

## **I. INTRODUCTION**

If there is one best means to develop the highest human potential in mind and body, and the best tool to transcend social, political and cultural differences, it is sports. More than the physical and mental development is the formation of admirable character that makes sports incomparable to any human activity. If education teaches values, sports practices values.

Beyond the self, sports cure social ills. People of varied races, culture, political affiliations and economic strata meet eye to eye in the playing field. Convergence of desires for social integration and peace is achieved through sports. Indeed, the cliché that the playing field is a level ground where unity in diversity is achieved stands across nations.

Whatever level of sporting activity one gets involved in -- be it for leisure, fun, recreation or for high-level and serious races for victories --it is always good for the person, the nation and the world.

### **Onset of a more focused strategy**

In 1989, the law that created the Philippine Sports Commission tightened and formalized the development and promotion of sports as a universal language of development. The law, Republic Act 6847, bespeaks the need to make sports accessible to the greatest number of Filipinos, as it energizes the ultimate reach for the highest athletic potential of the Filipino as gateway to achieving international prestige.

After 24 years of a focused program on sports-for-all, grassroots development and elite sports, we are yet to achieve the sporting phenomenon where all communities make sports a priority agenda. We are yet to see the parks all over the country brimming with families and children who play and train sports together. We are yet to see private business enterprises institutionalize support to sports as part of their corporate social responsibility. We are yet to witness the growth of the sports equipment industry, and where most of the sporting equipment is locally manufactured for greater affordability by most Filipino youth. Most of all, we are yet to grab the Olympic gold that had long been elusive.

The period 2013-2014 will clearly define the direction of Philippine Sports in all three levels of sports practice: sports for all; grassroots sports; and elite sports. For uniformity of understanding, these three terminologies are defined as follows:

### **Sports-for-all agenda**

The sports-for-all agenda is developing a mind-set that being fit is not just about muscles, speed and stamina. It is also about determination, discipline and dedication. These attributes make for mental toughness, and help people overcome unexpected adversities posed by economic and political uncertainties. In this realm, sports and physical fitness thus have a national dimension.

The focus in this agenda is on mass participation to a healthy lifestyle. It is about creating lifelong habits, adopting a healthy and better lifestyle. It is about collective enjoyment in sports for varied purposes such as physical-mental fitness, values formation, character-building, social integration. It is about establishing long-lasting understanding among people and community peace.

Mass-based and highly-participatory in nature, "sports for all is "sports for life" designed to involve the greatest number of Filipinos in a broad range of sporting activities. It is about easy access to sports facilities, and locally-made, cheap sporting goods and equipment.

### **Grassroots sports**

Grassroots sports development is to create interest and preparations for high-level athletic development. It speaks of providing opportunities and appropriate training essential to establishing long-term growth of a sports performance, with the end view of achieving a high-performance state of a junior athlete.

Grassroots sports development agenda identify, train and create a junior athlete and get them involved in competitive sporting activities and events. It harnesses the best athletic potential of the Filipino youth. It prepares young athletic talent to possess the qualities, abilities and physiological-psychological potentials to level up.

A wide arena of junior athletes who have access to more scientific training and standards training facilities in their respective communities is the goal of this agenda.

### **Elite sports agenda**

Elite sport is what others would refer to as high-performance sports. This is the ultimate level that an athlete can achieve in terms of performance. It is the measure of excellence of an athletic skill in international competitions, and is usually also measured in terms of medals and victories.

The creation of world-class athletes, through highly scientific training interventions and support system conducive to an all-rounded preparation for high-level sports competition, is the essence of this agenda.

The mark of excellence in sports achieved by the Filipino athlete in international tournaments is an instrument to make the Philippines known worldwide, opening a gateway to boost our tourism which is a major revenue-generating industry.

## **II. POLICY FRAMEWORK**

The Short -Term Philippine Sports Development Plan, 2013-2016 reiterates the role of the PSC in providing the leadership, formulating the policies and setting the priorities and direction of all national amateur sports promotion and development, particularly giving emphasis on grassroots participation.

