
AFC
GRASSROOTS
Football
Let's Play!
GRASSROOTS
REVIEW 2017
ONE ASIA ONE GOAL



01 MESSAGE FROM PRESIDENT

02 KEY NOTES BY AFC TECHNICAL DIRECTOR

03 AFC GRASSROOTS CHARTER

04 AFC GRASSROOTS PANEL

05 AFC GRASSROOTS FOOTBALL DAY

06 PRESIDENT RECOGNITION AWARD FOR GRASSROOTS FOOTBALL

07 GRASSROOTS ACTIVITIES BY THE MAs IN 2017

MESSAGE FROM PRESIDENT

Across the Continent, the grassroots movement has made great progress in recent years and we can look back at the last 12 months with great pride.

A record-breaking 40 Member Associations celebrated the AFC Grassroots Football Day on May, 15, 2017, which saw a year-on-year increase for the fifth consecutive year since we launched the initiative in 2013.

We also introduced the AFC Grassroots Charter in July last year and I am pleased to note that our Member Associations are beginning to introduce and benefit from this game-changing tool. As the Charter continues to expand its reach, I am confident it will raise the quality of grassroots programmes throughout the Continent.

At the 2017 AFC Annual Awards Night in Thailand, we acknowledged the contributions of our Member Associations through the President's Recognition Awards. Congratulations once again to the Chinese Football Association, the Football Association of Singapore and Bhutan Football Federation for clinching the Inspiring, Developing and Aspiring awards respectively.

The AFC's Vision and Mission has underlined our ambitions to confirm football as the number one sport on the Continent. A deliberate and strategic focus in grassroots development plays a pivotal role in achieving our ambitions.

It is crucial for us to build on the strong foundations laid in recent years. We must continue to enhance our approach and methods to ensure football continues to enrich the lives of our future generations.

In 2018, we will introduce three new AFC Special Grassroots Awards – the Best Grassroots Leader, the Best Grassroots Project and the Best Grassroots Club – to celebrate our dedicated volunteers in Asia – the unsung heroes who work tirelessly every day to spread the joys of football.

I would like to express my appreciation to the AFC Member Associations and our key stakeholders for your unwavering support and ensuring the game grows significantly across the Continent.

Let us continue to work hand-in-hand to ensure another landmark year for grassroots football in 2018.

Shaikh Salman bin Ebrahim Al Khalifa
AFC President



UNSUNG **HEROES**

Grassroots football in Asia would not have survived without its 'unsung heroes': the parents, teachers, volunteers and grassroots coaches who have dedicated themselves to promoting, organising and developing the game at the base of football's pyramid.

Many have made a substantial, yet at times, unrecognised contribution towards the growth of the game. At the 2017 AFC Annual Awards ceremony in Bangkok, it was encouraging to see the President's Recognition Awards for Grassroots Football going to the Chinese Football Association (Inspiring), the Football Association of Singapore (Developing) and Bhutan Football Federation (Aspiring) for their sterling efforts in this vital aspect of football development. The Member Associations were rewarded, and the grassroots communities in those countries were acknowledged.

Last year, AFC's Grassroots Panel and Technical Committee decided to bring the 'unsung heroes' into the spotlight by introducing the AFC Special Grassroots Awards which would be presented on an annual basis.

The AFC's representatives identified three categories of recognition: the Best Grassroots Leader, the Best Grassroots Club and the Best Grassroots Project. The selection process will start with MA recommendations, before a group of grassroots experts makes the final decisions.

The first awards will be presented at the next AFC Grassroots Conference in November 2018. This will provide an opportunity for the AFC and its members to show their appreciation and gratitude to those who 'water the grassroots' and to bring some of the 'unsung heroes' out of the shadows.

With the valuable help of thousands of volunteers, the numbers participating in MA grassroots activities continued to increase in 2017. The AFC's Grassroots Day showed a 54% improvement from the previous year with nearly 100,000 taking part in various promotional events.

