

Singapore Government

**PRESS RELEASE**

Media Division, Ministry of Information &amp; The Arts, 38th Storey, PSA Building, 460 Alexandra Road, Singapore 051178. Tel: 2997343

93-jct-1f

**Release No: 31/SEPTEMBER****10-1/93/09/25**

**SPEECH BY MR YEO CHEOW TONG  
MINISTER FOR HEALTH AND COMMUNITY DEVELOPMENT  
AT THE SSC/FAS/MILO NATIONAL SOCCER SCHOOL  
CHEQUE AND AWARDS PRESENTATION CEREMONY  
SATURDAY, 25 SEPTEMBER 1993 11.00 AM  
AT THE ROYAL HOLIDAY INN CROWN PLAZA (SCOTTS ROAD)**

I am very happy to join you this morning for this cheque and awards presentation.

The Milo Soccer School has, since its inception, trained more than 10,000 young aspiring footballers. Some of our star footballers like Fandi Ahmad, Sundramoorthy, and more than three quarters of our present national team have gone through the Milo Soccer School.

At this juncture, I would like to congratulate our national soccer team on its promotion to Division One of the Semi-Pro League and qualifying for the Super League next year. I hope this promotion will spur our Lions on to greater heights. I wish them all the best in the forthcoming Malaysia Cup matches.

**The contribution of Nestle to the Milo Soccer School**

The Milo Soccer School will soon be entering its 20th year. Nestle Singapore has supported the Milo Soccer School continuously since the School was started way back in 1974. Nestle's total contributions over the years amount to more than one million dollars.

Nestle is increasing its grant from \$70,000 last year to \$120,000 this year. I would like to thank Nestle Singapore for its unstinting support of the Milo Soccer School. Nestle is an

excellent example of corporate support for sports.

The increased funding will boost the Milo Soccer School by providing for more experienced and qualified coaches. This will allow more young aspiring footballers to benefit from the Milo Soccer School.

I understand that four new training centres based in four primary schools have been formed recently.<sup>1</sup> Each of these centres will cater to about 50 trainees, making an expanded pool of about 200 Under-12 trainees. This expansion of the Under-12 training pool will enlarge the talent pool for our youth squads and national team to draw upon in the years to come.

#### **The importance of youth training schemes to Sports Excellence**

Youth training schemes help to develop a broad base of young talent for grooming into future sports champions. Without such schemes, it will be more difficult for the National Sports Associations to identify fresh talent to take over from present sports champions.

Youth training schemes are instrumental in helping to maintain a tradition of excellence in the sport. When trainees from the youth training schemes blossom into champions later on, they become good role models for aspiring boys and girls, and encourage them to join the same training schemes.

It is therefore important for youth training schemes to continue to evolve and improve, and keep pace with changing circumstances. It helps if the same sponsor can maintain a long-standing relationship with the scheme. Nestle's 19-year long support for the Milo Soccer School is a good example. It helps to build public confidence in the youth training scheme and makes longer term planning easier.

---

<sup>1</sup> The four new Under-12 Centres are Chong Shan Primary School/Chong De Primary School, Radin Mas School, Jaya Primary School and Keming Primary School

**Scope for sponsorship of youth training schemes**

Youth training schemes offer scope for private sector companies to work hand-in-hand with the Government to boost Sports Excellence. By sponsoring such schemes, companies can boost their reputation and image in a way which no amount of direct advertising can. They show the sports community and the public at large that they have common hopes and aspirations -- the hope of seeing Singaporean sportsmen and sportswomen do well.

Youth training schemes form an important pillar of the Sports Excellence Plan which is being prepared by Ministry of Community Development (MCD) and the Sports Council. Some sports already have on-going youth training schemes. Others will need to start their own schemes if they wish to excel in future years.

There is therefore tremendous scope for existing sponsors to enhance and expand their youth training schemes, and for new sponsors to come forward to support the new training schemes which some National Sports Associations (NSA) will be starting.

With that, let me once again thank Nestle Singapore for its commitment to soccer in Singapore. I have no doubt that its increased financial support for the Milo Soccer School will help to boost the standard and future of Singapore soccer.

- - - - -