



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

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**SAMPLES OF GOOD PRACTICE**



# AFC GRASSROOTS CHARTER

## Samples of Good Practice





# TABLE OF CONTENTS

## SECTION ONE

Introduction	9
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## SECTION TWO

### LEADERSHIP PAGE

Japan Football Association	Grassroots Declaration	12
Korea Football Association	Grassroots Operations	14

### STRUCTURE PAGE

Football Association of Singapore	Organisational Chart in Grassroots Football	18
-----------------------------------	---	----

### PLAYER PROGRAMMES PAGE

Football Federation Australia Limited	ALDI MiniRoos	22
Japan Football Association	JFA Festivals	24
Jordan Football Association	Prince Ali Grassroots Centres	26

### GRASSROOTS COMPETITIONS PAGE

Chinese Football Association	Enjoy the Game Tournament	30
------------------------------	---------------------------	----

### FAIR PLAY PAGE

Guam Football Association	Zero Tolerance Policy	34
Hong Kong Football Association Ltd.	Referee Department Programmes	36
Myanmar Football Federation	Respect Code of Conduct	38

### PARTNERSHIPS PAGE

Vietnam Football Federation	A cooperation agreement of Football for All (FFAV) Model replication between the Vietnam Football Federation (VFF) and Ministry of Education and Training (MOET)	42
-----------------------------	--	----

### PERSONAL DEVELOPMENT PAGE

Korea Football Association	Seminars for parents of grassroots football players	46
Football Association of Malaysia	Policy of Child/Player Protection	48
The Football Association of Thailand	Guidelines on safety	50



## TABLE OF CONTENTS

### WOMEN'S PROJECTS

### PAGE

Guam Football Association	Docomo Pacific Soccer Mom's League	54
Japan Football Association	Women Football (Nadeshiko) Development Coordinators	56

### SOCIAL SCHEMES

### PAGE

Northern Mariana Islands Football Association	Marianas March Against Cancer	60
Football Association of Singapore	Social Projects	62

### SPECIAL AREAS

### PAGE

Japan Football Association	The Japan Inclusive Football Federation (JIFF)	66
----------------------------	--	----

### PROMOTIONAL ACTIVITIES

### PAGE

Football Association of Malaysia	FAM Grassroots Awards	70
----------------------------------	-----------------------	----

### MEMBER ASSOCIATION EVENTS

### PAGE

Chinese Football Association	CFA Annual Grassroots Football Conference	74
------------------------------	---	----

### ADULT EDUCATION

### PAGE

Football Federation Australia Limited	ALDI MiniRoos Coaching Certificate	78
---------------------------------------	------------------------------------	----

### AMBASSADORS

### PAGE

Football Association of Singapore	FAS Grassroots Ambassadors	82
-----------------------------------	----------------------------	----

### FACILITIES

### PAGE

Bhutan Football Federation	BFF Facilities for Grassroots Football	86
Japan Football Association	JFA Green Project	88





# AFC GRASSROOTS CHARTER: SAMPLES OF GOOD PRACTICE

## Introduction

The launch of the AFC Grassroots Charter has been a valuable driver in the rapid growth of grassroots football in Asia.

The Charter is an endorsement tool to support Member Associations (MAs) in their role of implementing grassroots programmes, and the results have been overwhelming, with hundreds of thousands of participants joining in grassroots events held across Asia every year.

As the number of participants continues to rise, the success of all the grassroots activities can be attributed to the AFC Grassroots Charter and to the work done by the unsung heroes behind the scenes.

Asia is a vast Continent and each MA faces different challenges, but, despite the obstacles, many have enjoyed success by following the 20 performance categories that are outlined in the Charter.

In this Grassroots Samples of Good Practice, we have compiled some of the best grassroots activities by MAs, who have already been endorsed in the AFC Grassroots Charter.

And if you plan to apply for the AFC Grassroots Charter or optimise your grassroots projects, this publication gives you samples and ideas from some of the best grassroots practices and case studies in Asia.

For MAs who are already recognised by the AFC Grassroots Charter and are looking to upgrade their membership – to silver or gold – this will be a useful reference to benchmark your MA's initiatives against the very best.

As outlined in the AFC's Vision and Mission, the AFC strives to confirm football as the number one sport in Asia, and grassroots football represents a pivotal component of achieving that ambition.

We hope that this publication will help your MA further enhance the grassroots movement and continue to encourage more people to be involved in football.

# Let's Play!







## SAMPLES OF GOOD PRACTICE

### Leadership



## Leadership

# GRASSROOTS DECLARATION

Japan Football Association (JFA)



In an effort to achieve **‘the Promotion of Grassroots Football’**, one of the organisation’s top five priorities, Japan Football Association (JFA) announced the JFA Declaration on Grassroots Football in May 2019, celebrating the International Day of Families proclaimed by the United Nations, AFC Grassroots Football Day and the Anniversary of J-League.

### Purpose

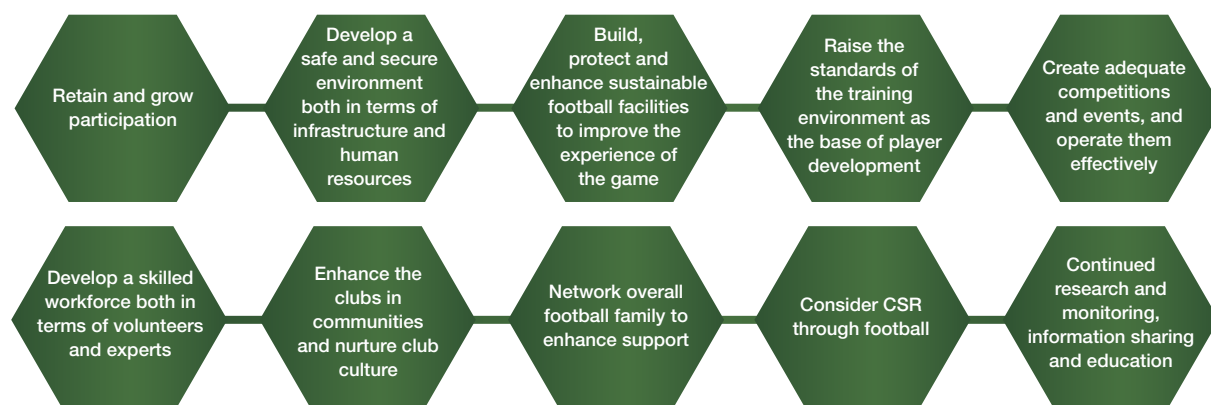
As the governing body of the football family in the country, JFA recognises and enriches the value of football and sports, promoting excellence to as many people as possible.

The JFA Declaration on Grassroots Football, based on the idea and the vision of the JFA Declaration 2005, expresses a commitment to the provision and enhancement of an environment where anyone can enjoy football.

With this Declaration, JFA aims to develop a richer sports’ culture by supporting all people involved in football to become involved in additional ways.