Meanwhile, the Chinese FA set an impressive pace with a dramatic rise in participation, culminating in 520,000 players in action and 260 leaders courses being organised. The Chinese have the population - they also now have the desire to activate the grassroots.

In 2017, the AFC Grassroots Charter was launched and thirteen MAs applied to join before the end of the year. The first endorsements will be announced in early 2018 and the momentum will invariably intensify.

In recent times, we have also seen greater use of grassroots football, by various external bodies such as NGOs and Governments, as a vehicle for social development and responsibility projects. The AFC and those working consistently in the grassroots game have always been acutely aware of the value of football to promote health, education and social integration.

Mass participation is the overriding aim at the foundation level of football, and widespread investment helps society and the game - this is something that Asia's 'unsung heroes' have always understood and appreciated.



Andy Roxburgh
AFC Technical Director

AFC GRASSROOTS **CHARTER**

The AFC Grassroots Charter is a development tool which was first introduced to the AFC Member Associations at the AFC Grassroots Conference in March 2016 with the aim to raise the quality of grassroots programmes across the Continent. It identifies 20 performance categories such as grassroots competitions, fairplay, partnerships and personal development.

The Charter reinforces the AFC's Vision and Mission to maximise the potential of its Member Associations, as well as ensuring good governance and best practices at all levels of development.

On 16 June 2017, Member Associations were presented with the opportunity to apply for three different levels of endorsement – bronze, silver and gold. At the entry level (bronze), the emphasis is on mass participation. The next level (silver) focuses on increased levels of quality, and at the highest level (gold), the endorsed members will set the benchmark for grassroots development.

Since its official launch, the AFC has received applications from 15 Member Associations, which are currently in the midst of being assessed by the AFC Grassroots Panel members. The Football Federation of Australia became the first Member Association to receive the gold membership. Additionally, the Chinese Football Association have been awarded the silver membership with Bhutan Football Federation, Hong Kong Football Association, and Macau Football Association achieving the bronze award.

GOLD

Football Federation of Australia (Gold)

SILVER

Chinese Football Association (Silver)

BRONZE

Bhutan Football Federation (Bronze)

The Hong Kong Football Association Ltd (Bronze)

Macau Football Association (Bronze)

APPLIED MEMBER ASSOCIATIONS

Japan Football Association (Gold)

Football Association of Maldives (Bronze)

Myanmar Football Federation (Silver)

Jordan Football Association (Silver)

Lebanese Football Association (Silver)

Football Association of Singapore (Silver)

Football Federation of Sri Lanka (Bronze)

Vietnam Football Federation (Bronze)

National Football Association of Brunei Darussalam (Bronze)

Mongolia Football Federation (Silver)

AFC GRASSROOTS **PANEL**

The AFC Grassroots Panel convened for its first meeting on February 29, 2016 after AFC Executive and Technical Committee approved its formation in 2015.

Comprising some of Asia's most experienced grassroots managers, the panel was tasked to examine the state and challenges facing grassroots football and discussed the strategic direction to further develop and strengthen the movement throughout the Continent.

At the first meeting, the Panel agreed to define grassroots football in Asia as 'all football which is non-professional and non-elite,' and also discussed the AFC Grassroots Charter for the first time.

After several rounds of review and refinement, the panel agreed on the regulations and criteria of the Charter's at its third meeting in February 2017, before it was submitted to the AFC Technical Committee and Executive Committee for a final approval. The panel also appointed members to monitor and evaluate the implementation process of the Charter.

Since the introduction of the Charter, panel members have also begun engaging with the AFC Member Associations on the positive impact of the game-changing development tool. Panel member Anders Krystad attended the Second Iran National Grassroots Conference in Tehran in May and the AFC Technical Division also visited China for the CFA Grassroot Seminar 2017 in December 2017.

