



# **AFC** **COACHING** **CONVENTION**

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**REGULATIONS AND GUIDELINES 2017**

**ONE ASIA  ONE GOAL**



The cover page features a white background with a large, abstract graphic at the bottom. This graphic is composed of numerous overlapping triangles in various shades of blue, ranging from a deep navy blue to a light sky blue. The triangles are arranged in a way that creates a sense of depth and movement, with some pointing upwards and others downwards. The overall effect is a modern, geometric design.

**AFC COACHING CONVENTION**  
Regulations and Guidelines 2017

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“ WITHOUT PROGRESSIVE COACH  
EDUCATION, THE GAMES’  
DEVELOPMENT IS LEFT TO CHANCE. ”

# WHY?

## Why is the AFC Coaching Convention important for Asian football?

- 1.** The future of football, the world's number one sport in terms of fans and participants, cannot be left to chance, and AFC, in its vision of tomorrow, recognises the essential role of coaches in the promotion, the recruitment, the development and the success of the game, and sees the Coaching Convention as a valuable training tool in the education of technicians.
- 2.** The regulations set out the minimum criteria for coach education in Asia, and establish a bilateral agreement for the mutual recognition of coaching diplomas between AFC's Member Associations.
- 3.** The Member Associations will, as soon as they have the capacity, take responsibility for implementing the AFC coach education directives, while, at the same time, maintaining their own identity and developing their own approach to the game.
- 4.** By establishing a Convention for the education and licensing of coaches and tutors, AFC will help football coaching to be recognised as a regulated profession.
- 5.** The philosophy underlying the Convention promotes a progressive approach to coach education by focusing on the training of core competences and by encouraging self reliance, reflection, creativity, problem solving and independent thinking.
- 6.** The rules compel practicing coaches to participate in further education (i.e. life-long learning and continuous professional development).
- 7.** The essential role of the coach education tutor is emphasised and their continuous development is stressed and catered for within the Convention.

## DEFINITION OF TERMS

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<b>AFC</b>	Asian Football Confederation
<b>Candidate</b>	a student coach who participates in a Member Association's diploma course which is recognised within the terms of the AFC Coaching Convention.
<b>Coaching Convention</b>	an agreement, a contract between AFC and its Member Associations.
<b>Coach Education Tutor</b>	an experienced football coach who is capable of educating student coaches within the guidelines of the Convention, and conducting further education sessions. Also, known as an instructor or coach educator.
<b>Convention Member</b>	an AFC Member Association that has signed the Convention.
<b>Diploma</b>	the certificate awarded to someone who has successfully completed an AFC diploma course.
<b>Endorsement</b>	AFC's approval of a Member Association to deliver an AFC diploma course and its assessment.
<b>Further Education</b>	refers to additional, ongoing educational activities of a qualified coach.
<b>Licence</b>	a certificate which permits an AFC diploma holder to coach at the approved level for a defined period.
<b>Member Association</b>	a football association (i.e. governing body) granted membership of AFC.
<b>Minimum Criteria</b>	the minimum content and conditions required by the Convention for each diploma course.
<b>Mutual Recognition</b>	a diploma, of a certain level, is automatically recognised between Convention Members.
<b>Panel Member</b>	a representative of AFC's Coach Education Panel which is responsible for the design and implementation of the Coaching Convention.
<b>Right and Duties</b>	what the Convention Members are authorised to do, and what they are obliged to deliver.
<b>Specialist</b>	a coach education tutor who works in a specific area e.g. goalkeeping, fitness, etc.

# AFC COACHING CONVENTION REGULATIONS

## SECTION 1 | BASIC ELEMENTS

### ARTICLE 1: OBJECTIVES

#### The main objectives of the Coaching Convention are...

- 1.1. To design and assist Member Associations to implement coach education diploma courses at youth, amateur and professional levels.
- 1.2. To provide education for specialist coaches e.g. futsal, goalkeeping, etc.
- 1.3. To help the Member Associations to raise their standards of coach education.
- 1.4. To assist in the further education of Member Association tutors and coach education tutors.
- 1.5. To support the Member Associations and their coaches to comply with Club Licensing requirements.
- 1.6. To provide a learning environment that is as real as possible (i.e. club based). And where necessary, to use simulations, role playing, scenarios, etc.
- 1.7. To protect players and the game from untrained coaches.
- 1.8. To increase the number of qualified coaches, men and women, throughout the continent.
- 1.9. To make further education a requirement for all practising coaches.
- 1.10. To promote greater exchange between AFC and the Member Associations in the field of coach education.
- 1.11. To ensure that football education is under the control of AFC and its Member Associations.
- 1.12. Where appropriate, to use distance learning as an aid in the educational process.

### ARTICLE 2: SCOPE OF APPLICATION

#### The Convention:

- 2.1. Defines the rights and duties of the AFC and the Convention Members with regard to the following AFC coaching diplomas:
  - 2.1.1. AFC B Diploma – basic coaching diploma for youth/amateur football
  - 2.1.2. AFC A Diploma – advanced coaching diploma for elite youth/top amateur football
  - 2.1.3. AFC Pro Diploma – professional coaching diploma for the professional game

- 2.2.** Sets the minimum requirements in terms of coach education tutors, admission criteria, organisation, duration, content, course completion and issuance of diplomas/licences for the following courses:
- 2.2.1.** AFC coaching diploma courses organised by the Convention Members.
  - 2.2.2.** Specific courses organised by the Convention Members for long-serving professional players.
  - 2.2.3.** Further education courses organised by Convention Members for AFC coaching diploma and licence holders.
  - 2.2.4.** Further education courses organised by the Convention Members or AFC for coach education tutors.
- 2.3.** Deals with the issuance and validity of the AFC coaching diplomas and licences issued by the Convention Members under the Convention.

## ARTICLE 3: STATUS

- 3.1.** The following Convention membership statuses are recognised under this Convention (in ascending order):
- i.** **B level membership:** A Member Association that has successfully introduced the B diploma as part of its coach education programme and has been endorsed by AFC;
  - ii.** **A level membership:** A Member Association that has successfully added the A diploma to its coach education programme and has been endorsed by AFC;
  - iii.** **Pro level membership:** A Member Association that has successfully added the Pro diploma to its coach education programme and has been endorsed by AFC.
- 3.2.** A Member Association (Convention signatory or not) may enter into a partnership with an AFC Convention Member if it is unable to deliver a certain level of diploma due to a lack of resources/numbers. AFC would be required to approve such an agreement.