### Concept

- Under a new concept of **‘Football for All – Bringing Football Closer to Everyone’**, JFA reconsiders grassroots football in the new light.
- Implementing the following efforts, JFA commits to development in a comprehensive manner:



### Target Groups

Beach Soccer, Clubs, Community, Disability, Family, Futsal, Kids, Recreation, Schools, Veterans, Women

\*[http://www.jfa.jp/common/pdf/20140514\\_GrassRoots\\_EN.pdf](http://www.jfa.jp/common/pdf/20140514_GrassRoots_EN.pdf)







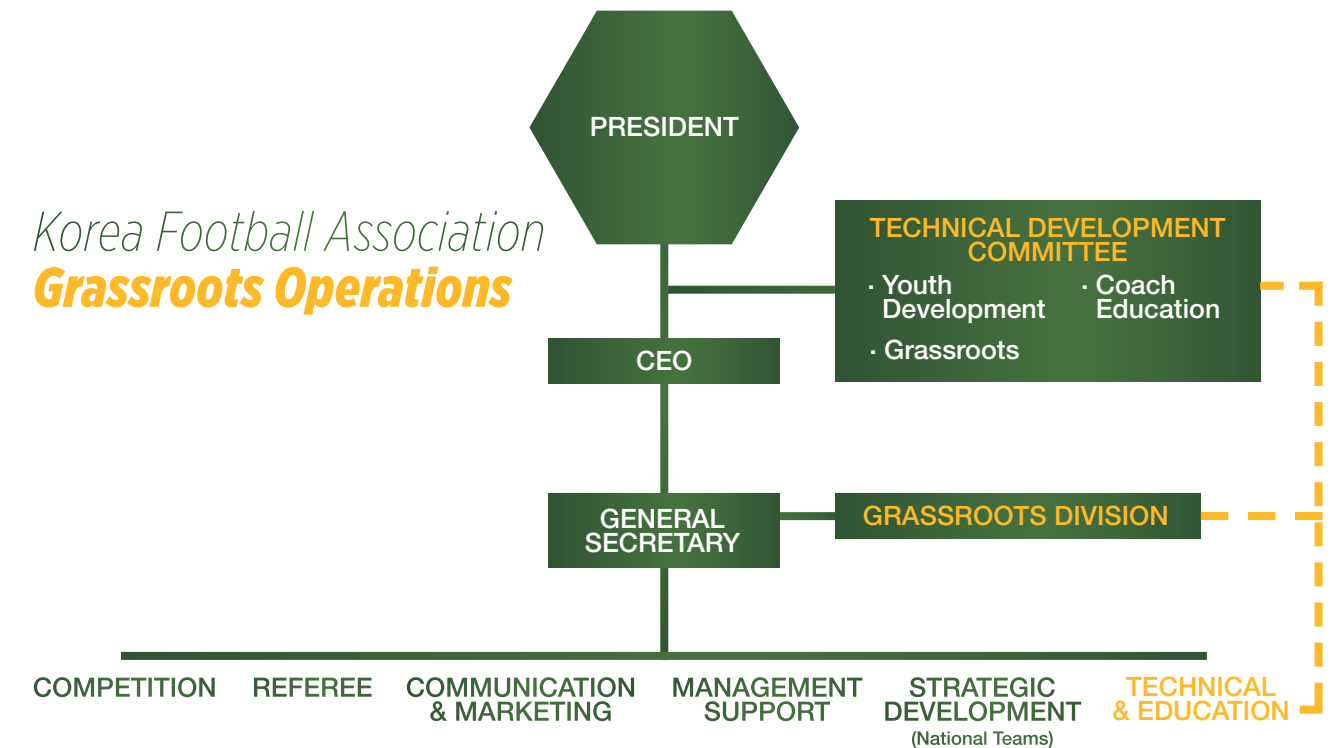
## Leadership

# GRASSROOTS OPERATIONS

Korea Football Association (KFA)



Korea Football Association  
*Grassroots Operations*



Korea Football Association (KFA) Grassroots Division sits under the guidance of the Technical Development Committee. It is responsible for providing child and adult grassroots players with various football events in different categories as a tool for them to enhance their life skills together with pursuing a healthier life.

The Technical Development Committee supports the Division in making long term plans and providing guidance for the further development of grassroots in Korea Republic. It includes a Grassroots Panel Group consisting of 19 members across the nation as operational advisors.

KFA Grassroots Division works closely with 17 affiliated regional member associations and 33 local member associations to operate centralised football tournaments and school club leagues and events, which are supported financially by government authorities (eg: Ministry of Education, Ministry of Sports).





## SAMPLES OF GOOD PRACTICE

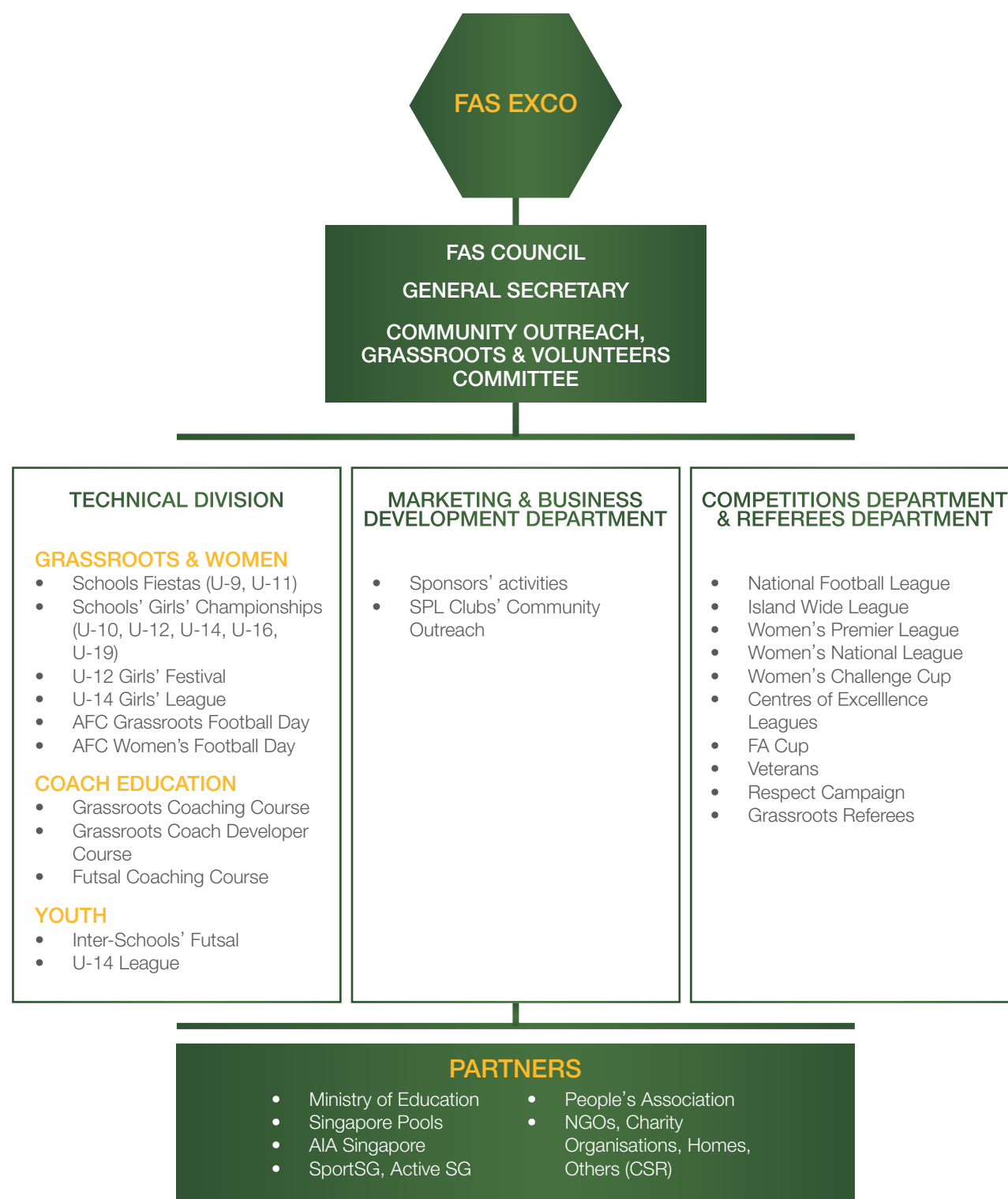
### Structure



## Structure

# ORGANISATIONAL CHART IN GRASSROOTS FOOTBALL

Football Association of Singapore (FAS)







