AFC GRASSROOTS CHARTER

REGULATIONS 2024



AFC GRASSROOTS CHARTER

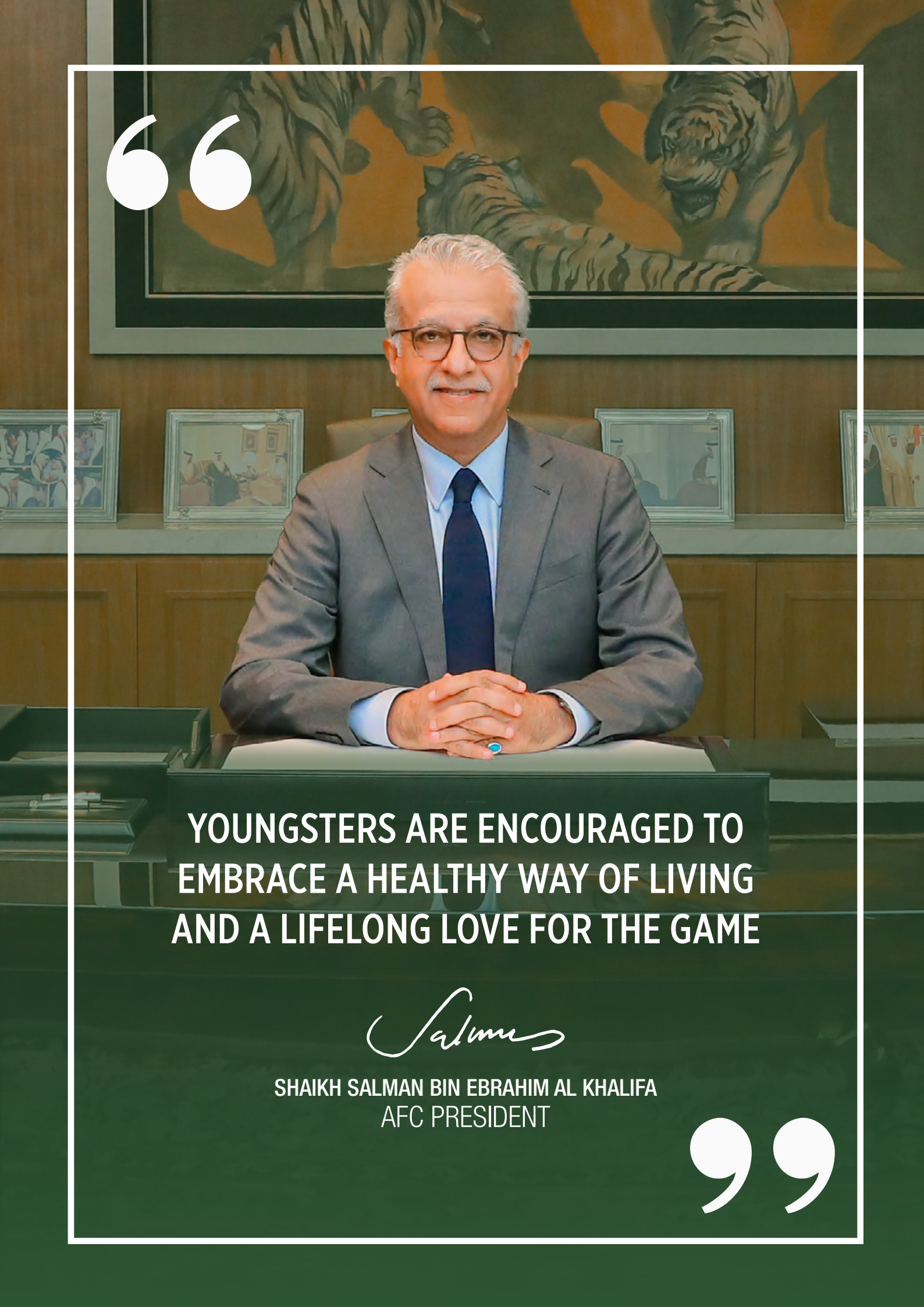
Regulations 2024

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“YOUNGSTERS ARE ENCOURAGED TO EMBRACE A HEALTHY WAY OF LIVING AND A LIFELONG LOVE FOR THE GAME”

Salman

SHAIKH SALMAN BIN EBRAHIM AL KHALIFA
AFC PRESIDENT

AFC MISSION

TO PROMOTE FOOTBALL AND TO PROVIDE THE OPPORTUNITY TO PLAY IN A SAFE AND ENJOYABLE ENVIRONMENT



GRASSROOTS FOOTBALL IN ASIA: THE AIMS

- Increase Participation
- Promote The Game
- Encourage Volunteers
- Provide Social Inclusion
- Support Healthy Lifestyles
- Inspire Young People
- Foster Lifelong Interest





“A MAJOR DRIVER OF GRASSROOTS FOOTBALL IN ASIA HAS BEEN THE INTRODUCTION OF THE AFC GRASSROOTS CHARTER.”

ROBIN RUSSELL
(AFC GRASSROOTS CONSULTANT)

THE AFC GRASSROOTS CHARTER

This Charter is a strategic initiative by the Asian Football Confederation (AFC) developed to support and enhance grassroots football programmes that will help ensure the longevity of the game across Asia. This Charter (together with these Regulations) sets out the various benchmarks that assist the Member Associations (MAs) of the AFC in implementing effective grassroots development programmes and gain recognition for their work through the different levels within the Charter based on set performance criteria.

In general, this Charter is a framework designed to raise the overall quality of grassroots football programmes across Asia, ensuring the protection and development of young players and creating a thriving grassroots football environment across the continent.

The key aspects of the Charter are as follows:

A. Scope:

This Charter applies to grassroots football, which is defined by the AFC as all football that is non-professional and non-elite, including football for children, youths, amateurs, veterans, those with learning or physical disabilities and the socially disadvantaged.

B. Objectives:

This Charter has the goal of encouraging mass participation, stimulating greater interest in the game, providing opportunities for social inclusion, supporting healthy lifestyles and contributing to the educational development of young people.

C. Key Principles:

This Charter emphasises the following ten (10) key principles which shall guide and inform all aspects of grassroots football at all times:

1. Everyone shall have the opportunity to play football;

2. All grassroots football shall adopt a player-centred approach;

3. There shall be no unlawful discrimination at any level of grassroots football;

4. All participants in grassroots football shall respect the principle of fair play;

5. All stakeholders in grassroots football shall ensure the safety and security of the players;

6. Grassroots football is widely accessible to anyone who wishes to participate;

7. Grassroots football should include various age-appropriate activities;

8. Grassroots football activities which emphasise the development of social skills should be organised;

9. The overall wellbeing of the participants in grassroots football shall be promoted and safeguarded; and

10. Emphasis is placed on the importance of fun and enjoyment in grassroots football.

D. Performance Categories:

With reference to Appendix D of the Regulations, the Charter identifies the following twenty (20) areas in which MAs are required to meet certain minimum standards of performance, development and professionalism:

1. leadership;

2. planning;

3. structure;

4. staffing;

5. player programmes;

6. grassroots competitions;

7. fair play;

8. finance;

9. partnerships;

10. personal development;

11. results;

12. women's projects;

13. social schemes;

14. specific areas (i.e. special categories of football);

15. promotional activities;

16. MA events;

17. adult education;

18. ambassadors;

19. communications; and

20. facilities to be a Charter Member.

