



FAM

ROADMAP 2019-2030



FAM



PRESIDENT'S MESSAGE

We are made wise not by the recollection of our past but by the responsibility of our future. By borrowing these words of wisdom from George Bernard Shaw, FAM aims to create the future we desire.

This comes in the form of the FAM Roadmap 2019-2030. It is a monumental opportunity for FAM and its stakeholders to start afresh.

Admittedly we have been guilty of building the house from the roof, causing years of neglect on developmental and management issues which led to a trust deficit among the key stakeholders.

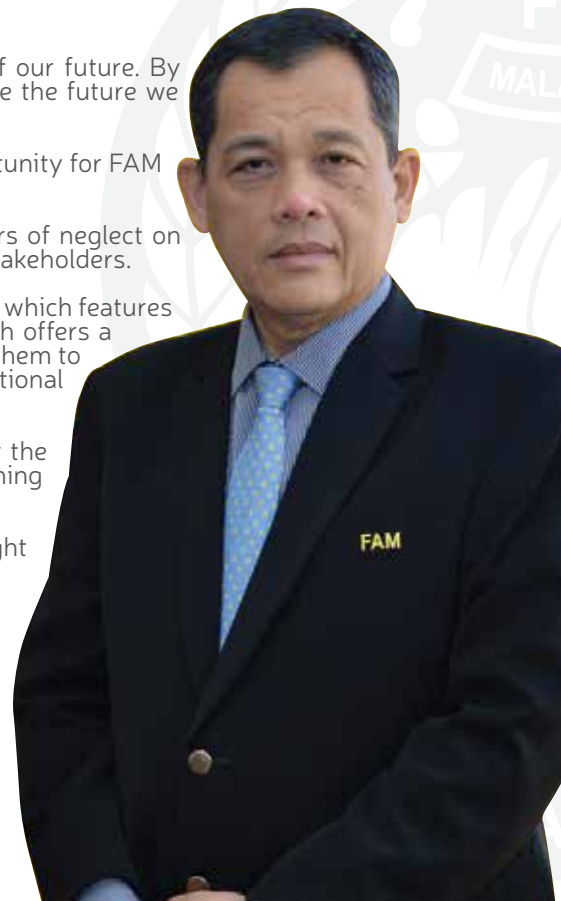
Therefore the thrust of this vision is fixing the fundamentals. Through this roadmap which features three strategic plans spanning a period of 12 years, including the philosophy which offers a common model of play, we hope to win our detractors and doubters back. We need them to be on the same page, helping FAM on this rebuilding process and making it a true national agenda.

I am certain this roadmap will define a clear philosophy and realistic pathways for the development of Malaysian football, with the ultimate aim of achieving and sustaining international success at senior level.

We realise management is doing the things right, and leadership is doing the right things. From our standpoint, kicking this off is the FAM Roadmap 2019-2030.

Thank you.

YH DATO' HAJI HAMIDIN HJ MOHD AMIN



GENERAL SECRETARY'S MESSAGE

Malaysian football is about to enter a new phase in our rites of passage.

We plan to set ground breaking impulses by proposing explicit requirements and guidelines. This means everyone will be able to comprehend what is required in order to move forward together in all aspects of the game, especially governance, competitions and development.

We wish to re-animate our efforts in the area of children's football and social responsibility and give new thrust and impetus in the development of coaches and referees because without them, the total picture would never be complete.

The Malaysian DNA – reflecting a uniformed pattern of play across all levels - is also a key signpost in the roadmap we hope will resonate in schools, development clubs and all elite pathways.

So how do we do this? We cannot be out of step of contemporary reality, hence the need to have all the overwhelming recommendations, remedial measures and new ideas documented in this roadmap. It is broken into three phased strategic plans that will take into consideration the priorities and key focuses required to ensure its relevance, effectiveness and impact.

This working live plan will also allow reassessments at identified dates throughout the duration of the roadmap. This is done through current data which will be used to make adaptations and changes to suit the times.


While we do not expect a sudden wave of change at all levels, this roadmap will be the guide for FAM to focus and align all its efforts towards a common target. We know it is reliant upon the delivery system based on consistent implementation and uncompromising quality assurance.

Come and join us in the journey. DEMI LENCANA DI DADA.



STUART MICHAEL RAMALINGAM





“This roadmap is a national agenda, agenda for all, for me, for FAM, for the fans and all stakeholders, and if we were to realise this vision, we need everyone to be working towards a common objective.”