## SAMPLES OF GOOD PRACTICE

### Player Programmes



Player Programmes

ALDI MiniROOS

Football Federation Australia Limited (FFA)



Purpose

ALDI MiniRoos is designed for children of all abilities aged 4 – 11. ALDI MiniRoos is Football Federation Australia’s (FFA) junior introductory programme, which introduces and transitions participants from a Kick-Off programme to playing in a local team for their Community Club. The values of MiniRoos focus on new skills, being active, making life-long friends and, potentially, unearthing the next generation of Socceroos or Matildas. ALDI MiniRoos is Australia’s highest participated junior sport with over 227,734 participants.

Contents

ALDI MiniRoos is currently available in three forms:

1. ALDI MiniRoos Kick-Off is an introductory programme to football for boys and girls aged 4-9 and developed in line with the game-sense philosophy of sport participation. This approach emphasises a move away from traditional coach-dominated sessions to those that are player-centred, and use game-like situations rather than technical drills. This type of environment teaches the fundamentals of a sport in a fun, engaging and inclusive environment that focuses on enjoyment rather than results. It should be no surprise to parents that the more fun their child has, the more likely they are to continue playing. Kick-Off programs generally run between 6-12 sessions for approximately 45 minutes throughout all months of the calendar year.
2. ALDI MiniRoos Club Football is a team-based version of football played during the winter season for boys and girls aged 5 – 11. It is designed to ensure every child has the best opportunity to succeed in the sport while having fun and learning new skills. ALDI MiniRoos Club Football uses small-sided games (4v4, 7v7 and 9v9). The smaller fields, modified rules and fewer players mean a more enjoyable game with more opportunities to touch the ball and score goals, once again increasing the likelihood of an overall positive experience. As the child progresses through the various age groups, they will be introduced to playing environments that most suite their stage of development and prepare them for the transition to 11v11 football when the time comes.
3. ALDI MiniRoos For Girls is a platform for girls to play with only girls rather than a mixed environment. The targeted programmes allow young girls to build confidence while learning the basic skills of the game.

Implementation

ALDI MiniRoos is strategically and operationally managed by FFA. Further, all nine Member Federations manage and deliver MiniRoos in their local areas via MiniRoos Development Officers. MiniRoos Kick-Off Programs and Club Football is delivered by grassroots Community Clubs, Associations and Member Federations.



Impact			
ALDI MiniRoos 2018 Participation:			
	Boys	Girls	Total
Kick-off participants	8,203	3,020	11,223
Club participants	173,638	42,873	216,511
Total participation	181,841	22,947	227,734





## Player Programmes

# JFA FESTIVALS

Japan Football Association (JFA)



### Purpose

The “JFA Ideal” and Pledge

Japan Football Association (JFA) strongly believes that “through football, we realise the full benefits that sports can bring to our lives – the soundness of our bodies, the expansion of our minds, and the enrichment of our societies”. JFA pledges to increase the size of its Football Family to 10 million by 2050.

### JFA Declaration on Grassroots Football

JFA announced its declaration on Grassroots Football on 15 May 2014, pledging to create a community where football can be easily accessed and enjoyed by all, regardless of age, disability, gender or race. This declaration solidified JFA's commitment to further promoting grassroots football.

### Mission going forward

JFA aims to facilitate the following activities together with our prefectural football associations:

- (1) spread the message in Japan that football is an easily-accessible sport
- (2) create opportunities for first-timers and entry-level players, and
- (3) organise festivals that increase the awareness for diversity and inclusion.

### Contents

There are five categories of JFA Festivals:

#### JFA Kids' Soccer Festival

- For children aged 10 and under
- Encourage kids to learn that fitness and physical exercise through football are “fun” activities, and to help them fall in love with the sport at a young age

#### JFA Ladies' /Girls' Soccer Festival

- For girls/ladies of all ages
- Designed for first-timers and entry-level players, the festivals provide opportunities to enjoy football as a team sport as well as help promote “physical activities for life”

#### JFA Family Futsal Festival

- For all families (parents and kids of all ages)
- Provide opportunities for the entire family to enjoy the benefits of futsal – a sport fully enjoyable in small groups

#### JFA Football Day

- For the entire Football Family of all ages
- Provides opportunities to learn the joy of playing football and to enjoy sports

#### Inclusive Football

- Events primarily designed for physically-challenged players of all ages and gender



## Player Programmes

# PRINCE ALI GRASSROOTS CENTRES

*Jordan Football Association (JFA)*

### Purpose

Prince Ali Grassroots Centres were established in the year 2000 and have the full endorsement of the Jordan Football Association (JFA) Executive Committee. The centres aim to grow and develop grassroots football with their dedicated, diversified programmes and activities.

They emphasise education and promoting ethics to facilitate the smooth and gradual passage through age groups, to allow young boys' and girls' continuous social and technical development. The aim is to provide opportunities to practice and enjoy the game of football within a healthy and safe atmosphere.

The purposes are:

To spread the game of football to less fortunate places

To integrate people with special needs

To assist selection of talented players

To conduct social activities in different regions of the Kingdom

To increase social communication among players in different regions of the Kingdom

To increase the number of players at club and national level

### Contents

The JFA holds 30 festivals per year in various regions of the Kingdom in partnership with the Ministry of Education. The centres provide training, events and technical and medical workshops throughout the year.

There are approved curricular and training courses (practical and theoretical) that stem from the JFA's philosophy and vision, commensurate with the capabilities of players. The courses are supervised by a group of qualified trainers with experience in grassroots football.

### Impact

The programme started with four centres and reached 37 in 2019. This includes 11 for men, 15 for women, one for children with special needs and 10 for elite players.

Embracing a disabled grassroots centre along with other grassroots centres, the JFA conducts regular courses, seminars and workshops, which reflects positively on both grassroots leaders and children, who participate in the annual AFC Grassroots Football Day, as well as 12 national and international events throughout the year.







