



# **AFC** **GRASSROOTS** **CHARTER**

---

**SAMPLES OF GOOD PRACTICE 2022**

# AFC GRASSROOTS CHARTER

Samples of Good Practice 2022



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# AFC GENERAL SECRETARY'S MESSAGE

Dear football family,

It gives me great pleasure to present the 2022 edition of the AFC Grassroots Charter: Samples of Good Practice.

The grassroots movement represents the foundation for football to thrive and the AFC defines grassroots football as 'all football which is non-professional and non-elite'. This includes football for children, youths, amateurs, veterans, those with learning or physical disabilities and the socially disadvantaged.

The AFC has outlined its ambitions to ensure football remains the Continent's most popular sport and I am heartened to note that our Member Associations (MAs) continue to share our Vision.

Perhaps even more inspiring is the strong culture of inclusion displayed by the AFC's MAs whose core programmes are focused on children, youth, women, the visually impaired, the underprivileged and the volunteers working tirelessly behind the scenes.

To further strengthen the fundamentals of the game, it is also crucial to engage, collaborate and strengthen relationships with all the key stakeholders and local authorities in a sustainable manner. I am delighted to see MAs pay attention to this aspect to ensure continuous support, involvement and stability.

The initiatives contained within these pages are testament to the success of the AFC Grassroots

Charter in driving the growth of grassroots football in Asia and encouraging more people to play the beautiful game.

More importantly, however, it shows the effort, time and resources MAs have invested in ensuring football is accessible to everyone, stimulating greater interest in the game, providing more social inclusion opportunities and supporting the mental and physical development of young people.

These activities also reflect the dedication and commitment of MAs in promoting grassroots football despite the various challenges created by COVID-19. Their resilience in the face of societal and economical obstacles is to be recognised, along with their creativity in ensuring initiatives and programmes are implemented in a secure and safe environment.

The initiatives designed by our MAs emphasise fun, enjoyment and learning – the basic elements required to instill a lifelong love for any sport and, most of all, as you flip through these pages, it is our hope that you will draw inspiration from your fellow MAs to raise the standards of the game by either becoming a member or upgrading your status of the AFC Grassroots Charter.

I have no doubts that our MAs will continue to play a primary role in enhancing the landscape of Asian football and further solidifying its position as the number one sport on the Continent.



Datuk Seri Windsor John  
AFC General Secretary

# AFC GRASSROOTS CHARTER: SAMPLES OF GOOD PRACTICE

## Introduction

Football is a game for all, and in Asia, the AFC Grassroots Charter acts as the ground-breaking development tool for Member Associations (MAs) to raise the quality of their grassroots programmes.

As you browse the Grassroots Samples of Good Practice, you'll notice the sheer dedication shown by our MAs in facilitating the AFC progress grassroots football and increase the number of participants in their respective countries.

Each of these MAs had to face numerous challenges in implementing their activities, especially those brought about by COVID-19. They have, however, displayed ingenuity, confidence and perseverance by taking advantage of the tools and processes at hand and leveraging the internet in a time of social distancing to ensure that their ideas came to fruition.

Their commitment is to be applauded and emulated. These initiatives not only strive to make football accessible to all, but also focus on developing skills, increasing the quality of the game, inculcating admirable qualities such as fair play, sportsmanship and teamwork as well as other aspects that are in line with the AFC's overall objectives for grassroots football.

The MAs featured here are endorsed and recognised by the AFC Grassroots Charter. These practices and case studies, divided into diverse categories that include Leadership, Structure, Personal Development and Fair Play, are undoubtedly some of the finest in Asia. They will help steer you in the right direction if you plan on applying for the AFC Grassroots Charter or enhance your current grassroots programmes.

For recognised MAs seeking to upgrade their membership to Gold or Silver, the Grassroots Samples of Good Practice is a helpful tool, one that allows you to benchmark and compare your MA's present activities against some of the most outstanding in the Continent.

We trust this publication will enable your MA to conceptualise and deliver best-in-class initiatives while contributing towards the AFC Grassroots Charter's efforts to grow the grassroots game. More importantly, we look forward to watching your activities stimulate a greater interest in football, encourage more participation and provide everyone the opportunity to play.



# Let's Play!



## SAMPLES OF GOOD PRACTICE

### Leadership

## Leadership

# AIFF GRASSROOTS PANEL

All India Football Federation (AIFF)



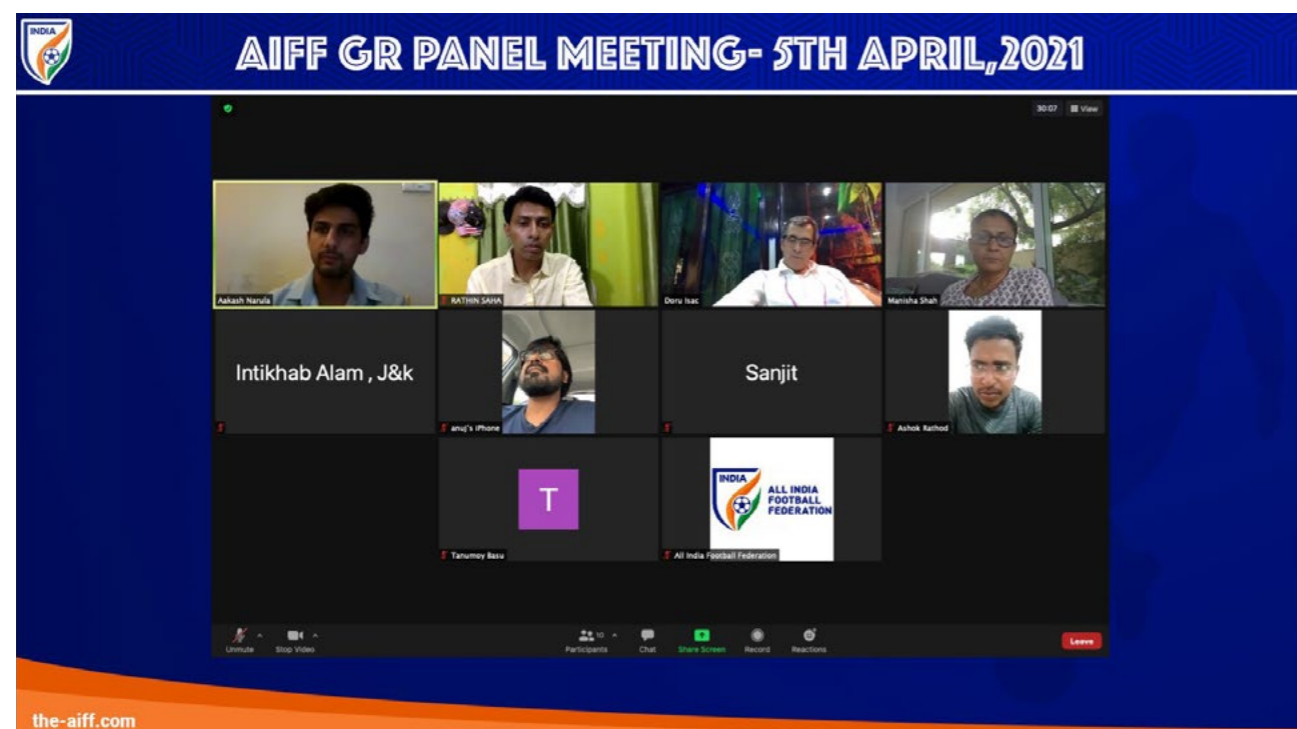
The All India Football Federation established their Grassroots Panel on August 3, 2020, comprising 29 panel members from different states nominated by the Hero Indian Super League and Hero I-League clubs and state associations.