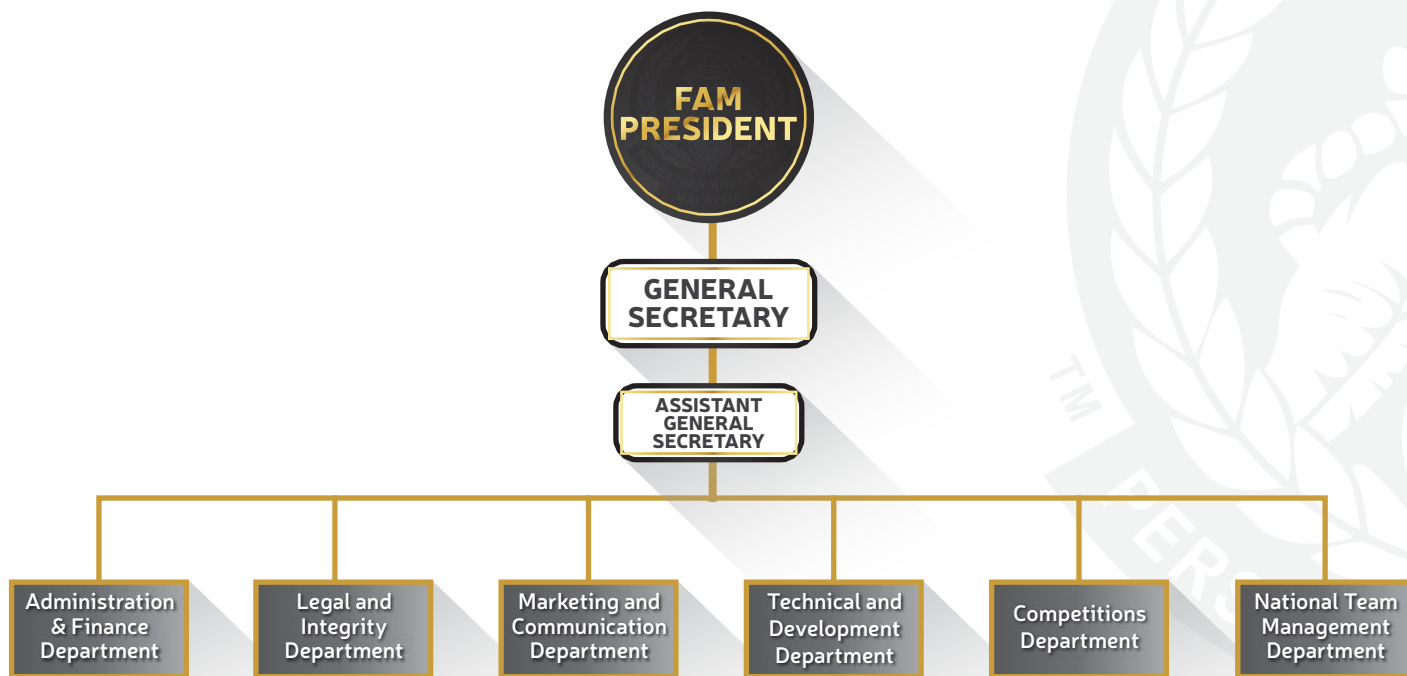
**DATO' HAJI HAMIDIN BIN HAJI MOHD AMIN,
FA OF MALAYSIA (FAM) PRESIDENT**

CONTENTS

President's Message	2
General Secretary's Message	3
Organisation Chart	6
Vision	8
Mision	9
Pathway	10
Key Pillars	12
Governance	14
People	15
Policies	18
Development	22
Football	23
Affiliates	46
Infrastructure	48
Partnership	50
Competitions	58
Men's Football	61
Women's Football	62
Futsal	63
Snapshot	64



ORGANISATION CHART





6
DEPARTMENTS

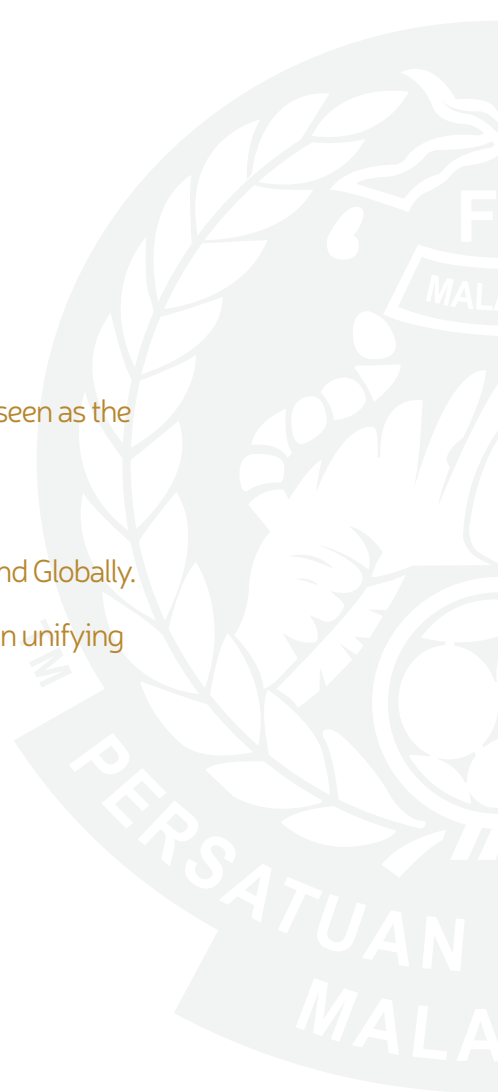
21
UNITS

96
STAFFS



VISION

- To revolutionise sporting governance in the country, and to be seen as the top Sports Association in Malaysia.
- To be amongst Asia's top 5 Member Associations
- The National Teams performing at the biggest stages in Asia and Globally.
- To champion and protect the people's game as the nation's main unifying sport.