## SAMPLES OF GOOD PRACTICE

### Grassroots Competitions



## Grassroots Competitions

# ENJOY THE GAME TOURNAMENT

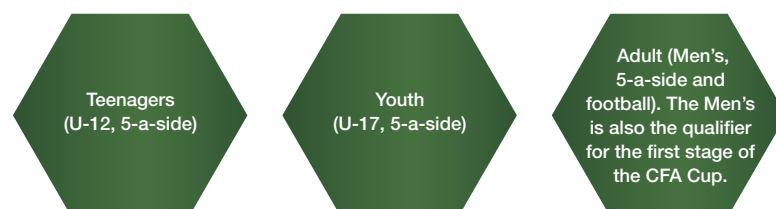
Chinese Football Association (CFA)

### Purpose

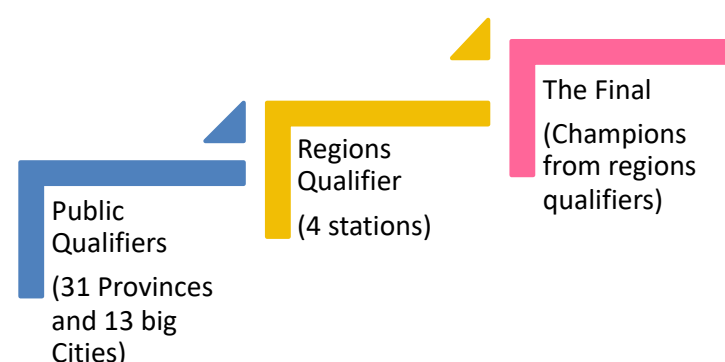
1. The health of people has always been a very important focus of the Chinese government, which has invested in public sports facilities and encouraged people to participate in sports. As a result, more and more people have realised the importance of fitness, and begun to incorporate sports into their lifestyle.
2. Both the General Plan of Chinese football reform and development, published by the Chinese government, and the CFA Action Plan 2020, published by the Chinese Football Association (CFA), highlight the importance of developing grassroots football, as well as setting key goals.
3. The number of amateur games have increased steadily over the past few decades, organised by different institutions. This resulted in a lack of official competitions, inconsistency in the standards of the game, different styles of management and a player experience that was not always ideal.

### Contents

The Enjoy the Game Tournament is set up in groups according to age and game format:



The tournament has three stages:



### Implementation

1. The Public Qualifiers have been launched by the 44 MAs of CFA and some other institutions, which cover 31 provinces and 13 big cities; over 300 areas in total.
2. The Regions' Qualifier and the Final were both launched by CFA.
3. The CFA provides funds to support all the hosts of Public Qualifiers based on key data at the end of the year, such as the number of participants, teams and games of each Public Qualifier.







## SAMPLES OF GOOD PRACTICE

### Fair Play



## Fair Play

# ZERO TOLERANCE POLICY

*Guam Football Association (GFA)*



### Purpose

To help prevent physical assault and verbal abuse during sanctioned events, the Guam Football Association (GFA) has a Zero Tolerance Policy. This policy applies to all coaches, players, spectators and other supporters or referees, effective immediately.

Abusive and obscene language, violent play/conduct, fighting and other behaviour (including, but not limited to sarcasm, taunting, criticising, etc.) deemed detrimental to the game will not be tolerated. The ultimate responsibility for the actions of coaches, players and spectators resides with all GFA member clubs. It is the responsibility of the coaches to provide referees support and spectator control, and it is the responsibility of the GFA member clubs to provide instructions to their coaches on how to implement appropriate behaviour with players and parents.

### Contents

The policy is a four-page document that covers coaches (including assistant coaches and technical staff), players and spectators, which outlines the response to physical assault and verbal abuse, including sanctions. There is a specific section for Referee Abuse/Assault.

### Implementation

Each season, youth clubs must conduct a team meeting with the parents and players with the team coach. By reading the policy and educating players on the importance of the policy, the coach ensures that each member of the team is well-informed on the requirements and expectations. After the review, coach, players and parents are required to sign the policy. It is then officially signed by the club representatives and submitted to the organisation. Should any incident arise, a meeting is conducted with the team coach and club representatives to address the matter. A process is put in place to handle each incident as necessary.

### Impact

Several incidents have been handled through this tool, and improvements from the person and/or team have been noted. This approach involves continual effort by all members, as GFA aim to provide a safe and positive environment for all participants.







Fair Play

# REFEREE DEPARTMENT PROGRAMMES

*Hong Kong Football Association Ltd. (HKFA)*



## HONG KONG JOCKEY CLUB – PARENTS' WORKSHOP

### Purpose

1. To promote respect in grassroots football
2. To enhance the enjoyment of parents while they are supporting their children playing football
3. To improve the involvement of parents when they are supporting their children

### Implementation

1. Seminar on the laws of the game
2. Provide practical trainings where parents learn to be referees for their children's games

### Impact

1. The parents could enjoy more when they watched their children play football games
2. The parents understood that the pleasure of football is not whether they win or lose, but whether the children enjoy the game
3. Improved parents' behaviour towards match officials

## REFEREEING PROGRAMME FOR PEOPLE IN CUSTODY (JOINT PROGRAMME WITH THE CORRECTIONAL SERVICES DEPARTMENT)

### Purpose

1. To enhance the ability of young people in custody to judge what is "right" from what is "wrong" through a refereeing programme

### Implementation

1. Laws of the game seminar
2. Practical training on basic refereeing techniques
3. Refereeing a friendly match between a team formed by people in custody and the HK U-18 teams inside the custody facility
4. Sharing session after the programme

### Impact

1. Improved the self-esteem of young people in custody
2. Raised the interest in becoming a football referee
3. Enhanced the fun when watching football matches
4. Improved the image of young people in custody

## REFEREE AMBASSADOR PROGRAMMES

### Purpose

1. To promote refereeing in Hong Kong
2. To promote the laws of the game so as to enhance the enjoyment when playing football
3. To introduce the pathway to becoming a referee

### Implementation

1. School visits (primary and secondary schools)
2. Classroom presentation and practical training
3. Renowned referee with good story to be the ambassador
4. Officiate games with school students

### Impact

1. Students were encouraged to participate in sports according to their interest. The ambassador could show that sport and academic achievement were not contradictory
2. Raised interest of students to become referees



## Fair Play

# RESPECT CODE OF CONDUCT

Myanmar Football Federation (MFF)



### Purpose

- To increase respect between children, coaches and officials who participate in the Myanmar Football Federation (MFF) Grassroots Festival, youth competition and the professional league
- To have more unity between children, youth players and coaches
- To increase understanding and love for football culture

### Contents

- To increase the respect for following football regulations and rules, as well as coach instructions
- To highlight the role of professional players and coaches in providing beautiful, entertaining and respectful games
- To increase the professionalism of players and coaches by illustrating the best ways to behave, train and perform to achieve the best results for their team

### Implementation

MFF organises a Respect Programme during its Grassroots Festival, Youth Competition and Myanmar National League. It prepared a Code of Conduct, which all clubs are required to include in their professional contracts with players and coaches; both parties are required to sign it.

MFF also conducts Fair Play Programmes, whereby players (adults and children) in all youth competitions, tournaments and festivals must choose and then use one of the greeting styles listed on a signboard.







## SAMPLES OF GOOD PRACTICE

### Partnerships



## Partnership

# A COOPERATION AGREEMENT OF FOOTBALL FOR ALL (FFAV) MODEL REPLICATION BETWEEN THE VIETNAM FOOTBALL FEDERATION (VFF) AND MINISTRY OF EDUCATION AND TRAINING (MOET)



*Vietnam Football Federation (VFF)*

### Purpose

The agreement is to:

- Support the improvement of football in schools by integrating content about life skills
- Improve football activities in schools so they become regular and healthy options for students across the nation to enhance their health and broaden their education. This contributes to the building and exercising of younger generations and reducing society's vices
- Normalise the organisation of football activities in schools

### Contents

VFF and MoET, with support from the Norwegian Football Federation (NFF) and FFAV, aim at setting up football clubs in schools in the Thua Thien Hue Province in cooperation with education partners to organise regular football training for children at local clubs. This is provided by trained coaches, referees and life skills facilitators 2-3 times per week, based on the capacity of each club and the requirements of the players.