E. Charter membership levels:

Depending on their level of performance under the twenty (20) categories in this Charter, MAs can achieve different levels of membership such as Gold, Silver and Bronze, each of which grants them certain rights and responsibilities.

DEFINITIONS

In these Regulations, capitalised terms shall have the following meanings, unless the context specifically indicates otherwise:

AFC Committee	Any Committee of the AFC as constituted in accordance with the AFC Statutes.
AFC Grassroots Panel	The panel of specialists in the field of grassroots football development, appointed in accordance with these Regulations.
Charter	The AFC Grassroots Charter, as described in these Regulations.
Charter Member	A Member Association that has signed an AFC declaration of recognition, having been accredited at one of the Charter levels, and which has been granted membership status of the Charter.
Endorsement	The AFC approval of a Member Association to deliver a grassroots programme (regular activities and special events) at an agreed level.
Force Majeure	Any event affecting the performance or any provision of these Regulations arising from or attributable to acts, events, omissions or accidents which are beyond the reasonable control of a party, and shall include but not be limited to abnormally inclement weather, flood, lightning, storm, fire, explosion, earthquake, structural damage, epidemic, pandemic or other natural disaster, failure or shortage of power supplies, war, terrorist action, military operations, riot, crowd disorder, strike, lock-outs or other industrial action, or civil commotion.
Key Criteria	The criteria set by the AFC for each performance category of the Charter as described in Part C of Annex 1.

Member Association	A football association which is a member of the AFC pursuant to the AFC Statutes.
Regulations	These AFC Grassroots Charter Regulations.

For the purposes of these Regulations, and provided the context so permits:

(a) the singular shall include the plural and vice-versa;

(b) the masculine gender shall include the feminine and vice-versa;

(c) references to natural persons shall include any legal person or corporation; and

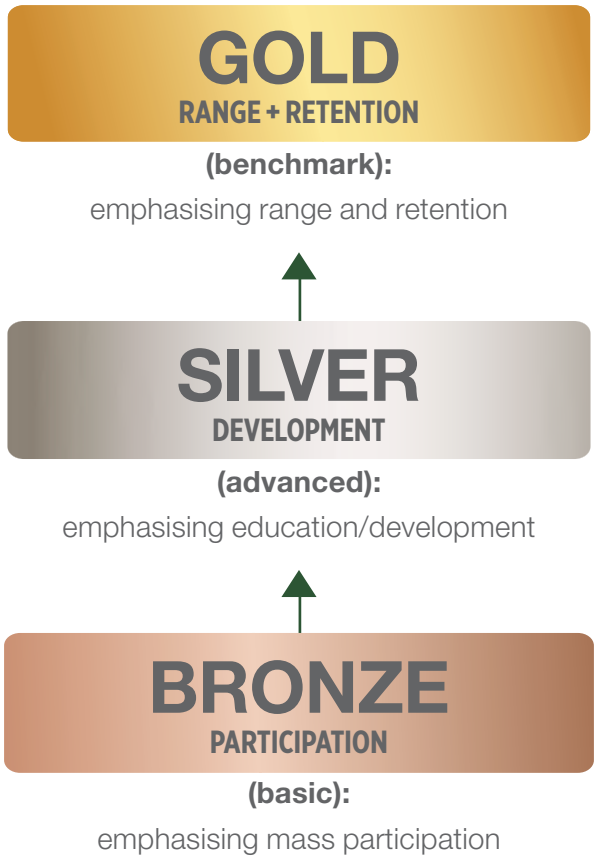
(d) references to the AFC shall include its successors and permitted assigns, and the AFC Committees.

BASIC ELEMENTS

One of the three elements of the AFC's Vision is to make football the number one sport on the Asian continent by increasing participation at all levels and by stimulating greater interest in each aspect of the game.

The Charter, an endorsement tool, is to support Member Associations in their core task of implementing grassroots programmes and activities which will achieve the aforementioned aims. Together, the AFC and its Member Associations will create a grassroots environment which helps society and promotes the development of football throughout Asia.

The Member Associations' grassroots programmes will be evaluated at three levels:



AFC GRASSROOTS SCOPE AND PHILOSOPHY

The AFC defines grassroots football as ‘all football which is non-professional and non-elite’. It includes football for children, youths, amateurs, veterans, those with learning or physical disabilities and the socially disadvantaged.

The main objectives are mass participation, greater interest in the game, more opportunities for social inclusion, healthy lifestyles and the holistic development of young people.

The AFC shows its commitment to grassroots football and its desire to work hand in hand with Member Associations under the AFC grassroots philosophy. The 10 key principles are:

- Everybody has the opportunity to play
- Players come first
- There is no discrimination
- Fair play must be respected
- Safety is a priority, including mandatory child protection measures
- Football is everywhere
- The action must be age-appropriate, dynamic, simple, exciting and rewarding
- Relationships, teamwork and skills development are key components
- Social, emotional, health and educational benefits are vital
- Fun, enjoyment and love of the ball are basic ingredients

WHY?

Why is the Charter important?

1. The growth of football in Asia depends to a great extent on the development of the grassroots game and on mass participation, and the Charter is viewed as a tool for stimulating greater involvement and increased investment.

2. The AFC, in its vision of tomorrow, recognises the value of the grassroots game, from a sporting and social perspective, and uses the Charter to work in partnership with its Member Associations to further develop their football.

3. The Charter, which sets out the basic rules and the Key Criteria, provides the basis for greater efforts in specific areas of grassroots development.

4. The Member Associations are encouraged to create their own grassroots culture, and to further cultivate their unique football identity.

5. With the Charter as a catalyst, the AFC and its Member Associations promote the personal development aspects of grassroots football, in terms of health, education, integration and emotional intelligence.

6. A “Football for All” approach is fundamental within the Charter, while the development of top players is viewed as a by-product and more the responsibility of elite player development programmes.

7. Fostering life-long interest in the game is a priority, as this will produce the next generation of fans, players, coaches, referees, administrators, etc.

8. By using the Charter as an endorsement tool, Member Associations will be recognised by the AFC for their efforts in the promotion and development of the grassroots game.

9. The Charter encourages businesses and political bodies to further support the grassroots game with facility provision, funding, sponsorship, equipment and promotional events.

10. The essential role of grassroots coaches, volunteers and parents is highlighted in the Charter, and increasing their numbers and improving their education is a vital task for the AFC and the Member Associations.

AFC GRASSROOTS CHARTER REGULATIONS 2024

Article 1: INTRODUCTION

1.1. These Regulations govern the implementation and operation of the Charter.

1.2. These Regulations, *inter alia*:

1.2.1. define the rights and duties of the Member Associations and the AFC in relation to the Charter;

1.2.2. set out the Key Criteria for the three (3) levels of recognition; and

1.2.3. set out the Endorsement process and application process in Part D of Annex 1.

1.3. Any rights and proprietary interests associated with the Charter that are not granted by these Regulations and/or specific agreements to any Member Association or third-party shall vest in the AFC.

