



SCHEME OVERVIEW

In order to create a more structured approach towards football development, the AFC has designed a new programme that will see the consolidation of previous initiatives into one all-encompassing platform – the Development Initiative.

Member Associations that have a strategic plan can apply for this new programme.

The programme will provide a wider range of implementation tools and support designed for Member Association capacity-building, efficiency and modernisation through a more concentrated programme. Clearly defined Key Performance Indicators (KPIs) will determine the form and level of support which will range from, but not be limited to, workshops, mentoring of key staff, on-ground consultancies and educational initiatives.

In addition, the AFC will determine specific areas that will be included that are indispensable with football development – the Core Development Goals.

To help encourage the Member Association to achieve its strategic plan, an equipment incentive will be made available for the completion of identified KPIs which can be used for the purchase of football-related and/or administration management equipment.

PROJECT DETAILS

- Member Associations to request for support in the following areas but not be limited to:
 - MA Governance
 - Regional Associations
 - Stakeholder Management
 - Administration Development
 - Financial Management
 - HR Management
 - Commercial
 - Communications
 - Competitions
 - Sports Science and Medicine
 - League and Clubs
 - Event Management
 - Facilities Management
 - Legal Support
 - Players Support
 - Technical Support
 - Refereeing
 - Grassroots
 - Women's Football
 - Government Relations
- Member Associations to be allowed to select any number of areas based on its capacity to manage (including those identified by the AFC)

FINANCIAL STRUCTURE

- AFC to bear all pre-approved costs relating to the implementation of the programme
- An equipment incentive of up to USD 50,000 per year will be made available upon completion of KPIs

ELIGIBILITY

- All Member Associations are eligible for the programme
- Member Associations must have a Strategic Plan in place



APPLICATION

- To apply for the programme, the attached application form is to be completed and sent to the General Secretary of the AFC
- The AFC MA Development Department will assess and review the application for appropriate feedback by the AFC General Secretariat
- Upon approval, an assessment visit to be scheduled in order to discuss further the strategic plan of the Member Association, to identify priority areas, to establish action plans with KPIs and to determine the appropriate AFC support and budget required
- The action plan together with the support tools and budget to be agreed upon and signed off by the AFC and Member Association, followed by confirmation via an official letter from the AFC

CORE DEVELOPMENT GOALS

In addition to the activities specifically designed to support MAs achieve their strategic objectives, the AFC will drive a series of programmes that are fundamental for long-term football development. These will enable all AFC MAs to meet minimum standards in these specific areas. It is anticipated that these will cover key areas such as financial management, legal, human resource management and commercialisation.

Each Core Development Goal will have a fixed implementation plan of activities, timeline and budget linked to specific KPIs. All MAs will be automatically included in the Core Development Goals, with more intensive support provided to those with fewer resources.



AFC PRESIDENT'S DEVELOPMENT INITIATIVE

APPLICATION FORM

Member Association:

Does the MA have a Strategic Plan:

Yes

No

Is the Strategic Plan attached:

Yes

No

Comments concerning Strategic Plan:

Persons responsible for the programme at the Member Association:

Name:

Email Address:

Contact Number: