

Country Partnership Strategy Between Malaysia and Republic of Korea (ROK)

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1. Introduction

1.1 Background

Malaysia's 1982 Look East Policy has made close foreign policy between Korea and Malaysia. Relation between Malaysia and Republic of Korea that ties not only attained a high level of functionality, facilitation and sophistication, but also strongly influenced by globalisation. Malaysia and Republic of Korea (ROK) have significant cooperation in the area of youth and sports development. The collaboration between MYS and Republic of Korea government has established since last five decades. For record, his Excellency Lee Yong-Joon, Korean Ambassador to Malaysia has made a courtesy call to Honourable Minister of Youth and Sports Malaysia on June 5th, 2013 to discuss seriously on the cooperation. Besides that, there were some of the sports federations in Korea have made courtesy visit to HE. Ambassador of Malaysia in ROK such as Korea Silat Association as proven in **Figure 1**.



Figure 1: Courtesy Visit Korea Silat Association to HE. Dato' Rohana Ramli, Ambassador of Malaysia to ROK together with the President of Malaysia Silat Federation, August 19, 2015.

In recognition of this relationship, this study identifies the potential of cooperation that has potential to be developed between Government of Malaysia especially Ministry of Youth and Sports, Malaysia (MYS) and Republic of Korea (ROK). Besides that, this study also analyze Malaysia Sport Act and National Sport Policy to indenfy the need of the cooperation.

1.2 Malaysia Governance

Malaysia is a unique country. Malaysia known as a multicultural country consists of many different races which includes three major races are the Malays, Chinese and Indians (Abdul Hafidz *et. el.*, 2006). Each of these races practices different religion, custom, rituals, language and belief system. Barghchi et al. (2010) explained that Malaysia is a multi-racial and multi-religious society where the government may seek to promote some common cultural practices as parts of its nation building efforts. This multiracial lead Malaysia to endeavour becomes more tolerant and complements in term the aspects of economy, culture, politics, policy and its governing. On top of that, Malaysia has embarked on nearly four decades of highly successful development that has led the country and its population out of the third world (Min and Robertson, 2008).

2. Analysis on Sport Development Environment and Needs

2.1 Social Politic Environment

Kartakoullis et al. (2009) mentioned sports are ultimately a reflection of today's society through the promotion of sports, which sport acts as a tool to develop communities as well as advocate peace in various cultures. Due to that, Malaysia has introduced an act and

policy specific in sports. According to Megat Ahmad Kamaluddin Megat Daud (2007), The Sports Development Act 1997 (SDA) is the first legal provision specifically related to sports ever promulgated which is viewed as both the recognition of the importance of the role sports has played in Malaysia and the beginning of a new era in sport management. The main focus of this act is to promote and facilitate the development and administration of sports in Malaysia and to provide for matters incidental thereto (Sports Development Act, 1997).

As stated before, SDA has been introduced since 1997. The area of sports has also been changing drastically. It is becoming dynamic and very competitive. Hence, the Ministry needs to look and revise the SDA based on his speech at the monthly assembly of the Ministry in December 2016 to suit the purpose.

“We need to be changed from what we are comfort with in order to be champion in sports. I already instructed Secretary General to look into our act and policy and bring up to the Parliament to be amended if necessary by year of 2017.”

2.2 Economic and Industrial Situation

2.2.1 Sport Industry in Malaysia

Clarified by Aminuddin and Parilah (2008) stated that the Malaysia sports industry has features differently from other countries where sports industry in Malaysia is still new and unfamiliar generally after 10 years before the sport considered as an industry. Hence, there are some of Malaysians realize that the sports industry has a big industry value and impacts which have started to grow in this country. Malaysia no longer supports its traditional functions such giving a healthy body or filling a pleasure time, but it actually has considerable benefit through commercial industry practices as well as being able to introduce the name of a country in the world. It is parallel with National Sports Policy Sport through 7th

Objective: To develop sports as an industry. Institute for Youth Malaysia Research, (2010) pointed out the sports industry is not only related to industrial manufacture of products related to sports itself, but also involves various other components include the terms of service, medical, sports science, tourism which based on the athlete, people and the sport events. Thus, to achieve sports industry, cooperation from various sectors is necessary, such as the media sector, business sector and political sectors (Aminuddin and Parilah, 2008).