1.4. Any reference to the AFC Statutes and to AFC and FIFA regulations refer to those valid at the time of application.

Article 2: RIGHTS OF THE AFC

2.1. As the governing body of the Charter, the AFC has the following rights, without limitation:

2.1.1. to monitor the implementation of the Charter;

2.1.2. to appoint specific member(s) of the AFC Grassroots Panel to assess, guide and review a Charter Member's grassroots programme;

2.1.3. to confirm or downgrade a Charter Member's Endorsement status; and

2.1.4. to make any decision deemed necessary to achieve the aims set out in the Charter and take any measure deemed appropriate in the event of a breach of these Regulations by a Charter Member.

Article 3: DUTIES OF THE AFC

3.1. As the governing body of the Charter, the AFC has the following duties:

3.1.1. to organise further education courses for Member Association grassroots leaders in accordance with these Regulations;

3.1.2. to continue to further develop the Charter programme;

3.1.3. to support all Charter Members in the implementation and application of the Charter;

3.1.4. to communicate regularly with each Charter Member about grassroots news and developments; and

3.1.5. to respect its own duties and the rights of each Charter Member.

Article 4: RIGHTS OF THE CHARTER MEMBERS

4.1. Each Charter Member has the following rights:

4.1.1. to implement its own grassroots programme;

4.1.2. to request the AFC, at any time (but at least twelve [12] months after the previous Endorsement) to assess its grassroots programme for a higher level of recognition;

4.1.3. to submit a re-evaluation request to the AFC within three (3) months of a downgrading (i.e. a non-fulfilment of any Key Criteria) to regain its previous Charter Member status; and

4.1.4. to cancel their Charter Membership at any time by informing the AFC of the reasons in writing.

Article 5: DUTIES OF THE CHARTER MEMBERS

5.1. Each Charter Member has the following duties:

5.1.1. to establish and develop a grassroots programme;

5.1.2. to protect young people in their care, including applying the mandatory child protection policy and to respect all participants in their grassroots programme;

5.1.3. to maintain and monitor its grassroots programme at the levels approved by the AFC, and where possible, to improve and develop this programme;

5.1.4. to provide the AFC with information about its grassroots activities;

5.1.5. to establish and maintain a database/registration system that provides grassroots facts/numbers for the Member Association and the AFC, in a format acceptable to the AFC;

5.1.6. to use the AFC branding solely in compliance with the instructions issued by the AFC and only with the express written approval of the AFC;

5.1.7. to contribute to the achievement of the aims of the Charter; and

5.1.8. to respect its own duties and the AFC's rights as defined in these Regulations, as well as any decision made by any AFC body.

Article 6: RENEWAL

6.1. In order to ensure the maintenance of a continuous standard of quality, each Charter Member will be subject to re-evaluation three (3) years after its last respective Endorsement.

Article 7: AFC GRASSROOTS PANEL

7.1. The AFC Technical Committee has the responsibility for monitoring and handling all matters relating to the Charter.

7.2. The AFC Technical Committee may delegate the responsibility for the implementation, assessment and decision-making on Member Association evaluations under these Regulations (including decisions regarding Member Association applications to join the Charter in accordance with the procedure in Part D of Annex 1 of these Regulations) to the AFC Grassroots Panel, subject to the approval of the AFC Executive Committee.

7.3. All decisions of the AFC Grassroots Panel will be promptly communicated to the AFC Technical Committee. The AFC Technical Committee will thereafter promptly communicate such decisions to the AFC Executive Committee.

7.4. The AFC General Secretariat shall provide administrative and secretarial support to the AFC Technical Committee and/or the AFC Grassroots Panel (as appropriate) in connection with the implementation and operation of the Charter.

7.5. The AFC Technical Committee may delegate the responsibility for selecting and appointing members of the AFC Grassroots Panel to the AFC General Secretariat.

Article 8: REQUIREMENTS

8.1. Both the AFC and the Charter Member shall identify the key person(s) responsible in their own respective organisation for managing the implementation of the Charter. Any change of personnel must be communicated to the other party without delay.

8.2. Both the AFC and the Charter Member shall inform the other party of any grassroots-related developments or changes.

8.3. In principle, all twenty (20) Key Criteria must be fulfilled at each level (Gold, Silver and Bronze) in order for the AFC Endorsement to be granted. In special circumstances where one (1) or more Key Criteria cannot be met immediately, the AFC Grassroots Panel may, at its sole discretion, grant a delay or an exemption.

Article 9: DISPUTES

9.1. These Regulations are subject to the laws of Malaysia.

9.2. The Charter Members agree that any dispute arising from or related to the Regulations which cannot be settled amicably shall be resolved in accordance with the relevant provisions of the AFC Statutes.

9.3. Disputes involving domestic grassroots programmes should be resolved by the respective Charter Member.

Article 10: LANGUAGES

10.1. These Regulations are written in English, but can be translated into other languages with the approval of the AFC.

10.2. In case of any differences in interpretation, the English version shall prevail.

Article 11: TAXES, DUTIES, FEES, EXPENSES

11.1. Member Associations are responsible for the payment of all taxes, duties, and other charges payable in relation to the implementation of the Charter in their respective territories.

11.2. Member Associations are responsible for the payment of all fees and expenses (which includes all professional (e.g. legal, accounting), banking, and monetary exchange costs) in relation to the implementation of the Charter in their respective territories, except where expressly identified otherwise in these Regulations.

Article 12: INDEMNIFICATION

12.1. Member Associations shall indemnify, hold harmless and defend the AFC, its officers, Committee members, members, agents, auxiliary persons, representatives, and employees from and against all liabilities, obligations, damages, losses, claims, demands, recoveries, deficiencies, costs or expenses (including without limitation all costs and expenses for withdrawal from the Charter or a Charter agreement and/or all attorneys' fees and expenses) which such parties may suffer or incur in connection with, resulting from, or arising out of any breach by the Member Association (including but not limited to its officers, directors, representatives, auxiliary persons, employees or agents) or any act or omission of the Member Association (including its officers, directors, representatives, auxiliary persons, employees or agents) in connection with the performance of its obligations pursuant to these Regulations.

Article 13: DISCIPLINARY MEASURES

13. All disciplinary measures in relation to these Regulations shall be undertaken in accordance with the current AFC Statutes, AFC Disciplinary and Ethics Code, and all relevant AFC regulations and circulars.

Article 14: DECISIONS

14. All decisions made in accordance with these Regulations, except where expressly identified otherwise, are final and binding and not appealable in accordance with the AFC Statutes.

Article 15: AMENDMENTS

15.1. The AFC reserves the right to make amendments to any part of the Regulations for any reason whatsoever. Such amendments shall be duly communicated in due course.

Article 16: FORCE MAJEURE

16.1. The AFC Technical Committee is the only body capable of declaring a Force Majeure event with regard to the operation of these Regulations.

Article 17: MATTERS NOT PROVIDED FOR

17.1. Matters not provided for in these Regulations shall be decided by the AFC Technical Committee. Such decisions are final and binding and not appealable.

Article 18: ENFORCEMENT

18.1. These Regulations were ratified by the AFC Executive Committee on 9 August 2024 and will come into force on 1 September 2024.