At its last meeting in September 2017, members of the Panel also agreed to introduce three new AFC Special Grassroots Awards in 2018 - the Best Grassroots Leader, the Best Grassroots Project and the Best Grassroots Club



- to pay tribute to the behind-the-scenes volunteers. The awards will be presented during the upcoming AFC technical events or by the Member Associations who will be responsible for nominating and recommending the candidates for the respective categories.

AFC GRASSROOTS **FOOTBALL DAY**







The AFC Grassroots Football Day set a new record once again in 2017 with nearly 100,000 enthusiasts of the beautiful game of all ages and abilities from 40 Member Associations participating in the landmark event - marking an astonishing 54% year-on-year increase from 2016.

The success of the AFC Grassroots Football Day reinforced once again the AFC's Vision and Mission to ensure that football continues to flourish and confirm its position as the number one sport on the Continent.

The Syrian Football Association and Federação Futebol Timor-Leste joined the Asian football family in the celebrations for the first time in 2017, with the West Asians engaging with children from an orphanage in Damascus. Timor-Leste, meanwhile, organised a youth football festival for both boys and girls from ages nine to 14.

Two of the world's most populous nations – China and India – led the Continent's charge with the most number of participants. The increase in 2017 marked the fifth consecutive year-on-year increase in numbers since the introduction of the AFC Grassroots Day in 2013.



PRESIDENT RECOGNITION AWARD FOR GRASSROOTS FOOTBALL



INSPIRING: Chinese Football Association (CFA)

The CFA received its first Inspiring Member Association of the Year Award after introducing several initiatives and conducting more than 260 training courses, involving 17,204 participants nationwide.

Among the projects was the Campus Football Programme which is the main pillar for the development of children's football.

Other initiatives include Campus Football Tournaments, Level D training courses and the Enjoy the Game Tournament which helps promote and develop grassroots football through mass participation by fostering the role of leadership and organisation.



DEVELOPING: Football Association of Singapore (FAS)

The FAS introduced a sustainable grassroots programme called Cubs, to promote football and develop young players. FAS also brought forward The ActiveCubs programme, designed to build character and encourage children to pursue their sporting passion with the right attitude.

Other initiatives include The Passion Children's Football programme, a platform for children aged five to 12 years old and Delta League, a five-a-side futsal tournament for Under-17s, aimed at keeping them engaged during the school holidays.



ASPIRING: Bhutan Football Federation (BFF)

BFF claimed the Aspiring Member Association of the Year Award for the second year running ahead of Macau Football Association and Palestine Football Association.

The BFF organised a diverse range of activities under its grassroots structure in the 20 districts of Bhutan. Among the efforts realised were the Federation's strategic development plan, which was developed in accordance with the AFC Grassroots Charter criteria.

BFF's continuous efforts to organise regular technical and promotional activities as well as good cooperation with government agencies and ministries set it apart from other Member Associations.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





AUSTRALIA

The Football Federation of Australia (FFA) conducted four youth tournaments comprising age-group teams across the country. In addition, the ALDI MiniRoos - the largest junior sport programme in Australia – engaged over 218,000 boys and girls.

The Sporting Schools Programme, which is delivered by the Professional League Clubs as a means of promoting participation and creating lifelong football fans, has reached over 1,500 schools and 130,000 since its inception in 2015.

There was also the 'Football4all' gala day, which saw over 400 participants taking part, reinforcing the strength and growth of football in the country.

BAHRAIN

The Bahrain Football Association (BFA) organised a festival and grassroots instructors course for all affiliate clubs under its purview at the National Stadium on May 15.

The instructors course, which was conducted by local AFC 'B' licence coaches, also benefitted from a star studded line-up of local icons and former internationals including Alaa Hubail, Husain Ali Pele, Talal Yusuf, and Mohamed Salmeen.

