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AFC

GRASSROOTS

Football

Let's Play!

GRASSROOTS
REVIEW 2018



MESSAGE FROM PRESIDENT

It is an honour to present the AFC Grassroots Review Book 2018 as strong investment in the grassroots movement determines the survival of all sports.

The AFC's Vision and Mission has underlined our desire to confirm football as the Continent's number one sport and the grassroots game forms the basis to achieve our ambitions.

There is little doubt that grassroots football has enjoyed a rapid rise in recent years, with the quality, appeal and commitment from the AFC Member Associations growing remarkably across Asia.

Since its launch in 2013, the AFC Grassroots Football Day has broken participation records every year, culminating with an unprecedented 41 Member Associations celebrating the landmark movement in 2018.

The year also marked a new era for the grassroots movement as the AFC brought to life its game-changing Grassroots Charter, which was approved in 2017, to raise the quality and delivery of the grassroots movement.

In just 12 months, we now have 12 Member Associations endorsed under the Charter, with another eight expected to follow in the coming months. And in line with the ever-soaring AFC Grassroots Football Day, I am confident that the Charter will continue to expand its reach and significantly transform the game for our Member Associations in the coming years.

Further strengthening our foundations, we also marked the year with the first-ever AFC Special Grassroots Awards, where we honoured our devoted volunteers – the Continent's unsung heroes who commit countless hours of tireless work to spread the joys of football.

Congratulations once again to the inaugural winners as well as our Member Associations who were celebrated for their unwavering efforts at the 2018 AFC Annual Awards in Oman.

In November last year, we held the second AFC Grassroots Conference and, as part of our efforts to innovate and enhance our curriculum, the 2018 edition introduced for the first-time practical sessions, which were well received by our Member Associations.

Our hope is to see every child, regardless of their ability, race, gender or background, across all corners of Asia, given the opportunity not just to develop a passion for football, but to cultivate strong values, build resilience, character and transferable skills, through their lifelong journey in the beautiful game.

I would like to offer my thanks to all the AFC Member Associations for their continued support and for believing in our Vision to expand the reach of football.

I wish you a successful 2019 and I am confident that we will celebrate another extraordinary year of growth and progress for the grassroots movement in the Continent to scale even greater heights.

Shaikh Salman bin Ebrahim Al Khalifa
AFC President



Andy Roxburgh
AFC Technical Director

'THE SERIOUS BUSINESS OF FUN FOOTBALL'

Fun and enjoyment are central to the start of every footballing journey. Children love to play, and the success in expanding the grassroots movement relies significantly on our ability to create a safe and thriving environment for them to realise and nurture their passion.

For the AFC, grassroots football is all-embracing; it is about ensuring that everyone, regardless of age, gender and ability has the opportunity to be involved in the game.

Grassroots football expands beyond the game itself; it is also a platform to cultivate lifelong lessons and values. It can build character, foster integration, promote a healthy lifestyle and serve as a beacon of hope for social mobility and development.

But none of these outcomes can be achieved by chance. Over the last 12 months, the AFC has placed greater emphasis on the 'serious business of fun football.' Essentially, it is our responsibility to encourage mass participation and the promotion of the game.

The 2nd AFC Grassroots Conference, which was one of the movement's highlights in 2018, was purposefully designed to encompass two major sub-events. The first was a live and interactive demonstration of a 4v4 football festival at the new AFC House football pitch.

I am pleased to note the positive impact that the sessions had on grassroots managers and we are confident that it will pave the way for more engaging and conducive activities across the Continent.

The second was the inaugural AFC Special Grassroots Awards, where we showed our appreciation to the unsung heroes who 'water the grassroots.' Already, we are witnessing some interesting and worthy candidates coming forward and I am sure it will strengthen the foundations for greater football partnerships across all sectors of society.

And most importantly, 2018 will be remembered for the year that the AFC Grassroots Charter made its mark on Asian football. While we acknowledge the commitment of the 12 Member Associations (MA) who have been endorsed under the Charter, I encourage more to embark on this most valuable endeavour with us.

Similar to our grassroots football philosophy of inclusivity, the Charter aims to leave no one behind, and we are committed to progressively include all our MAs in the coming years.

As many of you are aware, the AFC Grassroots Charter is a development tool aimed at raising the quality of programmes across the Continent. In every way, it underlines the essence of transforming fun football into a serious business by systematically elevating Asian football to reach even greater heights.

The 'serious business of fun football' is a rallying call for mass participation in football through MA grassroots programmes, and I have all the confidence that 2019 will be even better.

AFC GRASSROOTS CHARTER

EXISTING CHARTER MEMBERS (15)

GOLD

- Football Federation Australia Limited
- Japan Football Association

SILVER

- Chinese Football Association
- Jordan Football Association
- Football Association of Singapore

BRONZE

- Bhutan Football Federation
- Guam Football Association
- The Hong Kong Football Association Ltd.
- Lao Football Federation
- Lebanese Football Association
- Macau Football Association
- Football Association of Malaysia
- Myanmar Football Federation
- The Football Association of Thailand
- Vietnam Football Federation

FIRST BATCH OF MAS AWARDED AFC GRASSROOTS CHARTER MEMBERSHIPS

Acknowledging their efforts to promote grassroots football, 15 Member Associations were granted AFC Grassroots Charter Memberships following their outstanding achievement in the development of football.

The gold standard in the best MA category of the AFC Grassroots Charter Membership was given to the Football Federation Australia Limited (FFA) and Japan Football Association (JFA).

The gold standard is the highest level in the AFC Grassroots Charter Membership where endorsed members set the benchmark for grassroots development.

The Chinese Football Association (CFA) were awarded the Silver membership, the second highest level which focusses on increased level of quality, alongside two other MAs – Jordan Football Association (JFA) and Football Association of Singapore (FAS).

Meanwhile, the Bhutan Football Federation (BFF), Guam Football Association (GFA), The Hong Kong Football Association Ltd. (HKFA), Lao Football Federation (LFF), Lebanese Football Association (FLFA), Macau Football Association (AFM), Football Association of Malaysia (FAM), Myanmar Football Federation (MFF), The Football Association of Thailand (FAT) and Vietnam Football Federation (VFF) earned the Bronze membership which emphasises on mass participation.

The AFC Grassroots Charter is a development tool which aims to raise the quality of grassroots programmes across the Continent. It identifies 20 performance categories such as grassroots competitions, fair play, partnerships and personal development.

AFC **GRASSROOTS PANEL**

GRASSROOTS SPECIALIST GATHER FOR 5TH & 6TH AFC GRASSROOTS PANEL MEETINGS

The AFC Grassroots Panel comprising recognised specialists in the field assembled for the fifth time at the AFC House in Kuala Lumpur to discuss, fine-tune and determine the AFC Grassroots Charter approvals.

AFC Technical Director Andy Roxburgh re-emphasised the definition of grassroots football, which includes children, youth, amateur and veteran football while highlighting the importance of promoting the game at grassroots level.

In the 6th AFC Grassroots Panel meeting, the panel members discussed the challenges and ways to further streamline the assessment process, as well as the guidelines for evaluation of future applicants.

Following the meeting, the panel participated in the 2nd AFC Grassroots Conference where keynote speakers gave presentations on grassroots-related topics, a demonstration of grassroots festival while the unsung heroes were honoured at the AFC's first-ever Special Grassroots Awards.



AFC GRASSROOTS FOOTBALL DAY

AFC GRASSROOTS FOOTBALL DAY 2018 SETS NEW RECORD FOR SIXTH YEAR RUNNING

The Asian Football Confederation's (AFC) ambition, under its Vision and Mission, to grow the popularity of football across the continent marked a significant milestone as a record 41 Member Associations celebrated the AFC Grassroots Football Day 2018.

The latest achievement demonstrated the continued progress of the grassroots movement in Asia, with a new participation record set every year since the AFC Grassroots Football Day was inaugurated in 2013.

One of the key highlights in 2018 was the diversity and depth of activities planned and organised by the AFC Member Associations, further underlining the AFC's grassroots philosophy of encouraging mass participation for all, providing more opportunities for social inclusion, supporting healthy lifestyles and the development of young people, both in sport and education.

At the forefront of innovation and inclusion, Guam Football Association organised a competition for mothers for the first time, while the Korea Football Association deepened its engagements through the staging of football experience camps for children living in rural provinces, including farming, mountain and fishing communities.

The 2018 edition saw the return of Pakistan Football Federation, who organised several youth and grassroots competitions and training camps, as well as Afghanistan Football Federation, who staged a three-day course for aspiring grassroots coaches.







2ND AFC GRASSROOTS CONFERENCE 2018

AFC GRASSROOTS CONFERENCE MOOTS 'FUN FOOTBALL' TO ENCOURAGE PARTICIPATION



The Asian Football Confederation (AFC) strengthened its commitment to continue developing grassroots football in Asia after the conclusion of the second AFC Grassroots Conference in the Malaysian capital.

The three-day conference attracted 100 dedicated grassroots representatives from 41 Member Associations who share and support the AFC's Vision to ensure that football remains the most popular sport in Asia.

Utilising the classic format of 4v4 to encourage more young children to play the sport was discussed and demonstrated at the conference, and this was well received by grassroots representatives as the format is easy to organise and promotes the game at the grassroots level.

The conference also provided a timely retrospective of what the Asian football family has achieved since the first AFC Grassroots Conference in 2016. Participants also took the opportunity to exchange ideas, discuss issues in grassroots football and foster better relationship between the MAs.

AFC SPECIAL GRASSROOTS AWARDS 2018

UNSUNG HEROES RECOGNISED AT INAUGURAL AFC SPECIAL GRASSROOTS AWARDS 2018



WINNER
Cheah Swee Ming
(Brunei Darussalam)



WINNER
Matrix Community FC
(Malaysia)



WINNER
JFA Festival
(Japan)

Best Grassroots Leader 2018

RUNNER-UP
Rada Krishan Nadesan (Malaysia)

Best Grassroots Club 2018

RUNNER-UP
Lochinvar Rovers FC (Australia)

Best Grassroots Project 2018

RUNNER-UP
SALT Academy of the Football Federation of Cambodia

The 'unsung heroes' of Asian football were recognised for their outstanding efforts in growing the game during the inaugural Asian Football Confederation (AFC) Special Grassroots Awards at the AFC House in Kuala Lumpur, Malaysia.

Three new AFC Special Grassroots Awards were introduced this year and claiming the first-ever Best Grassroots Leader 2018 award was Cheah Swee Ming of Brunei Darussalam, followed by Malaysia's Matrix Community FC, as the Best Grassroots Club 2018, and the JFA Festival in Japan, which clinched the Best Grassroots Project 2018 award.

Rada Krishan Nadesan of Malaysia claimed runner-up in the Best Grassroots Leader 2018 while Australia's Lochinvar Rovers FC and SALT Academy of the Football Federation of Cambodia finished second in the Best Grassroots Club 2018 and Best Grassroots Project 2018 respectively.

Cheah received the Best Grassroots Leader award for his 18 years of dedication in advocating football through various community groups in clubs, non-governmental organisations and schools in his country.

The AFC's Member Associations also recognised Matrix Community FC's contribution to the sport as they continue to provide training, learning programmes and organise competitions for participants of all ages and abilities.

Through its successful organisation since 2004, the JFA Festivals programme has grown to become one of the most popular grassroots initiatives in Japan, as it incorporates the JFA Kids Soccer Festival, JFA Ladies/Girls Soccer Festival and JFA Family Futsal Festival.

PRESIDENT RECOGNITION AWARD FOR GRASSROOTS FOOTBALL

MEMBER ASSOCIATIONS HONOURED FOR GRASSROOTS DEVELOPMENT

AFC President Recognition Award for Grassroots Football (Inspiring)
CHINESE FOOTBALL ASSOCIATION

AFC President Recognition Award for Grassroots Football (Developing)
FOOTBALL ASSOCIATION OF SINGAPORE

AFC President Recognition Award for Grassroots Football (Aspiring)
PALESTINE FOOTBALL ASSOCIATION

The Chinese Football Association (CFA) was awarded the AFC President's Recognition Awards for Grassroots Football 2018 in the Inspiring category at a dazzling 2018 AFC Annual Awards ceremony in Muscat for its exemplary efforts in developing the game.

The CFA left no stone unturned in its bid to popularise and develop the game at the grassroots level.

The Football Association of Singapore's efforts saw it awarded the AFC President's Recognition Awards for Grassroots Football 2018 in the Developing category for the second year running, while Palestine Football Association (PFA) clinched their first-ever award in the Aspiring category.

The award recognises Member Associations for their efforts in establishing exciting, significant and creative grassroots football activities.

New standards introduced this year also include assessing the ability of MAs to scale their efforts both in participation and resources, their commitment to spearhead special projects, social responsibility programmes and forging new partnerships.

Other measures of success include the MAs' commitment to the game-changing AFC Grassroots Charter, collaboration with top clubs, efforts to improve and increase grassroots facilities and equipment as well as the use of grassroots ambassadors.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



AFGHANISTAN

The Afghanistan Football Federation (AFF) Stadium in Kabul welcomed over 200 children to celebrate the AFC Grassroots Football Day. A tremendous amount of effort and preparation took place a day before to rehearse for the event.

A total of 35 local coaches participated in the celebration following a two-day workshop which was conducted by AFF Grassroots Committee member Mujtaba Faiz.

AFC GRASSROOTS Football Let's Play!

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



FOOTBALL FEDERATION AUSTRALIA

AUSTRALIA

The Football Federation Australia Limited (FFA) engaged over 218,000 boys and girls by conducting various development programmes including four youth tournaments for different age groups.

The Sporting Schools Programme was also organised by the Professional League Clubs to promote participation and creating lifelong football fans. The initiative has reached over 1,500 schools and 130,000 students since its inception in 2015.

The FFA also conducted a 'Football4all' gala day, which saw over 400 participants taking part and reinforcing the strength and growth of football in the country.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



BAHRAIN

The Bahrain Football Association (BFA) collaborated with football clubs in the country to organise seven-a-side football matches, which saw more than 100 children participating in the initiative.

The matches were held to give more opportunities for young children to take part and be more involved in the sport.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



BHUTAN

Bhutan was awarded the Bronze membership in the AFC Grassroots Charter for their understanding of grassroots football.

The Bhutan Football Federation (BFF) has put in place a strategy focussing on growth while a 'Strategic Development Plan' was launched to emphasise on grassroots football.

The BFF's dedication to promote grassroots football is evident as more than 7,000 boys and girls including 442 coaches participate in their grassroots programme each year.

Through their 'Live Your Goal' project, more girls are beginning to play the sport as the programme introduces football to girls through exciting activities which are planned and organised by BFF.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



BRUNEI DARUSSALAM

The National Football Association of Brunei Darussalam (NFABD) celebrated their AFC Grassroots Football Day 2018, with a World Cup themed festival and football clinic, held on May 13 and 15 respectively.

NFABD organised a futsal tournament with the same format as the World Cup, where the preliminary round saw eight groups of four, and each country in the 2018 FIFA World Cup represented by different schools in the Sultanate.

The preliminary round took place between April 28 and May 7 as the top teams in each group - Uruguay, Portugal, France, Argentina, Costa Rica, Korea Republic, Belgium and Poland - qualified for the final stage on May 13.

The festival closed with a football clinic which saw the participation of 63 children at a primary school, aimed at promoting football participation among school children in Brunei and instilling added values by using football as a communication tool.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



CAMBODIA

A total of 120 children from two schools in the Kandal Province in Cambodia participated in the AFC Grassroots Football Day at the Kandal Stadium. Activities were held in the stadium, where eight groups of 15 children were divided into four small-sided pitches.

Each pitch had a different practical session, and the children were given the opportunity to learn dribbling, shooting and passing drills. They also had a chance to play in 6v6 and 7v7 games to test the skills which they had learnt.

Hoping to cultivate football activities in schools, the Football Federation of Cambodia supplied each school with 15 balls.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



CHINA PR

Grassroots Football Day activities organised by the Chinese Football Association (CFA) saw a huge turnout, with more than 13,770 people participating.

Various initiatives were held to promote the sport including a youth camp, a parent-child football session, women's football and blind football.

The CFA is a strong advocate of grassroots football and they were awarded with the Silver membership in the AFC Grassroots Charter.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



GUAM

The Sugar and Spice Middle School Girls Soccer Festival started in March and concluded with the Guam Football Association (GFA) Women's Intermediate Recreational League in May.