For the AFC Executive Committee

Shaikh Salman bin Ebrahim Al Khalifa
President

Datuk Seri Windsor John
General Secretary

ANNEX 1

A. AFC GRASSROOTS GUIDING PRINCIPLE

FOOTBALL FOR ALL, FOR LIFE, FOR SOCIETY, FOR HEALTH, FOR SPORT, FOR EDUCATION, FOR FUN.

B. PHASES OF DEVELOPMENT

AGE	PHASE
16+	FINAL PHASE
13-16	FULL PHASE
9-12	FOUNDATION PHASE
UP TO 8	FUN PHASE

FUN PHASE (Up to 8 years)

Key Elements

- Fun with friends
- Ball Familiarity
- Small-Sided Games (3v3/4v4)
- Safe Environment
- Attractive Surrounding



FOUNDATION PHASE (9-12 years)

Key Elements

- Ball mastery
- Reading the game
- Understanding basic concepts
- Speed & co-ordination
- Small-sided games (4v4/5v5/7v7/9v9)



FULL PHASE (13-16 years)

Key Elements

- Full-scale matches (11v11)
- Adult rules
- Fitness demands
- Technical refinement
- Regular competitions



FINAL PHASE (16+ years)

Key Elements

- Adult competitions
- Flexible play (social 5v5)
- Serious fun (intense preparation)
- Links to higher levels
- Coaching influence



C. AFC GRASSROOTS AWARDS

C -1 AFC President's Recognition Awards for Grassroots Football

The AFC President's Recognition Awards for Grassroots Football are given by AFC to recognise and honour Member Associations that have contributed and demonstrated excellence in enhancing the image, performance, and development of grassroots football across the Asian continent.

These awards will be presented under the following categories based on the AFC Grassroots Charter grading:

A. Gold Category (Gold Member MAs and MAs who have already applied for the Gold Level of the AFC Grassroots Charter)

B. Silver Category (Silver Member MAs and MAs who have already applied for the Silver Level of the AFC Grassroots Charter)

C. Bronze Category (Bronze Member MAs and non-member MAs of the AFC Grassroots Charter)

The awards focus on the dramatic, significant and creative development of grassroots football by the MAs over the course of the past one year.

List of areas to be covered in the Activity Report:

- An increase of number of participations in MA activities
- A rise in investment
- Further development in special projects to promote the grassroots game
- New partnerships in grassroots football
- More involvement in social responsibility
- Number of participants in regular grassroots football competitions

- Commitment to the AFC Grassroots Charter
- Collaboration with top clubs which support grassroots football
- Efforts to improve and increase grassroots facilities/equipment
- The use of grassroots ambassadors

C-2 AFC Special Grassroots Awards

The AFC Special Grassroots Awards honour the game's unsung heroes who dedicate their time and resources to spreading the joys of football.

The three Awards are as follows:

1. **Best Grassroots Leader:** "An individual (a volunteer) who has done outstanding work in grassroots football"
    - A leader who deals with players in clubs, NGO, school, etc. (not a Member Association official/employee)
    - For current work (not just efforts in the past)
    - Focus on:
        - Achievement (created/expanded a club, project or other activity)
        - Longevity
        - Impact (influence on a large number of players)
2. **Best Grassroots Project:** "An outstanding grassroots football project run by a regional association, amateur club, agency or school"
    - Not regular MA business
    - Evidence of support for AFC's Grassroots Philosophy and AFC Grassroots Charter criteria

- Focus on:
    - Innovation
    - Social responsibility
    - Impact (involving a large number of participants, specific groups and special activities)
    - A wide range of participants (age, gender, skill level, disability, etc.)

3. **Best Grassroots Club:** "An amateur club which does outstanding grassroots work"

- Clubs having a holistic grassroots approach
- Evidence of growth and retention
- Focus on:
    - A wide range of participants (age, gender, skill level, disability, etc.)
    - Partnership (with schools or other local bodies)
    - Activities (trainings, projects, events, competitions, Fair Play, child protection policy, etc.)

D. PERFORMANCE CATEGORIES AND KEY CRITERIA

The performance categories and Key Criteria of each level of the Grassroots Charter are specified below.

PERFORMANCE CATEGORIES	KEY CRITERIA		
	BRONZE	SILVER	GOLD
1 LEADERSHIP	**1.** Is there someone responsible for grassroots football in the Member Association's administration?	**1.** Is there a written grassroots commitment by the Member Association's Executive Committee?	**1.** Is there a grassroots committee and/or panel?
2 PLANNING	**1.** Is there a written grassroots plan? **2.** Is there a written philosophy of grassroots football?	**1.** Is there a written plan for player retention?	**1.** Is there a strategic long-term plan for grassroots development in the Member Association? **2.** Is there a plan for the continued development of professional grassroots staff?
3 STRUCTURE	**1.** Is there a basic structure for grassroots football in the Member Association?	**1.** Is there a regional and local grassroots structure?	**1.** Does the structure include a wide range of grassroots football (e.g. disability football, children's football, futsal)? **2.** Is there a club development programme?
4 STAFFING	**1.** Is there administrative staff in the Member Association to support grassroots development?	**1.** Is there a supply of grassroots coaches/ leaders available? **2.** Is there a volunteer programme in operation?	**1.** Are there regional and local grassroots managers?

PERFORMANCE CATEGORIES	KEY CRITERIA		
	BRONZE	SILVER	GOLD
5 PLAYER PROGRAMMES	1. Are there at least two player programmes for schools (children and youth)? 2. Are there Member Association holiday courses? 3. Does the Member Association endorse any grassroots programmes?	1. Are there player programmes appropriate for different ages (e.g. small-sided games for children)?	1. Are there extensive, varied player activities (e.g. festivals, camps, community schemes)?
6 GRASSROOTS COMPETITIONS	1. Are there regular competitions for children and youth? 2. Are there regular competitions among schools (e.g. school leagues)?	1. Are there regular competitions for adult amateur players?	1. Is there a comprehensive network of leagues for all levels and ages?
7 FAIR PLAY	1. Is there a respect campaign promoted and arranged?	1. Is there a Member Association code of conduct for grassroots coaches?	1. Are there training programme for people involved in grassroots football?
8 FINANCE	1. Is there a budget for the Member Association's grassroots programme?	1. Is the Member Association's budget ring-fenced?	1. Are there additional funds available for grassroots development from the government, sponsors, etc.?
9 PARTNERSHIPS	1. Is there a partnership with school authorities?	1. Are there partnerships with clubs, regions, youth bodies, etc.?	1. Are there partnerships with business and national authorities?