Humphreys and Ruseski, (2010) indicated that sport industry is being comprised of activities involving individual participation in sport; attendance at spectator sporting events; and viewing or listening to spectator sporting events on some media while its range of product or service consists of a small business size such as the manufacturing sports products, sports tourism, media, and the construction of sports facilities. Compared to United States, sport industry in economic activity in this sector includes the purchase of sport equipment and apparel, travel to events and competitions, government provided facilities, and time spent in the activities where it happened in a huge scale (Humphreys and Ruseski, 2010).

The biggest threat to the sports industry in Malaysia is competing international brand products (abroad). Local companies often have the risk in control of the domestic market and at the same time faced problems in understanding foreign market countries (Institute for Youth Research Malaysia, 2010). Smaller companies have problems in carrying out innovation, research and the development of products for sports where they have no enough income to study and the experts to do so. Another issue is the lack of opportunities for a network of relationships in business, engaged in foreign market and get an edge in relations with the mega sports projects, athletes and government agencies (Institute for Youth Research Malaysia, 2010).

There are various initiatives undertaken by The Ministry of Youth and Sports in order to increase the growth of the sports industry and improve professionalism of the sports industry management in Malaysia such as organizing the Sports Industry Convention (KISMAS), arranging Sports Industry Trade Expo (SITE), Malaysia Sport Trade and Golf Expo (MSTGE), Roundtable discussion about Sports Industry and constructed Laboratory of Sports industry. In addition, the role of the private sector is also important in developing the sports industry. Manufacturers and suppliers' product or service, sports in Malaysia had a more relationship closely with manufacturers/ suppliers' product or service of sport to expand at internationally as well as improve the Malaysia quality product. With the cooperation from various parties, it can help to promote sports development and open the people of minds that sport is an industry which can contribute a big impact in improving national income.

Another angle that will be focused on this study is about sports event. Based on Aminuddin et.al (2009), hosting of sport events benefits the country economically only if it increases wealth, creates employment and provides global marketing opportunities. Malaysia played host to the Commonwealth Games, the second biggest international multisport event. The experience, confidence and success of hosting the 16th Commonwealth Games Kuala Lumpur 98 had a major impact on the development of local sports management (Kamaludin MA, 2007). In the meantime, Barghchi et al. (2010) mentioned that after the country hosted the 16th Commonwealth Games in 1998 which was the first ever held in Asia and the last of the twentieth century, sports facilities and development in Malaysia have rapidly improved over the past years. The games had necessitated the construction of the National Sports Complex in Bukit Jalil, Kuala Lumpur to cater to a wide variety of sporting events at a cost of USD200 million.

In addition, Kamaludin MA (2000) also revealed Malaysians goes on to organize other regional and international sport events such as the South East Asian (SEA) Games, the World Cup Hockey, Formula 1 Grand Prix and Motorcycle GP, Le Tour de Langkawi and many more events of international stature. Ahmad Faisal Mohamed et al. (2014) pointed out sport nowadays is also being considered as “sports industry” because the sport has always been a public concern.

Yet, the government also has put a lot of efforts and money to sports development in this country. By hosting mega sport event is a mainly evident that government through the financial allocations and expenditures made onto the sport events. Moreover, Kamaludin MA (2007) clarified through a studied indicate that sports had never failed to receive support particularly from the government and sponsors. Besides, sport in Malaysia has developed into a commercial endeavour with multi-national corporations investing millions of ringgit into a sport program.

Moreover, The Performance Management and Delivery Unit (2010) prove that Malaysia has generally focused on large scale sporting events such as hosting the Commonwealth Games in 1998, the Monsoon Cup, Le Tour de Langkawi, and Formula One. In addition, having successful in organizing the event, the 1998 Commonwealth Games in Kuala Lumpur are the starting point of the onset of organizing international sports events and this has opened the eyes of all parties (Ku Muhammad Hussaini & Jabil, 2010).

