



AFC **COACHING** **CONVENTION**

REGULATIONS 2021



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AFC COACHING CONVENTION
Regulations 2021

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“ COACH EDUCATION REPRESENTS
AN ESSENTIAL PILLAR IN REALISING
OUR AMBITION OF ENSURING THE
SUCCESS OF ASIAN TEAMS. ”

SHAIKH SALMAN BIN EBRAHIM AL KHALIFA
AFC PRESIDENT

THE AIM OF COACH EDUCATION IN ASIA

TO IMPROVE THE LEVEL OF COACHING THROUGH PROGRESSIVE EDUCATION AND PRACTICAL EXPERIENCE, AND AS A RESULT, DEVELOP BETTER PLAYERS, IMPROVE THE QUALITY OF TEAMS, RAISE THE STANDARD OF FOOTBALL THROUGHOUT THE GAME IN ASIA, AND INCREASE THE CHANCES OF SUCCESS, IN BOTH CLUB AND NATIONAL TEAM COMPETITIONS.

COACHING DIPLOMA

A COACHING DIPLOMA IS NO
GUARANTEE OF SUCCESS - BUT IT IS
A CONFIRMATION OF PROFESSIONAL
COMPETENCE.

WITHOUT PROGRESSIVE COACH
EDUCATION, THE GAME'S
DEVELOPMENT IS LEFT TO CHANCE.

DEFINITION OF TERMS

AFC	Asian Football Confederation
AFC Coach Education Panel	the panel of specialists in the field of coach education, appointed in accordance with these Regulations.
Applicant	a Member Association that wishes to join the Coaching Convention or change its grade within the Coaching Convention.
Candidate	a student coach who participates in a Member Association's Diploma course which is recognised in accordance with these Regulations.
Coaching Convention	the AFC Coaching Convention, as described in these Regulations.
Coach Education Tutor	an experienced football coach, also known as an instructor or coach educator, who is capable of educating Candidates and conducting Further Education sessions in accordance with these Regulations.
Convention Member	an AFC Member Association that has signed the Coaching Convention.
Diploma	the certificate awarded upon successful completion of an AFC coaching diploma course in accordance with these Regulations.
Endorsement	the AFC's approval of a Member Association to deliver a Diploma course and its assessment. " <i>Endorsed</i> " shall be construed accordingly.
Force Majeure	any event affecting the performance of 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 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.
Further Education	refers to additional, ongoing educational activities of a Diploma/Licence holder (including a Coach Education Tutor).
Guidelines	the recommended course content, principles, course structures and best practices for each Diploma course and/or Further Education course as set out in Annex 1 of these Regulations.
Licence	a certificate which permits a Diploma holder to coach at the approved level for a defined period.
Member Association	a football association which is a member of the AFC pursuant to the AFC Statutes.
Minimum Criteria	the minimum content and/or conditions required for each Diploma course and/or Further Education course, as set out in Sections 3, 4 and 5 of these Regulations.

Mutual Recognition	the principle of Mutual Recognition of a Diploma/Licence amongst all Member Associations and the AFC as further described in Article 8 of these Regulations. <i>“Mutually Recognise”</i> shall be construed accordingly.
Regulations	these AFC Coaching Convention Regulations 2021.
Specialist	a Coach Education Tutor/Diploma holder who works in a specific area, for example, goalkeeping, fitness, youth and etc.

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.

WHY?

Why is the Coaching Convention important for Asian football?

- 1.** The future of football cannot be left to chance, and the AFC recognises the essential role of coaches in the promotion, recruitment, development and success of the game, and sees the Coaching Convention as a valuable tool in the education of technicians.
- 2.** These Regulations set out the Minimum Criteria and Guidelines for coach education in Asia and establish the principle of Mutual Recognition.
- 3.** The Member Associations will take responsibility for coach education in their territories in accordance with these Regulations. At the same time, each Member Association will maintain its own identity and develop its own approach to the game.
- 4.** By establishing the Coaching Convention the AFC aims to assist, over time, in football coaching being recognised as a regulated profession.
- 5.** The philosophy underlying the Coaching Convention promotes a progressive approach to adult education by focusing on the training of the individual's core competences and by encouraging their self-reliance, reflection, creativity, problem solving and independent thinking.
- 6.** The rules compel practicing coaches to participate in Further Education in the spirit of life-long learning and continuous professional development.
- 7.** The essential role of the Coach Education Tutor is highlighted, and their continuous development is stressed and catered for within the Coaching Convention.

BETTER COACHING = BETTER FOOTBALL

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AFC COACHING CONVENTION REGULATIONS

SECTION 1 | BASIC ELEMENTS

ARTICLE 1: OBJECTIVES

1. These Regulations govern the implementation and operation of the Coaching Convention. The main objectives of the Coaching Convention are:

- 1.1. To design and assist the Member Associations to implement Diploma courses at youth, adult and professional levels.
- 1.2. To provide education for Specialists.
- 1.3. To collaborate with the Member Associations to raise their standards of coach education.
- 1.4. To ensure that there is a level of uniformity amongst Member Associations in the standards of coach education through the mandatory implementation of the Minimum Criteria and the recommended Guidelines.
- 1.5. To assist in the Further Education of Member Association tutors.
- 1.6. To help the Member Associations and their coaches to comply with club licensing requirements.
- 1.7. To provide an adult learning environment which is focused on the reality of the role (i.e. youth, professional, etc.). This will include club-based activities, match analysis, simulations, research, role playing, scenarios, etc.
- 1.8. To protect players and the game from the negative effects of untrained coaches.
- 1.9. To increase the number of qualified coaches, men and women, throughout the Continent.
- 1.10. To promote greater exchange of coaching know-how between the AFC and its Member Associations, and within the Member Associations themselves.
- 1.11. To make Further Education a requirement for all practising coaches.
- 1.12. To promote greater exchange between the AFC and its Member Associations in the field of coach education.
- 1.13. To ensure that football education is under the control of the AFC and its Member Associations.

ARTICLE 2: SCOPE OF APPLICATION

2. These Regulations, *inter alia*:

- 2.1. Define the rights and duties of the AFC and the Convention Members with regard to the following Diplomas:
 - 2.1.1. AFC B Diploma – basic Diploma for youth/amateur football.

- 2.1.2.** AFC A Diploma – advanced Diploma for elite youth/top amateur football.
- 2.1.3.** AFC Pro Diploma – professional Diploma for professional football.
- 2.2.** Impose the Minimum Criteria in terms of Coach Education Tutors, admission criteria, organisation, duration, content, course completion and issuance of Diplomas/Licences for the following courses:
 - 2.2.1.** Diploma courses organised by the Convention Members.
 - 2.2.2.** Specific courses organised by the Convention Members for long-serving professional players, subject to the AFC’s approval.
 - 2.2.3.** Further Education courses organised by Convention Members for Diploma and Licence holders.
 - 2.2.4.** Further Education courses organised by the Convention Members or the AFC for Coach Education Tutors.
- 2.3.** Set out the recommended Guidelines.
- 2.4.** Deal with the issuance and validity of the Diplomas and Licences issued by the Convention Members under these Regulations.

ARTICLE 3: MEMBERSHIP GRADES

- 3.1.** The following Coaching Convention membership grades are recognised under these Regulations (in ascending order):
 - 3.1.1.** B level membership: A Member Association that has successfully introduced the AFC B Diploma as part of its coach education programme and has been Endorsed by the AFC.
 - 3.1.1.1.** The AFC C Diploma is a precursor to the AFC B Diploma. The former is therefore (also) required for a Member Association to receive a Coaching Convention Endorsement/recognition.
 - 3.1.2.** A level membership: A Member Association that has successfully added the AFC A Diploma to its coach education programme and has been Endorsed by the AFC.
 - 3.1.3.** Pro level membership: A Member Association that has successfully added the AFC Pro Diploma to its coach education programme and has been Endorsed by the AFC.
- 3.2.** A Member Association (Coaching Convention signatory or not) may, subject to the AFC’s written approval, enter into a partnership with a Convention Member if it is unable to deliver a certain level of Diploma course due to a lack of resources/Candidates.

SECTION 2 | RIGHTS & DUTIES

ARTICLE 4: RIGHTS OF THE AFC

4. As the governing body of the Coaching Convention, the AFC has the following rights:

- 4.1. to monitor the implementation of the Coaching Convention and to promote coach education throughout Asia;
- 4.2. to appoint member(s) of the Coach Education Panel to review a Convention Member's coach education programme every three (3) years or whenever the Convention Member's technical director and/or coach education director changes;
- 4.3. to offer Further Education for the Coach Education Tutors in collaboration with the Convention Members;
- 4.4. to confirm or downgrade a Convention Member's membership;
- 4.5. to take any decision deemed necessary to achieve the aims set out in these Regulations and any measure deemed appropriate in the event of a breach of these Regulations by a Convention Member, such as, but not limited to:
 - 4.5.1. to amend a Convention Member's coach education programme;
 - 4.5.2. to instruct a Convention Member to sanction a Diploma holder or Coach Education Tutor, if necessary;
 - 4.5.3. to instruct a Convention Member that a Diploma holder is required to attend a revised course (in full or in part);
 - 4.5.4. to suspend or revoke any Diploma or Licence;
 - 4.5.5. to suspend for a limited period of time a Convention Member from organising coaching courses at one or more AFC coaching levels;
- 4.6. to terminate or suspend a particular Convention Member's membership due to a breach of these Regulations and to inform the latter and all other Convention Members of the sanction.

ARTICLE 5: DUTIES OF AFC

5. As the governing body of the Coaching Convention, the AFC has the following duties:

- 5.1. to organise Further Education courses for Coach Education Tutors in accordance with these Regulations;
- 5.2. to protect the integrity of the Diplomas/Licences issued by a Convention Member in accordance with these Regulations by, without limitation, ensuring the consistent application of the applicable rules and policies, controlling courses and monitoring course programmes, content, fees, etc. This may involve inspections by the AFC;

- 5.3. to support the education of Candidates through international exchanges between different Convention Members;
- 5.4. to continue to further develop the coach education programme at national and Continental level;
- 5.5. to provide the standard templates containing detailed instructions with regard to the issuance of Diplomas and Licences;
- 5.6. to support all Convention Members with the correct and efficient implementation and application of these Regulations;
- 5.7. to communicate regularly with each Convention Member about coaching news and developments;
- 5.8. to respect its own duties and the rights of each Convention Member as defined in these Regulations.

ARTICLE 6: RIGHTS OF THE CONVENTION MEMBERS

6. Each Convention Member has the following rights:

- 6.1. to offer its own coach education courses within its territory at the AFC-approved level and issue the corresponding AFC endorsed Diplomas/Licences to Candidates who successfully complete such courses;
- 6.2. to charge an appropriate course fee designed to cover the organisational costs of Diploma courses;
- 6.3. to request the AFC, at least six (6) months after being granted an Endorsement and in accordance with its educational competence and needs, to assess its national coach education programme for a higher coaching level offered by the Coaching Convention (if such an assessment is positive, the Member Association in question and the AFC shall sign a specific protocol confirming the new membership grade of the Convention Member concerned);
- 6.4. to apply to the AFC for approval for any special courses (e.g. for former professional players);
- 6.5. to require the head coach and the technical staff of each team participating in its domestic competitions to hold an appropriate, valid Licence in accordance with the AFC's club licensing regulations;
- 6.6. to require an appropriate, valid Licence for any other coaching activities exercised on its territory (e.g. Head of a professional club youth academy);
- 6.7. to submit a re-evaluation request to the AFC, following a downgrading, in order to regain its previous Coaching Convention membership grade, but only after (minimum) one year of having been downgraded;

- 6.8. to submit at any time a written proposal for amendments to these Regulations for the consideration of the AFC Technical Committee ;
- 6.9. to terminate its membership of the Coaching Convention at any time by informing the AFC of the reasons in writing.

ARTICLE 7: DUTIES OF THE CONVENTION MEMBERS

7. Each Convention Member has the following duties:

- 7.1. to strictly adhere to these Regulations, which shall include without limitation, complying with all Minimum Criteria;
- 7.2. to give due consideration to the recommended Guidelines when conducting courses;
- 7.3. to appoint AFC approved Coach Education Tutors and to engage the required administrative/technical support staff as well as a technical director and a coach education director, each with the necessary qualifications and experience in coaching matters. An organisational chart and job descriptions may be requested by the AFC. The technical director may also be qualified to act as the coach education director;
- 7.4. to establish and implement its national coach education programme at the different coaching levels approved by the AFC as set out in Article 3 of these Regulations, and to continuously develop and improve this programme;
- 7.5. to consult the AFC about course fees, before announcing them;
- 7.6. to educate its Coach Education Tutors in accordance with the requirements under these Regulations;
- 7.7. to organise regular courses at all AFC coaching levels for which it has authorisation under these Regulations, as well as Further Education courses (seminars, workshops, symposiums, etc.) for the Licence holders and for Coach Education Tutors in accordance with the requirements under these Regulations, and to assess all Candidates for these courses;
- 7.8. to provide information to the AFC about its coach education activities;
- 7.9. to immediately inform the AFC in writing about any changes to its coach education programme. In these circumstances, the AFC may appoint a member of the Coach Education Panel to review the Convention Member's coach education programme;
- 7.10. to inform its clubs and coaches about any change to its Coaching Convention membership grade and to explain the consequences to the Diploma/Licence holders and the Diploma course participants;
- 7.11. to set up and regularly update a database that provides the following information on each of its registered Diploma/Licence holders and Coach Education Tutors: first name, family name, date and place of birth, place of permanent residence, nationality, languages spoken, Diploma(s) achieved (with date of issuance), evaluation form from each course attended, Licence validity and date and place of Further Education courses attended;

- 7.12.** to settle all internal questions regarding coach education with the third parties concerned (e.g. regional associations, coaches' unions/associations, state authorities, etc.) with the support of the AFC if needed;
- 7.13.** after organising Diploma courses at AFC Pro/AFC A/AFC B levels, to provide the AFC with the details of all graduates of these courses and to publish their names on the association website;
- 7.14.** to issue the Diplomas and Licences in compliance with these Regulations and any directives issued by the AFC in this respect;
- 7.15.** to immediately and fully recognise the Licences issued by any other Convention Member in compliance with these Regulations;
- 7.16.** to use the AFC branding in compliance with the latest instructions issued by the AFC;
- 7.17.** to contribute at any time to the achievement of the aims of the Coaching Convention;
- 7.18.** to fully respect its own duties and the AFC's rights as defined in these Regulations, as well as any decisions taken by the AFC in relation to these Regulations;
- 7.19.** to protect the credibility of the Coaching Convention;
- 7.20.** to establish and implement its national coach education programme to the highest standards and comply with the principles of good governance in all activities relating to coaching.

ARTICLE 8: MUTUAL RECOGNITION

- 8.1.** All Member Associations (including non-Convention Members) shall automatically Mutually Recognise a Diploma/Licence issued by a Convention Member in accordance with these Regulations. This means that each Member Association shall allow the holder of a Diploma/Licence issued by a different Member Association (provided such different Member Association is a Convention Member) to coach in its territory.
- 8.2.** For the avoidance of doubt, the recognition of a coaching qualification issued by a non-Convention Member shall be governed by the AFC regulations governing the Recognition of Experience and Current Competence (RECC).

SECTION 3 | COURSE CRITERIA

ARTICLE 9: COMPETENCES

- 9.1.** Each training module/course is aimed at developing the Candidates' coaching competences at the particular level of study (i.e. AFC C, AFC B, AFC A and AFC Pro levels). These competences include the ability to analyse matches, coach games, design/deliver training sessions, teach tactics, inspire players, lead squads, build teams, etc.
- 9.2.** The Convention Member's Coach Education Tutors are responsible for assessing each Candidate's ability to carry out the coaching tasks in a competent manner. However, certain characteristics are difficult to judge/develop in an educational context (e.g. personality, courage, decisiveness, commitment, resilience, creativity, etc). Nevertheless, these intangibles need to be identified, understood and discussed because they are vital ingredients in a Candidate's capacity to succeed.

ARTICLE 10: METHODOLOGY

- 10.1.** Each training module/course should prepare the Candidate for the reality of the coaching role. The teaching methods must be practical, interactive and progressive, i.e. less passive, tutor dominated and prescriptive than before. The candidate must be fully engaged in the learning process, and this can be done through club-based activity, practical assignments, work experience and simulating real situations (e.g. role-playing, coaching scenarios, problem-solving, media training, conflict management, etc.).

ARTICLE 11: ORGANISATION

- 11.1.** A Convention Member has the possibility to arrange the learning process, for each level, in a flexible manner, depending on its capacity and environment. This means that the traditional coaching course can be replaced by modules (theory and practice), distance learning, tutoring, and club placements.
- 11.2.** Each Convention Member must assess the need for a course, define its objectives, plan the course programme content, choose an appropriate venue, select the staff (AFC qualified and approved), conduct the AFC prescribed assessments, produce the AFC approved Diplomas/Licences, provide information about the rights and duties of AFC coaching Licence holders, and make sure that these Regulations are adhered to.
- 11.3.** Each course can have:
- 11.3.1.** A maximum number of Candidates, as follows:
 - 11.3.1.1.** Twenty-four Candidates for AFC C, AFC B, AFC A, AFC Goalkeeping B and AFC Goalkeeping A Diploma courses with (minimum) one Coach Education Tutor for every twelve Candidates (optimal 8).
 - 11.3.1.2.** Eighteen Candidates for AFC Pro Diploma courses with (minimum) one Coach Education Tutor for every nine Candidates (optimal 6).

ARTICLE 12: ATTENDANCE

- 12.1.** A Candidate is, in principle, required to attend 100% of a coaching course organised by a Convention Member under these Regulations.
- 12.2.** Upon written and well-founded request, a Convention Member may allow a Candidate to make up missing modules/sessions as long as his/her total absence does not exceed 10% of the total duration of the course. All missed units must be made up within 6 months of the completion of the course. In exceptional cases (illness, injury, etc.), the Convention Member may apply to the AFC for special arrangements/dispensation, but the Candidate must satisfy all course requirements before a Diploma can be granted.

ARTICLE 13: ASSESSMENTS

- 13.1.** A Convention Member must carry out assessments for the completion of each course, as follows:
- 13.1.1.** practical coaching assignments, i.e. continuous assessment of training sessions or practice matches prepared and run by a Candidate with players appropriate to the course level;
 - 13.1.2.** theory of football coaching/management/leadership (oral and written evaluations);
 - 13.1.3.** Laws of the Game (AFC B level: basics; AFC A level: recent changes)
 - 13.1.4.** match analysis which is appropriate to the level of the Diploma course, i.e. a practical exercise where the Candidate observes a match and produces a report;
 - 13.1.5.** a project, i.e. a substantial report/thesis on a coaching topic of the Candidate's choosing (AFC Pro level only);
 - 13.1.6.** report on the Candidate during a club placement/internship, including feedback from the head coach, and a document containing a Candidate's conclusions and observations on the work of the team and the coaches he/she has followed (AFC Pro level only); and
 - 13.1.7.** a logbook of coaching activities, i.e. a diary of the ideas, observations and experiences gathered by a Candidate during the course.
- 13.2.** A Candidate who fails an assessment may repeat it when convenient for the Convention Member and in line with these Regulations. Any application to participate in the same Diploma course will require the approval of both the Member Association and the AFC.

ARTICLE 14: COURSE COMPLETION

- 14.1.** A Convention Member organising a Diploma course under these Regulations must:

- 14.1.1.** give each Candidate the results of his/her assessments with the relevant AFC coaching Diploma, certificate of attendance and/or Licence within 30 working days of the end of the course (including completion of work experience or submission of a project, if applicable);
- 14.1.2.** set up an examination authority to deal with any appeals by Candidates who fail an assessment, and define the procedure (including the time limit for appeal) under which such appeals have to be handled; and
- 14.1.3.** where applicable and on request, send a copy of the Diploma, certificate of attendance and/or Licence to the Convention Member that issued the previous Diploma(s) and Licence(s) to the Candidate(s) concerned.

ARTICLE 15: COACH EDUCATION TUTORS

- 15.1.** In principle, a Diploma course must be led/delivered by a Coach Education Tutor who has a valid Licence (i.e. at least at the level of the course being offered) and is recognised by the AFC, in writing, as someone with the appropriate competence. Exceptions to this regulation will require the AFC's approval and will be based upon, without limitation, written proof of the tutor's experience and ability – in such cases a certificate of competence will be issued.
- 15.2.** In addition, and on the request of the Convention Member, the AFC may approve a Coach Education Tutor who has the appropriate qualifications, expertise and experience required to teach the course (i.e. from another Member Association or from another confederation). With permission from the AFC, Specialists can also contribute to a Diploma course/programme.
- 15.3.** All Coach Education Tutors will be eligible to conduct courses appropriate to their level of qualification, expertise and experience.

ARTICLE 16: FREQUENCY

A limit on the frequency of AFC Pro Diploma courses offered shall be imposed, taking into account the demand of the football community. Convention Members with fewer than 20 affiliated professional clubs, including semi-professional clubs, may not organise an AFC Pro Diploma course more than once every two years. The AFC may, however, grant exceptions to this limitation upon a well-founded, written request.

ARTICLE 17: ADMISSION CRITERIA FOR ALL DIPLOMA COURSES PROGRAMMES

- 17.1.** Diploma courses organised by a Convention Member are available to anyone with permanent residency on the territory of that Convention Member or who is a national of that country.
- 17.2.** It is also possible for a few non-resident candidates to take part in a Diploma course, provided that:
 - 17.2.1.** they speak the official language of the Convention Member organising the course (sufficient written and oral skills);
 - 17.2.2.** they have not been refused entry to an equivalent Diploma course by another Convention Member within the last two years;

- 17.2.3.** they have good grounds for attending such a course (e.g. a non-national, former player);
 - 17.2.4.** they have the written approval of the AFC; and
 - 17.2.5.** their number does not exceed 25% of the total number of participants (on a first-come-first-serve basis). Exceptions to this quota may be granted by the AFC on the basis of a well-founded written request (e.g. a bilateral agreement with another Member Association).
- 17.3.** A coach whose Diploma or Licence has been revoked is barred for at least three years from applying to attend a new Diploma course to re-obtain his/her Diploma or Licence.
- 17.4.** In order to be admitted to a Diploma course, applicants:
- 17.4.1.** must satisfy the admission criteria for the specific course set by the Convention Member;
 - 17.4.2.** submit all admission documents required by the Convention Member organising the course;
 - 17.4.3.** have their capacity/competence assessed before enrolment;
 - 17.4.4.** provide proof that they are sufficiently fit and healthy; and
 - 17.4.5.** absolve, in writing, the Convention Member from any claims relating to their participation in the course.
- 17.5.** In special cases, the Convention Member organising the Diploma course may excuse participants who have health/fitness problems from physical involvement in the practical sessions of a Diploma course programme. In this situation, the Convention Member organising the Diploma course is entitled to request a medical certificate from the relevant Candidate.

ARTICLE 18: FURTHER ADMISSION CRITERIA FOR AFC B DIPLOMA COURSE PROGRAMME

- 18.1.** To be admitted to an AFC B Diploma course programme, applicants must:
- 18.1.1.** have a valid AFC C Licence; or
 - 18.1.2.** be a current or former professional player.

ARTICLE 19: FURTHER ADMISSION CRITERIA FOR AFC A DIPLOMA COURSE PROGRAMME

- 19.1.** To be admitted to an AFC A Diploma course, applicants must have:
- 19.1.1.** a valid AFC B Licence; and
 - 19.1.2.** at least one year's coaching experience as an AFC B Licence holder.

19.2. The latter requirement (i.e. Art. 18.1.2. of these Regulations) may be reduced in special cases (e.g. for someone whose competences and experience would permit them to proceed quickly to the next level). This will require the AFC's written approval and the provision by the relevant Convention Member of appropriate documentation to substantiate the request for special dispensation.

19.3. Candidates may be subjected to an enrolment assessment.

ARTICLE 20: FURTHER ADMISSION CRITERIA FOR AFC PRO DIPLOMA COURSE PROGRAMME

20.1. To be admitted to an AFC Pro Diploma course programme, applicants must have:

20.1.1. a valid AFC A Licence;

20.1.2. a recommendation from a professional club or the Candidate's AFC A Licence tutor; and

20.1.3. at least one year's coaching experience as an AFC A Licence holder.

20.2. The latter requirement (i.e. Art. 19.1.3. of these Regulations) may be reduced in special cases (e.g. for someone whose competences and experience would permit them to proceed quickly to the next level). This will require the AFC's written approval and the provision by the relevant Convention Member of appropriate documentation to substantiate the request for special dispensation.

20.3. Candidates must be subjected to an enrolment assessment/interview.

ARTICLE 21: FURTHER ADMISSION CRITERIA FOR AFC GOALKEEPING B DIPLOMA COURSE PROGRAMME

21.1. To be admitted to an AFC Goalkeeping B Diploma course programme, applicants must have:

21.1.1. a valid AFC C Licence;

21.1.2. Member Association goalkeeping certificate; and

21.1.3. at least six (6) months coaching experience as a Member Association goalkeeping certificate holder.

ARTICLE 22: FURTHER ADMISSION CRITERIA FOR AFC GOALKEEPING A DIPLOMA COURSE PROGRAMME

22.1. To be admitted to an AFC Goalkeeping A Diploma course programme, applicants must have:

22.1.1. a valid AFC B Licence;

22.1.2. a valid AFC Goalkeeping B Licence; and

22.1.3. at least one year's coaching experience as an AFC Goalkeeping B Licence holder.

ARTICLE 23: DURATION AND CONTENT

23.1. The minimum duration of each Diploma course organised by a Convention Member is set out below.

HOURS REQUIRED FOR EACH COURSE	AFC C	AFC B	AFC A	AFC PRO
Minimum hours of education (coaching/learning/working)	60	120	180	360
Minimum hours of theory: football/coaching/sports science	30	55	80	180
Minimum hours of practical work: coaching, teaching, observing, including work experience and study visits	30	65	100	180

HOURS REQUIRED FOR EACH COURSE	AFC GOALKEEPING B	AFC GOALKEEPING A
Minimum hours of education in total (coaching/learning/working)	60	120
Minimum hours of theory: football/coaching/sports science	20	36
Minimum hours of practical work: coaching, teaching, observing, and including work experience	40	84

23.2. The content guidelines of each Diploma course organised by a Convention Member is specified in Section B of Annex 1 of these Regulations.

ARTICLE 24: SPECIAL COURSES FOR EXPERIENCED PROFESSIONAL PLAYERS

Exceptionally, a Convention Member may organise a specific modular course programme integrating the content of an AFC B Diploma course with that of an AFC A Diploma course for long-serving current or former professional players and former elite players (usually internationals) with more than 5 years playing experience (minimum of 150 games) in top division(s). A minimum of 5 Candidates and a maximum of 10 will be required, with a ratio of (minimum) one Coach Education Tutor per five Candidates. The duration must be at least 200 hours with a balance between theory and practice. Certain competences can be credited, and the course arrangements can be flexible. The Candidate must satisfy the AFC A Diploma standards during the assessment process. The programme and the organisation of the course will require the AFC's written approval. For the avoidance of doubt, this is not 'fast tracking', but rather condensing the time-frame, giving credit for acquired competences and providing intense tuition.

ARTICLE 25: QUALIFICATION CRITERIA FOR A COACH EDUCATION TUTOR

The criteria for gaining AFC recognition as a Coach Education Tutor are as follows:

25.1. in possession of a Diploma (or an equivalent certification), with a valid Licence at the following levels:

25.1.1. the AFC Pro Diploma/Licence for AFC Pro Diploma and AFC A Diploma courses;

- 25.1.2.** the AFC A Diploma/Licence for AFC A Diploma and AFC B Diploma courses;
 - 25.1.3.** the AFC B Diploma/Licence for AFC C Diploma course;
 - 25.1.4.** the AFC Goalkeeping A Diploma/Licence for AFC Goalkeeping A and Goalkeeping B Diploma Courses.
- 25.2.** evidence of teaching competence, i.e. experience as a coach, teaching qualifications, participation as an assistant Coach Education Tutor, etc;
- 25.3.** an endorsement by an AFC recognised Coach Education Tutor; and
- 25.4.** a recommendation from a Member Association and a written approval from the AFC.

SECTION 4 | FURTHER EDUCATION FOR DIPLOMA & LICENCE HOLDERS

ARTICLE 26: AIM

Further Education courses organised by a Convention Member for Diploma and Licence holders are aimed at keeping coaches up-to-date and stimulating further development.

ARTICLE 27: STAFFING

A Further Education course organised by a Convention Member for Diploma and Licence holders may be delivered by a combination of Coach Education Tutors, individuals with specific coaching know-how and experts from other fields.

ARTICLE 28: DURATION AND CONTENT

Further Education courses organised by a Convention Member for Diploma/Licence holders must involve at least 15 hours of training and there must be at least one event every three years. The Further Education programme may be broken down into modules. For Specialists, 5 hours of the 15 hours of training must be in their respective specialisation.

ARTICLE 29: ADMISSION CRITERIA

- 29.1.** Further Education courses organised by a Convention Member are open to holders of a Diploma issued by the Convention Member in question who wish to extend their knowledge and have their Licences renewed for a further three years.
- 29.2.** It is also possible for holders of a Diploma issued by a different Convention Member to take part in such courses, provided they have the capacity to take part and can justify inclusion (e.g. have a link with the particular Convention Member).

SECTION 5 | FURTHER EDUCATION FOR COACH EDUCATION TUTORS

ARTICLE 30: AIM

Further Education courses organised by a Convention Member or AFC for Coach Education Tutors are aimed at keeping Coach Education Tutors up-to-date and providing Coach Education Tutors with an opportunity to exchange best practices, and to discuss trends in football coaching and education.

ARTICLE 31: STAFFING

A Further Education course organised by a Convention Member or AFC for Coach Education Tutors may be delivered by a combination of Coach Education Tutors, individuals with specific coaching qualifications and experts from other fields, all overseen by the Convention Member or the AFC.

ARTICLE 32: DURATION AND CONTENT

Further Education courses organised by the AFC for the Convention Members' qualified Coach Education Tutors shall take place at least once every two years.

ARTICLE 33: ADMISSION CRITERIA

- 33.1.** Admission to the Further Education courses organised by Convention Members for Coach Education Tutors shall take place at least once every two years.
- 33.2.** Further Education courses organised by the AFC for Coach Education Tutors are open to selected Convention Members' Coach Education Tutors, technical directors and/or coach education directors.

ARTICLE 34: COURSE COMPLETION

- 34.** A Coach Education Tutor, appointed by a Member Association or the AFC, who completes a Further Education course organised by a Convention Member or the AFC can maintain/retain his/her status as Coach Education Tutor for a further three years if they satisfy the following criteria:
 - 34.1.** possesses a record of attendance of AFC/Member Association Coach Education Tutors' Further Education course(s) for at least 15 hours within the last 3 years;
 - 34.2.** participated as a Coach Education Tutor in AFC/Member Association Diploma courses for at least two occasions within the last 3 years;
 - 34.3.** a recommendation from a Member Association and a written approval from the AFC;
 - 34.4.** a valid Licence; and
 - 34.5.** if required by the AFC, a re-evaluation by an AFC Coach Education Tutor.

SECTION 6 | LICENCES

ARTICLE 35: ISSUANCE OF AFC COACHING LICENCES

- 35.1.** Whenever a Licence is issued or renewed, the Convention Member concerned shall update its database of Diploma/Licence holders accordingly.
- 35.2.** Whenever a higher level Licence is issued, the Convention Member concerned shall inform any other Convention Member that has issued a previous Licence to the coach in question so that they can update their own database(s) accordingly.

ARTICLE 36: VALIDITY OF AFC COACHING LICENCES

- 36.1.** A Licence is valid for three calendar years, from the date of issue or renewal.
- 36.2.** A Licence is renewed for a further three years if its holder has completed a Further Education course organised by a Convention Member for Diploma/Licence holders or a Diploma course organised by a Convention Member at the next level up (e.g. an AFC A Licence holder completing an AFC Pro Diploma course).
- 36.3.** A Licence gives its holder the right to be employed as a coach of a national representative team or a club affiliated to a Member Association, in compliance with licensing arrangements imposed by the Member Association and the AFC.

SECTION 7 | LEGAL MATTERS & EVALUATION DECISIONS

ARTICLE 37: APPLICABLE LAW AND DISPUTES

- 37.1.** These Regulations are subject to the laws of Malaysia.
- 37.2.** The Convention Members agree that any dispute arising from or related to these Regulations which cannot be settled amicably shall be resolved in accordance with the relevant provisions of the AFC Statutes.
- 37.3.** Disputes involving Candidates should be resolved by the relevant Convention Member.

ARTICLE 38: LANGUAGES

- 38.1.** These Regulations are written in English but can be translated into other languages with the written approval of the AFC.
- 38.2.** In case of any differences in any interpretation, the English text shall prevail.

ARTICLE 39: COACH EDUCATION PANEL

- 39.1.** The AFC Technical Committee has the responsibility for making all decisions relating to the implementation and operation of these Regulations.
- 39.2.** The AFC Technical Committee may delegate such responsibility to the AFC Coach Education Panel, subject to the approval of the AFC Executive Committee.
- 39.3.** All decisions of the AFC Coach Education Panel will be communicated to the AFC Technical Committee. The AFC Technical Committee will thereafter communicate such decision to the AFC Executive Committee.
- 39.4.** The AFC General Secretariat shall provide administrative and secretarial support to the AFC Technical Committee and/or the AFC Coach Education Panel (as appropriate) in connection with the implementation and operation of these Regulations.
- 39.5.** The AFC Technical Committee delegates the responsibility for selecting and appointing members of the AFC Coach Education Panel to the AFC General Secretariat.

ARTICLE 40: DECISIONS

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

ARTICLE 41: AMENDMENTS

41.1. 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 42: INDEMNIFICATION

42.1. 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 Coaching Convention 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 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 43: FORCE MAJEURE

43.1. The AFC Technical Committee is the only body capable of declaring a Force Majeure event.


ARTICLE 44: MATTERS NOT PROVIDED FOR

44.1. 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 45: ENFORCEMENT

45.1. These Regulations were ratified by the AFC Executive Committee on 17 May 2021 and will come into force on 1 July 2021.

ANNEX 1



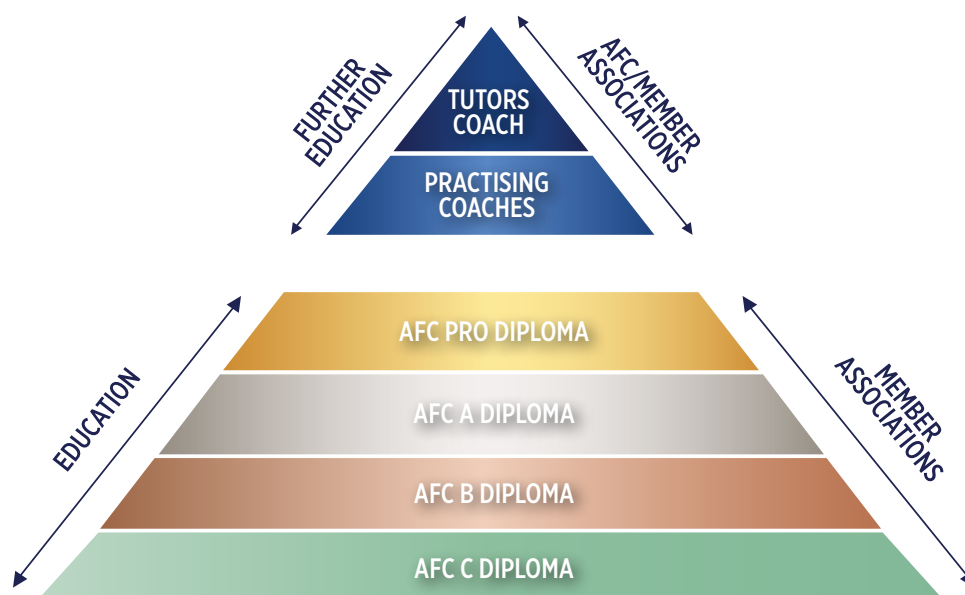
SECTION A
PRINCIPLES, STRUCTURE & PATHWAY

PRINCIPLES

An Overview

1. The Member Associations are responsible for educating their coaches within the framework of the Coaching Convention.
2. The AFC approves the Coach Education Tutors, including external appointments.
3. The AFC and the Member Associations provide Further Education opportunities for AFC Coach Education Tutors and qualified coaches.
4. All Convention Members are duty-bound to protect the credibility of the AFC Coaching Convention e.g. no favours, no complacency, no external control, no unapproved changes and no honorary diplomas.
5. In each course/programme, the Candidate must be fully engaged in the learning process - this is fundamental.