The Plan is anchored on the Philippine Constitution's declaration that it is a state policy to give priority attention to sports, among others, to foster patriotism and nationalism, accelerate social progress, and promote total human liberation and development. Taking the cue from this policy statement, Republic Act (RA) 6847 creating the Philippine Sports Commission (PSC) was signed by President Corazon C. Aquino in 1990.

Moreover, the Plan is also grounded on the principles of Philippine Constitution's Section 19(1) of Article XIV that "The State shall promote physical education and encourage sports programs, league competitions and amateur sports, including training for international competitions, to foster self-discipline, teamwork, and excellence for the development of a healthy and alert citizenry."

The following mandates the promotion and development of sports as a means to nurturing healthy, disciplined and peaceful Filipino citizenry:

- Section 6-b, RA 6847 encourages wide participation of all sectors, government and private, in amateur sports promotion and development.
- Executive Order 64 adopts a national policy and program of "sports for all." This mandate should make sports accessible to all regardless of age, gender, talent and capabilities, and to promote universal values rooted in sport.
- Executive Order No. 651 strengthens the grassroots program of the Philippine Sports Commission that is in line with the Medium-Term Philippine Development Plan that calls for strengthening of education in Math, Science and English.
- The UN Millennium Development Plan promotes the potential of sports as a tool for development and peace.

- The UNESCO Charter on Physical Education and Sports asserts that the practice of physical education and sports is a fundamental right of all. These means that everyone must have full access to sporting activities, and that special opportunities and specially-crafted programs must be made available for young people, for the children, for the aged, for the handicapped, among others in order to develop their physical, intellectual and moral powers.

### **III. NATIONAL SPORTS STRUCTURE**

There are two major sporting bodies in the Philippines mandated to develop and promote amateur sports in all levels, from sports-for-all to grassroots and elite.

In the government sector, the PSC is the highest governing body established as a national regulatory agency and the sole policy-making and coordinating-body of all amateur sports development programs and institutions.

In the private sector, the Philippine Olympic Committee (POC) acquires its authority from its mother organization, the International Olympic Committee (IOC).

Together with its member associations, the National Sports Associations (NSAs), the POC aims to develop and protect the Olympic Movement in the Philippines, to disseminate among young people an interest in sports and a sportsmanship spirit, to encourage the development of high performance sports, as well as sports for all, to help train sports administrators as propagators of Olympism, among others.

While the NSAs have the autonomous and exclusive technical control over the development of the sport for which they are organized, the PSC is armed with an authority to institute policies and programs that directly support the training of high-performing athletes and coaches.

The exclusive technical control of POC-NSAs over elite athletes includes the recruitment and selection of athletes for the national pool, and selection of participants for international competitions. They define and execute training programs.

The support that PSC extend to the elite pool includes the provision of food and dietary services, medical and dental services, billeting, training allowances, training supplies and equipment, welfare programs, incentives and merits program, among other services. They fund the necessary exposures of the athletes to high-level training and competitions.

There are various major sectors whose mandate also includes development of sports and physical activities. The Department of Education (DepEd) is a laboratory for junior athlete discovery and development, as it also prepares the grounds to educate school aged Filipinos on the value of physical activities and sports. The Department of Interior and Local Government (DILG) is mandated to spearhead sports-for-all activities within the communities. The Department of Health (DOH) is an oversight to the elite sports.

#### **IV. PSC GOVERNANCE**

The PSC is managed by a policy-making body, the Board of Commissioners. The Board is headed by a chairman and four commissioners, all of whom are appointed by the President of the Philippines.

Programs are executed by the line function composed of two (2) plantilla bureaus and 6 divisions, together with created sections and special offices. It maintains 109 plantilla positions, 40% of which are technical positions. Manpower is augmented by 141 contractual and 16 Job Orders employees, mostly serving PSC-owned sports facilities and venues.

Since 1990, the PSC had experienced a row of 9 Chairmen and different sets of Commissioners whose expertise and track record range from sports to management.

The current Board is headed by Ricardo R. Garcia who, prior to his appointment as Chairman, had served as PSC Commissioner for seven years. The current four Commissioners are: Salvador Andrada, the longest-serving head of Philippine Tennis Association (PHILTA); Atty Jose Luis Gomez, the head of Little League Baseball in the Philippines; Gillian Akiko Thomson-Guevara, the champion swimmer who holds the record for most number of medals in the Southeast Asian Games; and, Wigberto Clavecilla, Jr., a champion senior golfer.