MISSION

- **Governance:** To revolutionise sporting governance in the country, through realistic implementation of optimal and effective governance reforms and practices.
- **Development:** Taking responsibility with a unified focus on the development of the game at all levels.
- **Affiliates:** Empowering, supporting and developing stronger affiliates via FAM's new President's Initiatives.
- **Competitions:** Via a progressive and holistic competitions structure.
- **Commercialisation:** Introduce and commercialise a distinct FAM Brand to support and increase the commercial value of football in the country.



PATHWAY

STRATEGIC PLAN

1

Building the Foundation

- Fixing the fundamentals
- A stronger football family with a development mindset

2019

2020

2021

2022

Strategic Plan 1 needed to be built on strong intentions and objective opinions;

Inward looking reviews

Strengthening administration

Focused management decision-making

Cultivating a development mindset

**STRATEGIC
PLAN 2** *

2023
2024
2025
2026

Taking on Asia

- Dominating Asean
- Challenging Asia

*to be launched in 2022

**STRATEGIC
PLAN 3** **

2027
2028
2029
2030

Taking on the World

- Reaching Global standards
- Strong Asian performances

**to be launched in 2026



KEY PILLARS



“FAM has to drive the roadmap through and overcome the obstacles along the way. Before reaching the highway, you will come across potholes. The trick is to persevere”

B. SATHIANATHAN,
PRESIDENT OF FOOTBALL COACHES ASSOCIATION OF MALAYSIA
(PJBM)





KEY PILLARS

People

- Management & Administration
- Culture

Policies

- Statute Reform
- The FAM Brand
- Reinvention as industry leader



GOVERNANCE

PEOPLE

Management & Administration

Strategic Goals

- ❖ To be the model association through best practices in management and administration.
- ❖ Results focused mindsets via efficient and productive efforts.
- ❖ To offer increased opportunities of Capacity Building for staff.
- ❖ Better profitability and financial sustainability.

Action Items (How to get there) & Outcome

- ❖ Obtainment of ISO Certification.
- ❖ Creation of standard procedures and guidelines in daily tasks with focus on high performance.
- ❖ Clear KPIs and Management Expectations.
- ❖ Incorporate learning programs/courses for staff in yearly plan.
- ❖ Offer learning/growth opportunities as incentives or reward.
- ❖ Implementation of responsible Financial Management System.





GOVERNANCE

PEOPLE

Culture

Strategic Goals

- To cultivate a new culture of positivity, professionalism, pride & integrity in FAM.

Action Items (How to get there) & Outcome

- Clear separation of responsibilities with defined KPIs of all individuals and departments.
- Empowerment and building of leaders through accorded authorities and decision-making capabilities.
- Merit based rewards and evaluations
- Motivational exercises to rebuild the belief within the organisation.
- Capacity building of future leaders via education, programmes and exposure supported by FAM.

GOVERNANCE

POLICIES



Strategic Goals

- ❖ To be the model Member Association and sport governing body in the region which adheres to FIFA & AFC regulations and practices.
- ❖ To protect the Game in Malaysia via improved statutes and policies.

Action Items (How to get there) & Outcome

- ❖ Reform of FAM statutes and also its Affiliates statutes inline with FIFA and AFC statutes.
- ❖ Improved engagement with the Malaysian Sports Commissioner to ensure the football is also protected domestically via updating its policies and practices.
- ❖ Implementation of regulations and procedures coupled with periodical reviews.
- ❖ Increased participation of affiliates in charting the pathway of FAM via a fair & inclusive involvement.



GOVERNANCE

POLICIES

The FAM Brand

Strategic Goals

- To improve the brand value of FAM and to rebuild the trust in the organisation.
- To establish FAM as a commercially viable partner for brands.
- Extracting maximum commercial value with expert understanding and propositions.

Action Items (How to get there) & Outcome

- Improved and calculated communication strategy to win the fans beyond winning football matches.
- Increased efforts in FAM's marketing and sponsorship approach with a client's first mentality.
- To improve FAM's competitions' delivery to enhance its existing value.
- To launch commercially sound projects that will benefit FAM in the short and long term.





GOVERNANCE

POLICIES

Industry Leader

Strategic Goals

- To reinvent FAM as an industry leader in the country with focus on innovation and pioneering the approaches we take in the sport.
- To take on the responsibility of building the sports industry in Malaysia with other sports associations.

Action Items (How to get there) & Outcome

- Reforms to protect the game.
- Implementation of the latest methods and processes to increase efficiency and productivity.
- Adoption of environmentally friendly initiatives such as minimising usage of physical paper.
- Embracement of digital and social media/technologies to enhance output and reach.
- Display positive image to the masses through strategic usage of social media.