Both events attracted over 300 school girls with more than 15 teams taking part in the event which also featured young and promising referees officiating the friendly competitions.

The celebration ended on a high note with the Triple J Auto Group Robbie Webber Youth League Jamboree welcoming 1,500 youth athletes while 500 women were introduced to football through the Docomo Pacific Soccer Moms League and the GFA Women's Intermediate Recreational League.

The GFA's efforts to promote the grassroots football earned them a Bronze membership in the AFC Grassroots Charter.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



HONG KONG

The Hong Kong Football Association Ltd. (HKFA) organised three events which welcomed an overwhelming response from over 900 participants across the country.

The HKFA organised U-6 3v3 mini games while the U-10 and U-12 age groups participated in league games using the classic 7v7 format with different offside rules. All of the 18 districts in Hong Kong were represented.

In 2018, the HKFA was awarded with the Bronze membership for their initiatives and long-term planning for grassroots development.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



INDIA

The All India Football Federation (AIFF) received strong support from more than 12,600 participants when they organised fun activities across the country.

The AIFF promoted the sport by organising and engaging with young footballers through exciting competitions and fun activities for all participants.

Schools, colleges and football academies welcomed boys and girls to join the celebrations where they played in small sided competitions and learned the basic football skills.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



INDONESIA

The Football Association of Indonesia (PSSI) showed their support for the development of grassroots football by staging their first-ever AFC Grassroots Football Day in Jakarta.

PSSI held the Grassroots Football Day in partnership with the Indonesia Sport Expo and Forum which was attended by more than 40 companies linked to the football industry.

A total of 400 children under the age of 11 from six different football schools benefited from the Grassroots Football Day as PSSI organised workshops related to the sport.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



ISLAMIC REPUBLIC OF IRAN

The AFC Grassroots Football Day in IR Iran was celebrated in Alborz Province in two different regions.

The first day of the festival was held in the Mohammad Shahr City with 200 football students attending and taking part in 5v5 small sided games. Young students also joined the celebrations on day two at the Enghelab Karaj Stadium.

Parents were also welcomed to participate in the AFC Grassroots Football Day to promote the sport in the country. A certificate of participation was handed out to players at the end of the event.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



IRAQ

The Iraqi Football Association (IFA) organised the third AFC Grassroots Football Day that was attended by 120 children aged six to 12 years old at the Al Shaab Stadium.

The festival saw the young participants learning the basic techniques of football and putting them into play in small side games.

The AFC Grassroots Football Day, held under the supervision of technical committee and chairman of the Iraq grassroots department Dr. Naji Kadhim, was attended by the Ministry of Youth and Sport and Ministry of Education, as well as private schools.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



©JFA

JAPAN

The Japan Football Association (JFA), a gold member in the AFC Grassroots Charter, held a 'Walking Football Festival' for participants aged three to 81.

The festival was well received as 32 participants joined the celebration. Walking football shares the same rules as regular football but prohibits running. It is suitable for anyone to join, regardless of age, gender, physical abilities and experience.

The official date of the AFC Grassroots Football Day, May 15, also marks another important date, the inauguration of the J.League in 1993, as well as JFA's 'Declaration on Grassroots Football' in 2014.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



JORDAN

The Jordan Football Association (JFA) celebrated AFC Grassroots Football Day festival with a three-day celebration which began on May 10. Over 180 children under-12 across the three provinces of Jordan took part in a mini football tournament. The semi-finals and final matches were played on the final day of the event.

Inclusivity was a major focus for the JFA, and on the second day, the Cerebral Palsy (CP) national team were invited to play a 7v7 friendly with the JFA staff. Both sides showcased their football prowess and skills, which entertained the spectators, who witnessed the CP team claim a 4-2 win.

The main celebration on May 12 welcomed 120 children from grassroots centres in Jordan. There were 12 training stations, where the children took part in a variety of activities, including recreational sports and other small sided games. In the afternoon, the U-12 mini tournament took centre stage, with parents, participants and staff cheering the children on, with Polo Centre crowned champions.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



KOREA REPUBLIC

The Korea Football Association continued to promote football to agricultural, mountain and fishing villagers through the 2018 Road to Dream programme.