### Purpose

- Identify new pathways to increase grassroots development quality, which focus on creating development programmes targeting six to 12-year-olds
- Reach rural areas by collaborating with various stakeholders in a sustainable manner
- Utilise professionalism, experience, and expertise to build a uniform-age relative concept aligned with the requirement of grassroots development
- Effectively deliver the grassroots game and develop football by gathering experts from professional clubs and state associations

### Concept

- Early stage of real achievements focusing on a combination of administrative work and strategy
- A long-term strategy alongside the promotion of grassroots football activities and technical development
- Creating a four-year, age-specific development plan
- Encourage participation rather than competition, with amateur footballers free to take part



The AIFF Grassroots Panel Meeting on April 5 2021 shared their strategy with different states



The 29 AIFF Grassroots Panel members from different states in India.





## SAMPLES OF GOOD PRACTICE

### Planning



## Planning

# FILANESIA

Football Association of Indonesia (PSSI)



The Football Association of Indonesia (PSSI) launched their Indonesian Football Philosophy (FILANESIA) in 2017 as a guide for the local football community. FILANESIA is also outlined in the Indonesian Football Development Curriculum book.

### Purpose

- Serves as the foundation for the early development of Indonesian football, prioritising the element of joy through grassroots games
- A main focus of the PSSI five-year plan is stakeholder engagement which include studies, field practice, panel discussions and seminars with all League 1 coaches, sports practitioners and technical experts before implementation
- Provides guidance in terms of the scope of football such as dividing training by age and developing player techniques and playing characteristics

### Contents:

- Grassroots activities in FILANESIA are being carried out in three phases based on age groups:

| Phase     | Fun Phase | Skill Development Phase | Game Phase  |
|-----------|-----------|-------------------------|-------------|
| Age group | 6-9 years | 10-13 years             | 14-17 years |

### Implementation:

- All football schools affiliated with PSSI are encouraged to implement FILANESIA's training structure
- PSSI appointed several coaches as FILANESIA Ambassadors to promote FILANESIA to coaches and players

### Impact:

- The "Filanesia On The Road" programme initiated in line with FILANESIA attracted more than 750 children and 250 coaches in several cities.



FILANESIA classes for coaches and players



Fun-filled grassroots initiatives organised in line with FILANESIA



## SAMPLES OF GOOD PRACTICE

### Structure

Structure

# FAM SUPARIMAU CHARTER

Football Association of Malaysia (FAM)



The Football Association of Malaysia (FAM) launched the FAM SupaRimau Charter in 2018 to raise the quality of local grassroots football. The Charter possesses an accreditation and evaluation system that aims to standardise the academy structure process.

**Purpose**

- Raise standards and encourage larger participation among football academies
- Support football academies in preparing high quality grassroots activities for young players
- Obtain an accurate figure of grassroots players, coaches and academies nationwide

**Contents:**

- The FAM SupaRimau Charter is divided into three member levels:
  1. Bronze Member (basic) - emphasis on a strong foundation for future growth
  2. Silver Member (advanced) - emphasis on sustainability and development
  3. Gold Member (benchmark) - emphasis on growth and retention of players and programmes

**Implementation:**

- An academy must fulfil five special criteria - Leadership, Planning, Facilities, Grassroots Competition and Education, to obtain member status in the FAM SupaRimau Charter.

**Impact:**

- FAM SupaRimau Charter members can use the Charter for promotional purposes, are eligible to participate in FAM's grassroots league that provides holistic competition and player pathways and receive player training compensation and membership privileges for all grassroots academy coaches and players

|           |   |
|-----------|---|
| Academies | 309 (registered) (122 active memberships) |
| Players   | 10,357 (registered)                       |
| Coaches   | 1,121(registered)                         |

The table above shows the reported number of registered academies, player and coaches as of 2021

| Level  | Number of Academies |
|--------|---------------------|
| Bronze | 98                  |
| Silver | 22                  |
| Gold   | 2                   |
| Total  | 122                 |

The table above shows the numbers of FAM SupaRimau Charter members as of 2021



Launch of the FAM SupaRimau Charter on May 4, 2018 in conjunction with AFC Grassroots Day 2018



Distribution of FAM SupaRimau membership certificates in October 2020

## Structure

# BFF ACADEMY ACCREDITATION SCHEME

Bangladesh Football Federation (BFF)



The Bangladesh Football Federation (BFF) launched an Academy Accreditation Scheme in line with the National Academy Accreditation Scheme as a catalyst to a long-term project.

### Purpose

- Initiate a cultural shift within the academy environment and develop a greater connection between the BFF and academies in the grassroots football pathway
- Recognise academies which are well run, sustainable and provide a safe environment to coach children as well as develop players, volunteers and coaches
- Ensure playing opportunities for players of all ages and abilities
- Guarantee player retention

### Contents:

- Evaluation is graded in three categories: One (1), Two (2), or Three (3) Star
- Accreditation is awarded based on the categories and depends on the criteria fulfilled by the academies

### Impact:

- As of 2021, over 250 academies nationwide applied for the Scheme, with 128 meeting the necessary criteria and awarded the Star Rating Scheme. The number continues to grow.



The Academy Accreditation scheme ceremony for endorsed academies in november 2020

## Structure

# PFA GRASSROOTS CENTRES

Palestine Football Association (PFA)



The Palestine Football Association (PFA) set up three regional male and female Grassroots Centres in the country.

### Purpose

- Achieve the anticipated goal of spreading football across Palestine
- Spread the joy of the grassroots game
- Provide opportunities for coaches' skill development
- Design specialised training programmes to encourage mass participation

### Contents:



### Impact:

- A total of 450 new players have joined the centres annually since their formation.
- A total of 53 qualified coaches, volunteers and coordinators have committed to their respective centres



Friendly matches in respective regions with the support of the PFA and stakeholders



Training sessions by qualified coaches and volunteers at grassroots centres



## SAMPLES OF GOOD PRACTICE

### Staffing

Staffing

# REGIONAL GRASSROOTS OFFICERS

Philippine Football Federation (PFF)



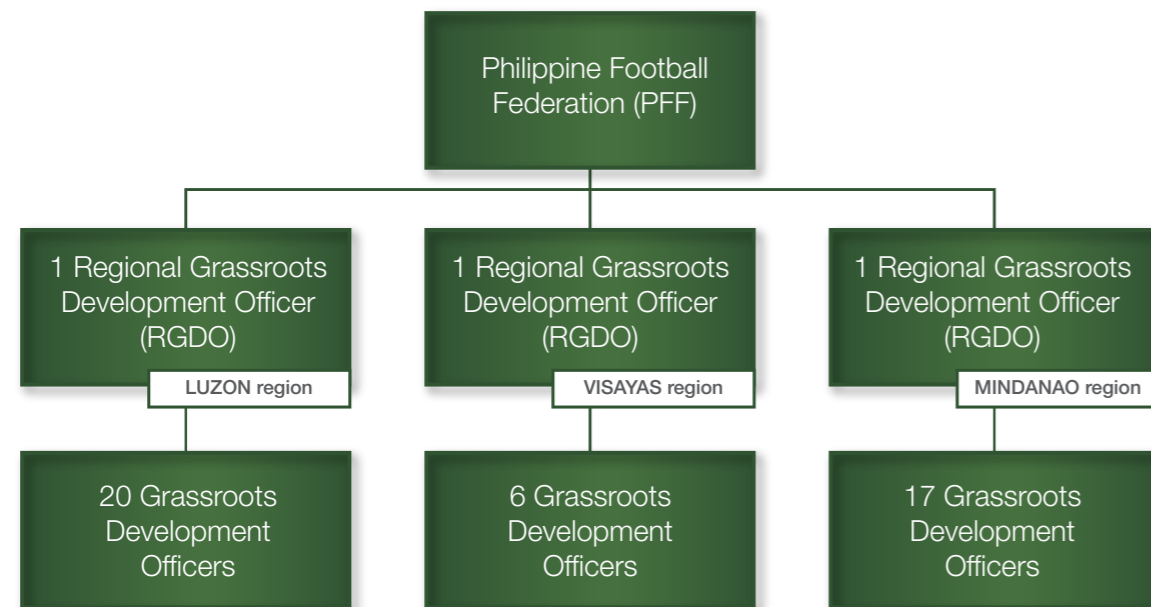
The Philippine Football Federation (PFF) works closely with its Regional Football Associations (RFAs) to further promote grassroots games by forming a group of Grassroots Development Officers (GDO) led by three Regional Grassroots Development Officers (RGDOs).