Siti Amirah (2016) explained sport is also economic sector to generate income and employment opportunities, not only for athletes but also support groups, sports equipment manufacturers, media and other related parties. Sports industry in Malaysia puts the impact on economic growth while contributing to the Gross Domestic Product (GDP). It is supported when the organization of this prestigious sport can stimulate economic growth and contribute

to the country's GDP and is able to generate returns and increase the Gross National Income (GNI) per capita from USD7,000 to USD15,000 by 2020 (Institute for Youth Research Malaysia, 2010).

Therefore, it is expected that the sports industry in Malaysia can stimulate and contribute to economic growth, especially in The Exodus GDP and to increase GNI in line with the New Economic Model which implemented previously.

2.2.2 Sports Media and Public Participation in Malaysia

Media development in sports for each country is different depending on the extent of the media understanding and acting on the development of sports. Sports development is not only important of the media in promoting a sport, but also how sport can improve the level of success at the national level or even the world. In Malaysia, the role of mass media in developing countries is absolutely undeniable. Some of Malaysian media were placed under the control of the government regardless of the private or government's media. In Malaysia, for a continued viability and survival in business journalism, media seen as a motivation to the public towards the development goals set by the government and work hands on with the policy of government and this makes media as a medium for delivery and to educate the public (Faridah *et. al.*, 2011). Here, government is very concerned with every news published where the stories does not violate the bounds of sensitivity especially about racism issues. That is because Malaysia is a country of unique, multi-ethnic diversity and because of this primary situation affects the country in every way. Thus, mass media in Malaysia works in enlightening the social responsibility of the media to a pluralistic society and serve as a 'protector' to the face of the oppression of others.

Therefore, the process of giving information especially in sport particular is getting better. For record, TV3 has become the first channel with the collaboration with RTM that covered live coverage for Los Angeles Olympics in 1984. In March 2010, Malaysia has created history when the first commercial channel has got a license to operate a 24-hours local sports channel which is called Astro Arena. This is a process of development of sport media in Malaysia that could be proud of by Malaysian.

2.3 Sport and Educational System in Malaysia

2.3.1 Physical Education

Physical education (PE) of subject is very important. Government of Malaysia is looking at this issue very seriously. Nowadays, all of the Government university has offered a PE course. It is also supported by some scholars findings; for example, Wee E.H. (2001) stated that there is an acute shortages of PE teachers as only 6.2% are PE majors. Currently, there are three (3) ministries that are involved in PE development in Malaysia. Ministry of Education is handling PE courses in schools by adding a specific subject to the students start from secondary school. Ministry of Higher Education is also involved in an advanced level of physical education by offering PE courses in universities while Ministry of Youth and Sport is involved in promoting PE to the society.

2.3.2 Physical Education Programs

The National Sports Policy (2009) has outlined two main roles of the Institute of Higher Learning (IPT) which is to encourage students to participate actively in sports activities and provide learning opportunities for athletes at the university level. Both these roles are responsible to provide guidelines to balance the coordination and continuity of academic performance and achievement in the field of sports in the IPT. Chuan et al. (2013)

identified university students are the future leaders and will inherit their nations' leadership to develop their countries with their own cultural values and identity.

For record, the Ministry of Higher Education is the one who will play a role in ensuring that university students in the sport kept a virtue and able to move actively without sacrificing their academic development. Even though sport related matter is supervised and monitored by Ministry of Youth and Sports, there are working together closely to develop sport in Malaysia. IPTs in this context consist of Institutions of Higher Learning – Public (IPTA), Institution of Higher Learning – Private (IPTS), Polytechnics and Community Colleges. Those learning institution will work together with the IPT's sports council for example Malaysian Universities Sports Council (MASUM), IPTS Sports Council (MASISWA), Polytechnics Sports Council (MSP) and Community College Sports Council (MASKOM) to ensure the acculturation of sports programs in IPT runs smoothly as planned.