STRUCTURE



CORE PROGRAMME

AFC Pro Diploma

- Professional Coaching Diploma for the Professional Game

AFC A Diploma

- Advanced Coaching Diploma for Elite Youth/ Semi-Pro Football

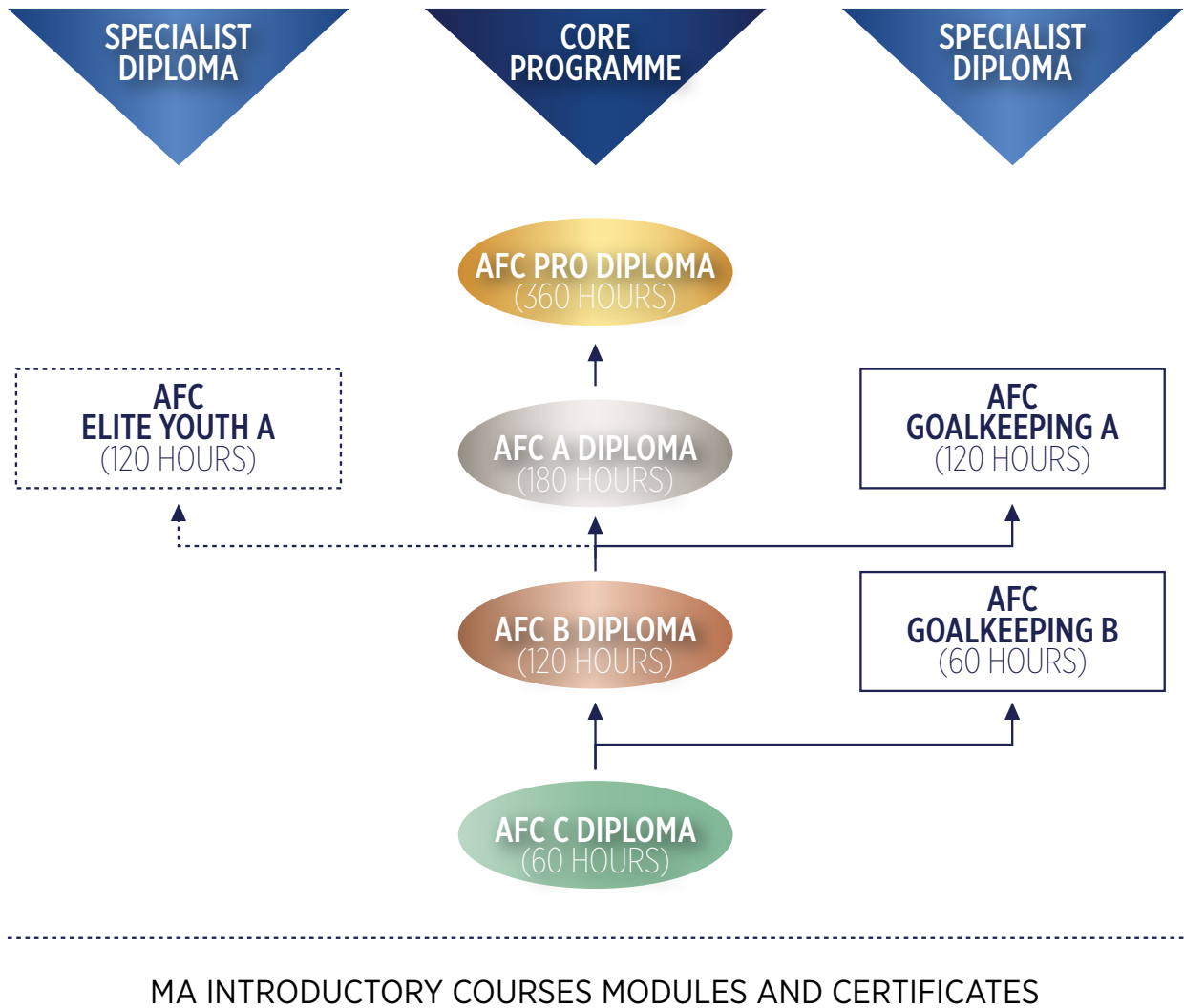
AFC B Diploma

- Basic Coaching Diploma for Youth/Amateur Football

AFC C Diploma

- Basic Coaching Diploma for Grassroots

AFC Coaching Diploma Structure



Note: 'Dotted lines denote future projects.'



SECTION B DIPLOMA CONTENT

A graphic featuring a dark blue background with a complex, low-poly geometric pattern of triangles in various shades of blue. The text 'AFC C DIPLOMA' is centered in white, bold, sans-serif font.

**AFC C
DIPLOMA**

AFC C DIPLOMA**Developing Competences | Course of Study | Content Guidelines**

SUBJECT	SPECIFIC TOPICS	HOURS
PHILOSOPHY	Understanding the role of a C Licence Coach / Using positive coach behaviours; respect for play and individuals; Using a participant-centered approach; Basic knowledge of the Member Association	5
PLAYER DEVELOPMENT	Phases of development / aims for each stage / age specific training / players' individual needs / basic principles of attacking-defending – transition; different steps in the physical/ mental development (age-categories); introduction to goalkeeper training	10
FOOTBALL DEVELOPMENT	Variations of small-sided games / shapes, styles, trends/ teambuilding; talent identification	5
TEACHING FOOTBALL	Basic teaching / age specific coaching / coaching in the game / coaching individuals and groups / basic analysis / fun football engagement	10
TRAINING SESSIONS	Organisation / planning / types of training / delivering sessions effectively / football fitness	10
MANAGEMENT	Organisation matchday / planning / working with parents / club structure / maintaining order/ promoting values /internal & external communication	5
CARE AND WELFARE	Player care and support / safety of players / lifestyle / health / First Aid/ medical support/ child safeguarding	3
LAWS	The laws and the spirit of the game / adapting laws in small-sided games	2
WORK EXPERIENCE	In an amateur club or youth programme, with tutor support	10

Total: 60 hours

CORE COMPETENCES

The ability to carry out the prescribed tasks in a competent manner

TASKS (THE ESSENTIALS)	PROCESS (STUDY OR PRACTISE)	OUTCOME (KNOW HOW TO OR KNOW ABOUT)
<p>1. To analyse youth/amateur matches (i.e. reading the game)</p>	<ul style="list-style-type: none"> Analysing youth/amateur matches using basic principles Understanding individual and team development (age related observations) Preparing team talks 	<ul style="list-style-type: none"> Know how to produce effective match analysis: small-sided games; 11 v 11 Know how to identify a team's and individual player's strengths/weaknesses Know how to make simple presentations
<p>2. To coach youth/amateur football (i.e. coaching training and competitive matches)</p>	<ul style="list-style-type: none"> Coaching training games Coaching competitive matches Coaching small-sided games (non-competitive) Recognising age-specific developments Understanding the Laws of the Game 	<ul style="list-style-type: none"> Know how to plan and prepare youth/amateur matches Know about age-specific coaching Know how to motivate youth (fun/inclusion) and amateur players Know how to integrate parents
<p>3. To train youth/amateur players/teams (i.e. organising, managing and preparing)</p>	<ul style="list-style-type: none"> Designing appropriate training sessions/weekly programmes Setting objectives Understanding basic football fitness Evaluating performances (individual player/team) 	<ul style="list-style-type: none"> Know how to conduct lively (fun) structured interactive training sessions Know how to keep order, interest, enjoyment and concentration
<p>4. To teach youth/amateur football</p>	<ul style="list-style-type: none"> Tutoring and developing individual players Using various teaching methods basics Safety of players, lifestyle, health 	<ul style="list-style-type: none"> Know how to influence/improve the performance of players, individually and collectively (team) Know about various teaching methods related to age-specific stages of development Know about First Aid, code of conduct

TASKS (THE ESSENTIALS)	PROCESS (STUDY OR PRACTISE)	OUTCOME (KNOW HOW TO OR KNOW ABOUT)
<p>5. To lead youth/amateur players (i.e. inspiring, / guiding)</p>	<ul style="list-style-type: none"> • Leading, motivating, managing and developing youth and amateur players • Recognising stages of development • Promoting sporting values • Communicating with parents 	<ul style="list-style-type: none"> • Know how to communicate with youth/amateur players and parents • Know about respect/integrity • Know how to create tasks, goals and rules
<p>6. To build youth/amateur teams</p>	<ul style="list-style-type: none"> • Building team spirit • Promoting respect • Creating group harmony • Offering guidance • Including parents 	<ul style="list-style-type: none"> • Know how to create tasks • Know how to communicate with youth/amateur players and parents • Know about respect/integrity
<p>7. To assess youth/amateur players</p>	<ul style="list-style-type: none"> • Evaluate player performance • Formative (guided) assessment 	<ul style="list-style-type: none"> • Know how to evaluate players development • Know how to appraise players depending on level and age category

A graphic featuring a dark blue background with a complex, low-poly geometric pattern of triangles in various shades of blue. The text 'AFC B DIPLOMA' is centered in white, bold, sans-serif font.

**AFC B
DIPLOMA**

AFC B DIPLOMA**Developing Competences | Course of Study | Content Guidelines**

SUBJECT	SPECIFIC TOPICS	HOURS
PLAYER DEVELOPMENT	Phases of development / aims for each stage / technical timeline /age-specific training	5
CHILD/YOUTH DEVELOPMENT	Stages of growth / child psychology / influence of parents / learning environment / relationships	5
FOOTBALL DEVELOPMENT	Shapes / styles / trends / positional requirements / variations of small-sided games / one v one	5
TEACHING FOOTBALL	Basic teaching methods / appropriate feedback / coaching in the game / age-specific coaching / coaching individuals and groups	30
TRAINING SESSIONS	Organisation / types of training / training plans, incl. periodisation / tactical training / goalkeeping/warm-ups	15
ANALYSIS	Methods of analysis / team analysis / using data	5
LEADERSHIP	Key leadership qualities / motivating young players / setting standards / role models / reflection	5
COMMUNICATIONS	Asking questions / listening / talking to officials, the media and parents / presentation skills	5
TEAM BUILDING	Basic principles of team building / selection	5
MANAGEMENT	Maintaining order / team organisation / club structures / planning /setting standards / offering guidance / problem solving / selection / scouting	10
MENTALITY	Mental strength/handling stress, success and failure / emotional control/relating to others /concentration / habits / confidence	5
FITNESS	Speed / co-ordination / strength / fitness training principles / injury prevention	5
CONDUCT	Values / anti-social behaviour / drug use / healthy lifestyle / child protection / player care and support	3
LAWS	The laws and the spirit of the game	2
WORK EXPERIENCE	In an amateur club or youth programme, with tutor support	20

Total: 120 hours

CORE COMPETENCES

The ability to carry out the prescribed tasks in a competent manner

TASKS (THE ESSENTIALS)	PROCESS (STUDY OR PRACTISE)	OUTCOME (KNOW HOW TO OR KNOW ABOUT)
<p>1. To analyse youth/amateur matches (ie. reading the game)</p>	<ul style="list-style-type: none"> • Preparing team talks • Analysing youth/amateur matches using basic principles • Understanding analysis and data collection 	<ul style="list-style-type: none"> • Know how to produce effective match analysis • Know how to identify a team's strengths/weaknesses • Know how to make simple presentations
<p>2. To coach youth/amateur football (ie. coaching training and competitive matches)</p>	<ul style="list-style-type: none"> • Coaching training games • Coaching competitive matches • Giving team talks • Making substitutions • Coaching small-sided games • Understanding the Laws of the Game • Appreciating formations/styles • Recognising age-specific developments • Explaining playing positions 	<ul style="list-style-type: none"> • Know how to prepare youth/amateur matches with clarity and detail • Know how to motivate youth/amateur players • Know how to give appropriate feedback • Know how to make the necessary corrections/changes • Know how to evaluate and influence performances • Know about the Laws of the Game • Know about age-specific coaching • Know how to explain each playing position
<p>3. To train youth/amateur players/teams (ie. organising, managing and preparing)</p>	<ul style="list-style-type: none"> • Understanding and using fitness theory • Setting objectives • Designing appropriate training sessions/weekly programmes • Preparing matches (organisation) • Practising injury prevention • Organising basic set plays • Dealing with psychological issues • Evaluating performances • Leading warm-ups/cool downs • Integrating and coaching the goalkeeper 	<ul style="list-style-type: none"> • Know how to conduct well-organised, lively training sessions which are structured, interactive and achieve the aims • Know how to keep order, interest, enjoyment and concentration • Know how to plan regular training sessions/weeks and access the results • Know how to train and integrate the goalkeeper into team sessions/play

