

FAM GENERAL SECRETARY MESSAGE

First of all, I am pleased to announce that the FAM club licensing system had a successful compliance and quality standard audit by the AFC in March this year. The auditors has identified that our club licensing system has evolved into an advance level since its inception in 2014.

The club licensing platform has benefited our clubs to meet the demand and requirements in today's modern football though there is still room for improvement in some areas.

In the meantime, I believe all the football clubs can improve at every level internally and externally within their football organization. My advice to all football clubs in Malaysia is to be aware of the submissions dates and in preparing the correct documents required.

My biggest hope is for each and every football club in Malaysia to be awarded a license for AFC and National Competition. We are very committed in developing football though the F:30 strategic plan and will be adding more criteria in the upcoming club licensing regulations to further improve the quality of the football clubs.

CLO PROFILE

Name:

Raja Fazureen Raja Restam
Azhar

Position:

Sports Operation Executive (Club
Licensing Officer)

Club:

PKNS FC



I began my career at PKNS FC in 2016 as an operation and sports assistant. I was exposed to the football world due to my deep interest of football. I was given an opportunity as a club licensing officer (CLO) from 2017 till present.

The main challenge that I face as a CLO is time constraint where I have other responsibilities apart from licensing such as administrative work. To prepare PKNS FC internally and externally as a professional football club is my main goal. I believe

that PKNS FC can be the best ranked football club and recognised by the local community and country.

My advises to the new CLO is to never give up and always be positive in everything. I will never hesitate to say that working in club licensing has really improve me in almost everything.

I always stand with a quote by Pele "Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, love of what you are doing or learning to do"

PROFESSIONALIZATION OF FOOTBALL

14 State Football Associations (FA) and 3 Authority FAs are the governing body for football development in the states / communities in Malaysia. These FAs are responsible for overseeing the amateur and professional side of the game, provide match sanctions, coaching development, refereeing development and organising the state league competitions in all football categories. Stronger and competent FAs will lead to a stronger National Association, Football Association of Malaysia being one of the member association of AFC/ FIFA.

While the FA runs the development and rules of the game in the state/community level in Malaysia, the role of the Football Clubs (FC) is equally important and significant in providing further avenues for professional players.

It requires a bigger competency level in football to handle a comprehensive FA and FC roles in the football scene.

Usually in modern day football, the FA and FC will not seat under the same roof and competing with each other in the same competition. The development of football will be compromised whilst handling dual roles at the same time.



Malaysia is still practicing the structure where the FA and FC sit under the same roof being a state / community development association and managing the football teams as a club participating in football club competitions at the national level at the same time. AFC being the Asian football governing body are doing their best to improve the game in Asia with many initiatives under AFC's vision tag line "One Goal, One Asia"

One of AFC's initiative programs is to give all the support and guidance to separate the roles of these FA / FC for the growth of football in the country.

With the assistance and support from AFC and part of the implementation for the development of football, AFC has set the target from 2020 onwards, all AFC license applicants are defined only as a football club as being the legal entity fully responsible for the football team.

To achieve this target set by the AFC, FAM has establish a "Pro Football" Task Force which was approved by the FAM EXCO on 30 March 2019 in Penang to discuss the solutions and come up with a working methodology and guidelines for the FA's management of the separation into a FC and at the same time to strive to improve professional football.

AFC COMPLIANCE & QUALITY STANDARD AUDIT IN MALAYSIA

AFC conducted a compliance and quality standard audit on the FAM Club Licensing System in March 2019. The delegation from AFC comprised of external auditors, Joern Schlimm and Trevor Smith.

The AFC delegation together with FAM Club Licensing Administration comprising of Andrew Soorian, FAM Club Licensing Manager and Vijash Naidu, Assistant Club Licensing Manager also conducted further audit visits on Football Association of Selangor (FAS), Terengganu Football Association (PBSNT), Perak Football Association (PAFA) and Kedah Football Association (KFA), all of which are license holders.

During the audit visits, briefings were conducted with the management, documents were reviewed and inspection on the facilities were done. This was to ensure that the licenses were awarded correctly in accordance with the terms set by the FAM Club Licensing Regulations 2018.



FAM CLUB LICENSING VISITS



The FAM Club Licensing Administrative (CLA) unit has visited 4 football clubs so far from January to April 2019. The clubs visited are Melaka FA, PJ City FC, Selangor United FC and Penang FA.