The objectives of the festival, which continued to expand throughout the year, were multi-faceted, enabling coaches to organise more grassroots festivals island-wide, training and expanding the pool of coaches as well as nurturing their capabilities in a holistic learning environment.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017



BANGLADESH

The Bangladesh Football Federation's (BFF) AFC Grassroots Football Day was a resounding success with more than 100 youngsters taking part and players in the U-12 and U-14 age group finals each receiving a football.

Held at the artificial turf at the BFF House in Motijheel, the landmark event was graced by Mahfuza Akhter Kiron, the AFC's female representative on the FIFA Council.



BHUTAN

The Bhutan Football Federation organised a festival and friendly veteran football match in 20 districts across the country. Over 1000 boys and girls from the ages of six to 12 participated in the Grassroots Festival, which consisted of moderate training exercises to help encourage interest.

Among the efforts realised were the key components of the BFF's Strategic Development Plan, which includes an emphasis on implementing the regulations of the AFC Grassroots Charter.

For their outstanding efforts, the BFF claimed the Aspiring Member Association of the Year Award for the second consecutive year at the AFC Annual Awards Night 2017 in Thailand.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





BRUNEI DARUSSALAM

Despite soaring temperatures, the NFABD Grassroots Football Festival 2017 attracted nearly 350 children aged 12 and below to the NFABD Artificial Turf from as early as 6.30am.

The festival comprised two groups, the first for children from eight and below and the second group catering to aspiring footballers from the ages of nine to 12. Both groups were divided into two halves of the pitch and were given the opportunity to test their skills in eight drill stations.

The three-hour long festival ended with an emphasis on environmental stewardship aimed at educating and instilling values such as discipline and accountability.

CAMBODIA

Held at the National Olympic Stadium, more than 140 boys and girls from the ages of ten and 16 were joined by schools teachers, coaches and representatives from the Football Federation of Cambodia (FFC).

The children were divided into four small-sided pitches where coaches focused on developing technical and physical capabilities of participants. The festival drew greatest cheer from the children later in the day when they took to the pitch for eight and nine-a-side football matches, which culminated in a photo-taking session.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





CHINA PR

Held in conjunction with the AFC Grassroots Football Day, the Chinese Football Association (CFA) launched a nationwide series of grassroots football activities themed - "Football for All".

The CFA introduced several initiatives and paid special attention on technical programmes by conducting more than 260 training courses, involving 17,204 participants nationwide. Among the projects was the Campus Football Programme which is the main pillar for the development of children's football.

From beach soccer, to youth football and people with disabilities, the CFA continued to work with key stakeholders to bring joy and enhance social development in various provinces as efforts to grow grassroots football continues in the world's most populous nation.

The CFA picked up its first Inspiring Member Association of the Year Award in 2017 ahead of Football Federation Australia and Football Federation Islamic Republic of Iran.

DPR KOREA

Held in the Pyongyang International Football School, the aim of the celebration was to spread the joys of football and it included practical and theoretical training exercises for children of different age groups.

Over 400 children were taught a variety of football skills, including drills to help improve their ball control and footwork. In a rousing finale, former footballers, parents and fans were divided into two teams for a friendly contest.

Two coaching courses were also organized in Pyongyang for coaches from schools and sports academies to upgrade their technical capabilities.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





HONG KONG

Focusing its efforts on policy, the Hong Kong Football Association (HKFA) inaugurated the Accreditation Scheme for commercial football coaching companies and amateur youth teams to ensure that all persons or companies involved in delivering football coaching or football recreation activities and courses operate to the highest safety standards.

The new Reward Coaches Scheme, which will recognise grassroots coaches for their efforts and performances every year, was also introduced as well as the Hong Kong Football Development Programme, which aims to encourage the participation of youths, regardless of age, gender, racial background or playing ability to take up the sport from an early age.

INDIA

The All India Football Federation (AIFF) commemorated the landmark occasion with a massive turnout of over 26,000 participants across the entire country, engaging people of all ages and abilities.