## SECTION 2 | RIGHTS & DUTIES

### ARTICLE 4: RIGHTS OF AFC

**As a signatory of the Convention, AFC has the following rights:**

- 4.1.** to monitor the implementation of the AFC Coaching Convention and to promote coach education throughout Asia;
- 4.2.** to appoint a member of the Coach Education Panel to review a Convention Member's coach education programme every three years or whenever the Convention Member's technical director and/or coach education director changes;

- 4.3. to offer further education for the coach education tutors in collaboration with the Convention Members;
- 4.4. to confirm or downgrade a Convention Member's membership status;
- 4.5. to evaluate and recognise, in special cases, a coaching diploma/licence of a non-Convention Member to allow its holder to coach on the territory of a Convention Member;
- 4.6. to take any decision deemed necessary to achieve the aims set out in the Convention and any measure deemed appropriate in the event of a breach of the Convention by a Convention Member, such as, but not limited to:
  - 4.6.1. to amend a Convention Member's coach education programme;
  - 4.6.2. to instruct a Convention Member to sanction a coach or coach education tutor, if necessary;
  - 4.6.3. to tell a Convention Member that an AFC coaching diploma holder is required to attend a revised course (in full or in part);
  - 4.6.4. to revoke any AFC coaching diploma or licence;
  - 4.6.5. to suspend for a limited period of time a Convention Member from organising coaching courses at one or more AFC coaching levels,
- 4.7. to terminate or suspend a particular Convention Member due to breach of the regulations and to inform the latter and all other Convention Members.

## **ARTICLE 5: DUTIES OF AFC**

### **As a signatory of the Convention, AFC has the following duties:**

- 5.1. to organise further education courses for coach education tutors in accordance with the Convention;
- 5.2. to protect diplomas/licences issued by a Convention Member in accordance with the Convention by limiting special cases and by controlling equivalence courses and agreements;
- 5.3. to support the education of student coaches through international exchanges between different Convention Members;
- 5.4. to continue to further develop the coach education programme at national and continental level;
- 5.5. to provide the standard templates containing detailed instructions with regard to the issuance of AFC coaching diplomas and licences;
- 5.6. to support all Convention Members in the proper implementation and application of the Convention;

- 5.7. to communicate regularly with each Convention Member about coaching news and developments;
- 5.8. to respect its own duties and the rights of each Convention Member as defined in the Convention.

## ARTICLE 6: RIGHTS OF THE CONVENTION MEMBERS

### Each Convention Member has the following rights:

- 6.1. to offer its own coach education courses within its territory at the AFC-approved level and issue the corresponding AFC endorsed diplomas/licences to candidates who successfully complete such courses;
- 6.2. to charge a course fee designed to cover the organisational costs of AFC coaching diploma courses;
- 6.3. to ask AFC, at any time and in accordance with its educational competence and needs, to assess its national coach education programme for a higher coaching level offered by the Convention (if such an assessment is positive, the AFC Member Association in question and AFC sign a specific protocol confirming the new Membership status of the signatory association concerned);
- 6.4. to apply to AFC for approval for any special courses e.g. for former professional players.
- 6.5. to require the head coach and technical staff of the teams participating in its domestic competitions to hold an appropriate, valid AFC coaching licence within the club licensing regulations;
- 6.6. to require an appropriate, valid AFC coaching licence for any other coaching activities exercised on its territory (e.g. head of academy);
- 6.7. to ask AFC, at any time, to evaluate and recognise (based on criteria defined by AFC) a coaching diploma/licence issued by a non-Convention Member in order to allow its holder to coach on the territory of the Convention Member concerned;
- 6.8. to submit a re-evaluation request to AFC, following a downgrading, in order to regain its previous Convention Membership status, but only within three months of having been downgraded;
- 6.9. to submit at any time a written proposal for amendments to the Convention;
- 6.10. to terminate the agreement at any time by informing AFC in writing of the reasons.

## ARTICLE 7: DUTIES OF THE CONVENTION MEMBERS

### Each Convention member has the following duties:

- 7.1.** to appoint appropriate coach education tutors, administrative/technical support staff as well as a Technical Director and a Coach Education Director with the necessary qualifications and experience in coaching matters and to provide AFC with an organisation chart including all staff involved in coaching matters, and their job descriptions upon request. The Technical Director may also be qualified to act as the Coach Education Director;
- 7.2.** to establish and monitor its national coach education programme at the different coaching levels approved by AFC, and to continuously develop and improve this programme;
- 7.3.** to limit the number of coaching courses offered taking into account the demand of the football community;
- 7.4.** in the event that a fee is charged for AFC coaching diploma courses, to inform AFC of the amount, upon request, before announcing it;
- 7.5.** to educate its coach education tutors in accordance with the Convention;
- 7.6.** to organise regular courses at all AFC coaching levels for which it has authorisation under the Convention, as well as further education courses (seminars, workshops, symposiums, etc.) for AFC coaching licence holders and for coach education tutors in accordance with the Convention, and to assess all candidates for these courses;
- 7.7.** to provide information about its coach education activities;
- 7.8.** to immediately inform AFC in writing about any problems faced or any changes to the domestic coach education programme (for example, when a new technical director and/ or coach education director is appointed, so that AFC may appoint a Coach Education Panel member to review the Convention Member's national coach education programme, or when a partnership agreement is terminated, so that AFC can decide on the consequences for the AFC coaching diploma holders concerned);
- 7.9.** to inform its clubs and coaches about any change of its Convention membership status and the consequences for AFC coaching diploma/licence holders and AFC coaching diploma course participants;
- 7.10.** to set up and regularly update a database that provides the following information on each of its registered AFC coaching diploma/licence holders and coach education tutors: first name, family name, date and place of birth, place of permanent residence, nationality, languages spoken, diploma(s) achieved (with date of issuance), evaluation form from each course attended, licence validity and date and place of further education courses attended;
- 7.11.** to settle all internal questions regarding coach education with the third parties concerned (e.g. regional associations, coaches' unions/associations, state authorities, etc.) with the support of AFC if need be;

- 7.12. after organising AFC diploma courses at Pro/A/B levels, to provide AFC with the details of all graduates on these courses and to publish their names on the association website;
- 7.13. to issue AFC coaching diplomas and licences in compliance with the Convention and any directives issued by AFC in this respect;
- 7.14. to immediately and fully recognise on its own territory AFC licences issued by any other Convention Member in compliance with the Convention;
- 7.15. to use AFC branding in compliance with the latest instructions issued by AFC;
- 7.16. to contribute at any time to the achievement of the aims of the Convention;
- 7.17. to respect its own duties and AFC's rights as defined in the Convention, as well as any decision taken by AFC on the basis of the Convention.