### Implementation

The basic training, using technical expertise, includes:

- Coaching training, aiming to provide basic knowledge and skills to football coaches
- Football Club leadership training, providing related partners with advice and guidance on how to build, operate and run a football club
- Fun Football Festival (FFF), in which there are no play-offs or finals so as to avoid unnecessary pressure
- The Children's Grassroots Football Schools (CGFS), creating activities for all interested children and youth, regardless of gender, ethnic background, religious beliefs, disability or sexual orientation
- Non-competitive Football Tournaments, in which all players have equal playing time during matches
- Life Skills activities, addressing social issues incorporated into football activities

### Impact

In 2013, the Vietnamese Prime Minister approved the Vietnam Football Development Strategy to 2020, with vision to 2030 (the Strategy), with a key focus on the development of grassroots football in schools. The Strategy was approved following the school-based football programme that was initiated by VFF, MoET and the Football for All in Vietnam (FFAV), which proved after ten years of implementation to be a successful model to provide children the opportunity to participate in grassroots football.

The use of grassroots football as a tool to promote physical health and attract students to learn life skills has shown to have a lasting impact. With the positive impacts of the programme on the children's education, social integration and importantly development of grassroots football in Vietnam, VFF and MoET have decided to select FFAV to be the non-competitive grassroots football model for replication all over Vietnam, and the Agreement of Cooperation for the replication of FFAV model was signed by VFF and MoET in 2015.







## SAMPLES OF GOOD PRACTICE

### Personal Development



## Personal Development

# SEMINARS FOR PARENTS OF GRASSROOTS FOOTBALL PLAYERS

*Korea Football Association (KFA)*

### Purpose

It is always an important issue for the parents of grassroots players, especially youth players, to be informed, as their child is learning how, why and what they have to do. It can be difficult for them to get advice from role models such as national players about their experiences.

### Contents

Korean Football Association (KFA) launched a talk concert programme in 2014, inviting football stars (coaches, players, national team doctors and physiotherapists, etc.), to share their experiences, both good and bad, of their career with the players and their families in a lecture-style format.

### Implementation

Participation was confirmed through an online application process. All-star players such as Jisung PARK, Sungyueng KI, Duri CHA, Jungmi KIM and Jacheol KOO participated alongside players and families, without requesting attendance fees.

Since 2014, 14 talk concerts have been held nationwide, and, from 2018, one of the official sponsors Kyobo Insurances has supported this event.

### Impact

KFA received positive feedback both from the football family and football stars.

Together with specialists, KFA is planning to increase the number of events to 2-3 times a year, while also widening the topics covered to include topics such as life skills, nutrition, anti-doping, injury prevention, career pathway and psychology.







## Personal Development

# POLICY OF CHILD/PLAYER PROTECTION

*Football Association of Malaysia (FAM)*



### Purpose

With knowledge of the possibility of child abuse arising in the local community over the years, Football Association of Malaysia (FAM) wants to raise awareness through football to protect its players.

### Implementation

To raise awareness amongst individuals working with children, especially the coaches who are working with children week-in week-out. Education of the coaches is key, beginning with the Grassroots coaching course. All coaches should understand and be aware of the steps to handle disclosure and pay more attention towards the behaviour of their players.

In the two-day FAM Grassroots Coaching Course, there is a one-hour theory session on the second day to talk about Child Protection. Course participants are shown a video that leads to an awareness test about something in the video, which most of them will have missed. The instructor explains that it is easy for us to miss the thing that we are not looking for.

Towards the end of the course, the participants are asked to share with everyone some of their experiences in handling or facing child protection issues; common issues include fighting amongst young players, scolding and the use of vulgar language. The participants will then take turns to share their experiences and thoughts.





## Personal Development

# GUIDELINES ON SAFETY

The Football Association of Thailand (FAT)

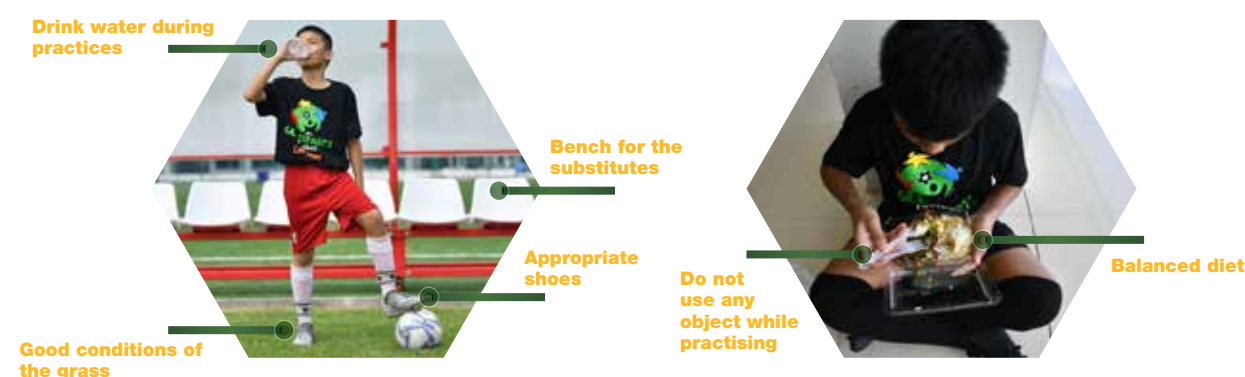


### Purpose

The intention of Football Association of Thailand (FAT) promoting this safety guide is to show event organisers how they need to be conscious about the conditions of the equipment and the location where activities will take place.

The Guidelines contain 10 items to follow in order to promote safety and health, and provide a good tool for the organisers of grassroots activities to implement good practice.

### Contents



### Implementation

The FAT Grassroots Guide is to be used to assist in organising grassroots events.

### Impact

Since FAT have started implementing the Guideline on safety, it has found a high impact, especially in the comments of parents. They are used to being close to the activities or competitions, cheering their children.

Now, the parents cheer from a greater distance, allowing the players to play with freedom and enjoy with their teammates.

Investing some money for the food that the event provides to the players, FAT is reducing the amount of ice-cream or fatty snacks they eat after their activities.

First aid, water and good conditions of the field are also giving good results without injuries during the events.







## SAMPLES OF GOOD PRACTICE

### Women's Projects



## Women's Projects

# DOCOMO PACIFIC SOCCER MOMS' LEAGUE

Guam Football Association (GFA)

### Purpose

The league was developed to provide opportunities for youth players' mothers and grandmothers interested in trying the sport their children play weekly.

### Contents

The Moms' League is designed for women with children who are interested in playing football themselves. It is a recreational league that is open to women with no playing experience in football. Each year, they run for two seasons - spring and autumn. The league is to help encourage mothers to stay healthy and active through football. It is a day where kids are able to see their mum in action.

### Impact

The league officially kicked off in November 2013 with 10 teams, with the majority attached to a GFA member club. The league peaked with 16 teams after just two seasons, with many novice female players who weren't mothers wanting to join a league. This nearly tripled the number of registered adult female football athletes at GFA. Since the Soccer Moms' League has grown, the women have built more playing confidence and have also encouraged other women to become involved in the game.

In addition, due to the additional interest from women who were neither mothers or elite-level players, GFA created the Women's Recreational League, which welcomed all women at the novice/intermediate level. After a few seasons, many Soccer Moms' League teams improved their level of competitiveness, thus moving to the Women's Recreational League.