**Purpose**

- Develop and train Grassroots Officers to promote football by organising courses and festivals for coaches, teachers, volunteers and players

**Contents:**

- Promotion and Participation: Create an environment where football transcends cultural differences and provides grassroots football to all Filipinos
- Play and Player’s Development: Integrate a fun atmosphere, value formation, interaction, love and respect for the game
- Permanence and Partnership: Encourage support and promote football stakeholders (Regional Football Associations, Department of Education, local government units, private sector and clubs)
- Continuous Education: Develop and strengthen grassroots educators



**RGDOs:**

Ensure the growth and execution of grassroots football programmes within their Regional Football Associations.

**GDOs:**

Responsible for creating a strategic grassroots plan and implementing activities based on the AFC Grassroots Charter Key Performance Categories.

**Impact:**

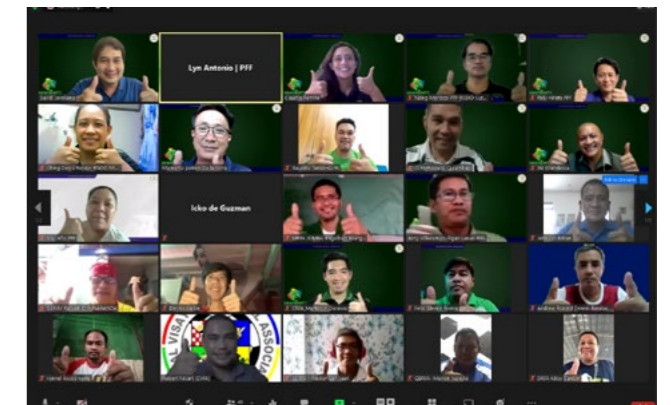
- The PFF organises a regular Grassroots Development Officers Workshop with all GDOs to share their knowledge on further improving the RFA grassroots programmes
- Grassroots Football Day, courses, development workshops and webinars have generated huge turnouts, especially Grassroots Football Day, which saw as many as 3,878 participants celebrate the fun-filled event
- The popular grassroots football festival from 2017-2019 saw an increase of player participation from 1,626 to 2,203



Regular Grassroots Development Officers Workshops: knowledge SHARING for improvement with respective RFAs.



A three-day Grassroots course and festival organised by GDOs to further educate teachers and coaches on event organisation



The AFC Grassroots Football Day Webinar 2021 saw the participation of over 100 youth players from different regions



AFC Grassroots Football Day 2019 was attended by 3,878 players from 25 RFAs



## SAMPLES OF GOOD PRACTICE Player Programmes



Player Programmes

# FOOTBALL FOR ALL CHALLENGE

Chinese Football Association (CFA)



The Chinese Football Association (CFA), in collaboration with HUA AO (a Chinese sports industry resource trade service platform) and social media platform Douyin launched an online “Football for All Challenge” grassroots programme.

**Purpose**

- To strengthen public enthusiasm for football during a challenging period.



**Contents:**

- Football enthusiasts who uploaded short videos of their skills such as 1v1, free kicks, dribbling and ball control on Douyin under the #FootballforAllChallenge with the most likes win attractive gifts and souvenirs from the national team and CSL clubs.

**Participants:**

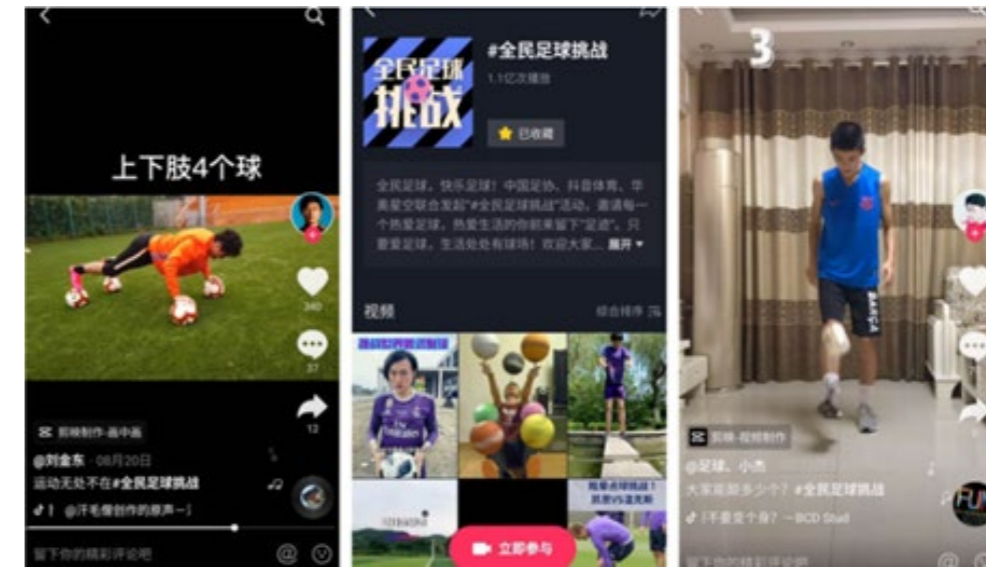
- CFA's President and Vice President, football stars, coaches, CFA Super League (CSL) players, athletes from other sports, social media influencers and football lovers.

**Implementation:**

- Date: August 8, 2021 - September 18, 2021
- Venue: Anywhere (homes, offices, football fields, etc.)
- Participants uploaded short creative videos on Douyin (short video-sharing app)

**Impact:**

- The “Football for All Challenge” on Douyin generated a significant nationwide impact to reignite online interest in football. The account garnered more than 2,000 videos and more than 120 million views, with the most popular video receiving 244K likes and 9,858 comments.



Football fans Uploaded short 1v1, free kick, dribbling and ball control videos on Douyin under the #FootballforAllChallenge



The CFA invited football players as project promotion ambassadors

## Player Programmes

# FOOTBALL FOR FRIENDSHIP

Football Association of Malaysia (FAM) and The Hong Kong Football Association Ltd. (HKFA)



The Football Association of Malaysia (FAM) and The Hong Kong Football Association Ltd. (HKFA) worked synergistically to launch an online “Football for Friendship” programme in December 2020.