PERFORMANCE CATEGORIES	KEY CRITERIA		
	BRONZE	SILVER	GOLD
10 PERSONAL DEVELOPMENT	1. Is there a policy of child/player protection, including safeguarding for children, in action? 2. Are there guidelines on safety (e.g. equipment, practices)?	1. Are there projects which promote health and lifestyle (e.g. nutrition, anti-smoking)?	1. Are there educational activities linked to the grassroots programme (e.g. emotional intelligence projects, football topics in the classroom)?
11 RESULTS	1. What is the number of grassroots participants per year in Member Association programmes, clubs, schools, etc.? 2. How many different programmes are run every year by the Member Association? (minimum of two [2] per year)?	1. Is there evidence of growth in the numbers participating in Member Association programmes, clubs, schools, etc.? 2. Is there an increase in the number of grassroots programmes/ courses (minimum of three [3] per year)?	1. Is there growth in the number of registered players over 18 years (e.g. 3-year period and minimum of 10% of those under 18)? 2. Is there an increase in the number of grassroots programmes/ courses (minimum of four [4] per year)? 3. Is there a system which records the number of grassroots teams being led by someone with a minimum Member Association qualification (e.g. C or D certificate)? 4. Is there research regarding quality assurance (e.g. player satisfaction)?
12 WOMEN'S PROJECTS	1. Are there introductory grassroots football activities for girls?	1. Are there regular girls'/women's competitions?	1. Is there an extensive range of girls'/ women's projects (e.g. mothers' project, adult recreational football)?

PERFORMANCE CATEGORIES	KEY CRITERIA		
	BRONZE	SILVER	GOLD
13 SOCIAL SCHEMES	1. Are there any social projects (e.g. for integration or disadvantaged groups)?	1. Are there more social projects than at the Bronze level (e.g. at least four [4])?	1. Is there a comprehensive programme of social projects which use football as the medium of expression?
14 SPECIFIC AREAS	1. Is futsal, beach soccer and veterans football organised and promoted?	1. Is disability football organised and promoted?	1. Is there an extensive programme of activity for special categories of football?
15 PROMOTIONAL ACTIVITIES	1. Are beginners' days organised? 2. Are there grassroots awards?	1. Are tournaments/ festivals for mass participation organised?	1. Are there special promotional activities organised at top events (e.g. cup finals, professional matches)?
16 MEMBER ASSOCIATION EVENTS	1. Does the Member Association take part in the AFC Grassroots Day?	1. Does the Member Association organise a Grassroots Day or Week? 2. Does the Member Association organise grassroots leaders' seminars?	1. Does the Member Association organise an annual grassroots conference?
17 ADULT EDUCATION	1. Are C certificate courses organised by the Member Association? 2. Are there introductory courses/ educational programmes for grassroots coaches/ leaders?	1. Are there any Member Association standard grassroots leaders' courses? 2. Are there coach education opportunities for women?	1. Are there further education courses/ events for grassroots coaches/leaders? 2. Are there e-learning opportunities organised by the Member Association for grassroots leaders?

PERFORMANCE CATEGORIES	KEY CRITERIA		
	BRONZE	SILVER	GOLD
18 AMBASSADORS	1. Have Member Association grassroots ambassadors been appointed?	1. Are there grassroots ambassadors in the region and for women's football?	1. Do top national team and/or club players contribute to the grassroots programme?
19 COMMUNICATIONS	1. Is grassroots football promoted on the Member Association's website?	1. Does the Member Association promote grassroots football by various means (e.g. newsletters, emails)?	1. Is there a grassroots section on the Member Association's website and is there use of social media to promote the grassroots game? 2. Do the Member Association's TV/ sponsor partners help promote grassroots football?
20 FACILITIES	1. Does the Member Association support/ promote grassroots facilities provision/ access (e.g. mini-pitches)? 2. Does the Member Association promote the provision of appropriate equipment?	1. Does the Member Association have data regarding facilities for grassroots football?	1. Does the Member Association have a grassroots facilities/ equipment plan for growth?

E. EVALUATION PROCESS

1. The Member Association shall apply for the Charter at the chosen level (Bronze, Silver or Gold) to the AFC via email (tdgrassroots@the-afc.com).

2. The Member Association shall send its supporting documents within one month of the application date through the AFC Administration System (AFCAS).

3. Two duly appointed AFC Grassroots Panel members shall assess the Member Association's application and supporting documentation (to be completed within ten [10] working days of the date of receipt of the material).

4. For applicants for Gold level, a Member Association assessment visit is obligatory. The assessment visit shall be completed within twelve (12) weeks of the date of receipt of the application.

5. On completing the evaluation, the two AFC Grassroots Panel members shall forward an assessment report to the AFC Grassroots Panel for its consideration and decision. The decision shall then be communicated by the AFC Grassroots Panel to the AFC Technical Committee.

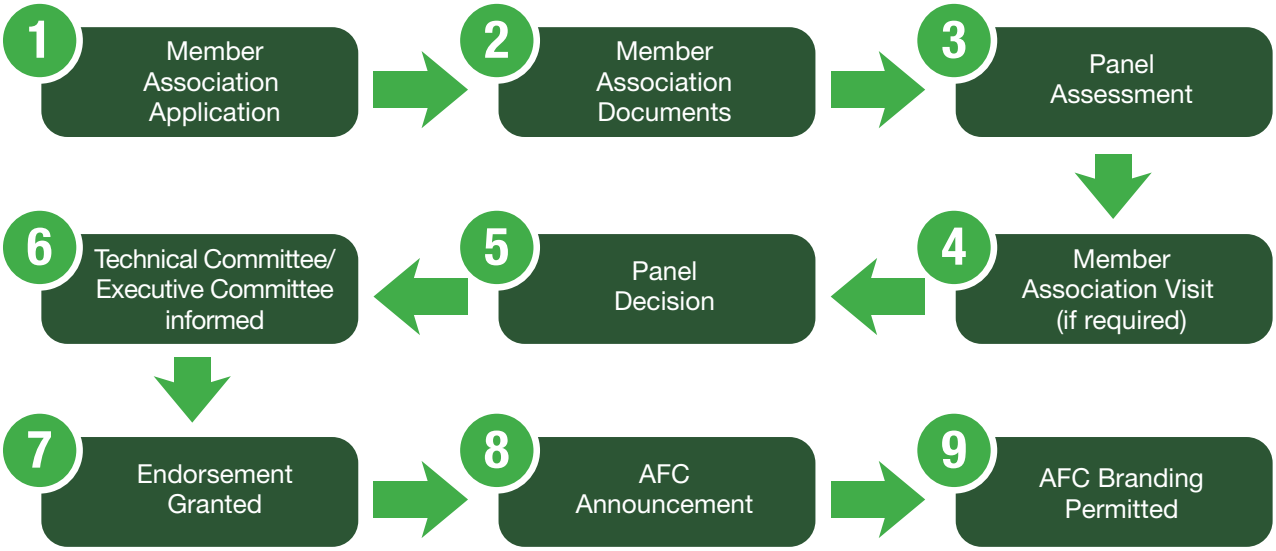
6. The AFC Technical Committee shall inform the AFC Executive Committee with regard to all relevant updates concerning the implementation of the Charter in due course.

7. Where the AFC Grassroots Panel decides to approve a Member Association application, a declaration is signed by both the AFC and the relevant Member Association, and an AFC certificate of approval is sent to the Member Association.

8. The AFC shall publish the Endorsement status of the Member Association.

9. The Member Association concerned is permitted to use Charter branding for promotional purposes as per AFC regulations.