#### **V. DEVELOPMENT VISION AND MISSION STATEMENT**

**Vision:** A Commission with a unified sports program that will enhance the quality of life for Filipinos, instill national pride and attain international prestige through excellence in sports.

**Mission:** To serve as the prime catalyst and advocate for the propagation and development of Philippine sports by helping shape policies and setting priorities through the following:

- Coordinating and implementing a national sports program;
- Creating equitable opportunities for participation in sports by all sectors;
- Providing assistance to stakeholders and partners;
- Supporting the specially talented athletes for high level competitions; and

- Promoting the development of those physical qualities and moral values which is the basis of sports.

## **VI. STRATEGIC DIRECTIONS**

The period 2013-2016 is packed with renewed effort to redefine priority sport agenda that is not only comprehensive, integrated and high-impact, but is also synchronized with other Philippine sectors' priority agenda. This plan is anchored on four (4) Strategic Directions, as follows:

Strategic Direction 1	<b>ACCESS</b> to sports by the greatest number of Filipinos
Strategic Direction 2	<b>GOVERNANCE</b> in sports that is founded on integrity, honesty, and observance or respect of all existing sports mandates, structures and programs
Strategic Direction 3	<b>EXCELLENCE</b> in sports measured by high-level performance records in international competitions
Strategic Direction 4	<b>SUPPORT STRUCTURES</b> in sports are vital elements that strengthen the efficient delivery of the first three (3) directions. This includes Research, Information, Communication, Education (RICE); Sports Facility Development; Sports Medicine and Sports Science

### **STRATEGIC DIRECTION 1 - ACCESS TO SPORTS PROGRAM, PROJECTS, ACTIVITIES**

Access to sports ensures that sports is enjoyed by the greatest number of Filipinos, regardless of age, socioeconomic status, gender, physical-psychological state, and spiritual-cultural persuasions, making this effort a groundwork in widening the base of healthy citizens (through sports for all) and athletic champions (through grassroots sports).

The boundaries of involvement and participation in sports and to all forms of physical activities must be drastically expanded to reach everyone. Participation in sports and physical activities ranges from direct involvement in athletic competition to being immersed among the spectators. Involvement may also include personal initiatives to improve one's competencies in sports and related technical know-how.

The essence of this direction is for the differently-abled, the women, the indigenous people, and the other vulnerable groups to be empowered and led to the mainstream of society through sports. There are other lessons learned from sports aside from skills. These are leadership, cooperation and communication. Sports also reinforce the shaping of positive human values such as humility, tolerance, fair play, obedience to rules and authority, teamwork, and commitment to excellence. The drive to promote the highest behavioral and ethical standards can be nurtured through sports.

Side by side with the development of a sporting culture is a focus on the development of grassroots sports. Grassroots sports are designed to create interest and preparation for high-level athletic development. This agenda intends to provide opportunities and appropriate training essential to establishing long-term growth of sports performance of a junior athlete. This strategic direction also aims to develop children and adolescents who possess the qualities, abilities and physiological-psychological potentials to become high-caliber athletes. It also focuses on widening the base of potential junior athletic talents sourced from communities and schools.

### **1. POC-PSC PHILIPPINE NATIONAL GAMES (PNG)**

PNG is an annual competition program that serves as a national try-out for the final selection of the national pool for all sports. The national pool members are challenged by aspiring grassroots athletes from various sectors and localities.

#### **TARGETS:**

- ✓ One-time national championship
- ✓ Implement on the second quarter
- ✓ At least 5,000 high performing athletes

### **2. BATANG PINOY (BP) CHAMPIONSHIPS**

Executive Order No. 44, otherwise known as the Philippine Youth Games–BatangPinoy, was passed in 1998 to serve as the national sports competition program for children. BP was envisioned to address the need for a grassroots sports program centered on values formation inherent in the practice of sports and play.

Major partners of this competition program for children are the Department of Education (DepEd), the Department of Interior and Local Government (DILG), the Leagues of Provinces, Cities, Municipalities and Barangays, the Philippine Olympic Committee and the National Sports Associations.