TASKS (THE ESSENTIALS)	PROCESS (STUDY OR PRACTISE)	OUTCOME (KNOW HOW TO OR KNOW ABOUT)
<p>4. To teach youth/amateur football (ie. improving technical performance, individually and collectively)</p>	<ul style="list-style-type: none"> • Using various teaching methods basics • Teaching technical/tactical themes • Tutoring and developing individual players • Coaching specific roles • Working with external support on technique, goalkeeping, etc 	<ul style="list-style-type: none"> • Know about various teaching methods and have the capacity to coach the details of technique, tactics and strategy • Know how to influence/improve the performance of players, individually and collectively and how to use external support, where appropriate
<p>5. To lead youth/amateur players (ie. inspiring, guiding and decision making)</p>	<ul style="list-style-type: none"> • Developing a philosophy (and articulating it) • Making decisions • Building relationships • Establishing tasks/goals/rules • Offering guidance (eg. behaviour, handling expectations, etc) • Giving talks/presentations • Providing feedback • Guiding club policies on age-specific development • Showing respect/integrity • Leading, motivating, managing and developing youth and amateur players • Communicating with parents • Recognising stages of development • Guiding staff members • Promoting sporting values 	<ul style="list-style-type: none"> • Know how to share a vision of the game • Know how to create tasks, goals and rules • Know how to communicate with youth/amateur players, managers and parents • Know about respect/integrity
<p>6. To build youth/amateur teams (ie. selecting, forming relationships, identifying roles and setting goals)</p>	<ul style="list-style-type: none"> • Establishing standards/principles • Building team spirit • Blending teams/personalities • Identifying internal leadership • Explaining individual roles and tasks for each position • Promoting respect • Creating group harmony • Setting goals in line with club's philosophy 	<ul style="list-style-type: none"> • Know about the team building process and the logical cohesion between the different parts • Know how to set standards and to encourage respect in all aspects, including club values
<p>7. To assess youth/amateur players, staff and self (ie. judging, scouting and testing)</p>	<ul style="list-style-type: none"> • Analysing fitness/football data • Managing identification tools • Making staff assessments • Utilising self-appraisal • Using external support (eg. scouts) 	<ul style="list-style-type: none"> • Know how to use reflection and self- assessment methods • Know how to produce a logbook of coaching activities • Know how to appraise players and staff depending on the level and on the age category

A graphic featuring a background of overlapping triangles in various shades of blue, ranging from light to dark. The text 'AFC A DIPLOMA' is centered on the right side of the graphic.

AFC A
DIPLOMA

AFC A DIPLOMA

Developing Competences | Course of Study | Content Guidelines

SUBJECT	SPECIFIC TOPICS	HOURS
PHILOSOPHY	Different approaches / beliefs / ideas	5
TECHNICAL TOPICS	History of tactics / technical trends / tactical topics	5
TEACHING FOOTBALL	Coaching in the game with top amateur or elite youth players / group, individual and specialist work / teaching methods / feedback / coaching themes	30
TRAINING SESSIONS	Organisation / physical training / technical-tactical games and drills / set plays / warm-ups and cool downs	20
MATCH MANAGEMENT	Match-day management, incl. talks, substitutions and feedback	5
PERIODISATION	Plans for a semi-professional club - season, week and individual	5
PERFORMANCE	Testing / evaluation / profiling / using data	5
MATCH ANALYSIS	Analysing teams (opponents and own team) and individuals / methods of analysing at youth and amateur level	5
TEAM BUILDING	The principles of building teams / roles and relationships	5
FITNESS	Conditioning for top amateur and elite youth players / injury prevention and rehab / nutrition / hydration	10
MENTALITY	Motivating amateur players / dealing with conflict / handling stress and pressure	5
LEADERSHIP	Leadership principles and styles / overcoming difficult moments / making decisions / inspiring players / being responsible	10
MEDIA	Basics of media relations / dealing with new media	5
CLUB MANAGEMENT	Amateur club structures / promoting the club / dealing with the board / keeping order / rules / organisation / offering guidance / targets / technology	10
CONDUCT	Respect / social issues / management of injuries / behaviour of players and staff / doping matters	5
LAWS	Attitudes to match officials, opponents, team-mates / understanding the laws / spirit of the game	5
RECRUITMENT	Scouting schemes / competition rules / club policy	5
COMMUNICATIONS	Team talks / committee meetings / talking to players	5
WORK EXPERIENCE	In a top amateur club or elite youth environment	35

Total: 180 hours

CORE COMPETENCES

The ability to carry out the prescribed tasks in a competent manner

TASKS (THE ESSENTIALS)	PROCESS (STUDY OR PRACTISE)	OUTCOME (KNOW HOW TO OR KNOW ABOUT)
<p>1. To analyse elite youth/ top amateur matches (ie. reading the game)</p>	<ul style="list-style-type: none"> • Preparing team talks • Analysing elite youth/top amateur matches • Understanding analysis and data • Analysing individual performance 	<ul style="list-style-type: none"> • Know how to produce effective match analysis • Know how to identify a team's strengths/weaknesses • Know how to make simple presentations • Know how to analyse individual performance
<p>2. To coach elite youth/ top amateur football (i.e.coaching training games and competitive matches)</p>	<ul style="list-style-type: none"> • Coaching 11v11 training games • Coaching competitive matches • Giving team talks • Making substitutions • Coaching small-sided games • Understanding the Laws and the Spirit of the Game • Implementing formations/styles • Explaining positional play, individually and collectively 	<ul style="list-style-type: none"> • Know how to prepare elite youth/ top amateur matches with clarity and detail • Know how to motivate elite youth/ top amateur players • Know how to give appropriate feedback • Know how to make the necessary corrections/changes • Know how to evaluate and influence performances • Know about the Laws and the Spirit of the Game • Know about and know how to apply different formations and styles • Know how to explain positional play
<p>3. To train elite youth/top amateur players/teams (i.e. organising, managing and preparing)</p>	<ul style="list-style-type: none"> • Implementing fitness theory/ periodisation • Studying fitness theory/plans • Setting objectives • Designing appropriate training sessions/weekly programmes • Preparing matches (organisation) • Practising injury prevention • Organising set plays • Dealing with psychological issues • Leading warm-ups/cool downs • Improving technical quality • Integrating goalkeepers • Increasing fitness levels • Handling basic injuries/ rehabilitation • Explaining hydration/nutrition • Leading practical sessions (physical, technical and tactical) 	<ul style="list-style-type: none"> • Know how to conduct well-organised, lively training sessions which are structured, interactive and achieve the aims • Know how to keep order, interest, enjoyment and concentration • Know how to plan training sessions/ weekly programmes • Know about basic injuries/ rehabilitation/hydration/nutrition • Know how to prepare/organise a team • Know how to integrate the goalkeeper into training sessions

TASKS (THE ESSENTIALS)	PROCESS (STUDY OR PRACTISE)	OUTCOME (KNOW HOW TO OR KNOW ABOUT)
<p>4. To teach elite youth/top amateur football (i.e. improving technical performance, individually and collectively)</p>	<ul style="list-style-type: none"> • Using various teaching methods • Teaching tactical themes • Tutoring and developing individual players • Coaching youth/amateur goalkeepers and integrate them into team sessions • Teaching positional play 	<ul style="list-style-type: none"> • Know about basic teaching methods and have the capacity to coach the details of technique, tactics and strategy • Know how to influence/improve the performance of players, individually and collectively • Know how to coach youth/amateur goalkeepers and to use goalkeeping specialists • Know how to teach positional play
<p>5. To lead elite youth/top amateur players (i.e. inspiring, guiding and decision making)</p>	<ul style="list-style-type: none"> • Leading, motivating, managing and developing talented youth/top amateur players • Offering individual guidance • Giving talks/presentations • Providing feedback • Guiding club policies • Showing respect/integrity • Leading talented youth players • Motivating talented youth players • Managing talented youth players • Developing talented youth players • Guiding staff members • Promoting sporting values • Handling technology and media matters • Setting standards • Using different leadership styles • Dealing with difficult moments 	<ul style="list-style-type: none"> • Know how to share a vision of the game • Know how to create tasks, goals and rules • Know how to communicate with elite youth/top amateur players, • Know about respect/integrity and sporting values • Know how to use different leadership styles • Know how to lead, manage and motivate talented youth players • Know how to lead the staff team • Know how to influence/support club policies • Know how to handle new technology and media matters • Know how to cope with personal pressure
<p>6. To build elite youth/top amateur teams (i.e. selecting, forming relationships, identifying roles and setting goals)</p>	<ul style="list-style-type: none"> • Establishing standards/principles • Building team spirit • Blending teams/personalities • Identifying internal leadership • Explaining individual roles and tasks for each position • Promoting respect • Creating group harmony • Setting goals in line with team philosophy • Recognising psychological influences • Managing player's stress levels 	<ul style="list-style-type: none"> • Know about the team building process and the logical cohesion between the different parts • Know how to set standards • Know how to blend a team • Know how to recognise and control player's stress levels • Know how to help players overcome setbacks/defeats
<p>7. To assess elite youth/top amateur players, staff and self (i.e. judging, scouting and testing)</p>	<ul style="list-style-type: none"> • Analysing fitness/football data • Managing identification tools • Making staff assessments • Utilising self-appraisal • Scouting for talents • Using external support eg. specialists, technologies, etc 	<ul style="list-style-type: none"> • Know how to use reflection and self- assessment methods • Know how to produce a logbook of coaching activities • Know how to assess talented youth and top amateur players • Know about scouting systems/ tools

A graphic consisting of a horizontal band of overlapping, semi-transparent triangles in various shades of blue, ranging from light sky blue to dark navy blue. The triangles are arranged in a way that creates a sense of depth and movement. The text 'AFC PRO DIPLOMA' is centered within this band in white, bold, sans-serif font.

**AFC PRO
DIPLOMA**

AFC PRO DIPLOMA**Developing Competences | Course of Study | Content Guidelines**

SUBJECT	SPECIFIC TOPICS	HOURS
PHILOSOPHY	Vision of the game / values / coaching behaviour	5
TECHNICAL TOPICS	Top-level trends / positional play / tactical details	15
TEACHING FOOTBALL	Coaching in the game / group & individual coaching / teaching methods / feedback	35
TRAINING SESSIONS	Organisation / types of training (tactical, technical and fitness)	20
MATCH MANAGEMENT	Reading the game / substitutions / half-time, pre and post match tasks	10
PERIODISATION	Planning for the season / for the week / for the individual	10
PERFORMANCE	Testing / data assessment / evaluation	5
MATCH ANALYSIS	Analysing the opponent & own team / data assessment / computers / DVDs / new tools	10
TEAM BUILDING	Team building process / blending different talents and personalities	20
FITNESS	Conditioning / injuries and rehab / nutrition / hydration	20
MENTALITY	Handling stress (players and coach) / methods of motivation	15
LEADERSHIP	Leadership styles and qualities / persuasion / decision making / crisis management / team behind / failures in leadership / reflection / mastering emotions	20
MEDIA	Interviews (TV & written press) / sound bites / press officers / players and the media / social media	10
CLUB MANAGEMENT	Targets / rules / organisation / club structures / setting standards / guidance	5
CONDUCT	Doping / betting / injury management / respect	5
LAWS	Match officials / opponents / respect / law changes	5
RECRUITMENT	Scouting systems / staff appointments / transfer policies / talent identification and development	5
COMMUNICATIONS	Difficult conversations / praise / public speaking / delegation / defeat / board meetings / team talks / reports / expectations	20
WORK EXPERIENCE	Coaching work in a professional environment, with tutor involvement	100
STUDY VISITS	Club / national team study visits / report	25

Total: 360 hours
plus assessments (Theory/Practical/Log Book/Thesis)