### Purpose

- Promote cultural and knowledge exchange between coaches and young players from Hong Kong and Malaysia
- Use football as a medium to connect children from both countries
- Further strengthen public enthusiasm for football and engage young players and coaches during the COVID-19 pandemic lockdown

### Contents:

- Eight online classes accompanied by four days of one-hour training. Each class was conducted in two separate sessions
  - “Individual Training” on ball mastery via the “Train Effective App” with coach demonstrations where necessary
  - Innovative “Livelihood Sharing” period i.e. building player friendship by exchanging local cultures in small groups

### Implementation:

1. FAM and HKFA coaches worked together during meetings prior to the training workshops and player training sessions
2. The programme invited 22 coaches from the two MAs to provide informative lessons over eight classes in the U10, U12 and U13 age categories
3. HKFA launched a series of grassroots programmes that included online training courses and introduced the Jockey Club Youth Development Programme – Training Scheme

### Impact:

- The programme attracted 216 boys and girls in engaging online activities that comprised football discussions and ways to improve techniques by using the Train Effective App
- In general, it was positive to note that the reported girls’ attendance (87%) was almost similar to boys (81%).

| Classes | No. of players |    |       | Daily attendance |    |       |    |       |    |       |    | Total |     |     |
|---------|----------------|----|-------|------------------|----|-------|----|-------|----|-------|----|-------|-----|-----|
|         | MY             | HK | Total | Day 1            |    | Day 2 |    | Day 3 |    | Day 4 |    | No    | %   |     |
|         |                |    |       | MY               | HK | MY    | HK | MY    | HK | MY    | HK |       |     |     |
| Boys    | U10-A          | 12 | 16    | 28               | 9  | 15    | 9  | 11    | 8  | 11    | 9  | 12    | 84  | 75% |
|         | U10-B          | 12 | 16    | 28               | 9  | 16    | 6  | 16    | 7  | 15    | 6  | 16    | 91  | 81% |
|         | U10-C          | 12 | 16    | 28               | 12 | 16    | 9  | 13    | 10 | 15    | 11 | 16    | 101 | 91% |
|         | U12-A          | 12 | 14    | 26               | 8  | 12    | 10 | 11    | 8  | 11    | 10 | 12    | 82  | 79% |
|         | U12-B          | 12 | 13    | 25               | 10 | 11    | 8  | 10    | 6  | 9     | 7  | 10    | 71  | 71% |
| Girls   | U12-C          | 12 | 13    | 25               | 12 | 13    | 9  | 13    | 6  | 13    | 8  | 13    | 87  | 87% |
|         | U10            | 19 | 23    | 42               | 17 | 23    | 10 | 23    | 13 | 23    | 12 | 23    | 144 | 86% |
|         | U13            | 11 | 22    | 33               | 11 | 22    | 5  | 22    | 5  | 22    | 8  | 22    | 117 | 87% |

MY = Malaysia HK = Hong Kong



A total of 216 boys and girls enjoyed engaging online activities during the football discussion organised by the HKFA’s and FAM’s grassroots coaches and managers

**FAM-HKFA Joint Collaborative Online Football Effective Training**

- 01** TE App Introductory Coaches Workshop  
Date: 27 Nov 2020 (Friday)  
Time: 8.00pm-9.30pm
- 02** Coaches Briefing Session (6 HKFA /6 FAM)  
Date: 4/5 December 2020 (Friday/Saturday)  
Time: 8.30pm-9.30pm
- 03** 7 Joint-Classes  
Date: mid-December 2020  
3 x U10 boys class + 3 x U12 boys class  
1 x U10-U16 Girls class

**30-40 minutes per class**  
3 classes / session  
2 sessions in a week

**2 coaches per class (1 + 1)**  
24 players per class (12 + 12)  
- Ice Breaker  
- Recap Learnings

Training Session by:  
**TRAIN EFFECTIVE**

**FOOTBALL FOR FRIENDSHIP**



## SAMPLES OF GOOD PRACTICE

### Grassroots Competitions

## Grassroots Competitions

# STREET FOOTBALL LEAGUE

Tajikistan Football Federation (TFF)



Tajikistan's Street Football League themed "Football comes to you" was held across the country to further strengthen grassroots participation.

### Purpose

- Encourage more children to be involved in football
- Prevent children from engaging in adolescent crime
- Promote healthy living through the power of football
- Promote football among girls and encourage their interest in the game
- Develop interpersonal skills from an early age
- Unearth future stars of the game

### Contents:

- A three-month league that covered three age groups from six to 12 including U7, U9 and U11 and U12

### Goals:

- Competitive aspects and results are not the most important outcomes of the League, which focuses on understanding the concept of the game
- While embracing fun, it takes into account the balance between players according to ability, equal participation at all times and fair play on and off the field

### Impact:

- The Street Football League has seen a steady growth in participation over the years and is a strong platform for developing football in the country. More than 18,600 children in seven regions participated in the 8th edition of the League in 2021.



More than 18,600 children participated in the 8th edition of the League in 2021

## Grassroots Competitions

# AIFF GOLDEN BABY LEAGUES

All India Football Federation (AIFF)



The AIFF Golden Baby Leagues is a long-term player development initiative for children aged U6-U12 launched in 2018 in association with FIFA's development programme – FIFA Forward.

### Purpose

- Provide access to football for children within this golden age group of learning - U6-U12, irrespective of backgrounds
- Develop a football culture in a fun learning atmosphere from an early age with the introduction of a competitive environment

### Contents:

- Conducted by independent league operators with the support of State Associations
- Divided into three (3) categories:
  - **1 Star Golden Baby Leagues:** for new Golden Baby League operators
  - **2 Stars Golden Baby Leagues:** for experienced league operators who can engage more age groups and children
  - **3 Stars Golden Baby Leagues:** clubs and academies wanting to form a long-term development pathway for home-grown players

### Implementation:

- League operators can choose the Golden Baby League category they prefer to organise by following guidelines outlined in the AIFF Handbook
- To maintain quality, the AIFF will conduct regular evaluation to ensure the leagues are organised following standards highlighted in the [AIFF Golden Baby Leagues Operator Handbook 2020-21](#). Please click here for further information on the AIFF Golden Baby Leagues.

### Impact:

- More than 90 league operators actively involved in grassroots football promotion saw an increase in various aspects e.g. number of leagues and matches organised
- The total number of participating girl players increased by more than 100% from 2018 to 2020
- The table below shows reported figures as a result of the AIFF Golden Baby Leagues.

| Comparison | 2018-19 | 2019-20 |
|------------|---------|---------|
| States     | 11      | 19      |
| Leagues    | 83      | 91      |
| Teams      | 1926    | 3941    |
| Matches    | 12334   | 32738   |
| Players    | 21471   | 35107   |
| Girls      | 1349    | 3695    |





## SAMPLES OF GOOD PRACTICE

### Fair Play

Fair Play

# ANFA “RESPECT THE GAME” CAMPAIGN

All Nepal Football Association (ANFA)



The “Respect the Game” campaign by the All Nepal Football Association (ANFA) shows its continuous commitment to ensure football is played in good spirits and encourages positive attitudes that include respect, modesty, generosity, and friendship.

**Purpose**

- Enhance sportsmanship, respect, friendship and fair play among players, parents, coaches, officials, staff, etc.
- Create awareness and maintain an enjoyable environment that protects participants, match officials, club administrators and volunteers
- Develop the grassroots game, in the sense that early learning helps in making future football better
- Ensure moderate behaviour at all levels and understand the need to Respect the Game - football does not include breaking of rules, violence, referee abuse, cheating, drug abuse or any form of exploitation to win
- Educate and safeguard players, officials, parents, coaches and staff

**Implementation:**

- The campaign is conducted in all affiliated districts which involve schools, clubs or sports organisations particularly during big events such as the Grassroots League and Grassroots Festival
- The ANFA conducts seminars and workshops in various districts to deliver campaign messages
- Every district organises a meeting for parents, players, officials and staff to share information and knowledge about the campaign on and off the field following guidelines underlined by the ANFA
- Every participating club/school is required to sign a pledge to Respect the Game at all grassroots activities/events

**Campaign pledges:**

- ‘ANFA will identify and report behaviour that is contrary to our pledge. We support and respect all participants and we will not accept abuse in our game’
- ‘ANFA will strive to promote a healthy, happy place for all to enjoy a positive football experience’





## SAMPLES OF GOOD PRACTICE

### Partnerships



## Partnerships

# 1 CLUB - 5 SCHOOLS PROGRAMME

Mongolian Football Federation (MFF)



The Mongolian Football Federation (MFF) started the “1 club – 5 schools” programme in 2020 to further synergise the grassroots movement between clubs and schools.