This approach is in line with the National Sport Policy 2009 where this policy compressed all parties, including IPT to design, implement, develop and cultivate IPT sports and sports development forward program. Thus, it's also providing adequate sports programs, train and produces sports science experts as well as collaborates with various government agencies, private sector, associations and bodies of international sports university. Institution of Higher Learning Sport Policy (DPSIPT), established in September 2009 was a good effort to realize the Government's intention to develop the sport in universities based on the spirit of the National Sport Policy 2009.

2.3.2.1 Institution of Higher Learning Sport Policy (DPSIPT)

DPSIPT is authorized to make IPT as a catalyst for the country's sporting excellence and create a sports culture in IPT towards strengthening human capital to produce a balanced

and quality students in academic and sports. Next, the idea is for Malaysia producing "The Thinking Athletes" or athletic intellectual among student athletes by targeting at least 30% of them are athletes of IPT. The purpose of "The Thinking Athletes" is to create a phenomenon that sport can be used as a carrier and capable of guaranteeing the future and undermine the notion that an athlete cannot go far. "The Thinking Athletes" also means the athlete's ability to use the knowledge gained during the IPT to help enhance sports performance to the highest levels of expertise and also marketability which manifest themselves when entering the job market.

Physical and mental strength must be balanced for student athletes to be excelled in their respective fields. "The Thinking Athletes" will help and guide the student athletes in shaping strength, morale and creating a strategic plan. IPT will play an important role in nurturing and constant exposure to the athletes about the importance of "The Thinking Athletes". With the cooperation of the Ministry of Education, Ministry of Youth and Sports, Ministry of Higher Education, IPTs, sports councils in higher education institutions, the National Sports Council (NSC), National Sports Institute (ISN) and the Malaysia Olympic Council (MOM), this concept can carry out and implement effectively.

Just a brief on goal of DPSIPT, Ministry of Higher Education has listed seven (7) main core programs that will be emphasized in order to uphold the sports institutions to a higher level by producing "The Thinking Athletes", namely:

- i. Culture Sports Program;
- ii. Sports Infrastructure Development Program;
- iii. Development Program Centre of Excellence Sports
- iv. Excellence Scheme / Welfare, Incentives and Sports Research (SKIPS)
- v. Academically Athlete Development Program

- vi. Development of Sports Studies Program at IPT
- vii. Promotion Program and Networking

DPSIPT not only aimed at producing athletes for national institutions, but makes the development of sports and academics in the university as a generator in developing human capital and professions which have a market value that can be commercialized within the country and internationally.

2.3.2.2 One Student One Sport Policy

Based on many scholars, physical activities and sports programs are essential to the schooling environment where students get benefit from these activities either through teaching and learning processes or extra-curricular activities. Mohd Fazli *et. Al.*, (2013) clarified co-curricular activities are an outdoor activity where it continued the teaching and learning activity in the classroom. Nor Azah (2007) mentioned extra-curricular activities are an educational experiences implemented in outside or in the classroom. In Malaysia education system, all students are required to participate in co-curricular especially after school period.

To stimulate the development of sports activities in Malaysia, the government has introduced a new policy for students to increase participating students in sports. Elumalai and Saryono (2015) stated that

“Ministry of Education Malaysia has launched “One Student One Sport” policy on the 9th of June 2011, which focused on producing and developing a well-balanced student in terms of physical, emotional, spiritual and intellectual. The policy is in line with the National Sports Policy to cultivate sports in the community, and was started in schools through two strategies, that is “Sports for All and Sports for Excellence.”

Based on the statement from the Ministry of Education Malaysia (2011), the aims of this policy include nurturing human capital through wholesome participation amongst students in sports throughout the year. Besides that, cultivating a sporting culture to become a member of the society with an active, balanced and healthy lifestyle, forming good values and self-discipline and creating a track record towards sporting excellence also this policy aimed.

The participation of students in sports is very important as a platform to support the aspirations of the Malaysia introduced by Prime Minister of Malaysia which to produce healthy, fit, dynamic and cohesive citizens. Furthermore, according to the Malaysian Education Ministry, the aim of this policy is to have a Healthy Social School Environment and also to help fulfil the joint working objectives between the Ministry of Education and other key government agencies like the Ministry of Health which is involved in health issues and the Ministry of Youth and Sport which is involved in the development for sports for all and sports for high performance.