**TARGETS:**

- ✓ 4 regional legs and 1 national championship
- ✓ Implement on the third and fourth quarter
- ✓ at least 3,000 regional athletes

**3. "NO BARS IN SPORTS"- A FITNESS AND SPORTS PROGRAM FOR INMATES**

This is a fitness and sports program for inmates. Sports and fitness activities are conducted in jails and penitentiary facilities around the country through sports skill training, friendly games and fitness and healthy lifestyle education, with the end view of enticing them to lead a normal life through sports.

**TARGETS:**

- ✓ Nationwide penitentiary or jail facilities
- ✓ Implement on a monthly basis
- ✓ At least 300 participants per penitentiary facilities

**4. LARO'T SAYA SA LUNETA: A TEMPLATE**

This is a once-a-week template of a park-based sports-for-all project that will eventually evolve into a national campaign to draw the Filipino Family into learning and playing the sports of their interest, free of charge.

This program endeavors to bring sports accessible to the public. It is a varied form of recreational, mass-based and family-oriented sporting activities that aim to raise awareness and appreciation on the joy of getting involved in sports, and what these involvements can contribute to the making of a wholesome and holistic person.

Undeniably, the parks are the most conducive places to draw crowd. Sports and parks are almost synonymous, in that, parks are truly inviting for physical and activities, in same manner that physical activities are best held in parks.

There are more than 1,600 public parks and recreation spaces throughout the Philippines, with a thousand more that are owned by private or other government entities. Most of these are either idle grassland spaces waiting for activities to happen, or are converted to children's parks with inadequate gadgets for play and active recreation. On top of that, most, if not all of the 42,047 barangays have spaces that are ideal as venues for play.



**TARGETS:**

- ✓ Every Saturday and Sunday; year-round
- ✓ Saturday in QC Circle and Sunday in Luneta Park
- ✓ at least 500 participants per area

**5. GREATER ACCESS TO SPORTING FACILITIES AND EQUIPMENT**

Access to sports facilities and equipment is a basic requirement necessary to create awareness of the benefits accrued from involvement in sport and physical activities. The PSC shall continue to embark on a program to open its sports facilities in various parts of the country (Manila, Pasig, and Baguio City, among others) to legitimate organizations' at discounted rates.

**TARGETS:**

- ✓ 20 PSC-controlled and –managed facilities
- ✓ High level and Grassroots type of activities
- ✓ at least 15,000 individuals benefited per year

**6. SPORTS GENDER AND DEVELOPMENT (GAD) PROGRAM**

The PSC GAD program ensures that Filipino women and girls get the optimum opportunities for empowerment, fitness and wellness, and for social integration through sports. It is driven to institute awareness on the special considerations for the participation of women and girls in sports.

It is envisioned to give merits to the women's roles and contributions in the local and international sports. Among its plan is to reach out to young women in the school communities, among other places/sectors, and show them the benefits of and opportunities for active involvement in sports.

**TARGETS:**

- ✓ At least once in two months
- ✓ Sports clinic type of activities
- ✓ At least 3,000 individuals benefited per year

**STRATEGIC DIRECTION 2 - GOVERNANCE IN SPORTS  
PROGRAMS, PROJECTS, ACTIVITIES**

Good governance in sports is reflective of an honest, respectable and transparent operation and management by all major sports bodies, be it government or private. It is the institution of proper and judicious fiscal management of sports resources, manpower, logistics and funds. It also ensures that sports structures, policies and laws from the national to the community level and of various sectors are respected, observed and enforced.

A review of relationships and partnerships based on existing laws and orders, of all national sports governing bodies and other entities that incorporate in their respective mandates development of amateur sports, must be undertaken. The delineation and definition of areas of responsibilities of all organizations involved in sports promotion and development must also be pursued, respecting the individual set-up, priorities, structure and competence of these institutions.

Partnerships are a vital component in this task of ensuring effective and efficient governance of sports. The UN Inter-Agency Task Force Report on Sports for Development and Peace of 2003 says that the sport sector provides a significant opportunity for establishing or strengthening partnerships for development. It sees partnerships as an effective way to work with sport, considering that the world of sport is by definition a world of partnership, incorporating diverse actors from the community, the public and private sectors and sports organizations at various levels.