From children's football to beach soccer, women's football and people with disabilities, the AIFF continued to work with key stakeholders to bring joy and enhance social development in various provinces as efforts to grow grassroots football reached new heights. Youth football continued to be the most popular category with a turnout of over 16,800 children across the county.

Among the key highlights were the Senior National Championships for women in Punjab, multiple beach football activities in Goa, the launch of the country's first Referee's Academy for women referees in West Bengal, a nationwide veterans' tournament as well as the Indian Blind Football Federation National Level Championships.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





IRAQ

The Iraqi Football Association (IFA) partnered with the Ministry of Youth and Sport, Ministry of Education, private and public schools to bring together more than 120 children from the ages of six to 12 at the Al Shaab Stadium in the country's capital, Baghdad.

Divided into six different zones, participants were given the chance to enhance different skills sets and techniques. Rotating every 10 minutes, the IFA also emphasised on the importance of team-work and character building.

ISLAMIC REPUBLIC OF IRAN

Over 600 grassroots coaches and managers from across the Islamic Republic of Iran participated in the Second Iran National Grassroots Conference held in conjunction with the AFC Grassroots Football Day in May 2017.

The main objective of the conference was to discuss the development of grassroots activities throughout IR Iran and explore the impact of fairplay in grassroots football. AFC Grassroots Panel member Anders Krystad also presented the criteria, key concepts and financial support required to implement the AFC Grassroots Charter.

The Football Federation Islamic Republic of Iran (FFIRI) also held a festival for Afghan U-14 boys residing in the Khorasan Province. More than 100 U-14 players participated, under the supervision of FFIRI instructors at the Azadi City Stadium which also witnessed a healthy turn-out of over 4,000 spectators.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





JAPAN

In Japan, the prefectural football associations with support from the Japan Football Association (JFA) held various grassroots events across the nation.

In the Gifu Prefecture, the local football association hosted the 'JFA Kids Football Festival' at the Nakaike Sports Park in Seki City. Over 100 children and adults of all playing abilities participated in the festival aimed at igniting their love for the sport.

Festival organisers Gifu Football Association (GFA) also held a 'Kids Leader Training Course' for future instructors, who later in the day led a football clinic for children along with members of the Kids Development Committee.

JORDAN

More than 150 boys and girls from 12 grassroots centres across the country were divided into six fun-filled stations which comprised small-sided matches, fun telematch activities and technical drills.

Fresh healthy meals and beverages were distributed to participants to reinforce the importance of cultivating healthy eating habits and nutrition. The day concluded with a prize giving ceremony and group photo sessions with participants, players, coaches, parents, JFA representatives and sponsors.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017



KOREA REPUBLIC

The Korean Football Association along with the Korea Olympic Committee launched the '2017 Road to Dream' campaign aimed at expanding its grassroots reach in the East Asian nation.

More than 150 children and youth aged between nine and 14 gathered at the Hongcheon Sports Complex in the Gangwon Province. The campaign was part of the KFA and KOC's efforts to engage with children in the agricultural, mountainous and fishing villages, with the aim to break down the geographical barriers and ignite a love for the game, particularly for children in remote areas.



KYRGYZ REPUBLIC

Under the guidance of the Football Federation of the Kyrgyz Republic (FFKR)'s coaches, more than 100 youths were presented with the opportunity to grow their love for the game with a fun-filled football clinic in the nation's capital, Bishkek.

Going beyond the field of play, the FFKR also emphasised on character building and social cohesion. The primary aim of the clinic, which was articulated to the children at the beginning, was to leverage on football as a powerful tool to integrate players of all races, age and abilities.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017



LAOS

The Lao Football Federation (LFF) invited 250 children and 32 teachers from 15 different schools to the LFF headquarters in Vientiane Capital to celebrate the AFC Grassroots Football Day.

The session began with the various age-groups attending football clinics in the morning before being put through the paces with a drill specific session and culminating with a lively friendly match in the evening.



LEBANON

The Lebanese Football Association (LBA) celebrated the AFC Grassroots Football Day by bringing together 144 students from 12 schools in six different provinces. Each player was given the opportunity to play up to 15 small sided matches.

The LBA also invited 96 female players from eight schools, aged between 13-14 years from six provinces. Each school played a minimum of three matches in the first round before the semi- final and final stage. Medals and trophy were distributed to the participants.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





MACAU

The Macau Football Association (AFM) commemorated the AFC Grassroots Football Day by holding their first-ever Women's Futsal League. With grassroots and youth development representing one of the key pillars of the AFM strategic plan, all participating teams were required to field a mandatory youth player. The competition also coincided with the re-launch of the Macau Youth League.

The AFM also organised a festival for children one week before the AFC Grassroots Football Day as well as a veteran's match for community players. Expanding the impact of grassroots football beyond the landmark celebrations in May, the AFM also held its Macau Football Day on July, 9 2017, which brought together more than 500 women, youth, veterans and members of the media.

MALAYSIA

More than 400 children, parents, coaches, club youth footballers from three different age categories participated in the Football Association of Malaysia's (FAM) "Develop the Game" grassroots programme. The main aim of the programme was to spread the love for football and to attract new players by increasing accessibility of the game.

The FAM, through its Youth Department, worked closely with selected community clubs, the Sports Ministry through its National Football Development Programme and local non-government organisations to conduct education sessions for parents at grassroots level, a mini seven-a-side tournament and five-a-side matches for boys under 12 years of age.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017



MALDIVES

The Football Association of Maldives (FAM) organised a grassroots festival for 180 children, which was well-received by participants, parents and teachers alike.

As part of the celebrations, the FAM also conducted a two-day seminar for 15 volunteer coaches, who were put through the paces in both theory and practical sessions in line with the AFC Grassroots' philosophy. A veterans football tournament, involving ex-international was also organised during the month of Ramadan.



MONGOLIA

The Mongolian Football Federation celebrated the landmark day with more than 600 children in four venues across the country, with the Nisekh district in the country's capital Ulaanbaatar seeing its largest group of 250 participants

The MFF has made progressive strides in expanding its reach of the grassroots movement after signing a Memorandum of Understanding (MoU) with the Ministry of Education, Culture and Science in 2016. The aim of the MoU is to educate coaches and physical education teachers, improve the opportunity to play football at youth and grassroots level by improving football infrastructure and enhancing and increasing the number of football competitions.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017



MYANMAR

The Myanmar Football Federation (MFF) partnered with the regional football associations to spread its grassroots football message. In Mandalay, MFF conducted the "New Generation Coaching Course" to educate and align 30 new coaches with its national grassroots philosophy.

The Mandalay Football Association also conducted the Youth Development Pilot Project at the Bahtoo Stadium where more than 300 children under the age of 13 were trained by 25 grassroots coaches.



NORTHERN MARIANA ISLANDS

The Northern Mariana Islands Football Association (NMIFA) hosted the 3v3 Grassroots Festival at the Koblerville Elementary School field. More than 200 children from different local football clubs and public elementary schools participated in the event.

An AFC Grassroots Football Day shirt, medal and trophy brought a smile to the winners who were also cheered on by their parents. The event, which was a huge success among participants and parents, looks set to be a mainstay on the Northern Mariana Islands football calendar with the Associate Member Association already setting their sights on preparations for next year's festival.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





OMAN

With the summer in full swing in the capital city of Muscat, 140 students from different schools participated in the AFC Grassroots Football Day celebration organised by the Oman Football Association at the Seeb Sports Stadium.

Some 16 coaches from different regions of the country volunteered to arrange football drills sessions such as dribbling, passing and shooting. There were also recreational games for the younger participants.