2.3.2.3 National Sports School

In order to strengthen sport development in Malaysia from the grass root level, the government comes out the policy in introducing sport school. The establishment of the sports school is a good movement and effective in preserving the country's sports development, while nurturing the potential to compete globally. According to Ministry of Education Malaysia, sports school is a school that specializes in sports as the core in the development of the school. Sports school supported by the government is a school that able to produce athletes with skills in the various aspects of the sport such as squash, badminton, and hockey.

Furthermore, sports school that exist in this country has significantly contributed a lot of positive impact in the development of sports in the country.

Sports school are being introduced to attract more talented students participating in various sports through sports education quality program. Some of the athletes that succeed in Olympic Games Rio 2016 were from national sports school. The sports school is seen as a good investment for the country.

2.4. Institutional Environment and Sport Policy for Sport Development

Elumalai and Saryono (2015) defined sport involves basic human skills which are developed and exercised for their own sake, in parallel with several advantages and benefits. According to Siti Amirah (2016), sports can promote healthy competition, the attitude of good will and high tolerance, understanding and moral qualities and physical construction.

In the context of governance in sport, sport development in Malaysia has been guided by the Sport Development Act 1997 and the National Sports Policy which was established in 1988 (emended 2009). Both of these documents provide guidance for the sports development movement at the national, state and district level through both high-performance sports and Mass Sports development as important to socio-economic development (Zainah Shariff, 2012). Mohamed Mustafa (2005) stated that the Malaysia government since independence has realized the importance of sports in the country, and has placed sports in its appropriate position on the country's national agenda.

The main focus is to enhance public participation in sports, recreational and physical activities. Furthermore, this policy includes the involvement of community in sports to adopt a healthy lifestyle and also to pursue for excellence and recognition in the field of sports at national and international levels (Siti Amirah, 2016). Dalia et al. (2013) also stated the

National Sports Policy adopted in 1988 includes an emphasis on “sports for all’ and is promoted for its potential impact on the health of Malaysians, the creation of healthy lifestyles, national unity and integration and the important role in creating a base of talent for high performance sport.

Ministry of Youth and Sports (MYS) was given the mandate to create and implement the policies of the Malaysian government, particularly in the areas of Youth and Sports development. Ahmad Faisal Mohamed et al. (2014) clearly explained that in Malaysia, it is apparent that the role of the government is central to the development of sports, the tendency and dynamism of the sports industrial sector, and the growth of sports organizations and national aspirations and interests.

There are various trends and rationales utilized for supports sports development which could provide better public subsidization where one of them is the National Sports Policy 2009. Barghchi et al. (2010) mentioned the National Sport Policy in Malaysia is a sport policy for all where it encompasses both high performance sport and mass sport to achieve national development, unity and continued stability.

The National Sports Policy is a sports development policy that is directed at the creation of a sports culture and strengthening of national integration through the comprehensive participation of society and achieving excellence at the international level. This sport policy is for all levels of society, encompassing sport for all and high performance sport programs. It is formulated based on the national development plan. Sport accorded the same recognition, respect as their social sectors in order to achieve the objectives of national development, unity and continued stability.

2.4.1 Sport for All

National Sports Policy puts emphasis on sport for all. Where the development of sports is for the masses and accompanied by people at all levels. In the policy, the strategies related sport for all have been identified which are:

1st objective: To strengthen a culture of participation in sports among the people

2nd objective: To enhance the knowledge and practice of sports in order to create a sports culture among the people;

3rd objective: To Promote greater participation in sport activities at all levels in order to develop a disciplined and united society;

4th objective: To Provide opportunities, incentives and careers to fulfil basic individual needs through sports;

5th objective: To provide sports facilities to meet the needs at all levels.

Whereas, the other objectives of the National Sports Policy focus on high performance sport which are:

6th objective: To strengthen sports bodies and associations with professional governance practices;

7th objective: To achieve excellence at national and international levels in the true spirit of sportsmanship.