CORE COMPETENCES

The ability to carry out the prescribed tasks in a competent manner

TASKS (THE ESSENTIALS)	PROCESS (STUDY OR PRACTISE)	OUTCOME (KNOW HOW TO OR KNOW ABOUT)
<p>1. To analyse professional matches (i.e. reading the game)</p>	<ul style="list-style-type: none"> • Analysing live matches • Analysing matches on DVD and using modern technology (eg. tracking systems) • Monitoring top-level football trends • Analysing opponents/own team • Preparing team talks • Using data 	<ul style="list-style-type: none"> • Know how to produce match analysis which is detailed, accurate and well- explained • Know how to identify the key strengths and weaknesses of teams (including your own) • Know how to make good presentations • Know how to find specific information
<p>2. To coach professional football (i.e. coaching training games and competitive matches)</p>	<ul style="list-style-type: none"> • Coaching training games (formations, tactics, styles) • Coaching competitive matches • Giving team talks • Making substitutions • Giving pre/post-match and half-time instructions 	<ul style="list-style-type: none"> • Know how to prepare your team's matches with clarity and detail • Know how to motivate and involve professional players • Know how to give appropriate feedback • Know how to make the necessary corrections/changes • Know how to evaluate and influence individual and team performances
<p>3. To train professional players/ teams (i.e.organising, managing and preparing)</p>	<ul style="list-style-type: none"> • Implementing fitness theory/ periodisation • Setting objectives • Designing practical training sessions (weekly and seasonal programmes) • Preparing matches (organisation) • Practising injury prevention • Organising set plays • Implementing training theory • Coaching specific and integrated goalkeeping sessions • Conducting practical sessions on physical training, technical/tactical exercises, etc • Managing the staff • Implementing stress management principles • Dealing with psychological issues • Working with emotional intelligence • Evaluating training performances • Observing other clubs • Compiling training logs 	<ul style="list-style-type: none"> • Know how to conduct well-organised, lively training sessions which are structured, interactive and achieve the aims • Know how to keep order, interest and concentration • Know about basic sports science, particularly in relation to the mental and physical preparation of professional players • Know how to integrate the goalkeeper into team practices

TASKS (THE ESSENTIALS)	PROCESS (STUDY OR PRACTISE)	OUTCOME (KNOW HOW TO OR KNOW ABOUT)
<p>4. To teach Pro-level football (i.e. improving technical performance, individually and collectively)</p>	<ul style="list-style-type: none"> • Using various teaching methods • Teaching tactical themes • Tutoring individual players • Coaching positional play • Learning from top technicians • Managing specialist expert input (eg. goalkeeper coach) 	<ul style="list-style-type: none"> • Know about teaching methods and have the capacity to coach the details and subtleties of technique, tactics and strategy • Know how to influence/improve the performance of players, individually and collectively and how to use specialist input
<p>5. To lead professional players (i.e. inspiring, guiding and decision making)</p>	<ul style="list-style-type: none"> • Developing a philosophy (and articulating it) • Conducting difficult conversations • Using persuasion • Controlling expectations • Making decisions • Motivating professional players • Building relationships • Influencing change • Building credibility • Managing upwards • Establishing tasks/goals/rules • Coping with a crisis • Offering guidance • Working with the media • Utilising IT technology • Giving talks/presentations • Leading staff meetings • Providing feedback • Guiding club policies • Showing respect/integrity • Delegating to the staff • Planning Further Education • Mastering emotions 	<ul style="list-style-type: none"> • Know how to share a vision of the game • Know about influencing change, crisis management, credibility, targets, expectations, persuasion, decision making, motivation, guidance and building relationship • Know how to lead and manage the team behind the team • Know how to create tasks, goals and rules • Know how to establish trust and professionalism • Know how to communicate with players, the boards, the media and the public • Know about respect/integrity • Know how to deal with social media and be able to utilise it. • Know how to handle emotions (staff and players)
<p>6. To build professional teams (i.e. selecting, forming relationships, identifying roles & setting goals)</p>	<ul style="list-style-type: none"> • Establishing standards/principles • Finding a common bond/cause • Thinking strategically • Blending teams/personalities • Creating a team identity and building team spirit • Setting challenges • Identifying internal leadership • Explaining individual roles • Promoting respect • Creating group harmony • Handling set-backs 	<ul style="list-style-type: none"> • Know about the team building process and the logical cohesion between the different parts • Know how to build team spirit, to create harmony, to blend talents, to form an identity and to have all team members committed to the same cause
<p>7. To assess professional players, staff and self (i.e. judging, scouting and testing)</p>	<ul style="list-style-type: none"> • Analysing fitness/football data • Using psychological tests • Building a scouting network • Managing identification tools • Making staff assessments • Utilizing self-appraisal • Working with performance indicators 	<ul style="list-style-type: none"> • Know how to establish and run a scouting system (technology/scouts) • Know how to use football data and psychological tests • Know how to identify talent (players/ staff) • Know how to use reflection and self- assessment methods

The image features a background of overlapping, semi-transparent blue triangles of various shades, creating a geometric pattern. The text "AFC GOALKEEPING B" is written in a white, sans-serif font, with "DIPLOMA" below it in a larger, bold, white, sans-serif font.

AFC GOALKEEPING B
DIPLOMA

AFC GOALKEEPING B DIPLOMA**Developing Competences | Course of Study | Content Guidelines**

SUBJECT	SPECIFIC TOPICS	HOURS
ROLE OF THE GOALKEEPING COACH	<ul style="list-style-type: none"> Understanding the game and the specific actions and role of the goalkeeper. Understanding of 'reality-based learning' and various teaching and learning styles. Managing goalkeepers of different backgrounds, ages, maturity and performance levels. Working with goalkeepers during their youth development stage. Collaborating with other support staff in the development of the goalkeeper's performance and their role within the team. 	10
GOALKEEPER DEVELOPMENT	<ul style="list-style-type: none"> Understanding periodisation and creating age-appropriate goalkeeping development plans. Learning how to create individual development plans covering the technical, tactical, physical, psychological aspects of goalkeeping. Developing strategies that will provide the goalkeepers playing opportunities in match situations. Providing social and psychological support to the goalkeeper Ensuring the care and welfare of goalkeepers. 	10
GOALKEEPING TRAINING	<ul style="list-style-type: none"> Design and conduct age appropriate and reality-based training sessions. Conducting methodical individual training sessions according to the individual goalkeeper's needs. Coaching the goalkeeper in group/team training sessions. Learning how performance of the individual goalkeepers in training and matches contribute to the designing of training plans to achieve goalkeeper and team performance. Conducting post-training session evaluations for efficient adaptation of succeeding training session plans. 	30
GOALKEEPER AND THE MATCH	<ul style="list-style-type: none"> Preparing the goalkeepers transition from training to playing in matches, including the Laws of the Game relevant to goalkeepers. Focusing on the development of the individual goalkeepers Providing sufficient playing time for goalkeepers Using the match as a basis for goalkeeper performance evaluation and preparation of future training sessions. Group (team) and individual preparation (on-field and off-field) Managing the warm-up before the match and recovery after the match. 	10
Total		60

Assessment

The candidate must be able to show understanding of the theoretical aspects of the course and demonstrate practical application of the learning gained from the course. The candidate must also have a coaching logbook.

The title is centered on a background of overlapping, semi-transparent blue triangles of various shades, creating a geometric pattern. The text is white and bold.

AFC GOALKEEPING A **DIPLOMA**

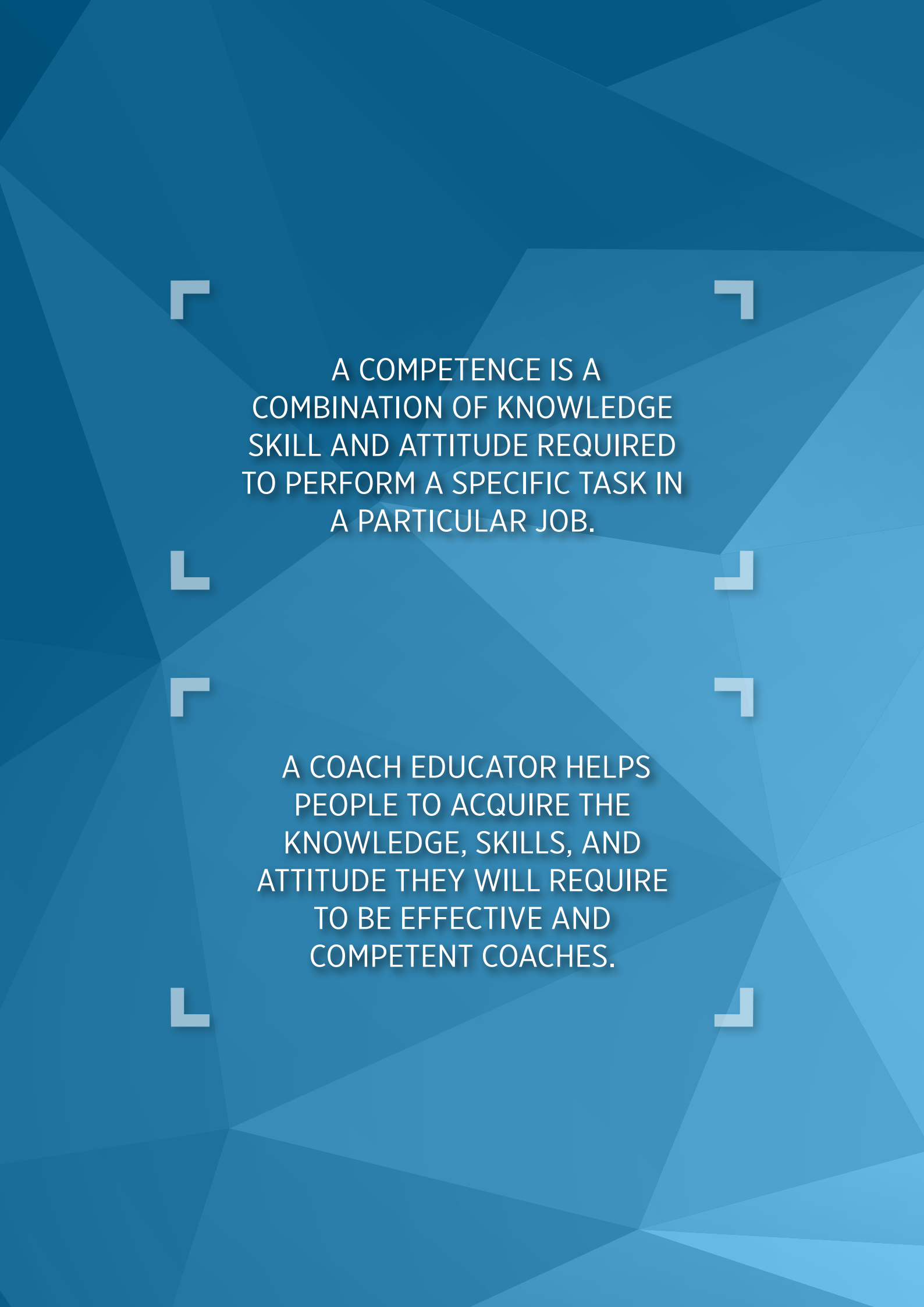
AFC GOALKEEPING A DIPLOMA

Developing Competences | Course of Study | Content Guidelines

SUBJECT	SPECIFIC TOPICS	HOURS
ROLE OF THE GOALKEEPING COACH	<ul style="list-style-type: none"> The Role of the Goalkeeping Coach within the Club/National Team Structure. Applying the ‘reality-based learning’ principle and various teaching and learning styles. Collaborating with the other staff in developing the team’s strategy. Managing goalkeepers of different backgrounds, ages, maturity and performance levels. Knowing and contributing to the technical and tactical programme of the team in terms of the actions and role of the goalkeeper in game situations. Managing the club’s/national team’s goalkeeper performance development programme. Supervising the goalkeeping talent identification and development strategy in collaboration with relevant support staff. Developing and supporting other goalkeeping coaches within the Club/National Teams. Dealing with the media. 	15
GOALKEEPER DEVELOPMENT	<ul style="list-style-type: none"> Developing the annual plan consistent with the club/national team’s objectives and calendar (pre-season, in-season & off-season) to ensure optimal performance of the goalkeepers. Providing training conditions that will allow goalkeepers to progress or maintain their performance level as part of the team. Educating players on developing and maintaining their individual physical and psychological performance levels. Ascertaining positive training atmosphere to help the goalkeepers develop ways to achieve their own performance objectives. Developing strategies that will provide goalkeepers with playing opportunities in match situations. Providing social and psychological support to the goalkeeper. Ensuring the care and welfare of the goalkeeper. 	30
GOALKEEPING TRAINING	<ul style="list-style-type: none"> Implement annual plans into reality-based training sessions. Conducting methodical individual training sessions to achieve high performance level. Coaching the goalkeeper in group/team training sessions. Evaluating the progress and performance level through analysis of the goalkeeper’s action in matches. Conducting post-training session evaluations for efficient adaptation of succeeding training session plans. 	65
GOALKEEPER AND THE MATCH	<ul style="list-style-type: none"> Preparing the goalkeepers based on the competition calendar (competition micro cycle). Using the match as a basis for goalkeeper performance evaluation and preparation of future training sessions. Group (team) and individual preparation (on-field and off-field). Managing the warm-up before the match and recovery after the match. Performing other tasks as assigned. 	10
Total		120

Assessment

The candidate must be able to show understanding of the theoretical aspects of the course and demonstrate practical application of the learning gained from the course. The candidate must also have a coaching logbook.