KEY PILLARS



DEVELOPMENT

FOOTBALL

The End Goal

Strategic Goals

- ♦ To be ranked among the top 100 countries in the world of football by year 2026.
- ♦ To dominate the Asean Football Federation region by 2023, with teams fearing to play Malaysia
- ♦ To challenge Asia heavyweights by 2026.
- ♦ To challenge world's best teams by 2030 and ranked top 70.
- ♦ To play a consistent winning brand of football that excites and resonates with Malaysians.
- ♦ To implement a bold selection approach providing talented players with the opportunity of exposure to international football.
- ♦ To be leaders in high performance areas of medical & sport science, logistics, media/ commercial.

MEN'S

NATIONAL SENIOR



To qualify for the finals of the AFC Asian Cup 2023

NATIONAL UNDER 23



To qualify for the Tokyo Olympic Games 2020

NATIONAL UNDER 19



To qualify for FIFA U-20 World Cup 2023

NATIONAL UNDER 17



To qualify for FIFA U-17 World Cup 2021

NATIONAL UNDER 15



To win AFF U-15 Championship 2021

WOMEN'S

NATIONAL SENIOR



To qualify for the knock-out stage if the AFF Championship 2022

"The roadmap is a great starting point by FAM so that everyone understands the direction of Malaysian football"

DATO' SANTOKH SINGH,
MALAYSIA FOOTBALL LEGEND



DEVELOPMENT

FOOTBALL

The Malaysian Way

Conception of “The Malaysian Way”

What is it?

- THE MALAYSIA FOOTBALL DNA
- To play a consistent winning brand of football that excites and resonates with Malaysians
- To encourage best practices in football development from grassroots to elite level
- To establish a culture of excellence in the teams and within the staff
- Introduction and implementation of Malaysia Football Plan
 - Guide for players, coaches, coach educators and parents from grassroots to the elite level.

Instill, encourage and promote Malaysian Way attributes (pro active, creative, no fear, believe, mental toughness)

Adopt playing principles and philosophies to all National Teams

Identify concerned attributes in all staff appointments





DEVELOPMENT

FOOTBALL

The Malaysian Football Plan

Malaysia's Football Philosophy

Playing style statement

"Dominant in all the four main moments within the game; based on effective possession, collective high press and quick in the transitions.

With mentally tough, pro-active and creative players all over the field, that have excellent decision making qualities; playing without fear."

PROACTIVE

- Making things happen
- Actively engaged
- Anticipating on what is going to happen

FOCUS ON EFFECTIVE POSSESSION

- Always play forward whenever possible
- Having the ball means the other team can't score
- Less turn overs, but sometimes closer to own goal
- Patient build-up play to prepare attack
- Break down defense with individual skill and creative combination play





DEVELOPMENT FOOTBALL

The Malaysian Football Plan

Malaysia's Coaching Philosophy

All license courses are conducted in such a way that the "novice" coach is provided with Malaysia's vision and philosophy, based on the guiding principles of the Malaysian Football Plan.

Coach Education

- Community Pathway
- Advanced Pathway

A Holistic Approach

- Involves technical, tactical, mental and physical components in one scenario
- Improved in modified game related situations.

Coaching Process Plan

- Prepare
- Conduct
- Evaluate



DEVELOPMENT

FOOTBALL

The Malaysian Football Plan

Malaysia's Player Philosophy

Develop technically gifted, proactive players with good decision making skills able to play "The Malaysian Way"

Specific Player Profiles

- Goalkeepers
- Fullbacks
- Central Defenders
- Defensive & Offensive
- Midfielders
- Wingers
- Striker

Mental Toughness

- Develop players to be able to play according to The Malaysian Way
- Prepare players for a better transition into senior professional football
- Make the right choices necessary to pursue a career as a successful professional player

Talent Identification

- Technique
- Game awareness
- Mental toughness (focus, personality)

Winning v Development

- At youth level, winning matters, but development matters more.



DEVELOPMENT

FOOTBALL

National Teams Strategic Plan

MEN'S

NATIONAL SENIOR



To qualify for the finals of the AFC Asian Cup 2023

NATIONAL UNDER 23



To qualify for the Tokyo Olympic Games 2020

NATIONAL UNDER 17



To qualify for FIFA U-17 World Cup 2021

NATIONAL UNDER 19



To qualify for FIFA U-20 World Cup 2023

NATIONAL UNDER 15



To win AFF U-15 Championship 2021

WOMEN'S

NATIONAL SENIOR



To qualify for the knock-out stage if the AFF Championship 2022

Enhance Capacity of National Coaches

- Provide National Team coaches with continuing professional development opportunities.

High Quality Preparations

- Improve quality and enhance preparations for upcoming tournaments.

Establishment of Scouting network

- Extensive scouting of opponents in upcoming competitions.
- Enhance scouting of players to increase pool of possible National Team players.