### Purpose

- Promote collaboration of grassroots initiatives between clubs and schools
- Promote club and school football activities
- Share club coaching training methods with school PE teachers
- Increase club and school football fields and equipment
- Ensure a safe, accessible and familiar environment with appropriate facilities to organise student grassroots activities
- Promote students’ personal health and comprehensive wellbeing

### Contents:

- To initiate the programme, MFF organised meetings with Mongolian Premiere League clubs. Each club partnered five schools to improve sporting opportunities for students in the area.
- Teachers were provided with the opportunity to work with development officers from the clubs to learn more about the plan and activities for sustainable results in football development, including grassroots activities, competitions, coaching education exchanges with Physical Education teachers and enhancing facilities in schools

### Implementation:

1. Clubs shared coach training methods with school teachers
2. Joint resolution of site and materials
3. Organise club competitions and festivals in collaboration with schools
4. Students play football in the club they are affiliated with

### Impact:

- Professional clubs strengthen cooperation between schools and intensify school-based football activities
- Physical education teachers became more involved in football and participate in coach training for rankings
- School teachers have organised grassroots festivals and competitions
- The MFF is working on supporting the renovation of football pitches in both clubs and schools nationwide



## Partnerships

# SURAT THANI PAO (PROVINCIAL AUTHORITY ORGANISATION) GRASSROOTS FOOTBALL PROGRAMME

*The Football Association of Thailand (FA Thailand)*



The Surat Thani PAO (Provincial Authority Organisation) is The Football Association of Thailand (FA Thailand)'s three-month series of activities to partner local stakeholders.

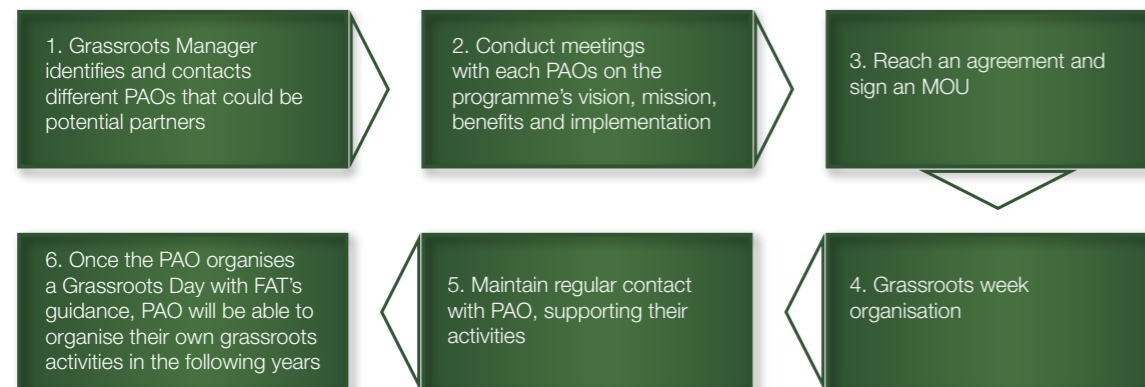
### Purpose

- Further expand football by providing more opportunities and access to some of the most marginalised communities in the country
- Educate local coaches on organising grassroots activities
- Reach agreements with local authorities
- Promote the grassroots movement despite the unprecedented challenges of COVID-19
- Ensure a holistic and immersive experience for participants, particularly for those with less resources

### Contents:

- The activity comprised theoretical and practical sessions organised during a three-day weekend
- Activities were aimed at children of all ages with a specific focus on the six to 16 age-group, who were exposed to fun-filled activities that included an introduction to football basics as well as small-sided matches and analytical drills

### Implementation:



### Impact:

- The programme gathered disadvantaged boys and girls of all ages while exposing them to football and having fun
- The number of activities in Surat Thani increased significantly
- With the support of nearly 80 coaches, the programme has engaged over 600 children since its launch in February 2021





## SAMPLES OF GOOD PRACTICE

### Personal Development

Personal Development

# FAM CHILD SAFEGUARDING POLICY

Football Association of Maldives (FAM)



The Football Association of Maldives (FAM) Child Safeguarding Policy, an initiative of the FAM's Social Responsibility Department (FAM Foundation) was formulated in August 2021 in line with the laws and regulations of Maldives and the Minimum Standards established by FIFA and the AFC in consultation with relevant institutions, clubs, academies and children.

**Purpose**

- Create a safer environment for children involved in Maldivian football, free from all forms of violence, abuse and bullying
- Provide guidance for coaches, trainers, parents and other staff on reporting and responding to child safeguarding concerns

**Contents:**

The policy focuses on five principles of safeguarding:

1. Best interest of the child
2. Definition of the child and rights of children in football
3. Non-discrimination
4. Adult's responsibility to protect children
5. Role and responsibility of the FAM in protecting children in football

**Implementation:**

To further support the programme, the FAM established a 'Child Safeguarding Unit' and appointed a 'Child Safeguarding Officer' to work on an action plan in line with key areas such as rolling out safeguarding recruitment structures, organising outreach activities, reporting, supporting partnerships and generating safeguarding tools for stakeholders.

Initiatives carried out included consultation sessions with basic Safeguarding Awareness for Children at the FAM Academy and focus group sessions, which attracted 30 clubs and academies to address possible policy enhancements before kickstarting the awareness sessions with clubs, academies, coaches, parents and children.

For further information on the FAM's initiatives on Child Safeguarding, please click the links below:

1. [FAM Child Safeguarding Policy](#)
2. [FAM Guidelines and Key Deliverables for Clubs and Academies](#)



FAM Child Safeguarding focus group sessions welcomed Officials from clubs, academies and fam representatives to address child safeguarding concerns



Policy launch by First Lady, H.E. Fazna Ahmed at a special ceremony at the National Football Stadium on August 7, 2021

Personal Development

# PFF CHILD SAFEGUARDING POLICY

Philippine Football Federation (PFF)



The Philippine Football Federation (PFF) is committed to ensuring football is played in a fun, safe and respectful environment for all children, recognises children’s rights to be free from all forms of abuse and acknowledges its duty to safeguard children.

**Purpose**

- Create awareness among coaches, players and referees on the importance of a safe and healthy environment for youth and children

**Contents:**

- The PFF Child Safeguarding Policy is composed of a policy statement, purpose and scope, and definition of terms
- The Policy provides a framework to ensure that children are safeguarded at all football events, activities, and competitions
- It declares the commitment of the PFF in promoting the inclusion, safety and well-being of each child

**Implementation:**

- The PFF Child Safeguarding Policy was prioritised and included in all online activities, courses and youth teams
- PFF Child Safeguarding Officers and Committee has been taking steps to ensure this policy is implemented throughout the country at all football and futsal events and activities