## SECTION 3 | COURSE REQUIREMENTS

### ARTICLE 8: COMPETENCES

- 8.1. Each training module/course is aimed at developing the students' coaching competences at the particular level of study (i.e. B, A and Pro level). These competences include the ability to analyse matches, coach games, design/deliver training session, football, educate players, lead squads, build teams, etc. (See Guidelines for details)
- 8.2. The Convention Member's coach education tutors are responsible for assessing each student's ability to carry out the coaching tasks in a competent manner. Also, with certain qualities which cannot be judged in an educational context (e.g. mental strength, influencing change, dealing with difficult situations, etc), the student needs to demonstrate a full understanding/appreciation of the topic and what is required.

### ARTICLE 9: REALITY-BASED LEARNING

- 9.1. Each training module/course should reflect the reality of the coaching job. This can be done through club-based activity, practical assignments, work experience and simulating real situations (e.g. role playing, coaching in the game, etc.)

### ARTICLE 10: ORGANISATION

- 10.1. A Convention Member has the possibility to arrange the learning process, for each level, in a flexible manner, depending on its capacity and environment. This means that the traditional coaching course can, where appropriate, be replaced by modules (theory and practice), distance learning, tutoring, work-place experience and projects/assignments.

**10.2.** Each Convention Member must assess the need for a course, define its objectives (based on the AFC guidelines), plan the course programme, choose an appropriate venue, select the staff (AFC qualified and approved), conduct the AFC prescribed assessments, produce the AFC approved diplomas/licences, provide information about the rights and duties of AFC coaching licence holders, and make sure that all AFC Coaching Convention regulations are adhered to.

## ARTICLE 11: ATTENDANCE

**11.1.** A participant is, in principle, required to attend 100% of a coaching course organised by a Convention Member under the Convention.

**11.2.** Upon written and well-founded request, a Convention Member may allow a participant to make up missing modules/sessions as long as his/her total absence does not exceed 10%. All missed units must be made up within 6 months of the completion of the course.

## ARTICLE 12: ASSESSMENTS

**12.1.** A Convention Member must carry out assessments for the completion of each course, as follows:

**12.1.1.** practical coaching assignments, i.e. continuous assessment of training sessions or practice matches prepared and run by a course participant with players appropriate to the course level;

**12.1.2.** theory of football coaching/management (multiple choice paper);

**12.1.3.** Laws of the Game (B and A levels only);

**12.1.4.** match analysis, i.e. a practical exercise where the candidate observes a match and produces a report (A and Pro levels only);

**12.1.5.** a project, i.e. a substantial work on a coaching topic (Pro level only);

**12.1.6.** report on the student during work experience/study visit, and a document containing a participant's conclusions and observations on the work of a team and the coaches he has followed (Pro level only);

**12.1.7.** logbook of coaching activities, i.e. a diary of the experiences gathered by a participant during the course.

**12.2.** A candidate who fails an assessment may repeat it when convenient for the Convention Member and in line with AFC's Coaching Convention regulations and guidelines. However, no failed assessments may be repeated more than twice, and the deadline for re-assessment may not be more than two years after the first failure.

## ARTICLE 13: COURSE COMPLETION

**13.1.** A Convention Member organising a coaching course under the Convention must:

- 13.1.1.** give each candidate the results of his/her assessments with the marks given (total number of points achieved compared with the maximum available) and the relevant AFC coaching diploma, certificate of attendance and/or licence within 30 working days of the end of the course (including completion of work experience or submission of a project, if applicable);
- 13.1.2.** set up an examination authority to deal with any appeals by candidates who fail an enrolment assessment, and define the procedure (including the time limit for appeal) under which such appeals have to be handled;
- 13.1.3.** if applicable, send a copy of the AFC coaching diploma, certificate of attendance and/or licence to the Convention Member that issued (a) previous AFC coaching diploma(s) and licence(s) to the candidate(s) concerned.

## ARTICLE 14: COACH EDUCATION TUTORS

- 14.1.** An AFC Diploma course must be conducted by a coach education tutor who has the appropriate coaching qualification (i.e. at least an AFC A-Licence for B & A courses, and an AFC Pro-Licence for Pro courses)
- 14.2.** In addition, on the request of the Convention Member, AFC may approve a coach education tutor who has the expertise and experience required to carry out the task (i.e. from another AFC MA or UEFA).
- 14.3.** Everyone on the AFC Coach Education Tutor's register will be eligible to conduct courses appropriate to their level of qualification and experience (see guidelines, Section D).

## ARTICLE 15: FREQUENCY

Convention Members with fewer than 20 affiliated professional clubs (full-time or part-time, and approved by AFC) may not organise an AFC Pro diploma course more than once every two years; AFC may, however, grant exceptions to this limitation upon well-founded, written request.

## ARTICLE 16: ADMISSION CRITERIA FOR ALL AFC COACHING DIPLOMA COURSES

- 16.1.** AFC coaching diploma courses organised by a Convention Member are available to anyone with permanent residency on the territory of this Convention Member or who is a national of that country.
- 16.2.** It is also possible for candidates not residing on the territory of the Convention Member organising a course to take part in the course, provided that:
  - 16.2.1.** they speak the official language of the Convention Member organising the course (sufficient written and oral skills);

- 16.2.2.** they have not been refused entry to an equivalent AFC coaching diploma course by another Convention Member within the last two years;
  - 16.2.3.** they have good grounds for attending such a course (e.g. they have been hired to train a representative team of the Convention Member organising the course or a team of a football club affiliated to the latter);
  - 16.2.4.** they have the approval of AFC;
  - 16.2.5.** their number does not exceed 10% of the total number of participants.
- 16.3.** A coach whose AFC coaching diploma or licence has been revoked is barred for at least three years from applying to attend a new AFC coaching diploma course to re-obtain his/her diploma or licence.
- 16.4.** In order to be admitted to an AFC coaching diploma course, applicants:
- 16.4.1.** must satisfy the admission criteria for the specific course;
  - 16.4.2.** submit all admission documents required by the Convention Member organising the course;
  - 16.4.3.** have their capacity/competence assessed before enrolment;
  - 16.4.4.** demonstrate that they are sufficiently healthy;
  - 16.4.5.** absolve, in writing, the Convention Member from any claims relating to their participation in the course.
- 16.5.** In certain cases, the Convention Member organising the course may excuse participants who have health/fitness problems from physical involvement in the practical sessions of an AFC coaching diploma course if necessary. In this situation, the Convention Member organising the course is entitled to request a medical certificate.