Hence, the Docomo Pacific Soccer Moms' League officially launched the recreational pathway for girls and women looking to continue playing the sport, where one had not existed before the league was created.



#### First-time soccer player Matilda Ward, goalkeeper

"It's payback - this time my kids and my husband get to yell at me during the match."

"For my first time playing, I thought the women were fairly good - some had some mean kicks, I surely felt them in the goal."

#### Nine-year old Jady Palomares, part of GFA's National Academy since the programme started in 2012

"I like watching my mum play because she's such a great goalie."

#### Lucele Leon Guerrero

"I love playing in the League because it's fun and it's a way to exercise at the same time."

"It's also great meeting new people and getting back into the sport. I first joined in the Spring of 2015 and since then, I've noticed there are always new mums joining the league. Having this league just for us is so nice; a lot of us surprise ourselves on the field - being able to play even if our knees are hurting, or outdoors when it's hot; sometimes I think how amazing it is that we could do it all."

#### Annie Palomares, playing her second season

"I prefer playing as a defender, helping my team prevent goals. As the goalie though, there's just so much more pressure and I feel so guilty if I let a shot in."

"I'll ask my kids for advice, things like what the proper form is for a throw-in, or how to kick the ball so it goes up high and far. They teach me some tricks that I'll try out when I can."

#### Vanesalyn Villaverde, Docomo Pacific marketing department

"I was excited to join this League. It is a great outlet, where you can have fun and really enjoy the game without feeling intimidated. Our first match was so much fun, cheering on all of our teammates, and representing our company."

"On a personal level, I also wanted to get back into the sport because my son currently plays. With this League, I'm able to play the same sport and he can watch me play, too. It's another activity that we can do together."





## Women's Projects

# WOMEN FOOTBALL (NADESHIKO) DEVELOPMENT COORDINATORS



*Japan Football Association (JFA)*

### Purpose

- The role of the Women Football Development Coordinator in each FA is to develop the existing projects, affairs, and system, by enhancing effective utilisation of those resources. The coordinators also help, from various points of view, to create and realise an environment where all women can access football easily.
- The Women Football Development Coordinator should increase their presence in each FA, cooperating with the Women's Committee, Chairman of the Women's Committee, Technical Committee, and Japan Football Association (JFA) National Training Centre Coaches, as well as JFA in order to realise the above projects.

### Implementation

The trial of this system started in 2016 and the installment occurred in 2017, by allocating one coordinator to all 47 prefectures (five in Hokkaido), in order to:

1. Provide a plan and act for women's football development, considering the individuality and condition of each FA
2. Proactively connect all information related to women's football development existing inside and outside the FA to help enrich the activities based on existing projects and systems
3. Promote information-sharing between each FA, personnel of each region, and JFA (members in charge of National Training Centre Regional Coaches, Women Football Department), and create, develop and extend a network for women's football development
4. Deepen the relationship between the members, committees, and subcommittees related to women's football development inside the FA (women, technical, grassroots, kids, festival, coach education, etc.). To promote (such as women, technical, grassroots, kids, festival and coach education) in order to promote consultation and networking

### Major Activities

- Research on women's football inside the FA
- Participate in meetings organised by the FA, in order to work effectively with the personnel in charge of Kids and Class 4 (U-12)
- Provide support for the inspections and organisations of matches, championships and festivals
- Build relationships between the personnel related to this matter
- Launch and organise JFA Nadeshiko Square
- Workshop (once a year): All Women Football Development Coordinators participate to exchange information and discuss matters





## SAMPLES OF GOOD PRACTICE

### Social Schemes



## Social Schemes

# MARIANAS MARCH AGAINST CANCER

*Northern Mariana Islands Football Association (NMIFA)*

### Purpose

To be an advocate for a cancer-free NMI through awareness about cancer and its prevention and to provide support for cancer patients, survivors and families. The Northern Mariana Islands Football Association (NMIFA) is working hand in hand with the Commonwealth Cancer Association.

### Contents

**Marianas March Against Cancer (MMAC)** is a yearly event in the month of May where different companies, schools, non-profit organisations and families gather together overnight to honour cancer survivors, promote awareness and fight cancer. Surrounded by unique and stylish booths, items for sale and the offer of exciting games, the March raises funds. NMIFA tied up with Shirley's Coffee Shop where, for every order of an iced tea, a portion of the sales will be donated to MMAC.

### Implementation

NMIFA's staff, national teams and clubs, (players, families and friends) work side by side in planning and putting up a booth. National team players are assigned to run the games and other activities.

### Impact

NMIFA has won awards like "Most Money Raised", "Rising Star Award" and "Most Laps", and, each year, more and more people from the football community participate in the **Marianas March Against Cancer**. The young players that are involved are growing with the awareness and knowledge about cancer and its prevention.







## Social Schemes

# SOCIAL PROJECTS

*Football Association of Singapore (FAS)*



### Delta League

The Delta League started in 2011 as a futsal competition. It is jointly organised by the Singapore Police Force (SPF) and National Crime Prevention Council (NCPC). It aims to prevent crime through forging friendships with youth. Football Association of Singapore (FAS) has supported the programme since 2018, providing venues and the involvement of players in football clinics, appearances and engagement sessions. The League has since grown to almost 120 teams and 1200 players, with the addition of a girls' category and an 11-a-side category over the years.

### National Team Visit to The National Kidney Foundation

As part of FAS' continued efforts to engage with and give back to the community, the national team visited the Tay Choon Hye – National Kidney Foundation Dialysis Centre where players and officials interacted with patients at the centre and learnt more about the organisation.

### Singapore Cancer Society Partnership

A partnership with Singapore Cancer Society was announced in February 2017, where half of the gross ticket proceeds from Young Lions' with Singapore Premier League (SPL; formerly S.League) home matches donated to the Society. In addition to the donation, FAS also offered complimentary access to their beneficiaries for all Young Lions 2017 home SPL matches.

### Football With a Heart

Singapore Pools organises an executive football charity fundraiser (5-a-side tournament) known as Football With a Heart (FWAH) annually to raise funds for designated charities. FAS and Sports Singapore fully support the event, which aims to bring together teams from various corporations through football, while at the same time, use football as a platform to raise funds for beneficiaries. With strong support from various corporate partners, more than \$700,000 was raised at FWAH 2018 for the charity and community sectors. The President of the Republic of Singapore, Mdm Halimah Yacob, attended the event. The football charity fundraiser, held at Our Tampines Hub, featured 40 corporates and over 540 football players in 139 matches.

### SPL Talk at the Sports Hub Library

In conjunction with the Singapore Sports Hub's Festival of Football, the Sports Hub Library collaborated with SPL clubs, Home United FC and Young Lions to organise an engagement session with its members, children from welfare homes, primary and secondary institutions in June 2018. SPL stars Christopher Van Huizen, Ikhsan Fandi, Jacob Mahler and Sharul Nizam took time to share their knowledge and experience as professional football players with participants.

### FAS Seniors' Walking Football

110 seniors from various Senior Activity Centres and Welfare Homes across Singapore participated in the Seniors' Walking Football in July 2018. The event was facilitated by FAS grassroots' coaches. Simple football drills were conducted for the participants prior to 5-a-side games to end the hour-long session. Aiming to facilitate playing football for those who are physically disadvantaged, the initiative brought people of all ages closer and promoted community bonding through the game in a safe environment.