**7. A PSC BUREAUCRACY WITH INTEGRITY**

RA 6847 mandates the PSC to provide the leadership, formulate the policies and set the direction and priorities of all efforts and initiatives for amateur sports development. The PSC shall exercise, by virtue of its regulatory functions, its mandate to regulate, coordinate and synchronize all sports programs organized, funded, promoted and initiated by various government and non-government entities in the country.

The institution of a sound structure and management in PSC shall also spell out clearly a governance of honesty and transparency.

**TARGETS:**

- ✓ Meet and pass the four good governance accountability requirements such as 1) Transparency Seal, 2) PhilGEPS Posting, 3) Cash Advance liquidation and 4) Citizen Charter.

## **8. RATIONALIZED SUPPORT SYSTEM FOR ELITE SPORTS DEVELOPMENT**

The past two decades is a witness to some indiscriminate funding support and expenditures for the training of the national pool and the National Sports Associations.

The PSC has started to rationalize this support system by instituting certain mechanisms to regulate expenditures, to make every NSA accountable to government funds and resources, and to urge them to hype up their capability to promote and market their sports.

### **TARGETS:**

- ✓ Support the high performing athletes and the 10 focus sports

## **9. REVIEW OF EXISTING LAWS AND NATIONAL POLICIES FOR THEIR SIGNIFICANCE AND VIABILITY, AND CRAFTING OF IMPLEMENTING RULES AND REGULATIONS (IRR) FOR EXISTING SPORTS LAWS**

Several sports laws have been produced or passed through the years without clear-cut statements and policies contained in Implementing Rules and Regulations (IRR). There are sports laws that had been in existence for many years without implementation or putting into operation. Modifications and adjustments, if deemed necessary, have to be effected, to ensure that these laws become more responsive, feasible and significant to the current directions of Philippine sports.

Laws that are deemed not responsive to current programs and directions need to be reviewed and abolished. Among the laws that need to be reviewed for either abolition or strengthening are Executive Order NO 62 and 63 (PFSDC and Sports for All Program), the Republic Act 9064 (Sports Benefits and Incentives Act of 2001), the Arnis Law, and Executive Order 651 (Strengthening the Grassroots Program of Philippine Sports), among others. Others are EO 535 (Rationalizing Pensions for Retired Athletes), EO 457 (Amending EO 63 & 64), Republic Act No 8757 (Establishing Sports Hall of Fame), Proclamation No. 1159 (Barangay Hataw Fitness and Sports Day), Memorandum Order No. 452 (Sports Clusters for GOCC), Provisions in sports contained in RA 7160, RA 7549, and EO 81, among others. The law that created the PSC may likewise necessitate a thorough evaluation.

### **TARGETS:**

- ✓ Amendments on sports laws

## **10. MUTUAL ASSISTANCE FOR PROGRESS IN SPORTS (MAPS)**

MAPS endeavors to establish or strengthen mutual and bilateral relations with countries that can significantly help boost Philippine sports. This is fostering mutual cooperation, relationships and alliances with various countries for exchange of sports technology, expertise, education and other related concerns. It is also a platform to institute linkage with local entities for support system.

Existing cooperation agreements in sports, like those with China, Cuba, Australia, Russia, and others, have to be optimized, while those pending finalization like the agreements with Havana, EU, Spain, Japan, and others, need to be brought back to the drawing board.

### **TARGETS:**

- ✓ Implement all doable bilateral agreements especially for sports development

## **STRATEGIC DIRECTION 3 - EXCELLENCE IN SPORTS PROGRAMS, PROJECTS, ACTIVITIES**

This platform is aimed at harnessing high-level training and preparations towards developing world-class Filipino athletes and coaches.

The Philippines has been able to make 19 Olympic appearances, but is yet to prove its world-competitiveness in the international sporting arena. With nine medals accumulated from all Olympic Games it has competed in, the Olympic Gold remains as elusive as ever.