## **ARTICLE 17: FURTHER ADMISSION CRITERIA FOR AFC B DIPLOMA COURSES**

- 17.1** To be admitted to an AFC B diploma course, applicants must have
- i)** a preliminary coaching diploma (e.g. national C diploma); or
  - ii)** a teachers qualification; or
  - iii)** experience as a player in MA authorised football; or
  - iv)** a record of involvement/coaching in youth football.

## ARTICLE 18: FURTHER ADMISSION CRITERIA FOR AFC A DIPLOMA COURSES

**18.1** To be admitted to an AFC A diploma course, applicants must have:

- i) a valid AFC B licence; and
- ii) at least one year's coaching experience as an AFC B licence holder.

**18.2** The latter may be reduced in special cases (e.g. someone whose competences and experience would permit them to proceed quickly to the next level). This will require AFC approval and the appropriate documentation to back up the request for special dispensation.

**18.3** Candidates may be subjected to an enrolment assessment.

## ARTICLE 19: FURTHER ADMISSION CRITERIA FOR AFC PRO DIPLOMA COURSES

**19.1.** To be admitted to an AFC Pro diploma course, applicants must have:

- i) a valid AFC A licence; and
- ii) at least one year's coaching experience as an AFC A licence holder.

**19.2.** The latter may be reduced in special cases (e.g. someone whose competences and experience would permit them to proceed quickly to the next level). This will require AFC approval and the appropriate documentation to back up the request for special dispensation.

**19.3.** Candidates must be subjected to an enrolment assessment.

## ARTICLE 20: DURATION AND CONTENT

**20.1.** The minimum duration of each AFC coaching diploma course organised by a Convention Member is set out below.

HOURS REQUIRED FOR EACH COURSE	AFC B	AFC A	AFC PRO
Minimum hours of education (coaching/learning/working)	120	180	360
Minimum hours of theory: football/coaching/sports science	60	90	144
Minimum hours of practical work: coaching, teaching, observing, including work experience and study visits	60	90	216
Plus minimum hours of assessments	3	6	9

**20.2.** The minimum content of each AFC coaching diploma course organised by a Convention Member is specified in the guidelines. (see Guidelines)

## ARTICLE 21: SPECIAL COURSES FOR EXPERIENCED PRO PLAYERS

A Convention Member may, with AFC's prior approval, organise a specific course integrating the content of an AFC B with that of an AFC A diploma course for long-serving ex-professional players with more than 5 years playing experience in the top division. The specific programme and the organisation of the course will require AFC approval.

## SECTION 4 | FURTHER EDUCATION FOR AFC COACHING DIPLOMA & LICENCE HOLDERS

### ARTICLE 22: AIM

Further education courses organised by a Convention Member for AFC coaching diploma and licence holders are aimed at keeping coaches up-to-date and stimulating further development.

### ARTICLE 23: STAFFING

A further education course organised by a Convention Member for AFC coaching diploma and licence holders may be delivered by a combination of coach education tutors, individuals with specific coaching knowhow and experts from other fields.

### ARTICLE 24: DURATION AND CONTENT

Further education courses organised by a Convention Member for coaching diploma/licence holders involve at least 15 hours of training and may be broken down into different modules.

### ARTICLE 25: ADMISSION CRITERIA

- 25.1.** Further education courses organised by a Convention Member are open to holders of an AFC coaching diploma issued by the Convention Member in question who wish to extend their knowledge and have their licences renewed for a further three years.
- 25.2.** It is also possible for holders of an AFC coaching diploma issued by a different Convention Member to take part in such courses, provided they have the capacity to take part and can justify inclusion (e.g. have a link with the particular Convention Member).

## SECTION 5 | FURTHER EDUCATION FOR COACH EDUCATION TUTORS

### ARTICLE 26: AIM

Further education courses organised by a Convention Member or AFC for coach education tutors are aimed at keeping coach education tutors up-to-date and providing coach education tutors with an opportunity to exchange best practice, and to discuss trends in football coaching and education.

## ARTICLE 27: STAFFING

A further education course organised by a Convention Member or AFC for coach education tutors may be delivered by a combination of coach education tutors, individuals with specific coaching qualifications and experts from other fields, all overseen by the Convention Member or AFC.

## ARTICLE 28: DURATION AND CONTENT

Further education courses organised by AFC for the Convention Members' qualified coach education tutors should take place at least once every two years.

## ARTICLE 29: ADMISSION CRITERIA

- 29.1.** Admission to the further education courses organised by Convention Members for coach education tutors is regulated by the Convention Members themselves.
- 29.2.** Further education courses organised by AFC for coach education tutors are open to selected Convention Members' coach education tutors, technical directors and/or coach education directors.

## ARTICLE 30: COURSE COMPLETION

A coach education tutor, someone appointed by an MA or AFC, who completes a further education course organised by a Convention Member or AFC can maintain his/her status as coach education tutor for a further three years if they satisfy the other criteria stated in the Guidelines: Section D.

## SECTION 6 | LICENCES

### ARTICLE 31: ISSUANCE OF AFC COACHING LICENCES

- 31.1** Whenever an AFC coaching licence is issued or renewed, the Convention Member concerned updates its database of AFC coaching diploma/licence holders accordingly.
- 31.2** Whenever a higher AFC coaching licence is issued, the Convention Member concerned informs any other Convention Member that has issued a previous licence to the coach in question so that they can update their own database(s) accordingly.

### ARTICLE 32: VALIDITY OF AFC COACHING LICENCES

- 32.1** An AFC coaching licence is valid for three calendar years, after the year of issue or renewal.
- 32.2** An AFC coaching licence is renewed for a further three years if its holder has completed a further education course organised by a Convention Member for AFC coaching diploma/licence holders or an AFC coaching diploma course organised by a Convention Member at the next level up (e.g. a AFC A licence holder completing an AFC Pro diploma course).

- 32.3** An AFC coaching licence gives its holder the right to be employed to train a representative team of an AFC Member Association or a specific team of a football club affiliated to an AFC Member Association, in accordance with the requirements set by the issuing Convention Member (e.g. an AFC Pro licence holder can coach top division teams).
- 32.4** The validity of an AFC coaching licence is subject to the licence holder undertaking to adhere to the statutes, regulations, directives and decisions of AFC and the Convention Member that issued the licence in question.

## SECTION 7 | LEGAL MATTERS

### ARTICLE 33: APPLICABLE LAW AND DISPUTES

- 33.1** The Convention is subject to the laws of Malaysia.
- 33.2** The Convention Members agree that any dispute arising from its implementation which cannot be settled amicably shall be resolved in accordance with the relevant provisions of the AFC Statutes.
- 33.3** Disputes involving candidates should be resolved by the Convention Member. In exceptional cases, the matter may be addressed to AFC for arbitration.
- 33.4** The AFC Coaching Convention, regulations and supporting guidelines, comes into force on 1 September 2017.

### ARTICLE 34: LANGUAGES

- 34.1** The Convention regulations are written in English but can be translated into other languages with the approval of AFC.
- 34.2** In case of any differences in any interpretation, the English text shall prevail.

# AFC COACHING CONVENTION **GUIDELINES**

# SECTION A | PRINCIPLES & STRUCTURE

## PRINCIPLES

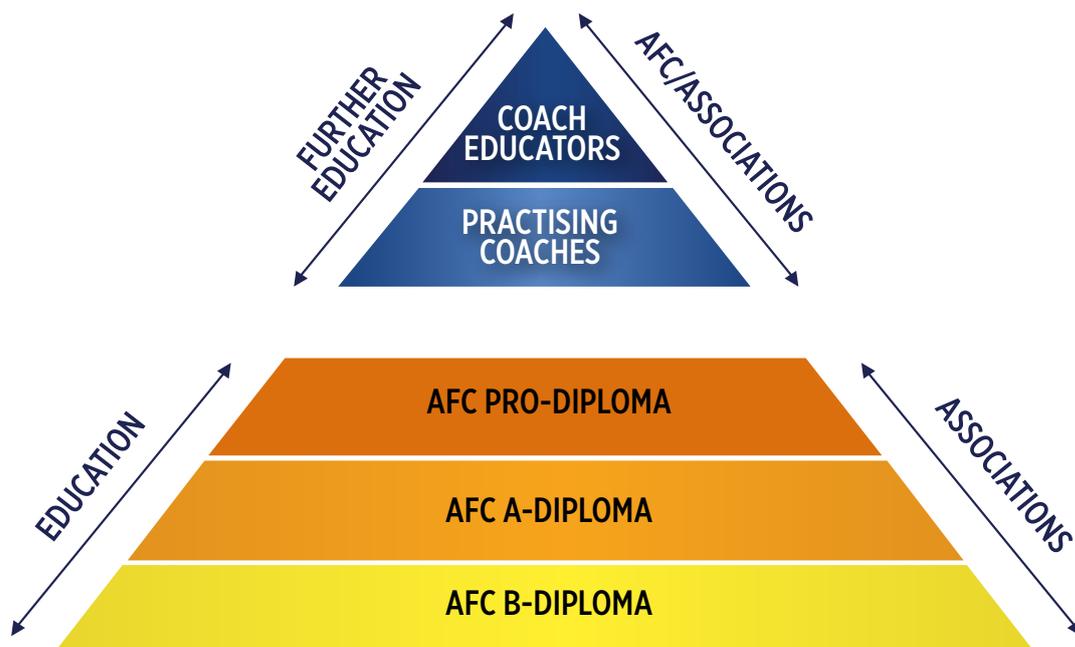
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### An Overview

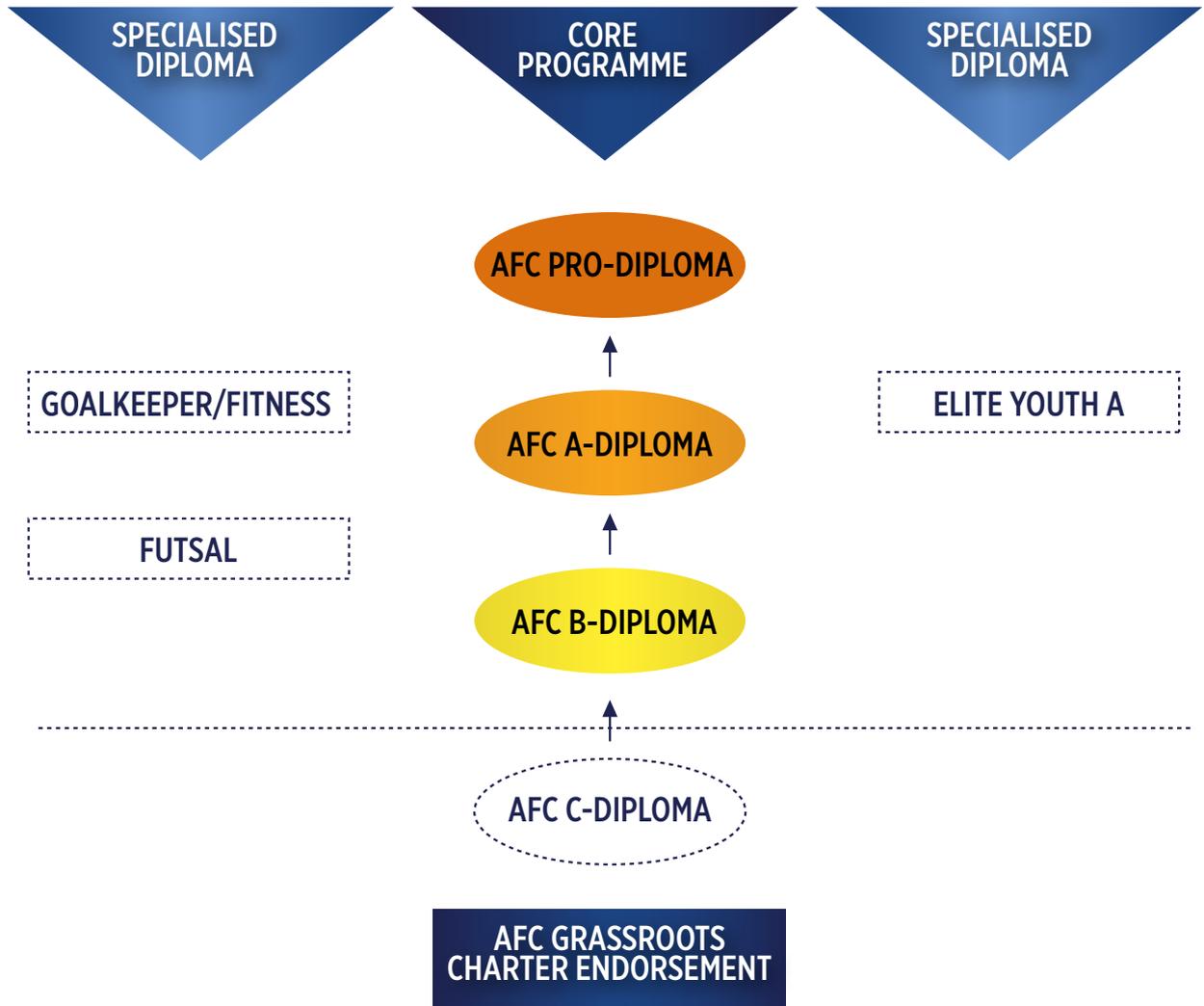
1. The Member Associations are responsible for educating their coaches
2. AFC endorses the Member Association's Education Programme and approves the Coach Education Tutors, including external appointments
3. AFC and the Member Associations provide further education opportunities for AFC tutors
4. If he doesn't have the necessary qualifications, the Member Association's Course Director/ Organiser must appoint an AFC approved tutor
5. For the credibility of the Coaching Convention, no honorary diplomas will be awarded to student coaches or to Member Association staff

## STRUCTURE

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# PATHWAY



*Note: 'Dotted lines denote future projects.'*

## SECTION B | DIPLOMA CONTENT (TOPIC GUIDELINES)

### AFC B DIPLOMA

#### Developing Competences | Course of Study | Guidelines

SUBJECT	SPECIFIC TOPICS	HOURS
Player Development	Phases of development / aims for each stage / technical timeline / age-specific training	5
Child/Youth Development	Stages of growth / child psychology / influence of parents / learning environment / relationships	5
Football Development	Shapes / styles / trends / positional requirements / variations of small-sided games / one v one	5
Teaching Football	Basic teaching methods / appropriate feedback / coaching in the game / age-specific coaching / coaching individuals and groups	25
Training Sessions	Organisation / types of training / training plans, incl. periodisation / tactical training / goalkeeping / warm-ups	10
Analysis	Methods of analysis / team analysis	5
Leadership	Key leadership qualities / motivating young players / setting standards / role models / reflection	10
Communications	Asking questions / listening / talking to officials, the media and parents / presentation skills	5
Team Building	Basic principles of team building	5
Management	Maintaining order / team organisation / club structures / planning / setting standards / offering guidance / problem solving / selection / scouting	10
Mentality	Mental strength / handling stress, success and failure / emotional control / relating to others / concentration / habits / confidence	5
Fitness	Speed / co-ordination / strength / fitness training principles / injury prevention	5
Conduct	Values / anti-social behaviour / drug use / healthy lifestyle / player care and support	3
Laws	The laws and the spirit of the game	2
Work Experience	In an amateur club or youth programme, with tutor support	20

**Total 120 hours**

## AFC A DIPLOMA

### Developing Competences | Course of Study | Guidelines

SUBJECT	SPECIFIC TOPICS	HOURS
Philosophy	Different approaches / beliefs / ideas	5
Technical Topics	History of tactics / technical trends / tactical topics	5
Teaching Football	Coaching in the game with top amateur or elite youth players / group, individual and specialist work / teaching methods / feedback / coaching themes	20
Training Sessions	Organisation / physical training / technical-tactical games and drills / set plays / warm-ups and cool downs	20
Match Management	Match-day management, incl. talks, substitutions and feedback	5
Periodisation	Plans for a part-time club - season, week and individual	5
Performance	Testing / evaluation / profiling	5
Match Analysis	Analysing teams (opponents and own team) and individuals / methods of analysing at youth and amateur level	5
Team Building	The principles of building teams / emotional development	10
Fitness	Conditioning for top amateur and elite youth players / injury prevention and rehab / nutrition / hydration	10
Mentality	Motivating amateur players / dealing with conflict / handling stress and pressure	10
Leadership	Leadership principles and styles / overcoming difficult moments / making decisions / inspiring players / being responsible	10
Media	Basics of media relations / dealing with new media	5
Club Management	Amateur club structures / promoting the club / dealing with the board / keeping order / rules / organisation / offering guidance / targets / technology	10
Conduct	Respect / social issues / management of injuries / behaviour of players and staff / doping matters	5
Laws	Attitudes to match officials, opponents, team-mates / understanding the laws / spirit of the game	5
Recruitment	Scouting schemes / competition rules / club policy	5
Communications	Team talks / committee meetings / talking to players	5
Work Experience	In a top amateur club or elite youth environment	35

**Total 180 hours**

## AFC PRO DIPLOMA

### Developing Competences | Course of Study | Guidelines

SUBJECT	SPECIFIC TOPICS	HOURS
Philosophy	Vision of the game / values / coaching behaviour	15
Technical Topics	Top-level trends / positional play / tactical details	15
Teaching Football	Coaching in the game / group & individual coaching / teaching methods / feedback	15
Training Sessions	Organisation / types of training (tactical, technical and fitness)	10
Match Management	Reading the game / substitutions / half-time, pre and post match tasks	15
Periodisation	Planning for the season / for the week / for the individual	10
Performance	Testing / data assessment / evaluation	10
Match Analysis	Analysing the opponent & own team / data assessment / computers / DVDs / new tools	10
Team Building	Team building process / emotional intelligence	20
Fitness	Conditioning / injuries and rehab / nutrition / hydration	20
Mentality	Handling stress (players and coach) / methods of motivation	20
Leadership	Leadership styles and qualities / persuasion / decision making / crisis management / team behind / failures in leadership / reflection	20
Media	Interviews (TV & written press) / sound bites / press officers / players and the media / social media	10
Club Management	Targets / rules / organisation / club structures / setting standards / guidance	10
Conduct	Doping / betting / injury management / respect	5
Laws	Match officials / opponents / respect / law changes	5
Recruitment	Scouting systems / staff appointments / transfer policies / talent identification and development	5
Communications	Difficult conversations / praise / public speaking / delegation / defeat / board meetings / team talks / reports / expectations	20
Work Experience	Coaching work in a professional environment, with tutor involvement	100
Study Visits	Club / national team study visits / report	25

**Total 360 hours**

plus assessments (Theory/Practical/Log Book/Thesis)

# SECTION C | DIPLOMA CONTENT (COMPETENCE APPROACH)

## AFC B DIPLOMA

### CORE COMPETENCES

The ability to carry out the prescribed tasks in a competent manner

TASKS (THE ESSENTIALS...)	PROCESS (STUDY OR PRACTISE)	OUTCOME (KNOW HOW TO OR KNOW ABOUT)
<p><b>1.</b> To analyse youth/amateur matches (ie. reading the game)</p>	<ul style="list-style-type: none"> <li>• Preparing team talks</li> <li>• Analysing youth/amateur matches using basic principles</li> <li>• Understanding analysis and data collection</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to produce effective match analysis</li> <li>• Know how to identify a team's strengths/weaknesses</li> <li>• Know how to make simple presentations</li> </ul>
<p><b>2.</b> To coach youth/amateur football (ie. coaching training and competitive matches)</p>	<ul style="list-style-type: none"> <li>• Coaching training games</li> <li>• Coaching competitive matches</li> <li>• Giving team talks</li> <li>• Making substitutions</li> <li>• Coaching small-sided games</li> <li>• Understanding the Laws of the Game</li> <li>• Appreciating formations/styles</li> <li>• Recognising age-specific developments</li> <li>• Explaining playing positions</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to prepare youth/amateur matches with clarity and detail</li> <li>• Know how to motivate youth/amateur players</li> <li>• Know how to give appropriate feedback</li> <li>• Know how to make the necessary corrections/changes</li> <li>• Know how to evaluate and influence performances</li> <li>• Know about the Laws of the Game</li> <li>• Know about age-specific coaching</li> <li>• Know how to explain each playing position</li> </ul>
<p><b>3.</b> To train youth/amateur players/teams (ie. organising, managing and preparing)</p>	<ul style="list-style-type: none"> <li>• Understanding and using fitness theory</li> <li>• Setting objectives</li> <li>• Designing appropriate training sessions/weekly programmes</li> <li>• Preparing matches (organisation)</li> <li>• Practising injury prevention</li> <li>• Organising basic set plays</li> <li>• Dealing with psychological issues</li> <li>• Evaluating performances</li> <li>• Leading warm-ups/cool downs</li> <li>• Integrating and coaching the goalkeeper</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to conduct well-organised, lively training sessions which are structured, interactive and achieve the aims</li> <li>• Know how to keep order, interest, enjoyment and concentration</li> <li>• Know how to plan regular training sessions/weeks and access the results</li> <li>• Know how to train and integrate the goalkeeper into team sessions/play</li> </ul>

<b>TASKS</b> <b>(THE ESSENTIALS...)</b>	<b>PROCESS</b> <b>(STUDY OR PRACTISE)</b>	<b>OUTCOME</b> <b>(KNOW HOW TO OR KNOW ABOUT)</b>
<b>4.</b> To teach youth/amateur football (ie. improving technical performance, individually and collectively)	<ul style="list-style-type: none"> <li>• Using various teaching methods basics</li> <li>• Teaching technical/tactical themes</li> <li>• Tutoring and developing individual players</li> <li>• Coaching specific roles</li> <li>• Working with external support on technique, goalkeeping, etc</li> </ul>	<ul style="list-style-type: none"> <li>• Know about various teaching methods and have the capacity to coach the details of technique, tactics and strategy</li> <li>• Know how to influence/improve the performance of players, individually and collectively and how to use external support, where appropriate</li> </ul>
<b>5.</b> To lead youth/amateur players (ie. inspiring, guiding and decision making)	<ul style="list-style-type: none"> <li>• Developing a philosophy (and articulating it)</li> <li>• Making decisions</li> <li>• Building relationships</li> <li>• Establishing tasks/goals/rules</li> <li>• Offering guidance (eg. behaviour, handling expectations, etc)</li> <li>• Giving talks/presentations</li> <li>• Providing feedback</li> <li>• Guiding club policies on age-specific development</li> <li>• Showing respect/integrity</li> <li>• Leading, motivating, managing and developing youth and amateur players</li> <li>• Communicating with parents</li> <li>• Recognising stages of development</li> <li>• Guiding staff members</li> <li>• Promoting sporting values</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to share a vision of the game</li> <li>• Know how to create tasks, goals and rules</li> <li>• Know how to communicate with youth/amateur players, managers and parents</li> <li>• Know about respect/integrity</li> </ul>
<b>6.</b> To build youth/amateur teams (ie. selecting, forming relationships, identifying roles and setting goals)	<ul style="list-style-type: none"> <li>• Establishing standards/principles</li> <li>• Building team spirit</li> <li>• Blending teams/personalities</li> <li>• Identifying internal leadership</li> <li>• Explaining individual roles and tasks for each position</li> <li>• Promoting respect</li> <li>• Creating group harmony</li> <li>• Setting goals in line with club's philosophy</li> </ul>	<ul style="list-style-type: none"> <li>• Know about the team building process and the logical cohesion between the different parts</li> <li>• Know how to set standards and to encourage respect in all aspects, including club values</li> </ul>
<b>7.</b> To assess youth/amateur players, staff and self (ie. judging, scouting and testing)	<ul style="list-style-type: none"> <li>• Analysing fitness/football data</li> <li>• Managing identification tools</li> <li>• Making staff assessments</li> <li>• Utilizing self-appraisal</li> <li>• Using external support (eg. scouts)</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to use reflection and self-assessment methods</li> <li>• Know how to produce a logbook of coaching activities</li> <li>• Know how to appraise players and staff depending on the level and on the age category</li> </ul>