Among the focus on governments in emphasis the development of high performance sport includes identifying the types of sports and events as offering a better chance of success at the international level, providing the facilities, conducting research and development

(R&D) to improve expertise in the fields of coaching, sports science and sports medicine. In addition, sport bodies and associations are responsible for encouraging and developing their athletes, coaches, and sports officials at all levels.

Based on the interview conducted with some senior officers at the Ministry of Youth and Sports, three (3) main issues have been enlightened which are:

- i. Clear policy contents and direction.
- ii. Existing policy is not fully used as reference.
- iii. Implementation of policy is weak.

2.4.2 National Sports Council

Other than the National Sports Policy, Malaysia also has National Sports Council (NSC) which was established under the National Sports Council of Malaysia Act 1971 (Amendment 1979). NSC was officially opened on 21st of February 1972 by Y.A.B. Tun Abdul Razak bin Datuk Hussein, 2nd Former Prime Minister of Malaysia. NSC is specifically handled high performance sports programs.

After organizational restructured in 1981, NSC strived forward and conducted many activities and programs. The goal of the NSC is in line with the National Sports Policy, which is fully responsible towards the promotion, development and outstanding achievements in sports at the highest level. Among NSC's objectives are to ensure the management of athlete development program carried out in a systematic and structured in collaboration with all stakeholders; creating national standards and assessments in terms of sports development; acts as a technical consultant in the management and development of high performance sport in Malaysia; and coordinating all support services in various aspects such as coaching

management, training facilities, athletes' welfare and governance at every stage of the development of high performance sport.

In April 25th, 2007, the Minister of Youth and Sports at the time decided to change the function by separating NSC and National Sports Institute (ISN) from NSC. This makes ISN as an entity that focuses on science, medicine and sports research in Malaysia and provide scientific support to elite athletes up to the grassroots level. Other, sport systems in Malaysia also include The Sports Development Act 1997 which is administered by the Office of Commissioner of Sports under the Ministry of Youth and Sports in performing monitors sports development through sports associations and clubs (Zainah Shariff, 2012).

In Malaysia scenario, sports event is organized by the government agency, association and sports bodies. In addition, there are also events that organized voluntarily by private entity and individuals. The National Sport Policy (2009) explains that government's responsibility depends on the scope and the role of the Ministry of Youth and Sports as well as other ministries through their respective agencies at the national, state and district. This includes the involvement of community in sports to encourage people to adopt a healthy lifestyle among them and to pursue for excellence and recognition in the field of sports at national and international levels. Compare to ROK, the main role of the government of Malaysia is to provide financial allocation and infrastructure for sport for all and high performance sports programs while ROK seems to get support from private entity. Based on the feedback from sport entrepreneur in Malaysia, the incentives that given by the government still less interesting for them to support/sponsor Malaysian sport.

2.4.3 Ninth, Tenth and Eleventh Malaysia Plan

In 2006, the government introduced the chapter of Developing a Sports Culture in the Ninth Malaysia Plan 2006-2010. This plan specifies the target that 50 percent of Malaysians will be directly involved in fitness and healthy lifestyle activities by the year 2010 (p. 479) which still failed to be achieved until year end 2016. One of the focuses:

“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; Sports for All [Mass Sports] programs will continue to be promoted to encourage mass participation of society in sports and recreation” (Malaysia Economic Planning Unit 2006, p. 475).

For Tenth Malaysia Plan 2011-2015, government keeps on supporting the development of sport in Malaysia. Sport development listed under the Thrust four: Improving the Standard and Sustainability of Quality of Life which articulate the effort The Sports for All Master Plan was formulated to encourage participation in sports, and in recreational and fitness activities, thereby promoting a healthy lifestyle. (Malaysia Economic Planning Unit 2011, p. 73).

The Talent Development Program for high-performance sports was introduced to identify and train potential athletes to participate in major tournaments such as the SEA Games, Commonwealth Games, Asian Games, and world championships. Based on Malaysia Economic Planning Unit Report (2016), 23,670 potential athletes have attended special training programs. In addition, 2,603 Person with Disability (PWD) athletes participated in the Persons with Disabilities Sports Carnival in 2012, 74 talented PWD athletes joined the NSC Paralympic Program in 2013, and 135 PWD athletes participated in the 11th Asian Paralympic Games in Republic of Korea in 2014.