International Level Competitions

- Create a strong competitive environment in teams and provide enough international exposure with high quality opponents, playing with different playing styles.

Integrated Talent Pathways

- Regular collaboration with national teams staff to establish a real international teams unit and elite player pathway.

Increase Player Depth

- Establish a bigger pool of player through bold selection process.

Support Services

- Implementation of professional database and match analysis systems to capture all talented Malaysian players.
- Advanced innovation & research to enhance National coaches, players and program capabilities.



"A vision and philosophy on our playing style is just a tool. The key to developing future winners is coach development or realising a vision on coach education"

PETER DE ROO,
FA OF MALAYSIA (FAM) TECHNICAL DIRECTOR



DEVELOPMENT

FOOTBALL

Coaching Charter

Strategic Goals

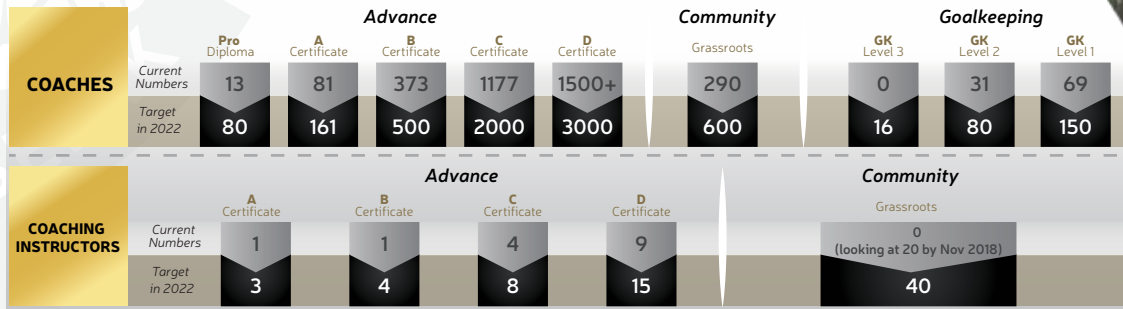
- Develop local coaching standards via the FAM Coaching Charter.
- Increase pool of accredited coaching instructors & coaches via AFC Convention.
- Innovating coaching delivery in Malaysia.

Coaching



FAM Coaching Charter

- Development of Coach Instructors
- Development of Coach Instructors Education
- Tracking of trends in Coaching Education
- Conducting of Coaching License Courses by FAM





DEVELOPMENT

FOOTBALL

Strategic Goals

- ◆ Increase of children participation in football from 8% in 2018 to 20% in 2022.
- ◆ Foster life-long interest in the game.
- ◆ Regulation of players, coaches, clubs, academies and leagues at grassroots level.

Grassroots

○ Reintroducing FAM's FIRST Touch Program

○ Grassroots Programs

○ FAM Grassroots Award

○ FAM Grassroots Ambassador

○ FAM Grassroots Charter

- Reintroducing FAM's FIRST Touch Program.
- Supported by competitions that will be covered in the next section.
- Training of Coaches & Coach Developers.
- Football Festivals.
- Grassroots Leagues.
- School Outreach Program.
- Official recognition to grassroots activists in the National Football Awards:
 - The Best Grassroots Leader (individual).
 - The Best Grassroots Project.
- Promoting football through role models (national players) for the young players.



DEVELOPMENT

FOOTBALL

Grassroots Charter

What is it?

A roadmap and development tool to support and raise the standards at grassroots football clubs through better support, advice, coaching for coaches and philosophy aligning to our Malaysia Football Plan.

Key part of the Grassroots Standard is to take local clubs to the next level by helping them get accredited with State FAs and regulating all Grassroots Academies & Clubs throughout the country.



Outcome:

- Identification and registration of future generations of coaches and officials.
- Increase pool for potential elite players, empowering state affiliates.
- Registration and association of academies and clubs throughout the country.
- Monitoring and support for accredited leagues and competitions.



FAM Grassroots Standard – Membership Type

DEVELOPMENT

FOOTBALL

FAM FIRST TOUCH Program



What is it?

Looking at engagement and mass participation of Grassroots Development, FAM will reintroduce its First Touch Programme which will be used to not only engage with kids but also parents and other relevant stakeholders.

Taking FAM's First Touch programme with sponsors and spreading the FAM Grassroots Charter across Malaysia.

Outcome:

- Engagement with grassroots coaches, parents and corporates organisations.
- Develop a platform for spreading the awareness of grassroots football via non-elite or overly competitive programmes.



"We need to double our efforts to increase participation at the base of the pyramid - grassroots football is a crucial part of this strategy."

**STUART RAMALINGAM,
FA OF MALAYSIA (FAM) GENERAL SECRETARY**





"We want to ensure that Social Responsibilities no longer take a back seat in our journey forward"

**STUART RAMALINGAM,
FA OF MALAYSIA (FAM) GENERAL SECRETARY**

DEVELOPMENT

FOOTBALL

Social Responsibility

What is it?