A total of 700 players and 100 coaches took part in the event which was mooted to reach non-elite players and give them an opportunity to experience advanced football.

Since 2015, this programme has operated in 12 villages for over 1,580 children and 80 of them have travelled and experienced playing abroad in Spain and Germany.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



KUWAIT

The Kuwait Football Association (KFA) took a step forward in grassroots development, as they joined the Continental celebration by introducing a grassroots festival.

Overseen by KFA Technical Director Dr. Ahmad Abdulhameed Alhamdan, they invited more than 375 participants from 16 academies, who took part in the joy of the day's activities.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



LAOS

A total of 160 children, all under the age of 12, and from eight different primary schools in Vientiane, gathered at the KM16 National Sports Complex to take part in football competitions organised by Lao Football Federation (LFF).

A U-12 nine-a-side Grassroots competition was one of the main activities for the children, where they were divided into eight teams of boys and girls. After the lively and entertaining matches, the winners, runners-up and third placed teams were rewarded with 40 balls. Additionally, two balls were also donated to each school for their active participation.

LFF has placed great emphasis in grassroots development through various activities, enriching the lives of over 1,654 children throughout the Southeast Asian country.

Programmes such as the LFF Out Reach, MA Holiday Course and MA Grassroots Football are in place with the Laos Ministry of Education and Sports & Provisional Department of Education as its main partners.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



LEBANON

The Lebanese Football Association (FLFA) received Bronze membership for their initiatives to promote grassroots development which has involved over 24,850 players. FLFA's development plans are further strengthened with support from the Lebanon Ministry of Education, as well as from local municipalities and clubs.

The FLFA's long-term plan include introducing youth competitions for boys and girls for the age groups of U-8, U-10 and U-12. They have also created promotional activities such as Best Coach, Best Youth Coach and Best School Leader to inspire more people to support their grassroots initiatives.

During the AFC Grassroots Football Day, FLFA invited school children from eight provinces to join the celebrations at the Beirut Municipality Stadium.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



MACAU

The Macau Football Association (AFM) is a Bronze member in the AFC Grassroots Charter. Their grassroots initiatives include organising grassroots festivals, summer courses, women beginner's courses, social responsibilities and events to promote the sport to children with disabilities.

Their success in promoting grassroots football was evident when AFM welcomed a record 220 kids at the AFC Grassroots Football Day 2018 which was held at the Taipa University of Science and Technology.

Coaches and helpers from different clubs, the national youth team and women's teams also joined in the celebration.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



MALAYSIA

The Football Association of Malaysia (FAM) organised a variety of activities for their AFC Grassroots Football Day which welcomed 260 participants – boys and girls aged six to 10 years old – at the Wisma FAM field.

Malaysian U-23 player Hadi Fayyadh Abdul Razak and Malaysian women's futsal player Intan Sarah Anisah Zulgafli were unveiled as ambassadors for the programme.

Other initiatives included Walking Football, which saw participation from Malaysian football legends Datuk Santokh Singh and Datuk Soh Chin Aun, among others. The festival also included fun activity booths for kids, which included face painting, sculpture balloons and a movement speed challenge.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



MALDIVES

A total of 250 children and 25 volunteers participated in the Grassroots Coach Educators Coaching Course organised by the Football Association of Maldives (FAM).

Following the success of last year's initiative, FAM conducted the five-day carnival with the aim of developing coaches at the grassroots level.

The course began with theory and practical sessions and ended with a festival on the last day.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



MONGOLIA

The Mongolian Football Federation (MFF) organised fun festivities to coincide with the United Nations International Day of Families. The programme welcomed 300 children, many of whom had never played football before.

For the first time ever, MFF took the opportunity to reach more children in the suburban areas by organising the AFC Grassroots Football day to children in the Ulaanbaatar city.

Young children were given basic lessons in football and at the end of the festival, each participant received an AFC football.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



MYANMAR

The AFC Grassroots Football Day celebration organised by the Myanmar Football Federation (MFF) received strong participation from 300 children.

Also joining the programme were 50 coaches, who attended a refresher course and workshop after the AFC Grassroots Football Day.

To strengthen its commitment to grow grassroots football, the MFF conducted courses for grassroots coaches to improve the coaching quality.