In Eleventh Malaysia Plan 2016-2020, government continuously puts sport as one of the main agenda in developing countries. Focus areas in this plan are to promote sports for healthy living and unity. Sport movement includes promoting mass sports participation at all levels of society to instil a sports culture, developing youth leadership in sports and developing high performance athletes for global prominence (Malaysia Economic Planning Unit 2016, p. 112).

2.4.4 Sport Development Situation and Policies on Elite Sport

As already discussed before, sport development in Malaysia has intensively improved day by day. However it is not as drastic as ROK. Government through Ministry of Youth and Sports always put a serious effort to develop sports in Malaysia. For record, the government will allocate more than RM30 millions a year to develop sports in Malaysia. This amount always increase year by year.

There are many programs that have been implemented to develop sports in Malaysia. One of the significant programs that showed a very positive impact was FIT Malaysia. FIT Malaysia is a program which ideally came from Minister of Youth and Sport to encourage Malaysian to be healthy. By promoting people to walk, cycling, exercise and many other ways, it is believe will improve the quality of Malaysian health which at the same time will reduce the cost of government on health expenses. The involvement of Malaysian during FIT Malaysia program has reached more than 7 millions people.

In discussing on policies in elite sport in Malaysia, Malaysia has no specific act that specifically focuses on elite sports. However, Malaysia through National Sport Council and National Institute of Sport Science consistently give priority to this. In year of 2017, Malaysia will be hosting a mega sport event which is 29th SEA Games and 9th ASEAN Para Games.

On top of that, Malaysia prime minister was announced an allocation of RM1.2 billion for the development of sports. The allocation consists of RM450 million for organizing of the 29th SEA Games and 9th ASEAN Para Games; RM 50 million for construction of the Phase II Football Academy in Gambang, Pahang; RM 122 million for constructing and upgrade of Youth and Sports Complex, Malaysia Futsal Complex and Community Sports Complex; RM70 million for Elite Podium Sport Development Program and also athlete Preparation Program and Paralympic Athlete Preparation Program for RM54 million (Ministry of Finance Budget Book (2017, p.6).

This provision clearly shows the seriousness of Malaysia in sports development especially in elite sport. The organizing of an international sport event also proves that Malaysia wants to go further into the sports arena, so in the world rankings. Mission and challenges for Malaysian especially Ministry of Youth and Sports in year of 2017.

3. Sport Cooperation with Global Development Partners Strategy

ROK has a special source of power in promoting country partnership strategies (CPS) as stated in the Framework Act (Article 8.2.3) and the Strategic Plan, the Korean government formulated integrative CPS. Compare to Malaysia, we do not have a specific source of power in promoting CPS. It is based on approach and initiative by each Ministry.

In the context of cooperation in particularly sports matter, the MYS has committed with several countries in the world. Latest Memorandum of Understanding (MOU) that has been signed last month (december 2016) was with Turkmenistan and Sri Lanka. There are some commitments that both countries have agreed in promoting and developing the sports in each countries.

For record, Malaysia has signed MOU in particularly sports matter with Australia, Thailand, Iran, Indonesia, Japan, Turkmenistan and Sri Lanka. According to Mr. Kumaran Nadaraja, Principal Assistant Secretary, International Division of the Ministry Youth and Sport, these MOUs have benefited both parties based on expertise. Besides that, promoting sport development in general also be main concern in these MOU.

Regarding the support of financial in sports activity, most of the source is from the Malaysia government itself. Malaysia is considered as a developing country. But we are moving towards developed country which or mission is to get that status in year of 2020. There are some international sport bodies such as International Olympic Committee which are still funding some of the operational cost of Malaysia Olympic Committee (MOM). MOM also got grant from the government to support the program that they organized. Malaysia also contributes to World Anti Doping in consistent which this year for about USD34,000.

