8. Higher Degree-Post Graduate

(sample)

Master in Sport Management

Master in Sport Tourism

Master in Sport Industry

(Select one from, football, badminton, tennis, basketball, cycling, hockey, F1 motor sports)

Master I Fitness and Health

Master in Recreation

Master in ASEAN, PE and Sport

MBA (ASEAN Sport Business)

MBA (ASEAN Sport Marketing)

Master in 2015 ASEAN Integratio

#### V. Consultancy Objectives

The Consultants will complete the following

1. Develop the strategic plan for the ASEAN Sport Institute (ASI)
2. Develop the implementation plan
3. Work on the setting-up of the Institute (ASI)
4. Work on the management of the Institute (ASI)
5. Work on the academic and professional delivery (including course materials) of the Institute (ASI)

#### DV Consultancy-Implementation

1. Set up Secretariate with 1-2 staff for data collection, ICT communication from DV consultancy.
2. Monthly 12 study visits ie. 3-5 days each month
3. ICT (e-mail, internet, fax, postage, telephone) link with centre.
4. Written Reports ie. inception mid-term, draft, final report.
5. Duration of Consultancy
  - 5.1 Strategic Plan 6 months (2011-2012)
  - 5.2 Set up Institute (ASI)
    - 1<sup>st</sup> Phase 6 months (2012-2013)
    - 5.3 2<sup>nd</sup> Phase 12 months (2013-2014)



**DV Consultancy Schedule**

Month	Strategy	Consultancy Implementation
1 <sup>st</sup> month	1. Contract signed 2. Situation Analysis:- Sport Centre ASEAN 3. Universities Customer Needs	1. Secretariate (DV) 2. DV Study Visit
2 <sup>nd</sup> month	Submit Inception Report ie what work to be done in the next 10-11 months	1. Sec (DV Coordinator) 2. ICT Link 3. DV Study Visit 4. Presentation
3 <sup>rd</sup> month	Developing strategic plan for Institute (ASI)	1. Sec (DV Coordinator) 2. ICT Link 3. DV Study Visit
4 <sup>th</sup> month	Submit Mid-Term Report (ASI)	1. Sec (DV Coordinator) 2. ICT Link 3. DV Study Visit
5 <sup>th</sup> month	Submit Mid-Term Report (ASI)	1. Sec (DV Coordinator) 2. ICT Link 3. DV Study Visit
6 <sup>th</sup> month	1. Submit Final Report	1. Sec (DV) 2. ICT Link 3. DV Study Visit and Presentation
7 <sup>th</sup> month	Submit inception Report on implementation (cont)	1. Sec (DV) 2. ICT Link 3. DV Study Visit
8 <sup>th</sup> month	Implementation of institute (cont)	1. Sec (DV) 2. ICT Link 3. DV Study Visit
9 <sup>th</sup> month	Implementation of institute	1. Sec (DV) 2. ICT Link 3. DV Study Visit
10 <sup>th</sup> month	Submit Mid Term Report	1. Sec (DV) 2. ICT Link 3. DV Study Visit
11 <sup>th</sup> month	1. Implementation of institute	1. Sec (DV) 2. ICT Link 3. DV Study Visit and Presentation

12 <sup>th</sup> month	1. Submit Final Report and Overview of 2 <sup>nd</sup> year Consultancy	1. Sec (DV) 2. ICT Link 3. DV Study Visit and Presentation
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**Consultant**

1. Lead Consultant

Dato' Dr. Leonard A. de Vries, DSPN, DJN, KMN, PKT, PJK

Ph.D hon (Eng), Ph.D (US)

Ms Ed (US), B.Ed (US), Sp Cert PE (Mal)

Cert Ed (Eng), M.C.C (Eng), LTA (Eng), AAA (Eng)

2. Dr. Balbir Singh

Cert Ed (Mal) B.Ed (Mal) M.Sc (Aust)

Ph.D (Aust) Cert Hockey Levels 1,2,3 (Mal)

Universiti Malaya