THE EVALUATION PROCESS



EVALUATING GUIDELINES

1. FACTUAL INFO

- Documents
- Content
- Compliance

2. QUALITY ISSUES

- Calibre of Staff
- Grassroots Standards
- Level of Organisation

F. FREQUENTLY ASKED QUESTIONS

PERFORMANCE CATEGORIES	QUESTION	ANSWER	SUGGESTED SUPPORTING EVIDENCE/& DOCUMENTATION
1 LEADERSHIP	**a.** Does the grassroots manager need to be full-time? **b.** Is this a post for a member of staff or an elected football politician?	**a.** No - he/she may combine this with another job but it is critical for the AFC to have a point of contact **b.** It needs to be a member of staff - it is critical for the AFC to have a point of contact	• Copy of job description
2 PLANNING	**a.** What does a grassroots plan look like?	**a.** Please see example provided	• Copy of plan
3 STRUCTURE	**a.** What is meant by 'basic structure for grassroots football'?	**a.** Within the country - are there grassroots clubs, grassroots teams and grassroots coaches/ leaders/ teachers?	• List of participating clubs, schools • List of leagues, fixtures
4 STAFFING	**a.** Do 'administrative staff' need to be full-time?	**a.** No - but the grassroots manager does need dedicated administrative support	• Copy of job description
5 PLAYER PROGRAMMES	**a.** What are 'player programmes'? **b.** Can the Member Association endorse the player programmes of clubs or commercial companies?	**a.** Programmes which the Member Association has developed themselves to stimulate grassroots growth and/or retention **b.** Yes - provided the Member Association establishes criteria for endorsement and monitors delivery of the programme	• Details of holiday programmes, festivals, tournaments, etc.

PERFORMANCE CATEGORIES	QUESTION	ANSWER	SUGGESTED SUPPORTING EVIDENCE/& DOCUMENTATION
6 GRASSROOTS COMPETITIONS	**a.** What are 'regular competitions'?	**a.** Competitions which continue over a number of months - not just one-off festivals or tournaments	• Details of competitions - fixture lists with dates, results, etc.
7 FAIR PLAY	**a.** What could a 'respect campaign' include?	**a.** Respect for opponents, teammates, team leaders, referees, parents	• Copy of respect campaign literature
8 FINANCE	**a.** Does the Member Association have to declare the amount in the budget for grassroots football?	**a.** No - but confirmation of a dedicated budget for a programme of grassroots activities is required	• Written confirmation that there is a dedicated budget for grassroots
9 PARTNERSHIPS	**a.** Can the partnership with schools be for any programme, age or gender?	**a.** Yes - so long as the Member Association has at least one partnership with school authorities	• Evidence of the partnership
10 PERSONAL DEVELOPMENT	**a.** What is required from a Member Association in the area of child protection?	**a.** A written document which outlines the requirements for the safeguarding of children in a football context. It should be compatible with all relevant domestic educational policies and international best practices and be fully implemented.	• Copy of MA Child Safeguarding Policy Sample: https://www.the-afc.com/documents/sample-child-safeguarding-policy-and-implementation-guide-for-mas

PERFORMANCE CATEGORIES	QUESTION	ANSWER	SUGGESTED SUPPORTING EVIDENCE/& DOCUMENTATION
11 RESULTS	**a.** Who is defined as a grassroots participant?	**a.** Non-Professional and Non-Elite participants in Member Association grassroots activities and regular Member Association-approved competitions	• Numbers, age and gender of participants
12 WOMEN'S PROJECTS	**a.** What are 'Introductory grassroots football activities for girls'?	**a.** Examples would include one-day 'come and try' sessions or 'girls only courses'	• Details of women's projects – dates, venues and numbers
13 SOCIAL SCHEMES	**a.** What are 'social schemes'?	**a.** Programmes that use the medium of football specifically to foster healthy lifestyles, anti -crime, citizenship, integration or targeted towards a particular disadvantaged group	• Details of social schemes – dates, venues and numbers
14 SPECIFIC AREAS	**a.** What are 'specific areas' and why are they important?	**a.** For the grassroots programme to demonstrate range and flexibility i.e. not just for children	• Details of 'specific areas', dates, venues and numbers
15 PROMOTIONAL ACTIVITIES	**a.** What are 'beginners' days?	**a.** Activities to introduce the game to newcomers whatever their age or gender	• Details of promotional activities - dates, venues and numbers
16 MEMBER ASSOCIATION EVENTS	**a.** What is the purpose of Member Association events?	**a**. Events specifically to promote grassroots football	• Details of Member Association grassroots football events - dates, venues and numbers

PERFORMANCE CATEGORIES	QUESTION	ANSWER	SUGGESTED SUPPORTING EVIDENCE/& DOCUMENTATION
17 ADULT EDUCATION	**a.** What could 'introductory educational programmes for grassroots leaders include'?	**a.** Courses, seminars, workshops, lectures, webinars, online courses, social media channels and groups, etc.	• Details of adult education - dates, venues and numbers • Links to resources
18 AMBASSADORS	**a.** Who can be grassroots ambassadors?	**a.** Current and former players, coaches, referees and officials; celebrities etc.	• Details of the work of ambassadors - dates, venues and numbers
19 COMMUNICATIONS	**a.** How can grassroots football be promoted on the Member Association website?	**a.** For example - news of Member Association's grassroots activities, courses and links to Member Association social media accounts	• Details of communication resources • Links to resources
20 FACILITIES	**a.** How can the Member Association support facility provision?	**a.** For example - endorse government facility policy, develop partnerships to aid the building of facilities (e.g. mini-pitches)	• Details of facility policy

G. A SAMPLE GRASSROOTS PLAN

1. Why? The Purpose

The Member Association recognises the value of Grassroots Football which includes some of the following benefits:

- Greater participation and interest in football
- As a medium to foster social and sporting values as well as personal development
- For all: to attract the full range of the population - age and gender
- To develop a distinct Member Association football culture
- To recruit future generations of coaches and officials
- To contribute to the investment in football
- To increase the potential player pool for elite football

2. What? The Objectives

- To grow the number of players (**stating age and gender**) in **x** years
- Member Association organised activities: **Numbers** _____
- In club & school competitions: **Numbers** ____
- To retain participants attracted to the game: **Numbers** ____ **by x years**
- To train grassroots leaders and coaches (stating gender): **Numbers** ____

3. How? Achieving the Objectives

Key Tactics: people, partnerships, products, places and promotions to achieve the stated objectives.

KEY TACTICS TO ACHIEVE THE OBJECTIVES	MEMBER ASSOCIATION TO SUMMARISE HERE
Member Association leadership, organisation and staffing	
Player programmes	
Grassroots competitions	
Finance: estimated income and expenditure	
Partnerships	
Women's projects	
Fair play, social schemes, specific areas, personal development	
Communication, promotion and Member Association events	
Adult education	
Ambassadors	
Facilities	

4. Major Tasks, Critical Path and Time Scale

- Which tasks are the most important and urgent to complete; by when and by whom?

H. CHECKLISTS

H-1: GOLD

PERFORMANCE CATEGORIES	CRITERIA CHECKLIST
1 LEADERSHIP	**1.** Is there a grassroots committee and/or panel? YES ☐ NO ☐ EVIDENCE _____
2 PLANNING	**1.** Is there a strategic long-term plan for grassroots development in the Member Association? YES ☐ NO ☐ EVIDENCE _____ **2.** Is there a plan for the continued development of professional grassroots staff? YES ☐ NO ☐ EVIDENCE _____
3 STRUCTURE	**1.** Does the structure include a wide range of grassroots football programmes (e.g. disability football, children's football, futsal)? YES ☐ NO ☐ EVIDENCE _____ **2.** Is there a club development programme? YES ☐ NO ☐ EVIDENCE _____
4 STAFFING	**1.** Are there regional and local grassroots managers? YES ☐ NO ☐ EVIDENCE _____

PERFORMANCE CATEGORIES	CRITERIA CHECKLIST
5 PLAYER PROGRAMMES	**1.** Are there extensive, varied player activities (e.g. festivals, camps, community schemes)? YES ☐ NO ☐ EVIDENCE _____
6 GRASSROOTS COMPETITIONS	**1.** Is there a comprehensive network of leagues for all levels and ages? YES ☐ NO ☐ EVIDENCE _____
7 FAIR PLAY	**1.** Are there training programmes for people involved in grassroots football? YES ☐ NO ☐ EVIDENCE _____
8 FINANCE	**1.** Are there additional funds available for grassroots development from the government, sponsors, etc.? YES ☐ NO ☐ EVIDENCE _____
9 PARTNERSHIPS	**1.** Are there partnerships with business and national authorities? YES ☐ NO ☐ EVIDENCE _____
10 PERSONAL DEVELOPMENT	**1.** Are there educational activities linked to the grassroots programme (e.g. emotional intelligence projects, football topics in the classroom)? YES ☐ NO ☐ EVIDENCE _____

PERFORMANCE CATEGORIES	CRITERIA CHECKLIST
11 RESULTS	**1.** Is there growth in the number of registered players over 18 years (e.g. 3-year period and minimum of 10% of those under 18)? YES ☐ NO ☐ EVIDENCE _____ **2.** Is there an increase in the number of grassroots programmes/courses (minimum of four [4] per year)? YES ☐ NO ☐ EVIDENCE _____ **3.** Is there a system which records the number of grassroots teams being led by someone with a minimum Member Association qualification (e.g. C or D certificate)? YES ☐ NO ☐ EVIDENCE _____ **4.** Is there research regarding quality assurance (e.g. player satisfaction)? YES ☐ NO ☐ EVIDENCE _____
12 WOMEN'S PROJECTS	**1.** Is there an extensive range of girls'/ women's projects (e.g. mothers' project, adult recreational football)? YES ☐ NO ☐ EVIDENCE _____
13 SOCIAL SCHEMES	**1.** Is there a comprehensive programme of social projects which use football as the medium of expression? YES ☐ NO ☐ EVIDENCE _____
14 SPECIAL AREAS	**1.** Is there an extensive programme of activity for special categories of football? YES ☐ NO ☐ EVIDENCE _____

PERFORMANCE CATEGORIES	CRITERIA CHECKLIST
15 PROMOTIONAL ACTIVITIES	**1.** Are there special promotional activities organised at top events (e.g. cup finals, professional matches)? YES ☐ NO ☐ EVIDENCE _____
16 MEMBER ASSOCIATON EVENTS	**1.** Does the Member Association organise an annual grassroots conference? YES ☐ NO ☐ EVIDENCE _____
17 ADULT EDUCATION	**1.** Are there further education courses/events for grassroots coaches/leaders? YES ☐ NO ☐ EVIDENCE _____ **2.** Are there e-learning opportunities organised by the Member Association for grassroots leaders? YES ☐ NO ☐ EVIDENCE _____
18 AMBASSADORS	**1.** Do top club players contribute to the grassroots programme? YES ☐ NO ☐ EVIDENCE _____
19 COMMUNICATIONS	**1.** Is there a grassroots section on the Member Association's website and is there use of social media to promote the grassroots game? YES ☐ NO ☐ EVIDENCE _____ **2.** Do the Member Association's TV/ sponsor partners help promote grassroots football? YES ☐ NO ☐ EVIDENCE _____
20 FACILITIES	**1.** Does the Member Association have a grassroots facilities/equipment plan for growth? YES ☐ NO ☐ EVIDENCE _____

H-2: SILVER

PERFORMANCE CATEGORIES	CRITERIA CHECKLIST
1 LEADERSHIP	**1.** Is there a written grassroots commitment by the Member Association's executive committee? YES ☐ NO ☐ EVIDENCE _____
2 PLANNING	**1.** Is there a written plan for player retention? YES ☐ NO ☐ EVIDENCE _____
3 STRUCTURE	**1.** Is there a regional and local grassroots structure? YES ☐ NO ☐ EVIDENCE _____
4 STAFFING	**1.** Is there a supply of grassroots coaches leaders available? YES ☐ NO ☐ EVIDENCE _____ **2.** Is there a volunteer programme in operation? YES ☐ NO ☐ EVIDENCE _____
5 PLAYER PROGRAMMES	**1.** Are there player programmes appropriate for different ages (e.g. small-sided games for children)? YES ☐ NO ☐ EVIDENCE _____
6 GRASSROOTS COMPETITIONS	**1.** Are there regular competitions for adult amateur players? YES ☐ NO ☐ EVIDENCE _____

PERFORMANCE CATEGORIES	CRITERIA CHECKLIST
7 FAIR PLAY	**1**. Is there an Member Association's Code of Conduct for grassroots coaches? YES ☐ NO ☐ EVIDENCE _____
8 FINANCE	**1**. Is the Member Association's budget ring-fenced? YES ☐ NO ☐ EVIDENCE _____
9 PARTNERSHIPS	**1**. Are there partnerships with clubs, regions, youth bodies, etc.? YES ☐ NO ☐ EVIDENCE _____
10 PERSONAL DEVELOPMENT	**1**. Are there projects which promote health and lifestyle (e.g. nutrition, anti-smoking)? YES ☐ NO ☐ EVIDENCE _____
11 RESULTS	**1**. Is there evidence of growth in the numbers participating in Member Association programmes, clubs, schools, etc.? YES ☐ NO ☐ EVIDENCE _____ **2**. Is there an increase in the number of grassroots programmes/courses (minimum of three [3] per year)? YES ☐ NO ☐ EVIDENCE _____
12 WOMEN'S PROJECTS	**1**. Are there regular girls'/women's competitions? YES ☐ NO ☐ EVIDENCE _____

PERFORMANCE CATEGORIES	CRITERIA CHECKLIST
13 SOCIAL SCHEMES	**1**. Are there at least four (4) social football projects? YES ☐ NO ☐ EVIDENCE _____
14 SPECIAL AREAS	**1**. Is disability football organised and promoted? YES ☐ NO ☐ EVIDENCE _____
15 PROMOTIONAL ACTIVITIES	**1**. Are tournaments/festivals for mass participation organised? YES ☐ NO ☐ EVIDENCE _____
16 MEMBER ASSOCIATION EVENTS	**1**. Does the Member Association organise a Grassroots Day or Week? YES ☐ NO ☐ EVIDENCE _____ **2**. Does the Member Association organise grassroots leaders' seminars? YES ☐ NO ☐ EVIDENCE _____
17 ADULT EDUCATION	**1**. Are there any Member Association standard grassroots leaders' courses? YES ☐ NO ☐ EVIDENCE _____ **2**. Are there coach education opportunities for women? YES ☐ NO ☐ EVIDENCE _____