Football is a major unification tool and also a vehicle to drive social change. FAM will champion using its position to lead the industry to take notice and to increase participation in the direction of Social Responsibility through sports.

Outcome:

- Increased involvement of corporate sector and other stakeholders in social change through sports activities.
- Increasing awareness of campaigns and programmes that require mass attention and support.
- Football as a platform for social inclusion, change and uplift.
- Utilisation of Malaysian football players to speak on behalf of campaigns and FAM's Social Responsibility pillars.





DEVELOPMENT

FUTSAL

Strategic Goals

- ❖ To be ranked among the top 20 countries in the world of football by year 2026.
- ❖ To dominate the Asean Football Federation region by 2020, with teams fearing to play Malaysia.
- ❖ To challenge Asia heavyweights by 2023.
- ❖ To challenge world's best teams by 2026.
- ❖ Encourage participation and interest at youth level.
- ❖ Expand competitive experience for futsal players.

Futsal



Establishment of a Pro Futsal League

Futsal Club Licensing

Creation of clear competitive pathway for youth teams

- Pro Futsal League launch in 2019.
- Implementation from 2019 onwards in Futsal Pro League enabling champions to qualify to AFC Futsal Championship 2020.
- States League by 2019.
- National LFK U19 competition by 2020.
- FAM-MOE Competitions for group ages U15 & U17 by 2021.



DEVELOPMENT

FUTSAL

Futsal Pro League

MALAYSIA PRO FUTSAL LEAGUE

- Launch of Malaysia Pro Futsal League.
- Home & away league format for men and woman over 6 months.
- Increase competitive experience for players.
- Higher quality of pool of players for national selection.

Key targets:

- Minimum participation of 16 teams (men & women).
- Two levels of competitions; league stage and to be followed by knock-out stage;
- Open to the participation of foreign players;
- Teams shall be subject to FAM Futsal Club Licensing Regulations.



**FUTSAL
PRO
LEAGUE**





DEVELOPMENT

FOOTBALL

Women's Football

Strategic Goals

- Reorganisation of women's football development.
- Increase of exposure for women's football with better competition formats.
- Expand competitive experience in women's football with larger talent pool.

Women



Tun Sharifah Rodziah Cup



Streamline & increase development opportunities

- Expanded competition format with improvements where possible.
- Organisation of football events for both players and coaches:
 - Carnivals
 - Festivals
 - Workshops
 - Educational courses
- Youth level
 - Placement of Under 13 players into sports schools (SSBJ, SSMP & SSMS).
 - Creation of at least 5 centers for girls through collaborations with KBS.



DEVELOPMENT

FOOTBALL

Tun Sharifah Rodziah Cup

TUN SHARIFAH RODZIAH CUP

- Launch of Tun Sharifah Rodziah Cup as a improved league – sustainable competitive experience over a longer period of time
- Collaboration with Ministry of Education for U14 & U16 Competitions by 2021

Key targets:

- Improving the format year on year and including a Cup Competition by year 2021 if possible;
- If sustainable, the adoption of two (2) tier divisions by year 2022;
- Open to the participation of foreign players by year 2022.
- Teams shall be subject to FAM Women's Football Club Licensing Regulations.





DEVELOPMENT

FOOTBALL

Strategic Goals

- Increase pool of accredited referees.
- Develop local refereeing to be comparable to international standards

Referee



FAM Pro Ref & Independent Pro Ref Program

- Introducing the Pro Ref opportunity and the steps forward.



Referee Development

- Enhancement of Referee Academy
- Increase courses to include women and young referees
- Yearly seminars to upgrade refereeing level

REFEREE LEVEL	Current Number		Target in 2022
	A	23	70
	A1	36	80
	B	47	90
	B1	34	60
	C	61	170
	C1	35	135



DEVELOPMENT

FOOTBALL

FAM Professional Referee Program

Outcome:

- ❖ Appointment of full-time professional referees from 2019 onwards – increase performance and quality of refereeing.
- ❖ Development of referee pool with establishment of clear career pathway.
- ❖ Knowledge exchange/sharing sessions and mentoring by professional referees to develop profession.
- ❖ Supplemented by Independent Pro Referee (FIFA/AFC Elite panel/Category A).

Key targets:

- ❖ Increase number of professional referees to 8 by 2022.
- ❖ Improve standard of refereeing to international level.
- ❖ Local referees to be acknowledged and appointed in FIFA and AFC competitions.



DEVELOPMENT

AFFILIATES

FAM President's Initiatives

Background

- ❖ The FAM President's Initiative is designed to work with and support FAM's Affiliates to improve their capacity and capabilities to manage, administrate and develop the game to its best of ability. It also serves to empower and deliver 'ownership' of football to the affiliates.



MANAGEMENT & ADMINISTRATION: Building stronger affiliates = a stronger FAM



FOOTBALL DEVELOPMENT: Technical support to create better coaches and players.



