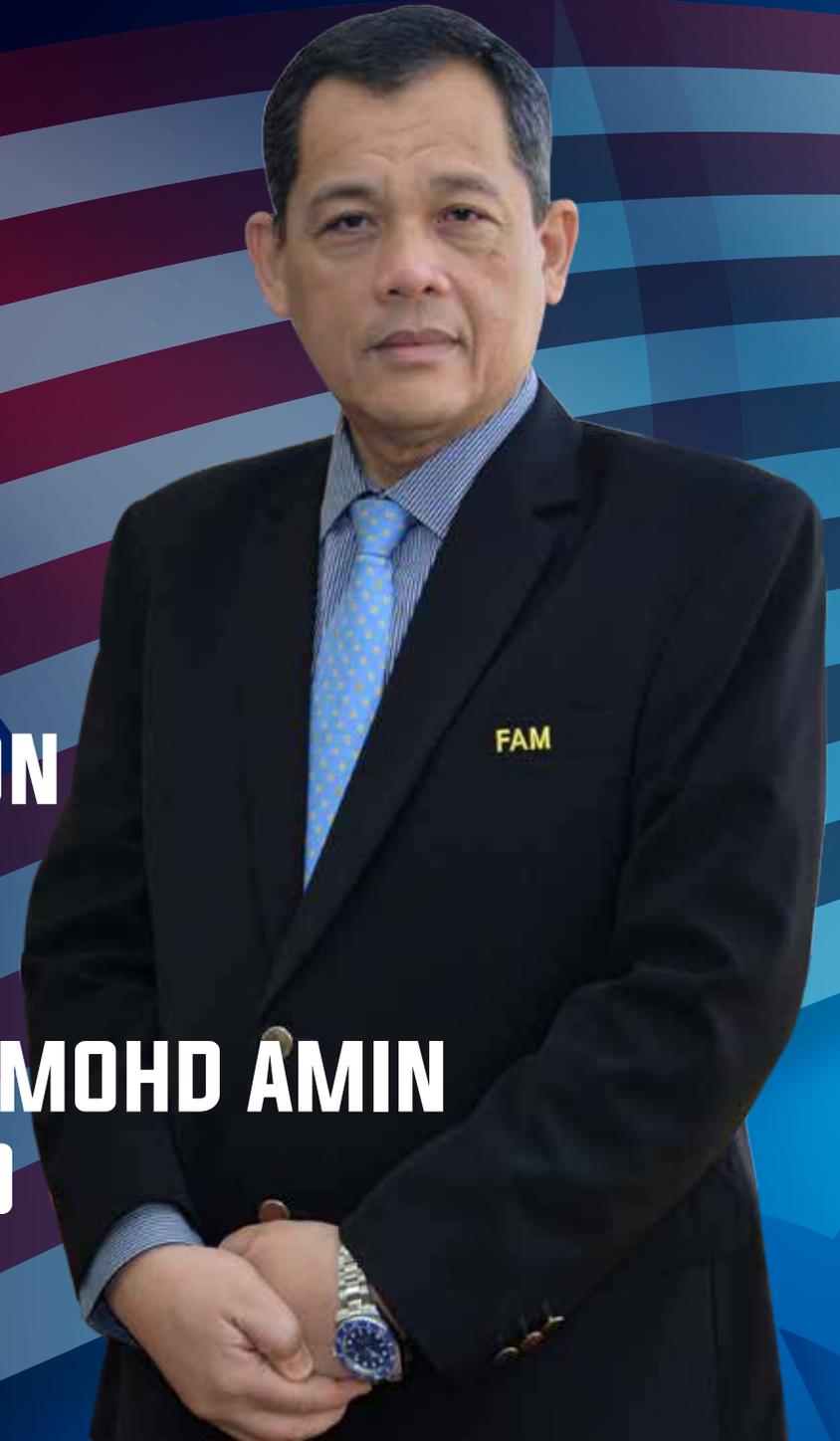




**THE CORE VALUES AND ASPIRATION
IN FAM LEADERSHIP UNDER
THE NEW PRESIDENT,
YH DATO' HAJI HAMIDIN BIN HAJI MOHD AMIN
FIVE KEY ELEMENTS DIVIDED INTO
30 MAIN SUBJECTS**



GOVERNANCE – MANAGEMENT AND ADMINISTRATION

1

Restoring FAM's credibility as one of the best sports organisations in Asia and the world in terms of administration and management through ISO 9001:2015 Quality Management System certification.