The CLA delegation headed by Club Licensing Manager, Andrew Soorian and Assistant Club Licensing Manager, Vijash Naidu provided assistance

in preparing the relevant documents on infrastructure, sporting, financial, legal, personnel & administrative and also business criteria. Apart from assisting the clubs in preparing the documents, the CLA also advised on the importance of each criteria in improving the administration and development of the club.



CLUB LICENSING ACTIVITIES

18-19 January: Club Licensing Seminar

19 January: General Secretary Workshop

19-22 February: Administrative Visit to Selangor United FC

4-7 March: AFC Compliance & Quality Standard Visit to FAM

12-15 March: Administrative Visit to PJ City FC

18-20 March: Administrative Visit to Melaka FA

19 April: 1# Professional Football Task Force's Meeting

22-24 April: Administrative Visit to Penang FA

UPCOMING CLUB LICENSING ACTIVITIES

Infrastructure Criteria
Submission Date: 07-05-2019

Sporting Criteria
Submission Date: 15-06-2019

Legal Criteria
Submission Date: 30-06-2019

Finance Criteria
Submission Date: 31-08-2019

FAM CLA Administrative Visits
Sabah FA, Kelantan FA, Sarawak FA & PDRM FA (Tentative)

FAM Marketing Workshop
(Tentative)

KPM – FAM U17 COMPETITION

KPM-FAM is a collaboration between Ministry of Education (MOE) and Football Association Malaysia (FAM) which involves organising the U-17 school competition.

It serves as a third-level youth competition besides the Piala Presiden (U-21) and the Piala Belia (U-19). The competition is league-based which consists of two groups; the super league and the premier league.



A total of 14 U-17 teams and 15 U-14 teams will participate in the super league while in the premier league, there will be 12 U-17 teams and 15 U-14 teams. FAM is currently working hard to organize the U-17 competition under its patronage.

The Competition Unit of FAM hopes that the collaboration with KPM for the U-17 competition will continue because the ultimate goal is to get more youth players playing the sport at this level.



FOOTBALL STADIUM: EVACUATION PLAN

Evacuation plan is needed for any football stadium. Layouts on how to exit a stadium safely during an emergency (eg. in case of a fire, natural disaster or other emergency) should be placed in the appropriate areas in the stadium. Stadium officials / stewards / security / staffs must be familiar with the stadium evacuation plan and evacuation routes.

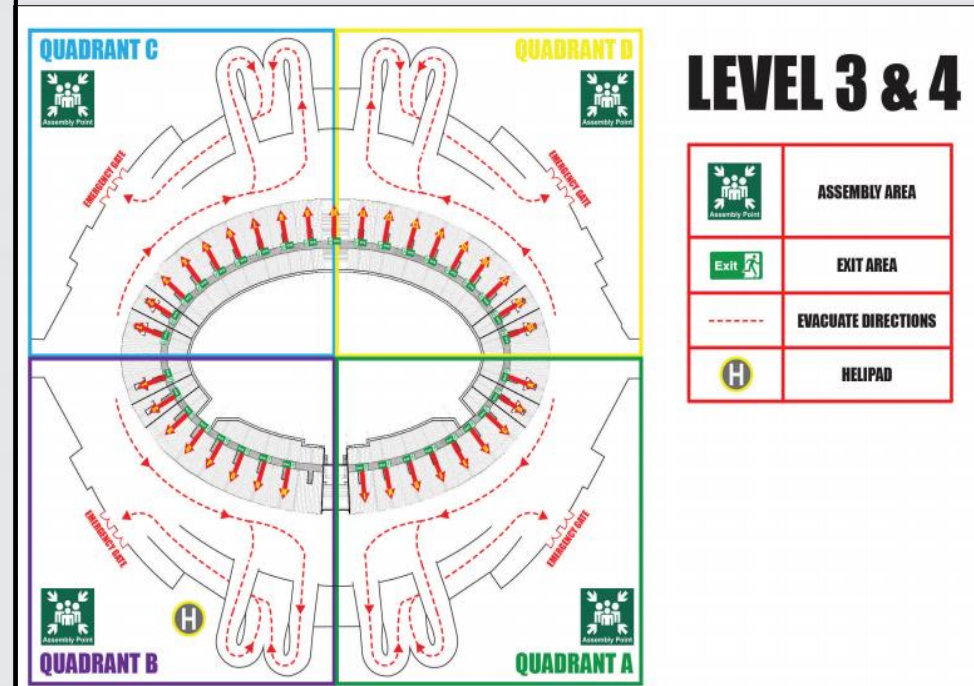
Based on drills, a complete evacuation should take no more than 15 minutes to evacuate any football stadium.