COMPETITION DEVELOPMENT: Providing more opportunities to play and develop.

DEVELOPMENT

AFFILIATES

Pro Football Development

Strategic Goals

- ❖ To have all professional football clubs and associations regulated as self-sustainable and well-managed entities.
- ❖ Improve the standard of management and administration clubs and FAs.
- ❖ Improvement of the economic and financial capability of clubs and FAs as well as increasing their transparency and credibility.

Action Items (How to get there) & Outcome

- ❖ Implementation of Club Licensing Regulations to all competitive football tiers
 - All clubs and associations in Super League & Premier League by 2019
 - FAM Cup (2020) and M4 & M5 League (2021)
 - Pro Futsal League (2019)
- ❖ Constant monitoring and support services for clubs to be accredited.
- ❖ Provide incentives to clubs maintaining high standards.



DEVELOPMENT INFRASTRUCTURE

The New Home Of FAM



The Vision:

- To become a modern and progressive association

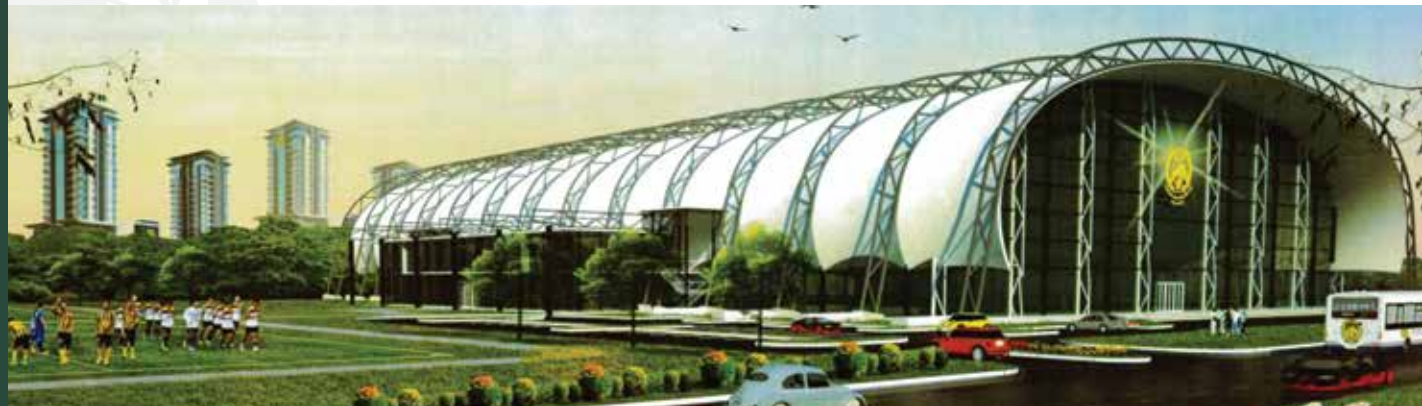
Purpose:

- Provide conducive environment to working staff
- Accommodate growth of association
- Implement new ways of working
- Improvement on current HQ conditions.

DEVELOPMENT

INFRASTRUCTURE

The National Football Centre Of Excellence



The Vision:

- To be the home of Malaysian Football Development, bringing to life and embodying the Malaysian football philosophy through the development of top coaches, players, referees and administrators



Top Coaches



Top Players



Top Referees



Top Administrators

Purpose:

- Providing a state-of-the-art training home for the Malaysian National Teams
- Providing the facilities and opportunities to develop a larger number of top level coaches in Malaysia.
- Enabling education programmes to be conducted for “off-the-field” stakeholders.



DEVELOPMENT

PARTNERSHIPS

Malaysia Football League

Strategic Goals

- ❖ To develop the professional game in a holistic and comprehensive eco-system.

Action Items (How to get there) & Outcome

- ❖ To improve association between the Pro League and Amateur Structure.
- ❖ Development of joint collaboration in Club Development and Licensing education programmes.
- ❖ Improvement of regulations and codes to protect the game and its various stakeholders.
- ❖ Development of national youth competition structure in tandem with the club academies in mind.

"A competitive league under the MFL's auspices will raise the quality of the local players, which is key to creating a competitive national team"

**DATO' HAJI HAMIDIN BIN HAJI MOHD AMIN,
FA OF MALAYSIA (FAM) PRESIDENT**





DEVELOPMENT

PARTNERSHIPS

Local Councils & Municipalities

Strategic Goals

- ♦ To protect the quality and utilisation of public fields.

Action Items (How to get there) & Outcome

- ♦ Working together with local councils and municipalities to protect public fields and facilities
 - Public fields as the social focus for a community, specifically football fields.
 - Establish current playing fields as recreational/football zones (FAM Zone)
 - Focus on retention, upkeep and maintenance of fields for public usage.
 - Propose and advocate suitable areas as potential fields.