4. Sport Cooperation with Korean Government

4.1 Current Situation of the Support of Korean Government

Malaysia and the Republic of Korea have a significant cooperation in the area of youth and sports development. In 2011, Memorandum of Understanding (MOU) in sports cooperation was signed between National Sports Council of Malaysia and Korean National Sports University. The MOU outlines particular areas of concern in sports cooperation as follows:

- i. Promotion of sports between the two parties:

- a. Sports facilities.
 - b. Sports equipment.
 - c. Sports training and physical education.
 - d. Sports fitness and physical education.
 - e. Coaching.
 - f. Sports talent identification.
 - g. Sports management and administration.
 - h. Science and technology development in sports.
 - i. Development and enhancement of information in sports.
- ii. Cooperation under this memorandum also includes:
- a. Exchange of experts, staff or relevant government agencies, coaching and athletes in area of sports.
 - b. Exchange of teaching and curriculum materials and sports, collaboration on curriculum developments and joint development and publication of materials.
 - c. Exchange information on sports development and training systems including information on sports education qualifications and employment requirements.
 - d. Collaboration in the area of sports research and development.
 - e. Interaction through meetings, conferences and symposia.

Currently, Mr. Lee Jae Hyung a coach from ROK, is being engaged to train Malaysian athletes in archery and we have ongoing training programmes for our athletes in ROK which involve Taekwondo, cycling and Hockey. Some of the cooperation that has established between Malaysia and ROK as in **figure 2** and **figure 3**.



Figure 1: World Cycling Centre Korea Satellite 2nd Camp, July 26, 2016



Figure 2: 1st Korea Silat Team Participated in International Silat Competition in Kuala Lumpur, September 2015. Coaches from Malaysia.

4.2 Proposal for Future Sport Development between ROK and Malaysia

There are many types of cooperations that need to be explored between Malaysia and ROK to strengthen the relationship through sports. In order to obtain relevant information, interviews have been conducted with seniors officers of the MYS and these are some of the ideas that worth to be part of the parcel of the cooperation:-

- i. Exchange programs as part of junior athletes' development programs in Badminton, Athletics, Swimming, Taekwondo, Gymnastics, Ice-Skating, Ice Hockey, Football, and Cycling.
- ii. Athletes' training and competition based attachment programs prior to the preparation of 2017 SEA Games in Swimming, Taekwondo, Ice Skating, Ice Hockey, Gymnastics, Cycling (track/ keirin), Table Tennis, Rugby and Football.
- iii. Republic of Korea's outreach program in sports coaching which offers coaches to Malaysia for Taekwondo, Swimming, Ice Skating and Ice Hockey, Rugby and Gymnastics as well as Paralympic Sports.
- iv. Republic of Korea's outreach programs in sports management which offers scholarship or opportunities for sports officers studies/ internship/attachments to Republic of Olympic Committee, Republic of Korea Olympic Games Organizing Committee or Republic of Sports Institute to learn more on Republic of Korea's preparation on organizing the Olympic Games.
- v. Republic of Korea's outreach program in sports education which offers studies scholarships to Malaysian athletes in line with the Malaysian Athlete Career Education (MACE) Program.
- vi. Exchange program on facilities management and engineering.
- vii. Republic of Korea's technology and equipment support or sponsor for the 2017 SEA Games which will be held at Kuala Lumpur, Malaysia.
- viii. Attachment program for Para-Athletes in Swimming, Athletics and Wheelchair Tennis.
- ix. Offer Republic of Korea athletes for training/ coaching stints in Malaysia for Silat and Badminton.

5. Conclusion

Relationship between Malaysia and ROK has started more than 5 decades. In sport particularly, ROK has showed a drastic improvement on achievement. Malaysia needs to learn from ROK in this matter. Our national agenda and aim are to get the first gold medal in Olympic still failed to be given by the athletes even the system has been introduced to support them to make it happen. This is the point what Malaysia is different from ROK which the country that never failed to win a gold medal in every Olympic Games.

The idea of having CPS between Malaysia and ROK needs to be taken especially from Malaysia. According to Darren Lacroix, “To be the best, learn from the best”. So, ROK would be the best choice to be learned with. Sport policy that Malaysia currently had need to be strengthen and by choosing ROK policy as a benchmark would be beneficial for Malaysia. All sectors need to work together to ensure it creates a strong intellectual backbone in sports.

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