On December 12, 2004, the stadium Santiago Bernabeu in Madrid, Spain was evacuated because of a bomb threat. Police and stadium security personnel implemented the stadium's emergency mass evacuation plan for the first time. In eight minutes, more than 70,000 people managed to evacuate the premise without incident.

Malaysian football clubs should collaborate with stadium officials in developing a comprehensive football stadium evacuation plan for their respective venues to ensure safety for all in a stadium should an emergency occur.

Under the Fire Services Act 1988 (Art), owners of a building are responsible for occupant safety through self-declaration of the fire certificate under the fire regulation and it is the minimum requirement by law.

Therefore the Stadium Evacuation Plan is an important and compulsory requirement within the FAM Club Licensing Regulations 2019. This criteria ensures that clubs have an adequate stadium evacuation plan to prevent any unwanted incidents in the future.



CLUB LICENSING CASE STUDY: AFC CONDUCT CLUB LICENSING SPOT-CHECK IN JAPAN

AFC has conducted a club licensing spot check in Japan and found the nation's system to be functioning properly and in high-quality in terms of both criteria and its implementation.

AFC Head of Club Licensing Mahajan Vasudevan Nair conducted a spot check on five licensed clubs in Japan and meetings with officials from the Japan Football Association, J.League and Club Licensing Task Force, as well as other activities.

The team found that the clubs well-complied with the sporting, infrastructure, personnel and administrative, legal and financial criteria of the club licensing system.

The J.League's club licensing administration was also found to be adequately staffed with well-qualified and experienced personnel.



Overall, Japan' licensing administration was found to be fully aware of the dual objectives of the club licensing development and benchmarking and was innovative in achieving its objectives.

It has been recommended that Japan's club licensing administration look into the possibilities of progressively adding more criteria to its regulations based on the requirements of its professional football, including the requirements of financial fair play.

Spot checks are compliance audits done to make sure that the licensing processes and procedures are strictly complied with in granting licenses to clubs.

As part of AFC's strategic plan to have quality club licensing systems in the continent, the continental football body will conduct more spot checks this year in other Member Associations.

FAM FUTSAL CLUB LICENSING



The AFC Futsal Club Championship (AFCC) is an annual Asian Futsal Club competition for men's category. Malaysian Futsal Clubs have not participated in this prestige competition since the mandatory requirement for a Futsal Club to qualify for the AFCC, the Futsal Club must be of professional status.

Since the FAM Liga Futsal Kebangsaan (LFK) was an amateur level competition, this year FAM has launched the "FAM Pro-Futsal League" competition which is participated by professional Futsal clubs in Malaysia.

The main aim of this effort is to send a Malaysian Futsal Club to the AFCC 2020. Should Malaysia qualify into the AFCC based on AFC's Member Association assessment, then the Malaysian Futsal Club who has obtain a Futsal club license will be nominated into the AFCC 2020 by FAM and the club then has to undergo an assessment by the AFC Futsal Administration before being granted into the competition.

By competing in the AFCC, the Malaysian Futsal players can get the exposure and experience by competing at an international level which will help them to develop and produce a stronger national futsal team.

To strive towards the objectives of the FAM Futsal Club Licensing Regulations are:

- ensuring only qualified coaches that are engaged in coaching of players for each FAM Futsal Pro-League participating Club with the overall objective to improve the standard and quality of the matches,
- Ensure adequate and good quality match and training facilities for the Futsal Clubs participating in the FAM Futsal Pro-League,
- Ensure development of Futsal youth players,
- Improve the overall administration and management organization of the Futsal Clubs and make them more efficient, productive and transparent
- Improve the economic and financial management and health of the Futsal Clubs and generate revenue through effective marketing and commercial exploitation of the market to built sustainable Futsal Clubs.