MFF received a huge boost in their efforts to promote football to children by working with Manchester United and Real Madrid to conduct football activities in the country.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



NEPAL

The All Nepal Football Association (ANFA) conducted football drills and organised fun activities to mark their AFC Grassroots Football Day.

About 250 children between the ages of eight and 10 from 18 different schools participated in various activities. ANFA had eight different stations where the children were taught different techniques by qualified grassroots coaches.

In addition, Nepal football players took an active role in the programme as they motivated the boys and girls during the fun-filled activities. Prizes were given to the 10 outstanding players who were selected by an expert panel of coaches.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



NORTHERN MARIANA ISLANDS

The Northern Mariana Islands Football Association (NMIFA) were overwhelmed by the huge turnout at their AFC Grassroots Football Day, held at the Oleai Sports Complex Field.

A total of 96 children starting from the age of six participated - learning the basics of football while having fun at the event.

Among the activities lined up by NMIFA were treasure hunting and small-sided games while children were also given the opportunity to test their accuracy in a hit the cones training drill.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



OMAN

The Azzan Bin Qais International School ground was filled with 118 children, who joined the 2018 celebrations.

A total of 67 boys played 'Mini Kicker', a game of football at a size and scale that is appropriate for children.

The Oman Football Association (OFA) also shared the experience of playing football with 51 girls in four mini games that involved basics of football such as passing and shooting.

This was a good opportunity for the OFA to reach out to children to promote the sport and share the passion of football.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



PAKISTAN

The AFC Grassroots Football Day in Pakistan was organised by the Pakistan Football Federation (PFF) in four provinces and the country's capital, Islamabad.

The programme received an overwhelming response from 250 participants and 24 coaches who took part in small-sided matches. Coaching tips, lectures on grassroots football and a FIFA Fair Play ceremony were also staged throughout the day.

The two-day celebration ended on a high note as children were given lessons on the basics of the sport through the organisation of various activities.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



PALESTINE

The Palestine Football Association (PFA) held the 2018 AFC Grassroots Football Day with the cooperation of the Palestinian Ministry of Education.

More than 100 boys and girls aged from six to 12 years old attended the programme where they learned the basics in football training and skills.

PFA also introduced a new programme and an event for Down Syndrome patients held at the Al-Quds University where team shirts and balls were distributed.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



PHILIPPINES

The Philippine Football Federation (PFF) saw a huge turnout at the AFC Grassroots Football Day where 2,000 kids participated in activities held across the country to promote the sport.

The event was supported by the Regional Football Associations in Iloilo, North Cotabato, Davao, Iligan, Pagadian, Cebu, Laguna, Negros Occidental, Leyte, Oriental Mindoro, Tarlac, Butuan, Agusan del Sur, Camarines Norte, Davao del Norte, Misamis Oriental and Benguet.

The PFF officials were delighted to stage grassroots events in the country as it underlines PFF's objective to promote and uplift the sport in the Philippines.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



QATAR

Over 700 boys and girls of all ages and abilities celebrated the AFC Grassroots Football Day, which was held at the world-renowned Aspire Academy in Qatar.

Seven football clubs, including 2018 AFC Champions League quarter-finalists Al Duhail, participated in five-a-side tournaments across four age groups from U-9 to U-12, under the watchful guidance of nearly 30 coaches and technical advisers from the Qatar Football Association (QFA).

The QFA, who recently solidified a Memorandum of Understanding with the English Football Association, shared expertise on grassroots development and concluded the landmark occasion with a prize-giving ceremony which was made more memorable by the appearance of several icons and stars from the respective clubs.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



SINGAPORE

The Football Association of Singapore (FAS), a Silver member in the AFC Grassroots Charter, organised a wide range of community activities over 10 days, as part of their initiatives to promote the sport.

From the quarterly FIFA Live Your Goals (LYG) festival, to a five-a-side mini-tournament for boys aged between 10 and 12 and a football festival for the U-8, U-10, and U-12 age categories, the winners of the 2017 AFC President Recognition Award (Developing) for Grassroots Football reinforced their commitment to coaching development through the FAS Grassroots Coaching Course with the aim of expanding the base of football coaches.