A COMPETENCE IS A
COMBINATION OF KNOWLEDGE
SKILL AND ATTITUDE REQUIRED
TO PERFORM A SPECIFIC TASK IN
A PARTICULAR JOB.

A COACH EDUCATOR HELPS
PEOPLE TO ACQUIRE THE
KNOWLEDGE, SKILLS, AND
ATTITUDE THEY WILL REQUIRE
TO BE EFFECTIVE AND
COMPETENT COACHES.

SECTION C AFC TEMPLATES & LOGOS

INSTRUCTIONS FOR PREPARING AFC DIPLOMAS

Replace with own national association logo



Insert Member Association's Logo

Replace text with local translation

• This is to certify that:

Replace field with name and surname

• **Name Surname**

Replace field with birth date, place of birth and country

• Born on [dd.mm.yyyy] in [place of birth, Country]

Replace text with local translation

• has successfully completed the

Replace with own national association award

• **Name of Association's Award**
AFC PRO Diploma

[President]

[General Secretary]

[Technical Director]

Replace with actual signatures

• *Signature A*

Signature B

Signature C

Replace with first name and family name

• [First Name, Family Name]

[First Name, Family Name]

[First Name, Family Name]

Replace with place and date

• Place, Date

FURTHER AFC DIPLOMAS



COACHING CONVENTION

Insert Member Association's Logo

This is to certify that:

Name Surname
Born on [dd.mm.yyyy] in [place of birth, Country]

has successfully completed the

Name of Association's Award
AFC A Diploma

[President]

Signature A

[First Name, Family Name]

[General Secretary]

Signature B

[First Name, Family Name]

[Technical Director]

Signature C

[First Name, Family Name]

Place, Date



COACHING CONVENTION

Insert Member Association's Logo

This is to certify that:

Name Surname
Born on [dd.mm.yyyy] in [place of birth, Country]

has successfully completed the

Name of Association's Award
AFC B Diploma

[President]

Signature A

[First Name, Family Name]

[General Secretary]

Signature B

[First Name, Family Name]

[Technical Director]

Signature C

[First Name, Family Name]

Place, Date



COACHING CONVENTION

Insert Member Association's Logo

This is to certify that:

Name Surname
Born on [dd.mm.yyyy] in [place of birth, Country]

has successfully completed the

Name of Association's Award
AFC C Diploma

[President]

Signature A

[First Name, Family Name]

[General Secretary]

Signature B

[First Name, Family Name]



[Technical Director]

Signature C

[First Name, Family Name]

Place, Date

FURTHER AFC DIPLOMAS

This is to certify that:

Name Surname
Born on [dd.mm.yyyy] in [place of birth, Country]

has successfully completed the

Name of Association's Award
AFC Goalkeeping A Diploma

[President]	[General Secretary]	[Technical Director]
<i>Signature A</i>	<i>Signature B</i>	<i>Signature C</i>
[First Name, Family Name]	[First Name, Family Name]	[First Name, Family Name]

Place, Date

This is to certify that:

Name Surname
Born on [dd.mm.yyyy] in [place of birth, Country]

has successfully completed the

Name of Association's Award
AFC Goalkeeping B Diploma

[President]	[General Secretary]	[Technical Director]
<i>Signature A</i>	<i>Signature B</i>	<i>Signature C</i>
[First Name, Family Name]	[First Name, Family Name]	[First Name, Family Name]

Place, Date

INSTRUCTIONS FOR PREPARING LICENCES

Front

Replace with own national association logo

Insert the title of own national association award

Replace field with surname in All Caps

Replace field with name in small caps

Insert birth date

Insert place of birth

Replace field with association name

Insert licence number

Insert expiry date

Place recipient's photo here



INSTRUCTIONS FOR PREPARING LICENCES

Back

Replace with name of own national association (in English)
Text cannot be changed

Replace with above text translated

Insert actual title

Insert actual signatures

Insert first name and family name

or 'Coach Education Director', where applicable



FURTHER LICENCES

AFC COACHING CONVENTION Insert Member Association's Logo

Name of Association's Award
AFC A Licence

Insert Photo

Surname Name
Birth date: [dd.mm.yyyy]
Place of birth: [Town, Country]

Association Name
Licence: 123456789
Valid until: [dd.mm.yyyy]

The holder of this AFC A licence is authorised to coach, in accordance with the AFC Coaching Convention, on the territory of [Association Name], as well as within all other associations which have signed the AFC Coaching Convention.
This licence may not be transferred to a third party.

[Insert text above with local translation]

[President]
Signature A
[First Name, Family Name]

[General Secretary]
Signature B
[First Name, Family Name]

[Technical/Coach Education Director]
Signature C
[First Name, Family Name]

AFC COACHING CONVENTION Insert Member Association's Logo

Name of Association's Award
AFC B Licence

Insert Photo

Surname Name
Birth date: [dd.mm.yyyy]
Place of birth: [Town, Country]

Association Name
Licence: 123456789
Valid until: [dd.mm.yyyy]

The holder of this AFC B licence is authorised to coach, in accordance with the AFC Coaching Convention, on the territory of [Association Name], as well as within all other associations which have signed the AFC Coaching Convention.
This licence may not be transferred to a third party.

[Insert text above with local translation]

[President]
Signature A
[First Name, Family Name]

[General Secretary]
Signature B
[First Name, Family Name]

[Technical/Coach Education Director]
Signature C
[First Name, Family Name]

AFC COACHING CONVENTION Insert Member Association's Logo

Name of Association's Award
AFC C Licence

Insert Photo

Surname Name
Birth date: [dd.mm.yyyy]
Place of birth: [Town, Country]

Association Name
Licence: 123456789
Valid until: [dd.mm.yyyy]

The holder of this AFC C licence is authorised to coach, in accordance with the AFC Coaching Convention, on the territory of [Association Name], as well as within all other associations which have signed the AFC Coaching Convention.
This licence may not be transferred to a third party.


[Insert text above with local translation]

[President]
Signature A
[First Name, Family Name]

[General Secretary]
Signature B
[First Name, Family Name]

[Technical/Coach Education Director]
Signature C
[First Name, Family Name]

FURTHER LICENCES



**Name of Association's Award
AFC Goalkeeping A Licence**

Insert Photo

**Surname
Name**
 Birth date: {dd.mm.yyyy}
 Place of birth: {Town, Country}

Association Name
 Licence: 123456789
 Valid until: {dd.mm.yyyy}

The holder of this AFC Goalkeeping A licence is authorised to coach, in accordance with the AFC Coaching Convention, on the territory of [Association Name], as well as within all other associations which have signed the AFC Coaching Convention.
 This licence may not be transferred to a third party.

[Insert text above with local translation]

[President]

Signature A

[First Name, Family Name]

[General Secretary]


Signature B

[First Name, Family Name]

[Technical/Coach Education Director]

Signature C

[First Name, Family Name]



**Name of Association's Award
AFC Goalkeeping B Licence**

Insert Photo

**Surname
Name**
 Birth date: {dd.mm.yyyy}
 Place of birth: {Town, Country}

Association Name
 Licence: 123456789
 Valid until: {dd.mm.yyyy}

The holder of this AFC Goalkeeping B licence is authorised to coach, in accordance with the AFC Coaching Convention, on the territory of [Association Name], as well as within all other associations which have signed the AFC Coaching Convention.
 This licence may not be transferred to a third party.

[Insert text above with local translation]

[President]

Signature A

[First Name, Family Name]

[General Secretary]

Signature B

[First Name, Family Name]

[Technical/Coach Education Director]

Signature C

[First Name, Family Name]

CERTIFICATE OF ATTENDANCE

Certificates of attendance must be issued by any Convention Member organising a Further Education course for qualified Coach Education Tutors or Diploma holders.



Certificate of Attendance

This is to certify that:

Name Surname

attended the

[Title of Course/Further Education Event]
From [dd.mm.yyyy] To [dd.mm.yyyy]

Total number of hours:


This certificate is to be recognised as Further Education in accordance with the AFC Directives

[President]	[General Secretary]	[Technical Director]
<i>Signature A</i>	<i>Signature B</i>	<i>Signature C</i>
_____ [First Name, Family Name]	_____ [First Name, Family Name]	_____ [First Name, Family Name]


Place, Date

INSTRUCTIONS FOR PREPARING CERTIFICATE OF ATTENDANCE

Replace with own national association logo



Insert Member Association's Logo

AFC  **COACHING CONVENTION**

Certificate of Attendance

This is to certify that:

- **Name Surname**
attended the
- **[Title of Course/Further Education Event]**
● From [dd.mm.yyyy] To [dd.mm.yyyy]
- Total number of hours:

This certificate is to be recognised as Further Education in accordance with the AFC Directives

[President]	[General Secretary]	[Technical Director]
● <u><i>Signature A</i></u>	● <u><i>Signature B</i></u>	● <u><i>Signature C</i></u>
● [First Name, Family Name]	● [First Name, Family Name]	● [First Name, Family Name]

- Place, Date

Replace field with name and surname

Replace field with title of course or further education event

Replace field with start and end dates

Insert total number of hours completed for the course

Replace with actual signatures

Replace with first name and family name

Replace with place and date

TERMS AND CONDITIONS OF AFC COACHING CONVENTION LOGO USE

1. Each Convention Member may use the Coaching Convention logo for their own convention related communication and promotional purposes, subject to the prior written approval of the AFC Administration.
2. The Coaching Convention logos are the sole property of AFC and are made available to convention parties as follows:

a. Full colour logo for light and dark backgrounds:



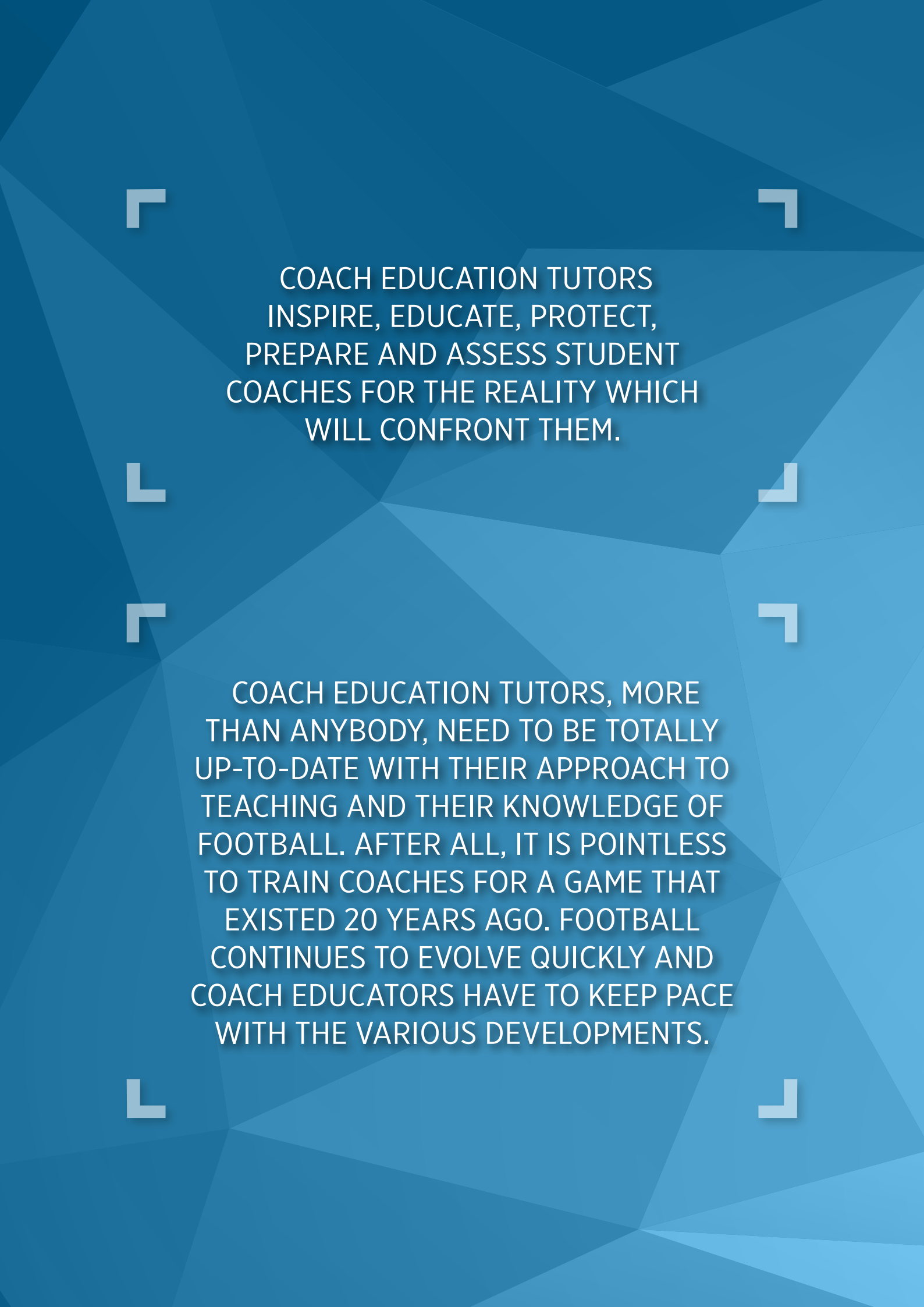
b. Black and white for light and dark backgrounds:



3. The Convention Member may print its own logo on its communication material using the same layout as the Coaching Convention logo. However, the Convention Member cannot build a composite logo with its own logo and the Coaching Convention logo in one box or otherwise linked to each other.
4. Any commercial usage is prohibited. No Coaching Convention logo may be used by any third party, which includes Convention Member sponsors.
5. No modifications, deletions or additions may be made to these AFC logos (including changes of colour and of spacing between the graphic elements).
6. No derivatives of the Coaching Convention logos may be produced.
7. Only the Coaching Convention logos as presented above may be used. Neither the AFC roundel, nor the AFC arch nor the wording "Coaching Convention" may be used separately or be linked to any other logo or third party.
8. All intended uses of the Coaching Convention logos must be submitted to the AFC administration for prior written approval.
9. For the website, the Coaching Convention logos must be used in a purely editorial manner, away from any third party advertising and in a clearly delineated area linked to www.the-afc.com.
10. All proposed web pages must be submitted to the AFC administration, with an explanation of the intended use of the Coaching Convention logos, for prior written approval.

SECTION D

AFC COACH EDUCATION TUTORS



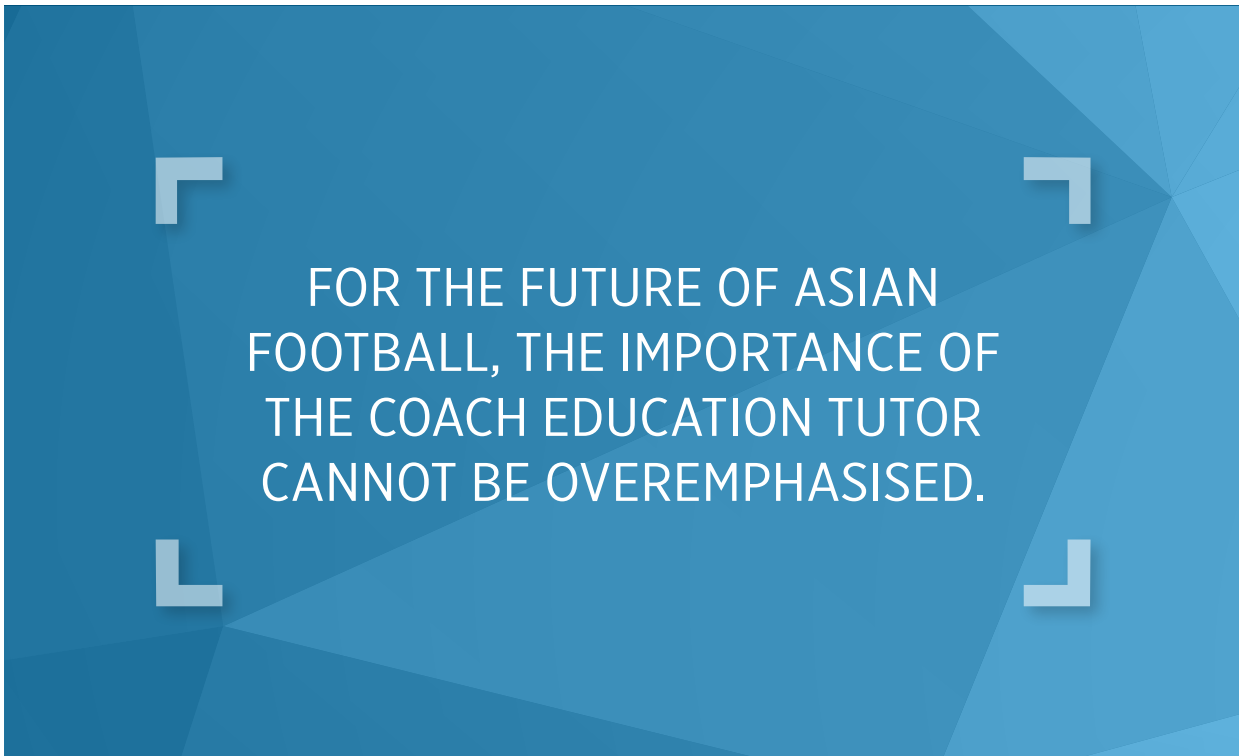
COACH EDUCATION TUTORS
INSPIRE, EDUCATE, PROTECT,
PREPARE AND ASSESS STUDENT
COACHES FOR THE REALITY WHICH
WILL CONFRONT THEM.

COACH EDUCATION TUTORS, MORE
THAN ANYBODY, NEED TO BE TOTALLY
UP-TO-DATE WITH THEIR APPROACH TO
TEACHING AND THEIR KNOWLEDGE OF
FOOTBALL. AFTER ALL, IT IS POINTLESS
TO TRAIN COACHES FOR A GAME THAT
EXISTED 20 YEARS AGO. FOOTBALL
CONTINUES TO EVOLVE QUICKLY AND
COACH EDUCATORS HAVE TO KEEP PACE
WITH THE VARIOUS DEVELOPMENTS.

THE COACH EDUCATION TUTOR

Key Qualities:

- Credibility (i.e. football knowledge/background)
- Communication skills (i.e. personality)
- Teaching know-how
- Emotional intelligence (a people person)
- Organisational ability
- Creativity/flexibility
- Passionate (about football and education)
- Power to motivate/Inspire
- A decision maker
- Patient and disciplined
- Always learning
- Technology smart
- Reliable and trustworthy
- Confident but humble
- Ability to analyse
- A strong work ethic



FOR THE FUTURE OF ASIAN
FOOTBALL, THE IMPORTANCE OF
THE COACH EDUCATION TUTOR
CANNOT BE OVEREMPHASISED.



SECTION E
AFC COACH'S CODE OF CONDUCT



A Qualified AFC Coach must:

1. RESPECT players, fans, opponents, etc
2. PROTECT football from cheating/violence/doping/match-fixing
3. FIGHT against racism/exploitation
4. AVOID conflict with match officials
5. OBSERVE the Laws of the Game
6. HANDLE winning/losing with dignity
7. APPRECIATE great play
8. ACCEPT responsibility for the ‘Spirit of the Game’
9. EXCHANGE knowledge
10. PROMOTE the positive aspects of the game
11. DEFEND the coaching profession

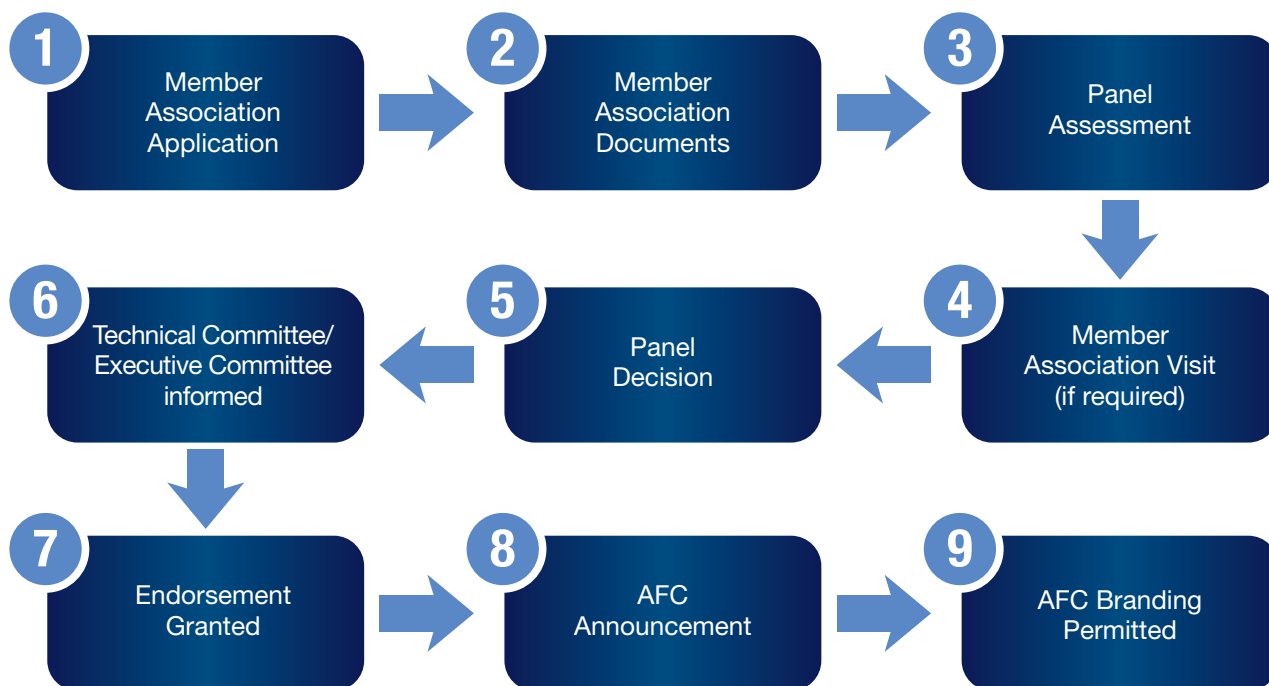
The graphic features a dark blue background with a complex, low-poly geometric pattern of overlapping triangles and polygons in various shades of blue, ranging from deep navy to a lighter sky blue. The text is centered in the middle of this pattern.

SECTION F
AFC COACH EDUCATION PANEL

LEAD / MONITOR / EVALUATE / SUPPORT



THE APPLICATION PROCESS



AFC CONTACTS

AFC CONTACTS

ASIAN FOOTBALL CONFEDERATION

President: Shaikh Salman bin Ebrahim Al Khalifa

General Secretary: Dato' Windsor John

Address: AFC House
Jalan 1/155 B, Bukit Jalil
57000 Kuala Lumpur
Malaysia

Phone: +603 8994 3388

Fax: +603 8994 2689

Internet: <http://www.the-afc.com>

AFC TECHNICAL DIVISION

Main Contacts:

Technical Director

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andy.roxburgh@the-afc.com

Deputy Technical Director and Head of Player Development

Laszlo Istvan Szalai
laszlo.szalai@the-afc.com

Principal Coaching Consultant

Wim Koevermans
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Head of Women's Football

Bai Lili
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Head of Football Development

Jose Marcelino Carpio
jose.carpio@the-afc.com

Administration

Khalid Idris
khalid.idris@the-afc.com



Asian Football Confederation

AFC House, Jalan 1/155B, Bukit Jalil, 57000 Kuala Lumpur, Malaysia

Tel : +603 8994 3388 | Fax : +603 8994 2689

the-AFC.com