PERFORMANCE CATEGORIES	CRITERIA CHECKLIST
18 AMBASSADORS	**1**. Are there grassroots ambassadors in the region and for women's football? YES ☐ NO ☐ EVIDENCE _____
19 COMMUNICATIONS	**1**. Does the Member Association promote grassroots football by various means (e.g. newsletters, emails)? YES ☐ NO ☐ EVIDENCE _____
20 FACILITIES	**1**. Does the Member Association have data regarding facilities for grassroots football? YES ☐ NO ☐ EVIDENCE _____

H-3: BRONZE

PERFORMANCE CATEGORIES	CRITERIA CHECKLIST
1 LEADERSHIP	**1.** Is there someone responsible for grassroots football in the Member Association's administration? YES ☐ NO ☐ EVIDENCE _____
2 PLANNING	**1.** Is there a written grassroots plan? YES ☐ NO ☐ EVIDENCE _____ **2.** Is there a written philosophy of grassroots football? YES ☐ NO ☐ EVIDENCE _____
3 STRUCTURE	**1.** Is there a basic structure for grassroots football in the Member Association? YES ☐ NO ☐ EVIDENCE _____
4 STAFFING	**1.** Is there administrative staff in the Member Association to support grassroots development? YES ☐ NO ☐ EVIDENCE _____
5 PLAYER PROGRAMMES	**1.** Are there at least two player programmes for schools (children and youth)? YES ☐ NO ☐ EVIDENCE _____ **2.** Are Member Association holiday courses organised? YES ☐ NO ☐ EVIDENCE _____ **3.** Does the Member Association endorse any grassroots programmes? YES ☐ NO ☐ EVIDENCE _____

PERFORMANCE CATEGORIES	CRITERIA CHECKLIST
6 GRASSROOTS COMPETITIONS	**1.** Are there regular competitions for children and youth? YES ☐ NO ☐ EVIDENCE _____ **2.** Are there regular competitions among schools (e.g. school leagues)? YES ☐ NO ☐ EVIDENCE _____
7 FAIR PLAY	**1.** Is there a respect campaign promoted and arranged? YES ☐ NO ☐ EVIDENCE _____
8 FINANCE	**1.** Is there a budget for the Member Association's grassroots programme? YES ☐ NO ☐ EVIDENCE _____
9 PARTNERSHIPS	**1.** Is there a partnership with school authorities? YES ☐ NO ☐ EVIDENCE _____
10 PERSONAL DEVELOPMENT	**1.** Is there a policy of child/player protection, including safeguarding in children, in action? YES ☐ NO ☐ EVIDENCE _____ **2.** Are there guidelines on safety (e.g. equipment, practices)? YES ☐ NO ☐ EVIDENCE _____

PERFORMANCE CATEGORIES	CRITERIA CHECKLIST
11 RESULTS	**1.** What is the number of grassroots participants per year in Member Association programmes, clubs, schools, etc.? NUMBER _____ EVIDENCE _____ **2.** How many different programmes are run every year by the Member Association (minimum of two [2] per year)? NUMBER _____ EVIDENCE _____
12 WOMEN'S PROJECTS	**1.** Are there introductory grassroots football activities for girls? YES ☐ NO ☐ EVIDENCE _____
13 SOCIAL SCHEMES	**1.** Are there any social projects e.g. for integration or disadvantaged groups? YES ☐ NO ☐ EVIDENCE _____
14 SPECIAL AREAS	**1.** Is futsal, beach soccer, and veterans football organised and promoted? YES ☐ NO ☐ EVIDENCE _____
15 PROMOTIONAL ACTIVITIES	**1.** Are beginners' days organised? YES ☐ NO ☐ EVIDENCE _____ **2.** Are there grassroots awards? YES ☐ NO ☐ EVIDENCE _____

PERFORMANCE CATEGORIES	CRITERIA CHECKLIST
16 MEMBER ASSOCIATION EVENTS	**1.** Does the Member Association take part in the AFC Grassroots Day? YES ☐ NO ☐ EVIDENCE _____
17 ADULT EDUCATION	**1.** Are C certificate courses organised by the Member Association? YES ☐ NO ☐ EVIDENCE _____ **2.** Are there introductory courses/educational programmes for grassroots coaches/leaders? YES ☐ NO ☐ EVIDENCE _____
18 AMBASSADORS	**1.** Have Member Association grassroots ambassadors been appointed? YES ☐ NO ☐ EVIDENCE _____
19 COMMUNICATIONS	**1.** Is grassroots football promoted on the Member Association's website? YES ☐ NO ☐ EVIDENCE _____
20 FACILITIES	**1.** Does the Member Association support/promote grassroots facilities provision/access (e.g. mini-pitches)? YES ☐ NO ☐ EVIDENCE _____ **2.** Does the Member Association promote the provision of appropriate equipment? YES ☐ NO ☐ EVIDENCE _____

I. DECLARATION FORMS (SAMPLES)

I-1: GOLD

AFC Declaration of Recognition of Grassroots Charter Gold Membership Status

Declaration of recognition of Grassroots Charter Gold Membership status

The AFC hereby declares that … [name of AFC member association] has on … [dd/mm/yyyy] been conferred Gold Membership under the AFC Grassroots Charter.

This declaration accords … [name of AFC member association] the right to promote its Grassroots events and activities with the support and recognition of the AFC in accordance with the applicable terms of the AFC Grassroots Charter.

For the **Asian Football Confederation (AFC)**

.....

Datuk Seri Windsor John
General Secretary

For … **[name of AFC Member Association]**

.....

[First Name, Family Name]
General Secretary [or equivalent]

I-2: SILVER

AFC Declaration of Recognition of Grassroots Charter Silver Membership Status

Declaration of recognition of Grassroots Charter Silver Membership status

The AFC hereby declares that … [name of AFC member association] has on … [dd/mm/yyyy] been conferred Silver Membership under the AFC Grassroots Charter.

This declaration accords … [name of AFC member association] the right to promote its Grassroots events and activities with the support and recognition of the AFC in accordance with the applicable terms of the AFC Grassroots Charter.

For the **Asian Football Confederation (AFC)**

.....

Datuk Seri Windsor John
General Secretary

For … **[name of AFC Member Association]**

.....

[First Name, Family Name]
General Secretary [or equivalent]

I-3: BRONZE

AFC Declaration of Recognition of Grassroots Charter Bronze Membership Status

Declaration of recognition of Grassroots Charter Bronze Membership status

The AFC hereby declares that … [name of AFC member association] has on … [dd/mm/yyyy] been conferred Bronze Membership under the AFC Grassroots Charter.

This declaration accords … [name of AFC member association] the right to promote its Grassroots events and activities with the support and recognition of the AFC in accordance with the applicable terms of the AFC Grassroots Charter.

For the **Asian Football Confederation (AFC)**

.....

Datuk Seri Windsor John
General Secretary

For … **[name of AFC Member Association]**

.....

[First Name, Family Name]
General Secretary [or equivalent]

“

FAIL TO WATER THE GRASSROOTS AND THE GAME WILL WITHER AND DIE.

ANDY ROXBURGH
(AFC TECHNICAL DIRECTOR)



”

Asian Football Confederation

President: Shaikh Salman bin Ebrahim Al Khalifa

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