2

To initiate reforms in the organisational structure by clear separation of powers and duties between policymaking and execution/implementation of decisions.

3

To allow members of the FAM affiliates to be involved actively and to stem the elements of domination from certain segments or sections.

4

To review and re-organise the FAM Statute and Rules and Regulations in order to be more relevant and in tune with the times in line with the best practices of FIFA and AFC.

5

To initiate efforts to educate, develop and guide State FAs and Clubs through a Special FAM Education Program based on the methods and syllabus from FIFA and AFC.

6

To practise a prudent and cost-effective financial system.

7

To make FAM an online-based organisation for all data relating to match and competition organisation, registration, database and daily operations.

8

To develop the new FAM headquarters and integrated National Training Centre in Putrajaya.



WISMA FAM



ARENA FUTSAL FAM

NATIONAL TEAM

1

To reorganise the technical management structure of the various national teams through new approaches which encourage a high-performance culture and eco-system.

2

To work towards the highest FIFA ranking and a realistic and optimistic set of key performance indicators for the various national teams.

3

To provide an organised series of competitive matches with quality opponents.

4

To strike a balance between national and club commitment by providing an adequate and better organised preparatory period for centralised training.



DEVELOPMENT PROGRAM

1

To draft a Strategic Plan and Road Map which will outline all the key factors of development, objectives and activities in a comprehensive manner.

2

To enhance further all Grassroots Development Program as an integrated long-term plan which will be able to produce a unique Malaysian football DNA in order to create a pool of quality talent.

3

To place greater emphasis on coaching education to create a larger pool of coaching instructors with calibre as master coaches who are able to conduct courses at Pro-Licence level, A, B and C license.

4

To create a more effective collaboration with the Youth and Sports Ministry and Education Ministry as well as a licensed system through the Grassroot Charter which will provide a win-win situation between FAM and the various private academies nationwide.



DEVELOPMENT PROGRAM

5

To review FAM's role in the decision-making process of the National Football Development Plan (NFDP) by empowering members of the Committee with the powers to monitor and act on the management and administration of the program.

6

To encourage the development of referees through the Professional Referees Development Program.

7

To collaborate with institutes of higher learning to provide opportunities for ex-players to pursue tertiary education in Football Management.

8

To reorganise women's football through organised activities such as a grassroots development program, an increase in the number of coaches and a review of the existing competition structure.



COMPETITION

1

To equip members of FAM with the knowledge in match and competition organisational protocol.

2

To re-organise all domestic age-group competitions, a women's league and beach football for elite and grassroots level.

3

To introduce a sustainable professional National Futsal League open to foreigners on a controlled and from time to time basis.

4

To revive international competitions such as Merdeka Tournament and such.

5

To look into increasing and upgrading the facilities and infrastructure at competition venues in accordance with FIFA and AFC standards.

6

To encourage club licensing for all levels of Association Football, Futsal and Beach Football.



COMMUNICATION AND MARKETING

1

To be receptive of criticism, a culture to be cultivated among FAM top echelons and all coaches of the various national teams so that criticism, views and suggestions are given due response.

2

To expand the fan engagement concept beyond the FAM president, which includes members of the executive committee in order to explain to the public current issues within their scope of duty.

3

To study the commercial value of FAM as a competitive and marketable product on the global front.

4

To encourage the growth of football tourism by making Malaysia a major destination and hub of the game as a way of promoting the country and its economic growth.