DEVELOPMENT PARTNERSHIPS

Government Agencies & Ministries

Strategic Goals

- Cooperation and understanding with ministries to increase participation, retain involvement and touch more people through football.
- Conception of a mutually beneficial partnership at strategic and operational level provide footballing opportunities to students and youths.

Ministry of Youth & Sports



Unification of direction on grassroots and youth programmes

Ministry of Education



Boys & Girls

- U 17 / U 16 Championships
- U 14 Championships

Ministry of Health



Initiatives promoting health benefits of football

- Carnivals
- School outreach

Ministry of Tourism



International Events & Competitions





DEVELOPMENT

PARTNERSHIPS

Commercial Agencies

Strategic Goals

- ❖ To maximise and exploit the value of football commercially via Sports Marketing Agencies that share the same long-term vision as FAM.

Action Items (How to get there) & Outcome

- ❖ Repackaging and going-to-market with more commercially friendly products and communication.
- ❖ Understanding commercial ROIs that needs to be achieved to sustain partnerships - better ROIs being provided to partners.
- ❖ Long-term partnerships between brands and FA Malaysia – higher commercial returns.
- ❖ Larger exposure of Football to encourage growth, participation and support – larger support in stadiums





DEVELOPMENT

PARTNERSHIPS

Learning Institutions

Strategic Goals

- ❖ Cooperation and understanding to increase football administration talent pool, retain involvement and build capacity of personnel in the football industry.

Action Items (How to get there) & Outcome

- ❖ Conception of a mutually beneficial partnership at strategic and operational level to increase 'football people' equipped with necessary skills – Introduction of FAM Certificate of Football
- ❖ Development of talent through relevant courses at the partner learning institutions - Enlarged pool of personnel with qualified skills
- ❖ Internship placements at FAM or its affiliates for graduates from partner institutions



KEY PILLARS

Men's Football

- Reintroduction of Pesta Bola Merdeka
- U 12, U 14 & U 17 Championship

Women's Football

- Tun Sharifah Rodziah League
- Inter Varsity League
- U 14 & U 16 Championship
- U 15 AFC-UEFA International

Futsal

- Pro Futsal League & Cup
- Malaysia U20 Futsal Carnival
- U 15 & U 17 Futsal Championship
- LFK Amateur & IPT League





COMPETITIONS

STRUCTURE

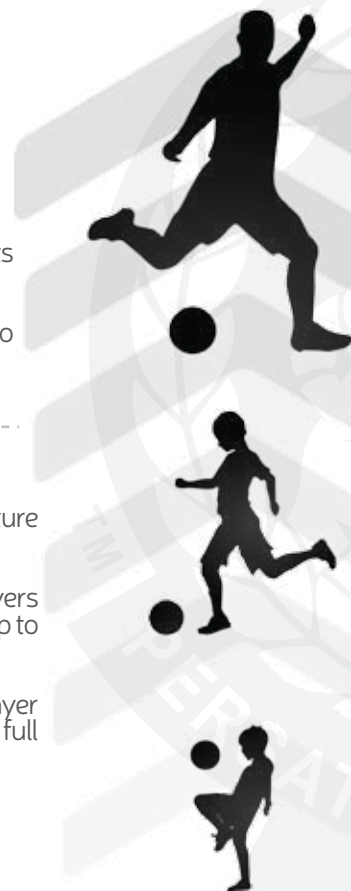
OVERALL

Strategic Goals

- ❖ To re-evaluate and restructure the competition tiers from Grassroots Football up to Pro Football.
- ❖ Introduction of a clear and constant competitive pathway from youth to elite level.

Action Items (How to get there) & Outcome

- ❖ Revision and improvement of the existing domestic competitions structure to a more comprehensive and inclusive framework.
- ❖ Enhancement of the overall development and education of young players within the domestic structure through opportunities from U12 age group to senior level.
- ❖ Utilisation of online competition management (CMS) and player registration system implemented on a phased basis from 2019 and in full use 2021.



COMPETITIONS

Men's Football – Local & International

Enhancing the structure of Men's Football Competitions



International



Reintroduction of
Pesta Bola Merdeka



COMPETITIONS

Women's Football – Local & International

Redesign structure of Women's Football Competitions

U16 Championship

Partnership with MoE

U14 Championship

*Partnership with MoE &
Private Academies*

INTERNATIONAL

U15 International

*Partnership with
AFC-UEFA Assist*

Starting in 2021

Inter Varsity League

Starting in 2021



Tun Sharifah Rodziah League

COMPETITIONS

Futsal – Local & International

Redesign structure of Futsal Competitions

U15 & U17 FUTSAL
Championship

Partnership with MoE

Malaysia Futsal
U20 Carnival



LFKAmtateur

IPTLeague



*Subject to FAM Club Licensing Regulations from 2019



SNAPSHOT





FAM

Wisma FAM, Jalan SS5A/9
Kelana Jaya, 47301, Petaling Jaya
Selangor Darul Ehsan
Malaysia
Tel : 03-78733100
Fax : 03-78757984

www.fam.org.my