Singapore Premier League (SPL) clubs were also in on the action, activating several pre-match activities including a series of friendly matches comprising teams of both fathers and their children.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



SRI LANKA

The Football Federation of Sri Lanka (FFSL) welcomed 200 children aged between 10 to 12 to celebrate the AFC Grassroots Football Day. The participants attended activities such as technical workshops and joined in 5v5 small sided games.

The FFSL worked together with schools in Sri Lanka with the aim of promoting the sport to attract more children to play football. It was also a way to develop football in schools in Sri Lanka.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



THAILAND

The Football Association of Thailand (FAT) was awarded the AFC Grassroots Charter Bronze membership for its continuous efforts in raising the standard of grassroots football in the region.

FA Thailand has outlined a comprehensive framework for its grassroots development programmes through the Ekkono Method which focuses on basic principles such as preparation of games, building of perception, football concepts of space making and utilisation, passing intelligently and effectively and supporting teammates.

To retain interest in the game, the federation is also working on finding the best tool to register all football participants in a database.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



TIMOR-LESTE

The Federação Futebol Timor-Leste (FFTL) marked their second year of participation in the AFC Grassroots Football Day by bringing together 250 boys and girls from the capital of Dili at Campo Democracia over three days.

Inspired by the success of the 2018 grassroots festival, the FFTL has not only set its sights on participating again in 2019, but has targeted a significant participation increase through extensive expansion plans across the country.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



UNITED ARAB EMIRATES

The UAE Football Association (UAE FA) organised a two-day AFC Grassroots Football Day for over 160 school children.

On the first day of the festival, more than 60 boys from private academies joined the celebrations to promote football.

The AFC Grassroots Football Day ended with a futsal tournament which received strong support from the football community in UAE.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



UZBEKISTAN

True to the spirit of partnership, the Uzbekistan Football Association (UFA) organised AFC Grassroots Football Day festivities along with the Ministry of Education's Children's Sports Development Foundation.

More than 200 boys and girls, aged from eight to 12, from schools in Tashkent took part in the festival. Participants were put through their paces and were given the opportunity to develop their skill sets and technical capabilities through various innovative contests.

Taking the competitive element up a notch, several small-sided matches were introduced as participants gleaned insights from instructors on the technical elements of football. The festival ended on a high as participants were rewarded with a certificate for their commitment and hard-work.

GRASSROOTS ACTIVITIES BY THE MAs IN 2018



VIETNAM

The Vietnam Football Federation celebrated AFC Grassroots Football Day 2018 by launching various activities in Hanoi and in the Thua Thien Hue province.

In Hanoi, more than 100 children had the opportunity to participate in dribbling, shooting and passing activities with former women's national team player Do Thi Ngoc Cham, who played an active role in bringing the event to life.

With the support of Football for All in Vietnam (FFAV), a variety of activities were held in the football academies in the city of Hue, which also marks a significant milestone as it was FFAV's sixth year of celebrating the Grassroots Day.

A part of the main celebration, FFAV also organised a series of events such as the Children Grassroots Football School, Fun Football Festival, Football Tournament and Goal event with a participation of more than 1,600 students.

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 and promoting the sport at the grassroots level. Every initiative helps instil 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:

Afghanistan Football Federation, Football Federation Australia Limited, Bahrain Football Association, Bhutan Football Federation, National Football Association of Brunei Darussalam, Football Federation of Cambodia, Chinese Football Association, Guam Football Association, The Hong Kong Football Association Ltd, Football Association of Indonesia, All India Football Federation, Football Federation Islamic Republic of Iran, Iraqi Football Association, Japan Football Association, Jordan Football Association, Korea Football Association, Kuwait 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, All Nepal Football Association, Northern Mariana Island Football Association, Oman Football Association, Pakistan Football Federation, Palestine Football Association, Philippine Football Federation, Qatar Football Association, Football Association of Singapore, Football Federation of Sri Lanka, The Football Association of Thailand, Federacao Futebol Timor-Leste, UAE Football Association, Uzbekistan Football Association and Vietnam Football Federation.

Asian Football Confederation
AFC House, Jalan 1/155B, Bukit Jalil, 57000 Kuala Lumpur
T: +603 8994 3388 F: +603 8994 2689