**Impact:**

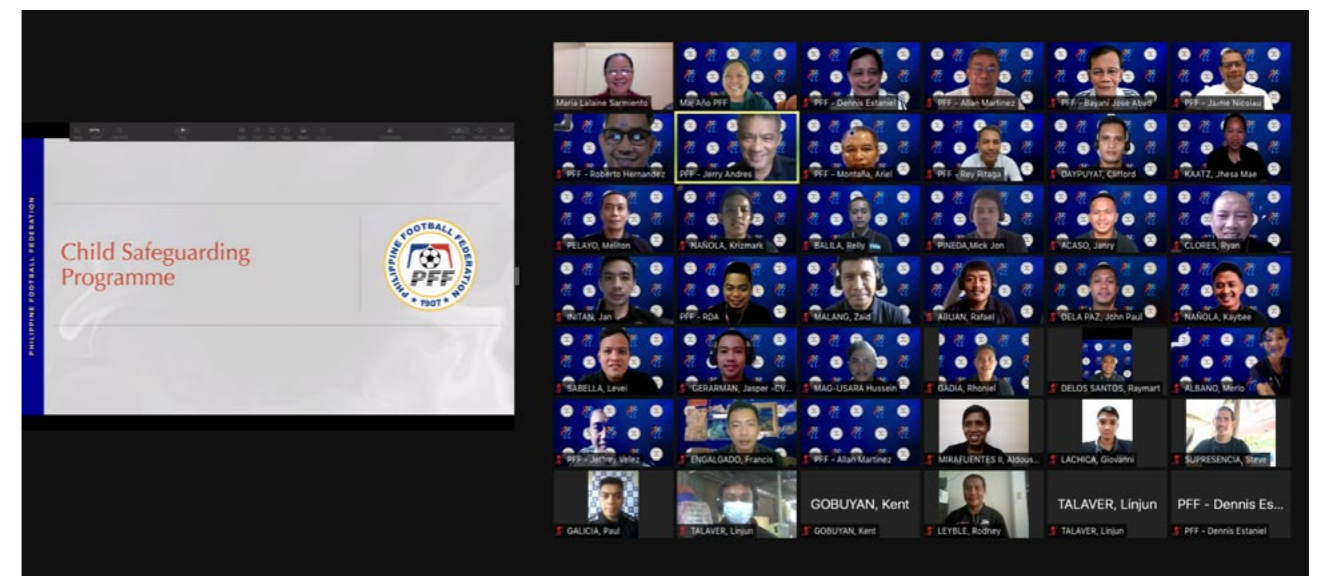
Since its launch in 2021, PFF and its grassroots, women’s football, youth football and referees and coach education departments organised a series of Child Safeguarding Policy and Guidelines Orientation from February to October which involved more than 1,700 coaches, referees, players and teachers.

For further information on the PFF’s initiatives on Child Safeguarding, please click the links below:

1. [PFF Child Safeguarding Policy](#)
2. [PFF Safeguarding Code of Conduct \(for adults\)](#)
3. [PFF Safeguarding Code of Conduct \(for players\)](#)



The main goal of the PFF’s child safeguarding policy is to ensure children are safeguarded at all football events, activities and competitions



Child safeguarding Policy and Guidelines Orientation from February to October 2021 involved more than 1,700 coaches, referees, players and teachers



## SAMPLES OF GOOD PRACTICE

### Women's Project

## Women's Project

# FEMALE FOOTBALL WEEK

Football Australia (FA)



Female Football Week 2021 by Football Australia in partnership with nine Member Federations culminated on International Women's Day in March.

### Purpose

- Acknowledge and promote the importance of female coaches, referees, players, administrators, volunteers, and clubs within the community
- Implement a nationwide initiative aimed at promoting and celebrating the growth and contribution of women's football
- Further develop female coaches, referees, administrators, volunteers, and clubs

### Contents:

1. "Girls Come and Try" - Designed to introduce new players to the game
2. "Team mascots" - Builds relationships between youth and senior teams by having players act as mascots at games (walk players onto field, ball girls, half time games, etc.)
3. "Girls United" – A fun and exciting football programme for women and girls designed to eliminate the unique barriers members of Culturally and Linguistically Diverse (CALD) communities experience when participating in football
4. "Women's Football Champions" - Publicly recognises unsung community heroes who have supported, developed, and delivered opportunities for women and girls
5. "Exhibition Matches" - Provides an opportunity for two teams that wouldn't usually play against each other. Matches included Women's team vs Club Administrators/coaching staff, Women's team vs All Star Junior team, Junior girls vs Mothers and Coaches vs Referees
6. "Female only coaching & refereeing courses" - Ensure women are provided the opportunity to progress along the coaching and refereeing pathway without the fear of being the only female participant
7. "Bring a friend session & barbeque" - Free training sessions for new and existing players where all players are encouraged to bring a friend to play fun small-sided games. Players, parents, coaches, and administrators can relax and enjoy a barbeque at the end of the session

### Implementation:

Local clubs and Member Federations are encouraged to celebrate Female Football Week by hosting events, initiatives, courses, and seminars at their clubs throughout the week.

### Impact:

Football Australia is targeting continued growth and 50:50 gender balance in participation by 2027. Female Football Week provides the platform to accelerate growth and achieve that target by recognising the important role women, together with men, play in delivering women's football, and by showcasing football as an inclusive and welcoming sport for women and girls from all communities, ages, and abilities.



Female Football Week provided girls the opportunity to play football without the fear of being the only female participant

Fun and exciting football programmes for women and girls that put smiles on players

Women's Project

# GIRLS FOOTBALL COACHING COURSES (GFCC)

Palestine Football Association (PFA)



The Palestine Football Association (PFA), in collaboration with the Norway Football Federation (NFF) and Ministry of Education, designed a “Girls’ Football Coaching Course” (GFCC) programme.

**Purpose**

- Provide girls an opportunity to experience football with a focus on safety, wellbeing, mastery and enjoyment through practice and matches as well as in the social and confident environment of a team or club
- Serves as a regular series to strengthen grassroots football and expand the pool of women coaches

**Contents:**

- GFCC kick-started with a workshop on practical and theoretical aspects of football development, delving specifically into women’s coaching for grassroots football and exploring ways to ensure a fun, engaging environment for aspiring footballers
- Grassroots festivals, which are part of the GFCC programme, were focused on schools in the northern and central provinces
- PFA included a Special Needs festival through the GFCC programme at 15 venues in 2020. Children with disabilities were given playing opportunities with the support of women coaches in East Jerusalem.
- In the 2021 edition, a new approach - football clinics, was included to train and inspire girls to impact and raise the level of the game

**Impact:**

- The grassroots festivals attracted more than 550 girls aged six to 12 using a format of five-day Physical Education classes and a maximum of six daily classes
- Fifteen schools in Palestine with more than 2,600 children, mostly girls, participated in the latest edition to increase the total number of participants to more than 10,000 in 2021



Girls are delighted to receive medals after finishing their group games



The Special Needs festival under the GFCC programme provided opportunities for disabled Children to experience football with the support of Women’s coaches in East Jerusalem



Workshops for females coaches were organised to further nourish their coaching knowledge



Women's Project

# EDUCATIONAL COURSES FOR FEMALE COACHES AND REFEREES

Syrian Football Association (SFA)



The Syrian Football Association (SFA) and its Technical Department in cooperation with the grassroots division, coach education division, referee department and the Ministry of Education set up educational coach and referee courses for women.

**Purpose**

- Embrace the potential development of women's football, particularly for its growth and future sustainability
- Increase the participation of girls at every level, not just as players but also in coach education and refereeing which can enhance the game in the coming years
- Secure a visible career pathway for young females to take up coaching

**Contents:**

- Courses comprised a six-day D level training course or a 15-day (C) level training course, which encompassed a three-day workshop
- They not only assess a coach's technical education and practical skill, but also focus on disciplines of sports administration, sports medicine, sports science, strength and conditioning and sports psychology in players' physical and mental training

**Impact:**

As of 2021, there were 116 female coaches and 22 female referees attending and passing coaching and refereeing qualifications, respectively.





# SAMPLES OF GOOD PRACTICE

## Social Schemes

## Social Schemes

# SPECIAL EDUCATION NEEDS (SEN) VOLUNTEER PROGRAMME

*The Hong Kong Football Association Ltd. (HKFA)*



The Hong Kong Football Association Ltd. (HKFA) launched a Special Education Needs (SEN) volunteer programme to help the visually impaired and blind experience football.