The government's limited resources must be reasonably and judiciously spent whereby funding for sports must thus be rationalized by putting priority on those that will accelerate the full development of the sports and where Filipinos have greater chances of earning medals in international competitions, such as those defined as "*focus sports*" of the national government in sports. On the other hand, there must always be due consideration of "*return of investments*" policies for funding assistance extended to the NSAs for their elite sports programs. The absence of concrete policies stipulating the rates of ROI vis-à-vis this public funds expenditure, among others, shall promptly be addressed. The development of a wider base of word-caliber athletes would require professional and highly-competent coaches capable to scout, identify, tap and develop potential athletic champions. There must be sufficient opportunities for the development of quality coaches expected to develop more effective training programs and to better manage athletes.

## **11. FOCUS SPORTS**

A performance-based funding scheme has been established by both the PSC and POC Boards to ensure a reasonable and rationalized support system for sports. The following 10 focused sports are chosen and instituted after undergoing strict screening and assessment process: Boxing, Taekwondo, Athletics, Swimming, Wushu, Archery, Wrestling, Bowling, Weightlifting and Billiards.

The following parameters are adopted in classifying the said focus sports:

- Sports where the Filipino's physical characteristics are deemed fit to creating champions, such as:
  - Sports that do not require height as an advantage, and
  - Sports that are by weight category.
- Medal-rich sports
- Individual sports
- Records of performances
- Potential for winning in international competitions
- Capability to implement a mass-based / grassroots program

About P199 Million or 33% of annual remittances under the National Sports Development Fund shall be dedicated for the promotion and development of these sports.

Special privileges are accorded to athletes of these sports. Among those are giving of monthly training allowances ranging from P25,000 to P40,000. Athletes in these sports are also accorded with the privilege of training in China and other European countries in preparation for the 2013 SEAG in Myanmar, the 2014 Asian Games and the 2016 Olympic Games.

### **TARGETS:**

- ✓ Year-round
- ✓ Provide international exposure and training to at least 150 national athletes per year

## **12. REGIONAL "ELITE" TRAINING CENTERS**

Elite training has, ever since, been centralized in Metro Manila. While there may be countless sports facilities scattered all over the Philippines where grassroots or junior athletes play and learn sports, their accessibility for elite-level training is yet to be enjoyed by them.

Elite training centers such as the Rizal Memorial training venues and the ULTRA Philsports venues remain as the only multi-sports elite training centers in the country today. Junior athletes and grassroots coaches from Luzon, Visayas and Mindanao have long been denied of easier access to international standard facilities due to geographical distance. This situation delimits opportunities to entice greater number of province-based athletic potentials to undertake high-level training.

The PSC shall embark, in the soonest time possible, the institution of Elite Training Center in Luzon, Visayas and Mindano. These centers shall give junior athletes in the localities easier access to elite training under PSC accredited national.

**TARGETS:**

- ✓ Year-round
- ✓ Establish at least 1 regional training center hosted and in partnership with LGUs
- ✓ Provide high quality coaching to at least 300 regional athletes per center

**13. RATIONALIZED SUPPORT FOR ELITE TRAINING OF THE NATIONAL POOL**

About 60% of the PSC funds are allocated to support high-level training and preparations of the National Pool of athletes and coaches, such as the following:

- a) Training allowances of athletes and coaches
- b) Free billeting facilities equipped with the necessary amenities
- c) Food or food allowance
- d) Training facilities and equipment
- e) International exposures, trainings and competitions
- f) Foreign coaches and internationally-accredited local coaches
- g) Training and competition uniforms and gears
- h) Free sports medicine services (strength and conditioning, sports psychological interventions, nutrition and dietary, medical and dental, etc)
- i) Incentives
- j) Welfare assistance

**TARGET:**

- ✓ Support at least 400 international caliber athletes

**STRATEGIC DIRECTION 4**  
**SUPPORT STRUCTURES IN SPORTS**  
**PROGRAMS, PROJECTS AND ACTIVITIES**

Support structures in sports are vital elements that strengthen the efficient delivery of sports research, information, communication, education; sports facility development; and sports medicine and sports science development.

**14. SPORTS RESEARCH AND DEVELOPMENT**

Research in sports can range from social research to commercially-sound research for sports technology innovation and the growth of the sports industry. It includes the endless search for new training-related techniques that would suit the Filipino psyche, social behavior and traits.

Research is the ultimate bases for innovation and development. Policy, programs and projects would require a regular evaluation and assessment about their capacity to effectively address issues and challenges in sports. Continuous search for the most effective training intervention for the Filipino athlete must become an institutional platform, without which the Filipino athlete and coach would continue to rely on old and outmoded practices.

**TARGETS:**

- ✓ At least one national research per year
- ✓ Implement in partnership with different government agencies

**15. SPORTS INFORMATION AND COMMUNICATION**

The potential of sports as a vehicle to convey messages and advocacies on issues, particularly on human development and peace must be properly communicated at all levels of Philippine society. This drive should inculcate into the Filipino psyche that maintaining a healthy and active lifestyle is as basic as food, clothing and shelter, and thus must be taken seriously. Filipinos must be made conscious of the benefits of sports to maintaining good health and fitness, to preserving peace, and to developing social integration and cohesion among people.

PSC, being the highest governing body in sports, should assert its leadership role in this effort, in partnership with other major sports organizations and entities that are directly involved in sports promotion and development. Media plays an equally important role in this sports promotion and development agenda.

It is time to address the issue that elite sports have commanded greater publicity than grassroots sports as an offshoot of the rise of consumerism in sports. Advertising and other forms of sponsorships have tended to favor elite sports, to the detriment of sports at the grassroots level.

To date, there is a dearth of national sports data that would give sport policy-makers, planners and leaders the solid bases for decisions, plans and programs. The absence of institutions that undertakes sports research has relegated sports to the backburner of development priorities.

**TARGETS:**

- ✓ Year-round
- ✓ 1) Come-up with at least one publication to be distributed nationwide, 2) regular press releases in newspapers of national circulation, and 3) continuous uploading of sports report in PSC website and Facebook

**SPORTS EDUCATION**

The intermittent conduct of coaches' education and advancement interventions is a critical challenge that needs to be addressed. The institution of a training and accreditation system for national and grassroots coaches will help the keep pace with the latest in training know-how and technologies. This must include accreditation system for all sports practitioners and professionals and the deliberate widening of a base of competent people armed the appropriate skills, traits and technical know-how in sports.

**TARGETS:**

- ✓ At least two national seminar per year
- ✓ At least gather 500 coaches and trainers from national sports associations, schools and local government units

**16. NATIONAL SUMMER CAMP**

This is a 2-week scientific and high-level sports skills training camp for selected Palarong Pambansa athlete-medalists in PSC focused sports. The camp which starts right after the National Palaro competition shall be held at the same venue of the Palaro. Training will handled by national coaches. Personality development shall also be incorporated in the training camp.



**TARGETS:**

- ✓ Once a year
- ✓ Gather least 150 gold and silver medalist in the Palarong Pambansa in 10 sports

**17. SPORTS FACILITY DEVELOPMENT**

Sports facilities, both owned by PSC or by other sectors or localities must be properly managed and maintained. And, because overhead expenses in managing sporting venues and facilities are high, these facilities must be professionally run, promoted and marketed to at least gain profit/revenue or cover their operational expenses.

The need to provide the Philippine National Pool state-of-the-art training facilities equipped with world-class amenities structured in very decent and conducive locations is a critical call.

In same manner, the PSC being the lead agency in sports, must initiate an aggressive campaign and push on all localities to reactivate and make operational all idle sporting facilities and venues or we call, the “white elephants.”

**TARGETS:**

- ✓ Year-round
- ✓ Improvement of at least three PSC-controlled and –managed sports facilities

**18. SPORTS MEDICINE AND SPORTS SCIENCE SERVICES FOR ELITE TRAINING OF NATIONAL POOL**

Sports science and sports medicine are vital in the training of elite athletes as they naturally help improve sporting performance. While training needs are constantly being upgraded, PSC must make sure its services in the center are at par with the world’s best. The PCSM has been serving the needs of the national pool for almost two decades. The financial value of the services rendered to athletes and coaches at the PCSM is about P17M each year. PCSM provides assistance in the areas of: physiology, psychology, motor control and biomechanics, nutrition and diet, sports technology, anthropometry and performance analysis in the training of the national pool.

**TARGETS:**

- ✓ Year-round
- ✓ Provide sports science and sports medicine services to at least 200 athletes and coaches