PALESTINE

Eager to build on the passion that exists for football, the Palestinian Football Association organised a festival for close to 100 children at the Majed Asad Stadium in Al-Bireh near the West Bank region with the aim to inspire and educate youth footballers and improve coaching standards.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





PHILIPPINES

The Philippines Football Federation celebrated the AFC Grassroots Football Day in style with more than 2,100 boys and girls participating in 18 venues across the country. Each venue comprised no fewer than 100 participants with an emphasis on children aged 12 and below.

The province of Laguna was home to the largest festival in the country with more than 700 boy and girls enjoying fun-filled festivals, football clinics and friendly matches.

QATAR

The Qatar Football Association and Qatar Shell celebrated the success of their award-winning programme – 'Il'Ab We'Yana' – the extra-curricular school programme that uses football as a tool to develop healthy habits and positive behavioural change for youth.

Over 200 school children from across the country took part in a series of educational activities and football clinics, and more importantly to lead a healthy lifestyle. The fifth Asian Communities Football Tournament 2017 (ACFT) also concluded in May 2017 at Al Ahli Stadium with Jordan beating Lebanon 1-0 to lift the trophy for the second time in the tournament's history.

The activities reinforce QFA's commitment to provide a platform to cultivate a football culture amongst the Asian communities across Qatar while focusing on the positive values and social benefits of football.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





SAUDI ARABIA

Led by the Saudi Arabian Football Federation (SAFF) Technical Department, more than 5500 children, 1000 staff members and 400 coaches participated in a highly-successful AFC Grassroots Football Day as part of the Federation's Road to Qatar 2022 master plan.

Over the course of three days - and in cooperation with Real Madrid and Manchester United staff - two grassroots conferences and an open training session were organised for the development of coaches. The children were separated into U-9, U-11, U-12, and U-14 age groups, before participating in a series of competitive matches.

SINGAPORE

The AFC Grassroots Football Day was celebrated over two weekends in Singapore with over 200 children and parents island-wide participating in five-a-side games over the weekend on May 14 and 15.

The celebrations continued the following week with the FIFA "Live Your Goals" (LYG) Centre Festivals at Queensway Secondary and Bowen Secondary Schools on 20 and 21 May respectively. The LYG Centre Festivals, which saw girls aged six to 15 pit their skills in small-sided games, were free and open for all registrants.

Winners of the 2017 President Recognition Award for Grassroots Football, the FAS also organised the FAS Grassroots Coaching Course and the National Primary Schools Football Championship Junior Girls 2017.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





SRI LANKA

The Football Federation of Sri Lanka celebrated the AFC Grassroots Football Day by organising a technical workshop for 200 boys and girls aged 11 and 12 at the Seevali Ground in Ratnapura, Sri Lanka. Close to 20 coach educators took part in training the boys and girls with the aim to improve their technical skills in areas such as juggling, running, dribbling and passing.

SYRIA

Displaying sheer resilience, strength and passion for the game, the Syrian Football Association marked their first-ever AFC Grassroots Football Day celebration despite challenging circumstances, with not one, or two, but three activities.

Spread over two months, four volunteer coaches engaged with 108 boys and girls, beginning first with football clinics at the Fares Al Sham Academy on March 25. The Fares Al Sham Academy took centre stage once again when parents were invited to celebrate Mother's Day.

The volunteer coaches then continued their engagements, paying a visit to the main orphanage in Damascus, where children benefitted from a football clinic before being presented with gifts.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017



THAILAND

Home to one of the most celebrated teams in Thai football, Chonburi was the main venue for Thailand grassroots activities in 2017. The Chang Mobile Unit, which is a football programme for youth players, conducted a clinic for 500 aspiring footballers, aged from nine to 13 years old, every week for six months from February to August.

As part of efforts to increase the popularity of football and cultivate positive values, the Eastern province also held weekly 9-a-side competitions and football clinics for over 1,000 students from rural schools.



TIMOR-LESTE

Marking their first-ever celebration of the landmark grassroots event, the Federação Futebol Timor-Leste (FFTL) brought together 250 boys and girls from the capital of Dili at Campo Democracia over two days.