### Purpose

- Part of the HKFA's long-term plan to assist people with disabilities by volunteering in football activities
- Gain significant health benefits and social opportunities with peers and nurture inspiring role models through sport
- Develop district mentors, coaches and even parents as volunteers to support meaningful social programmes

### Contents:

- HKFA recruited U18 and U16 youth players from 18 districts for the programme
- Youth players were given proper knowledge and skills to help those with visual disabilities attend Hong Kong Premier League (HKPL) matches
- Seminars and workshops were arranged for district mentors and coaches to recognise the needs of visually impaired or blind individuals

### Implementation:

- After several HKPL trials, the programme kicked-off with the BIU Chun Rangers Football Club and Kitchee Football Club spearheading the worthy cause
- With the support of 18 trained youth volunteers, a Fun Day activity was organised, which saw blind participants playing an 11-a-side match while learning to take penalties and free-kicks

### Impact:

By the end of 2021, HKFA had trained 30 youth players and 35 district mentors and coaches as regular volunteers in various HKFA grassroots initiatives. In addition, the HKFA also plans to expand their voluntary services to the hearing-impaired.



*Visually impaired and blind individuals enjoyed Premier League matches with the help of youth volunteers*



*Seminars and workshops were arranged for coaches and volunteers before the programme launch*

Social Schemes

# SPIRIT OF SOCCER (SOS)

Lao Football Federation (LFF)



Using football as a catalyst to impact society, the Lao Football Federation (LFF) signed a Memorandum of Understanding (MoU) with the NGO Spirit of Soccer (SOS) to organise LFF “D” Certificate Coaching Courses and grassroots festivals in specific provinces.

**Purpose**

- Increase and develop coaches for schools in provincial and remote areas and those for the disadvantaged
- Educate participants in basic coaching skills
- Develop coaches via educational courses
- Increase the number of talented coaches and players
- Raise awareness among players to get involved in sports at an early age

**Contents:**

LFF “D” Certificate Coaching Courses in Xieng Khouang province and Salavan province were financially supported by the SOS.

**Implementation:**

Coaching Courses conducted by the LFF Technical Department consisted of a three-day course and a one-day grassroots festival for U12 participants.

Throughout the course, participants obtained knowledge from theoretical and practical sessions.

**Impact:**

With the support of LFF instructors, 150 participants from the U12 group and 25 male and female youth coaches benefited from the programme.





## SAMPLES OF GOOD PRACTICE

Specific Areas

## Specific Areas

# BLIND FOOTBALL

All India Football Federation (AIFF)



The All India Football Federation (AIFF) collaborated with the Indian Blind Football Federation (IBFF) to launch a series of training camps and interactive sessions.

### Purpose

Create a sustainable environment for the growth of blind footballers in India.

### Contents:

The programme included some interesting initiatives:

- “Fitness Training Camp with AIFF National Fitness Coach” - IBFF invited the AIFF’s national fitness and performance coaches to a training and fitness camp and a selection camp at the IBFF Academy for blind national footballers
- A three-day intensive “Blind Football Goalkeeping Coaching Camp” under the guidance of the AIFF’s national goalkeeping coach provided international-level training for visually impaired players
- An “Interaction Session with the AIFF national team coach and existing coaches” which included a blind football demo



The First IBFF Women’s Blind Football Camp in Kochi from February 26-28, 2021

## Specific Areas

# UFA FUTSAL PROGRAMME

Uzbekistan Football Association (UFA)



The Uzbekistan Football Association (UFA)’s Futsal Championships under its UFA Futsal Programme featured six different age groups in the Republic of Karakalpakstan and the city of Tashkent.

### Purpose

- Create a balanced training programme to improve technical development
- Position futsal games as a platform that allows young people to enhance their skills and proficiencies which are transferable to the 11-a-side game at a later stage

### Contents:

- The first stage of the programme welcomed more than 19,000 players
- A second stage then narrowed down talented players from the first stage

### Impact:

- More than 1,900 players were selected to undergo further comprehensive training
- Under the programme, the Futsal School Football League will be held twice a year, with more than 99,000 secondary school students nationwide expected to participate
- Regular leagues are believed to help sharpen skills such as ball control, one-on-one play, quick thinking and agility during intense competition situations





## SAMPLES OF GOOD PRACTICE

### Promotional Activities

Promotional Activities

# OUTREACH PROGRAMME

Football Association of Brunei Darussalam (FABD)



The Football Association of Brunei Darussalam (FABD) launched an “Outreach Programme” in 2014 to enhance grassroots football in the country.

**Purpose**

- Achieve one of the priorities correlated to FABD’s five-year strategic plan to develop grassroots football
- Promote a healthy lifestyle among school children using football as a tool and giving them the opportunity to play at an early age
- Educate children on how football can help build interpersonal skills and distract them from social disorders

**Implementation:**

The FABD’s outreach programme team has been visiting at least three schools on a weekly basis to conduct student-related activities. The programme is part of their extra-curricular activities and physical education period.

To achieve programme goals, the FABD has undertaken a holistic approach by identifying the opportunities and possible challenges in every activity before applying them in each school.

**Stakeholders:**

The Ministry of Education, the Ministry of Culture, Youth & Sports, the Ministry of Health and various stakeholders including Brunei Super League clubs and Grassroots Academies.

**Impact:**

The programme has held more than 60 sessions in schools across the district, with rural schools given priority.

In 2020, the ‘Primary School of Dato Mohd Yassin Mentiri’ pilot school was established. More than 300 U9 and U12 boys were divided into four classes to undergo regular training for the ‘Primary Schools Game Festival’.

In 2021, the school’s Parents-Teachers Association registered the ‘Dato Mohd Yassin Grassroots Academy’ under the Brunei Register of Societies to further support students in mastering football techniques.



**FABD SCHOOL OUTREACH PROGRAM**  
Since 2014



*Dribbling sessions for schoolgirls during their extra-curricular activities*



## Promotional Activities

# CTFA ANNUAL AWARDS

Chinese Taipei Football Association (CTFA)



In line with the Chinese Taipei Football Association (CTFA)'s "All Roles Matter, Your Effort Matters" direction, the CTFA Awards pays tribute to those who have made outstanding contributions to football.

### Purpose

- Recognise high-achieving individuals committed towards developing football in Chinese Taipei

### Contents:

The annual awards consist of three categories: the Lifetime Achievement Award, Best Grassroots Leader Award and Best Regional Grassroots Development Award.

- Lifetime Achievement Award: Behind-the-scenes individuals dedicated to the sport and demonstrating valuable accomplishment and sustainable impact in the football community.
- Best Grassroots Leader Award: Individuals or groups from schools and local clubs who strive to promote grassroots football for more than three years.
- Best Regional Grassroots Development Award: Football committee members who work tirelessly with the local government to make an impact in areas that include regional match hosting, talent development, facilities management and local social engagement.

### Implementation:

In the Lifetime Achievement and Best Grassroots Leader categories:

1. Candidates are nominated by CTFA member groups, the CTFA secretariat and football fans
2. Nominees undergo further review and are voted anonymously by the CTFA Executive Committee
3. Nominees who meet the evaluation criteria and receive the highest number of votes are endorsed as winners

In the Best Regional Grassroots Development category:

1. Potential awardees are nominated by regional associations based on four evaluation criteria (regional match hosting, talent development, infrastructure management and local social engagement)
2. The top three regional associations are selected as winners

### Impact:

The ultimate aim of this ceremony is to ensure society understands that despite the challenges and difficulties faced in developing football in Chinese Taipei, there is always a group of passionate people with the unwavering belief to make football a worthwhile sport.



*Lifetime Achievement Award winner: the first coach to lead the women's national team to victory at the AFC Women's Championship in 1981 and who has been actively involved in Chinese Taipei Football for more than half a century*



*The Best Grassroots Leader 2020 award went to Ms. Liu, the chairwoman of the football committee of Kaohsiung city*



*The Best Regional Grassroots Development Award went to the Football Committee of Changhua which hosts numerous grassroots football festivals and built a regional stadium to improve the local football environment*

## Promotional Activities

# 5V5 GRASSROOTS TOURNAMENTS

Syrian Football Association (SFA)



### Purpose

- Develop a sense of cooperation and teamwork in children
- Provide an unparalleled model for dealing with disappointment and misfortune
- Boost children's social skills, enjoyment of the game, self-restraint, and exposure to the concept of leadership from a young age

### Contents:

Tournaments were designed in various categories for U10 and U12 children, including a friendly match between orphanages, an all-star match in the old city of Hama and festival-based matches.

Trophies and medals were distributed to the top three teams. The best player of each match was honoured with a medal from Syrian football stars.

### Impact:

- The 5v5 Grassroots Tournament in Aleppo attracted more than 20 teams and 200 players
- More than 230 players enjoyed a fun-filled festival programme with a wide range of exciting activities including station games, skills training, small-sided games, matches and workshops



## Promotional Activities

# FFT GRASSROOTS AWARDS

Football Federation of Turkmenistan (FFT)



Held in collaboration with the country's sports schools, the Football Federation of Turkmenistan (FFT) organised its first Grassroots Awards at the Ashgabat Stadium.

### Purpose

- Recognise the contributions of coaches and volunteers for their efforts in encouraging more people to participate in football
- To pay tribute to the winners' passion in all FFT grassroots activities during a challenging 2020, their commitment to the sport and the way they inspire and encourage children and parents to be involved in football

### Contents:

- The FFT Grassroots Awards were presented in three categories - the Best Grassroots Coach of the Year, Best Grassroots Young Coach and Best Grassroots Volunteer

### Implementation:

Winners were selected having dedicated more than a decade of coaching experience and guiding their teams in FFT grassroots tournaments.

Their efforts continue to be recognised by the FFT as they bring joy to children through the "Enjoy of Football" tagline.

### Promotion:

The event was organised in conjunction with the final stage of the FFT's grassroots tournament which saw 160 players from eight teams showcase their enthusiasm and passion.





## SAMPLES OF GOOD PRACTICE

Member Associations Events

Member Association Events

# BFF GRASSROOTS LEADER SEMINAR

*Bhutan Football Federation (BFF)*



The Bhutan Football Federation (BFF)'s inaugural BFF Grassroots Leader Seminar attracted a huge turnout as it looked to develop football in the country.

**Purpose**

- Unite leaders from districts and clubs to share new ideas and knowledge
- Strengthen the support of stakeholders' involvement to promote district programmes
- Gather feedback and suggestions from district and club leaders to better promote grassroots activities

**Implementation:**

Leaders comprising officials from the Ministry of Education, District Education Office, schools, local clubs and District Sports Associations are considered the most important individuals in grassroots promotion and development.

At the seminar, the BFF gave an outline of their Grassroots Programme and shared a five-year update from 19 districts and professional ideas and methodologies from other countries while applauding the exceptional achievements of outstanding clubs.

**Impact:**

The seminar saw the participation of 19 district football secretaries and 22 grassroots leaders as they brainstormed the AFC Grassroots Charter guidelines.

Many leaders were supportive, open to providing ideas, plans and programmes for the children and invited the BFF to share their ideas at their respective conferences/programmes.

This landmark event will be carried out regularly to ensure better understanding between the BFF and the leaders of districts and clubs, which helps the BFF deliver a better football blueprint and organise district activities effectively.



## Member Association Events

# MFF GRASSROOTS MONTH

*Mongolian Football Federation (MFF)*



### Purpose

The “Grassroots Month” programme by the Mongolian Football Federation (MFF) aims to promote grassroots activities and develop social engagement.

### Contents:

1. A simultaneous launch of Grassroots Month in the second week of September on a yearly basis
2. A variety of football events are held across the country until mid-October
3. By cooperating with schools, clubs and grassroots coordinators, all successful programme activities are widely promoted through media and MFF social channels

### Implementation:

The first activity of the month in September 2020 was organised at School No 79 in Bayanzurkh district, Ulaanbaatar city.

MFF instructors and youth academy coaches conducted activities that provided primary school children the opportunity to participate in football events.

Within the framework of the Grassroots Month, MFF organised events catered to everyone regardless of age, gender, background, or ability with programmes that consisted of juggling competitions, small-sided games, workshops and creative training.

### Impact:

MFF expanded monthly activities and engaged the public through different types of events, for example, among teachers and by organising competitions and instructor training.

Grassroots activities have become more active across Mongolia with increased participation over the years.





## SAMPLES OF GOOD PRACTICE

### Adult Education

Adult Education

# GUIDELINES FOR COACHING U12 CHILDREN AT GRASSROOTS LEVEL



Northern Mariana Islands Football Association (NMIFA)

**Purpose**

- Develop children’s individual technical skills
- Ensure coaches cultivate a love for football amongst children and develop their technical skills
- Expose children to opportunities to develop, engage and interact as the U12 age period is the golden age where the foundations of physical and mental health are developed
- Provide suitable exercises for this age group and develop their interest in the sport

**Contents:**

The booklet’s contents focus on understanding the characteristics of children in the U12 age division and provides guidelines on appropriate interaction, principles of coaching, essential information on nutrition and basic first aid as well as equipping children with proper life skills on and off the pitch.

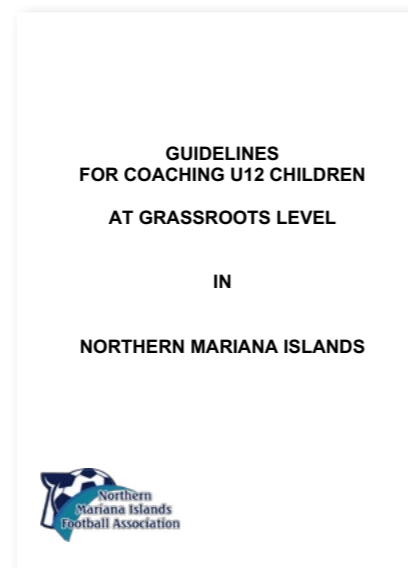
**Implementation:**

The NMIFA has been distributing both hard and digital copies of the guidelines to all club and school grassroots coaches on the island since 2018.

**Impact:**

There were 52 youth teams from nine local clubs with approximately 280 players and 50 coaches registered for the 2021 NMIFA Youth Summer and Fall Seasons which adhered to the various chapters underlined in the guidelines.

Please click here to read the [“Guidelines for Coaching U12 Children at Grassroots Level”](#)



GRASSROOTS FOOTBALL LEAGUE  
FOOTBALL DAY IN MAY

# AFC GRASSROOTS CHARTER

## Samples of Good Practice 2022

### Acknowledgements

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Member Associations

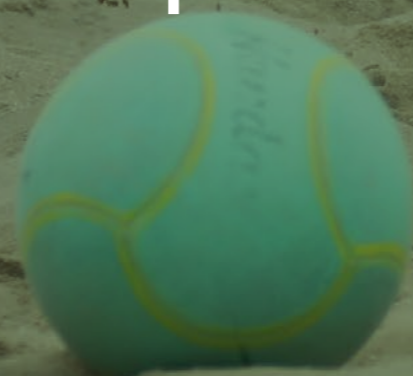
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