- ◆ Partners: Acacia Home, Angsana Home, Thuja Home, Tembusu Home & Senior Activity Centre and Sport Singapore
- ◆ Participants: 110 senior citizens





## SAMPLES OF GOOD PRACTICE

### Special Areas



## Special Areas

# THE JAPAN INCLUSIVE FOOTBALL FEDERATION (JIFF)

Japan Football Association (JFA)

### Purpose

Japan Inclusive Football Federation (JIFF) is committed to creating an inclusive community through football that ensures equal and active participation for all, where everyone, regardless of his or her disabilities, may benefit from the joy of sports.

JIFF was established in April 2016 as an affiliated member of Japan Football Association (JFA). It functions as an intermediary body and works in conjunction with its seven member associations to endorse and encourage equality and diversity for all disabled football players in Japan:

1. Japan Amputee Football Association
2. Japan Cerebral Palsy Football Association
3. Japan Special Football Association
4. Japan Football Federation of Persons with intellectual Disability
5. Japan Powerchair Football Association
6. Japan Blind Football Association
7. Japan Deaf Football Association

### Contents

#### JIFF Inclusive Football Festa

**Target Group:**  
Both disabled and non-disabled

**Participants:**  
667 (Tokyo:282/Hiroshima: 385)

**Outcome/Impact:**

- Helped develop and increase awareness, mutual understanding and empathy towards inclusive football
- Provided an opportunity for the disabled to interact and connect with those with a different impairment (for example, blind football players were able to experience deaf football).

#### Financial Assistance Programme for the Hearing Impaired

**Target Group:**  
Hearing Impaired  
**Participants:**  
9

**Outcome/Impact:**

- Offered financial assistance to the hearing-impaired in order to arrange sign language interpreters at JFA's football and futsal instructor workshops and referee workshops
- Provided the hearing-impaired an equal opportunity to participate alongside their peers in JFA's workshops

#### FutbolNet Methodology training for Instructors

**Target Group:**  
Both disabled and non-disabled  
**Participants:**  
73

**Outcome/Impact:**

- Helped raise awareness of football instructors to work effectively and confidently with players with different impairments







## SAMPLES OF GOOD PRACTICE

### Promotional Activities



## Promotional Activities

# FAM GRASSROOTS AWARDS

Football Association of Malaysia (FAM)



### Purpose

The objectives of the Football Association of Malaysia (FAM) Grassroots Awards are to pay tribute, honour and thank the volunteers who contribute countless hours to nurturing talent and working at making local football safer and more exciting. Additionally, the Awards promote and create awareness for football as a social tool to contribute positively towards social development.

### Contents

Awards Categories are:

1. The Best Grassroots Leader – Individual
2. The Best Grassroots Project – Club, Academy, School, NGO, Agency

### Implementation

Evaluation Criteria are:

- Projects and Individual voluntary initiatives during a year, which demonstrate a commitment to Social Development
- Programme/project alignment with major national agendas
- Effective and sustainable mobilisation of resources from the local community
- Demonstration of efficient management of resources, good governance practices, transparency, accountability and effective communication
- Tangible benefits and measurable impact of the work and its project to its target communities
- Delivery of quality services to its beneficiaries while demonstrating efficient management of resources, transparency and accountability
- Efficient implementation with clear strategies that ensures continuity
- Working closely or partnering with local Football Member Associations to use football activities as a tool for social development initiatives

### Impact

- Promotion has been conducted through FAM's website and social media
- 332 nominations were received in 2018
- The awards were presented during the Annual Football Awards

**ABK18** ANUGERAH BOLASEPAK KEBANGSAAN

**SPECIAL GRASSROOTS AWARDS 2018**

**Individual**

**Best Project**

Help us find those Individuals and Groups who put their heart and soul into Grassroots Football here in Malaysia

**Nominate them today at <http://bit.ly/ABK2018GR>**

Closing date: 19 October 2018 (Friday)

[www.fam.org.my](http://www.fam.org.my) FAMalaysiaOfficial @FAM\_Malaysia

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## SAMPLES OF GOOD PRACTICE

### Member Association Events



## Member Association Events

# CFA ANNUAL GRASSROOTS FOOTBALL CONFERENCE

Chinese Football Association (CFA)

### Purpose

The objectives are:

1. Provide a way to share
2. Provide a way to hear
3. Provide a way to communicate
4. Provide a way to present the CFA brand image
5. Provide a way to unite

China is a big country, with 44 Member Associations (MAs) located across the provinces and big cities. They manage local football development within very large populations as well as areas, which may be even bigger than some national FAs in Europe. It is very challenging for CFA to manage issues across such a big country, and that is why the 44 MAs are so important to CFA. They are the cornerstones.

### Contents

The **CFA Annual Grassroots Football Conference** started in 2015, and is held in a city of the host Member Association at the end of the year (2015 in Beijing; 2016 and 2017 in Hainan). The Grassroots Football Department, leaders of CFA's 44 MAs, partners and the media attend to summarise the grassroots football works of the year. It gives an opportunity to learn from the experiences of other countries and to discuss the work plan for the following year.

Topics of the meeting are usually:

1. Grassroots professional lecture
2. CFA Grassroots Department Annual Report
3. Good examples shared by the MAs
4. Case study and workshop

### Implementation

The meeting is normally opened by CFA, sometimes with the cooperation from the MA of the host city.

### Impact

1. The conference has become a popular working method among the MAs; many of them have begun to organise their own conferences with their own members and sponsors
2. The conference has ensured greater communication between CFA and the MAs, which helps CFA to understand the reality from the grassroots, in order to provide targeted policies and solutions
3. CFA shows working achievements and future plans through the conference, presenting a positive image and also exhibiting ways to cooperate with current and potential sponsors







## SAMPLES OF GOOD PRACTICE

### Adult Education



## Adult Education

# ALDI MiniROOS COACHING CERTIFICATE



*Football Federation Australia Limited (FFA)*

### Purpose

The **ALDI MiniRoos Coaching Certificate** is a vehicle to drive new parents and coaches to understand football, and learn to facilitate and teach children the foundations of football in a fun, engaging and safe environment.

### Contents

It is the ideal introduction to coaching; a free 3-hour course conveniently located at many local football clubs across the country. The course is practical and encourages the coaches to develop practices based on FUN, and the emphasis is on natural development, i.e. learning by playing football. Less coaching, but more organising, FUN football exercises are the key to helping players build a love for the game. Another highlight of the course is that the coaches are exposed to basic rules of the game as well as tips on how to build a football culture in an entirely practical setting. So whether they are new to the game or have played previously, the ALDI MiniRoos Coaching Course is a great place to start.

### Implementation

The certificate courses are delivered throughout the year by Member Federation staff to ensure quality control and Football Federation of Australia (FFA) endorsement.

### Impact

7,800 coaches nationally







## SAMPLES OF GOOD PRACTICE

### Ambassadors



## Ambassadors

# FAS GRASSROOTS AMBASSADORS

*Football Association of Singapore (FAS)*

Young Lions captain Taufiq Muqminin, Justin Hui from Hougang United FC and Mukundan Maran of Warriors FC were appointed as Values Ambassadors of the inaugural Singapore Pools-Football Association of Singapore (FAS) Inter-School Futsal Challenge (ISFC) at Our Tampines Hub in July 2018. Role models to young players, they mingle with the participants, officiate as coach-referees and give out prizes.

In line with the FAS's objectives of developing youth players and increasing participation at the grassroots level, the ISFC is Singapore's largest school futsal tournament, organised for the U-10 and U-14 age-groups with the support of Singapore Pools and the Ministry of Education. A key focus of the tournament is to instill positive values in youth who are at the crucial stage of development. Identified as key for children at this stage of development, values of Respect, Teamwork and Passion are encouraged throughout the tournament and highlighted by the ISFC Values Ambassadors.

“We are firmly of the belief that sports can go a long way in educating youth, with many opportunities to pick up valuable lessons. From the way they play the game, to the way they treat their teammates and opponents, there are numerous lessons to be learnt on and off the pitch. It is with that in mind that we have decided to bring these values to the forefront in this competition.”

*FAS Deputy President  
Bernard Tan*



National U-19 Women players were appointed as role models and coach-referees to officiate the small-sided games during the AFC Grassroots Football Day 2019 event targeting special needs and disability football, demonstrating the grassroots football philosophy of inclusivity. The players are also potential future leaders, further promoting women's football in the country.







## SAMPLES OF GOOD PRACTICE

### Facilities



## Facilities

# BFF FACILITIES FOR GRASSROOTS FOOTBALL

*Bhutan Football Federation (BFF)*



### Purpose

Facilities for grassroots football are important needs and Bhutan Football Federation (BFF) is looking forward to having at least one artificial field in each district in order to:

- Improve experiences and safety for all children
- Increase participation
- Strengthen the bond between the associations and local communities
- Encourage participation, even during inclement weather conditions
- Raise the technical standard
- For health benefits
- Social benefits (connectedness, involvement in sport, voluntary work and benefits to non-users)

### Contents

Standard Size Artificial Turfs (FIFA Project)	Mini Artificial Turfs (AFC/ FIFA Project)	Standard Size Artificial turfs (Bhutan Olympic Committee Project)
Changlimithang Stadium, Thimphu	Changlimithang, Thimphu	Mongar
Changjiji, Thimphu	Changjiji, Thimphu	Phuntsholing
Tsirang	Haa	Trashigang
Sarpang	Paro	Samdrup Jongkhar
Samtse	Punakha	Bumthang

### Implementation

Most of the facilities are under supervision of the BFF and some of them are handed over to the District Sports Association. All grassroots football programmes are conducted on those facilities whenever required. The facilities are open for all grassroots activities conducted by their coaches.

### Impact

More than 1,000 children use the facilities, and the numbers keep increasing year after year. Grassroots programmes and competitions conducted on these facilities are:

- Weekly grassroots programmes
- Monthly grassroots festivals
- Intra-district festivals and tournaments
- Coaching courses
- AFC Women's and Grassroots Football Day, BFF Grassroots Days
- Summer and Winter Coaching Camps
- National Youth Festival and Championship
- Competitions, Open Championships, Youth (boys and girls) and veteran's tournaments







## Facilities

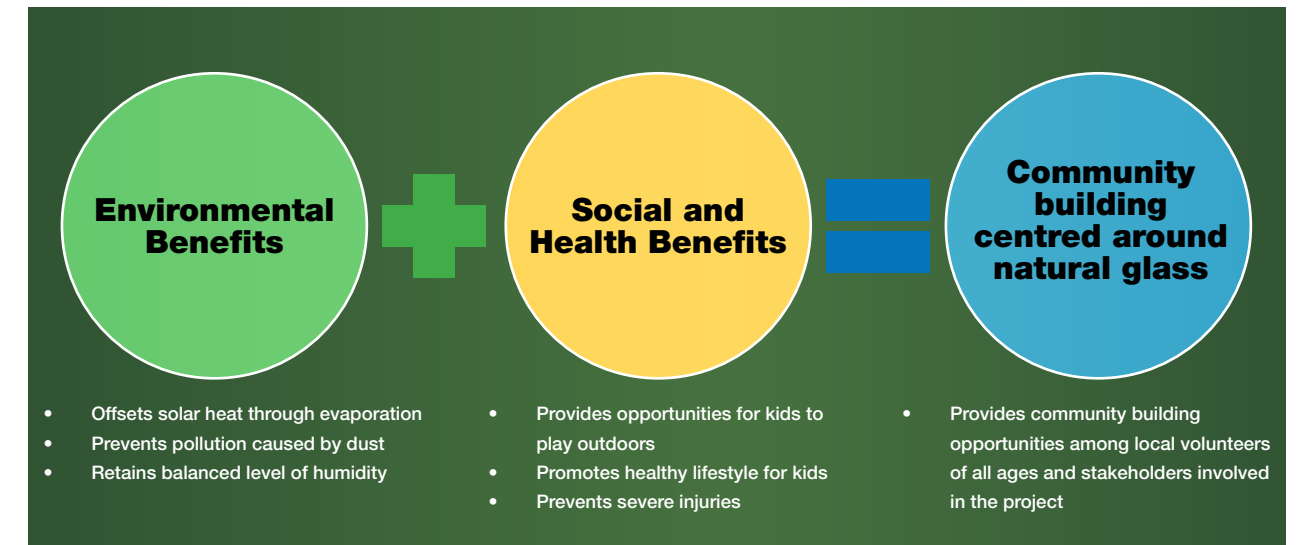
# JFA GREEN PROJECT

Japan Football Association (JFA)

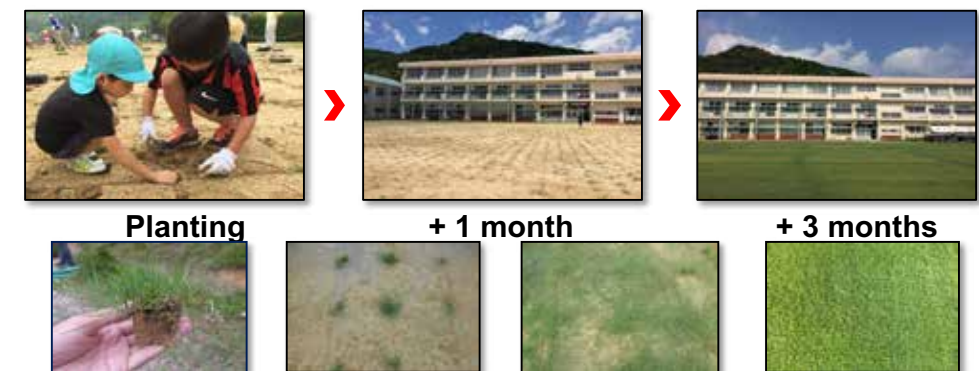


### Purpose

Since 2008, Japan Football Association (JFA) has provided free seedling pots to increase the number of natural grass grounds and football pitches in Japan.



### Implementation



※ Cost of seedling pots are borne by JFA.  
JFA also provides technical assistance by dispatching planting instructors to each venue.

### Impact

- Since 2008, JFA has contributed to creating natural grass in 410 locations in Japan, totalling 1.8 million m<sup>2</sup> (or equivalent to 249 football pitches) (as of August 2019)
- In particular, from July 2018 to July 2019, JFA conducted the JFA Green Project at 30 locations in Japan, creating a total of 141,758 m<sup>2</sup> of natural grass (or equivalent to 19.8 football pitches)
- In addition to environmental and social/health benefits, the project helped strengthen the bond among local communities and stakeholders



# AFC GRASSROOTS CHARTER

## Samples of Good Practice

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