Inspired by the success of this year's grassroots festival, the FFTL has not only set their sights on participating again next year, but has targeted a significant participation increase through extensive expansion plans across the country.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





TURKMENISTAN

More than 150 boys and girls and their parents celebrated the National Grassroots Football Festival organised by the Football Federation of Turkmenistan (FFT) in the country's capital, Ashgabat.

A total of 10 teams, aged between four and 12 participated in various football drills and games facilitated by FFT volunteers. A special "Kid's Zone" was also held specifically for children during the festival, which also included contests and prizes for all participants.

UNITED ARAB EMIRATES

The AFC Grassroots Football Day celebration organised by the United Arab Emirates Football Association (UAEFA) was held in conjunction with its three ongoing development programmes. The first initiative, which saw over 1,000 children participate was conducted in collaboration with the clubs' grassroots coaches to attract and integrate children from nearby schools.

The UAEFA Grassroots Programme technical centres were also the focal point for talent identification and participation in the U-12 UAEFA league, which took place over four months in the capital of Abu Dhabi.

The final component of the UAEFA Grassroots Programme focused on the women's football development, drawing the participation of 120 aspiring girls, with the aim to spread the joys of football throughout the country in collaboration with schools and the Ministry of Education.

GRASSROOTS **ACTIVITIES** BY THE MAs IN 2017





UZBEKISTAN

The Uzbekistan Football Federation (UFF) partnered with the Ministry of Education, and Children's Sports Development Foundation to bring together more than 200 boys and girls, aged from eight to 12, from schools in Tashkent.

After demonstrating their skills in the festival, participants were then divided into drill stations aimed at enhancing their technical capabilities.

Adding a competitive element, several contests as well as small sided matches were organised. The aspiring footballers also gleaned insights from UFF grassroots instructors on basic techniques and receive participation certificates for their efforts.

VIETNAM

Leveraging on a long-standing partnership, the Vietnam Football Federation (VFF) has been working with the Football Association of Norway (NFF) on the implementation and development of the Football for All in Vietnam (FFAV) project since 2001.

The main aim of the FFAV is to form sustainable structures in the form of football clubs in civil society. In 2017, the FFAV conducted 12 educational courses for coaches and volunteers as well as daily football activities and festivals throughout the year.

In line with its strategic plan for grassroots development, the FFAV also signed a MoU with One World Play Project for the free distribution of 44,520 indestructible footballs.

CARRY THE BALL, CLOSE TO YOUR HEART!

Andy Roxburgh
AFC Technical Director



ACKNOWLEDGEMENT

The AFC would like to thank all Member Associations for organising activities that have provided everyone an opportunity to play football, and possibly offering them a life-long passion for the beautiful game.

The AFC would also like to acknowledge the contribution of the photographs of grassroots to the following Member Associations:

Football Federation Australia Limited, Bahrain Football Association, Bangladesh Football Federation, Bhutan Football Federation, National Football Association of Brunei Darussalam, Football Federation of Cambodia, Chinese Football Association, DPR Korea Football Association, The Hong Kong Football Association Ltd, All India Football Federation, Islamic Republic of Iran Football Federation, Iraqi Football Association, Japan Football Association, Jordan Football Association, Football Federation of Kyrgyz Republic, Korea Football Association, Lao Football Federation, Lebanese Football Association, Macau Football Association, Football Association of Malaysia, Football Association of Maldives, Mongolian Football Federation, Myanmar Football Federation, Northern Mariana Islands Football Association, Oman Football Association, Palestine Football Association, Philippine Football Federation, Qatar Football Association, Saudi Arabian Football Federation, Football Association of Singapore, Football Federation of Sri Lanka, Syrian Football Association, The Football Association of Thailand, Federacao Futebol Timor-Leste, Football Federation of Turkmenistan, UAE Football Association, Uzbekistan Football Federation and, Vietnam Football Federation

Asian Football Confederation
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