## AFC A DIPLOMA

### CORE COMPETENCES

The ability to carry out the prescribed tasks in a competent manner

TASKS (THE ESSENTIALS...)	PROCESS (STUDY OR PRACTISE)	OUTCOME (KNOW HOW TO OR KNOW ABOUT)
<p>1. To analyse elite youth/top amateur matches (ie. reading the game)</p>	<ul style="list-style-type: none"> <li>• Preparing team talks</li> <li>• Analysing elite youth/top amateur matches</li> <li>• Understanding analysis and data</li> <li>• Analysing individual performance</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to produce effective match analysis</li> <li>• Know how to identify a team's strengths/weaknesses</li> <li>• Know how to make simple presentations</li> <li>• Know how to analyse individual performance</li> </ul>
<p>2. To coach elite youth/top amateur football (ie. coaching training games and competitive matches)</p>	<ul style="list-style-type: none"> <li>• Coaching 11v11 training games</li> <li>• Coaching competitive matches</li> <li>• Giving team talks</li> <li>• Making substitutions</li> <li>• Coaching small-sided games</li> <li>• Understanding the Laws and the Spirit of the Game</li> <li>• Implementing formations/styles</li> <li>• Explaining positional play, individually and collectively</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to prepare elite youth/top amateur matches with clarity and detail</li> <li>• Know how to motivate elite youth/top amateur players</li> <li>• Know how to give appropriate feedback</li> <li>• Know how to make the necessary corrections/changes</li> <li>• Know how to evaluate and influence performances</li> <li>• Know about the Laws and the Spirit of the Game</li> <li>• Know about and know how to apply different formations and styles</li> <li>• Know how to explain positional play</li> </ul>
<p>3. To train elite youth/top amateur players/teams (ie. organising, managing and preparing)</p>	<ul style="list-style-type: none"> <li>• Implementing fitness theory/periodisation</li> <li>• Studying fitness theory/plans</li> <li>• Setting objectives</li> <li>• Designing appropriate training sessions/weekly programmes</li> <li>• Preparing matches (organisation)</li> <li>• Practising injury prevention</li> <li>• Organising set plays</li> <li>• Dealing with psychological issues</li> <li>• Leading warm-ups/cool downs</li> <li>• Improving technical quality</li> <li>• Integrating goalkeepers</li> <li>• Increasing fitness levels</li> <li>• Handling basic injuries/rehabilitation</li> <li>• Explaining hydration/nutrition</li> <li>• Leading practical sessions (physical, technical and tactical)</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to conduct well-organised, lively training sessions which are structured, interactive and achieve the aims</li> <li>• Know how to keep order, interest, enjoyment and concentration</li> <li>• Know how to plan training sessions/weekly programmes</li> <li>• Know about basic injuries/rehabilitation/hydration/nutrition</li> <li>• Know how to prepare/organise a team</li> <li>• Know how to integrate the goalkeeper into training sessions</li> </ul>

<b>TASKS</b> <b>(THE ESSENTIALS...)</b>	<b>PROCESS</b> <b>(STUDY OR PRACTISE)</b>	<b>OUTCOME</b> <b>(KNOW HOW TO OR KNOW ABOUT)</b>
<p><b>4.</b> To teach elite youth/top amateur football (ie. improving technical performance, individually and collectively)</p>	<ul style="list-style-type: none"> <li>• Using various teaching methods</li> <li>• Teaching tactical themes</li> <li>• Tutoring and developing individual players</li> <li>• Coaching youth/amateur goalkeepers and integrate them into team sessions</li> <li>• Teaching positional play</li> </ul>	<ul style="list-style-type: none"> <li>• Know about basic teaching methods and have the capacity to coach the details of technique, tactics and strategy</li> <li>• Know how to influence/improve the performance of players, individually and collectively</li> <li>• Know how to coach youth/amateur goalkeepers and to use goalkeeping specialists</li> <li>• Know how to teach positional play</li> </ul>
<p><b>5.</b> To lead elite youth/top amateur players (ie. inspiring, guiding and decision making)</p>	<ul style="list-style-type: none"> <li>• Leading, motivating, managing and developing talented youth/top amateur players</li> <li>• Offering individual guidance</li> <li>• Giving talks/presentations</li> <li>• Providing feedback</li> <li>• Guiding club policies</li> <li>• Showing respect/integrity</li> <li>• Leading talented youth players</li> <li>• Motivating talented youth players</li> <li>• Managing talented youth players</li> <li>• Developing talented youth players</li> <li>• Guiding staff members</li> <li>• Promoting sporting values</li> <li>• Handling technology and media matters</li> <li>• Setting standards</li> <li>• Using different leadership styles</li> <li>• Dealing with difficult moments</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to share a vision of the game</li> <li>• Know how to create tasks, goals and rules</li> <li>• Know how to communicate with elite youth/top amateur players,</li> <li>• Know about respect/integrity and sporting values</li> <li>• Know how to use different leadership styles</li> <li>• Know how to lead, manage and motivate talented youth players</li> <li>• Know how to lead the staff team</li> <li>• Know how to influence/support club policies</li> <li>• Know how to handle new technology and media matters</li> <li>• Know how to cope with personal pressure</li> </ul>
<p><b>6.</b> To build elite youth/top amateur teams (ie. selecting, forming relationships, identifying roles and setting goals)</p>	<ul style="list-style-type: none"> <li>• Establishing standards/principles</li> <li>• Building team spirit</li> <li>• Blending teams/personalities</li> <li>• Identifying internal leadership</li> <li>• Explaining individual roles and tasks for each position</li> <li>• Promoting respect</li> <li>• Creating group harmony</li> <li>• Setting goals in line with team philosophy</li> <li>• Recognising psychological influences</li> <li>• Managing player's stress levels</li> </ul>	<ul style="list-style-type: none"> <li>• Know about the team building process and the logical cohesion between the different parts</li> <li>• Know how to set standards</li> <li>• Know how to blend a team</li> <li>• Know how to recognise and control player's stress levels</li> <li>• Know how to help players overcome setbacks/defeats</li> </ul>
<p><b>7.</b> To assess elite youth/top amateur players, staff and self (ie. judging, scouting and testing)</p>	<ul style="list-style-type: none"> <li>• Analysing fitness/football data</li> <li>• Managing identification tools</li> <li>• Making staff assessments</li> <li>• Utilizing self-appraisal</li> <li>• Scouting for talents</li> <li>• Using external support eg. specialists, technologies, etc</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to use reflection and self-assessment methods</li> <li>• Know how to produce a logbook of coaching activities</li> <li>• Know how to assess talented youth and top amateur players</li> <li>• Know about scouting systems/ tools</li> </ul>

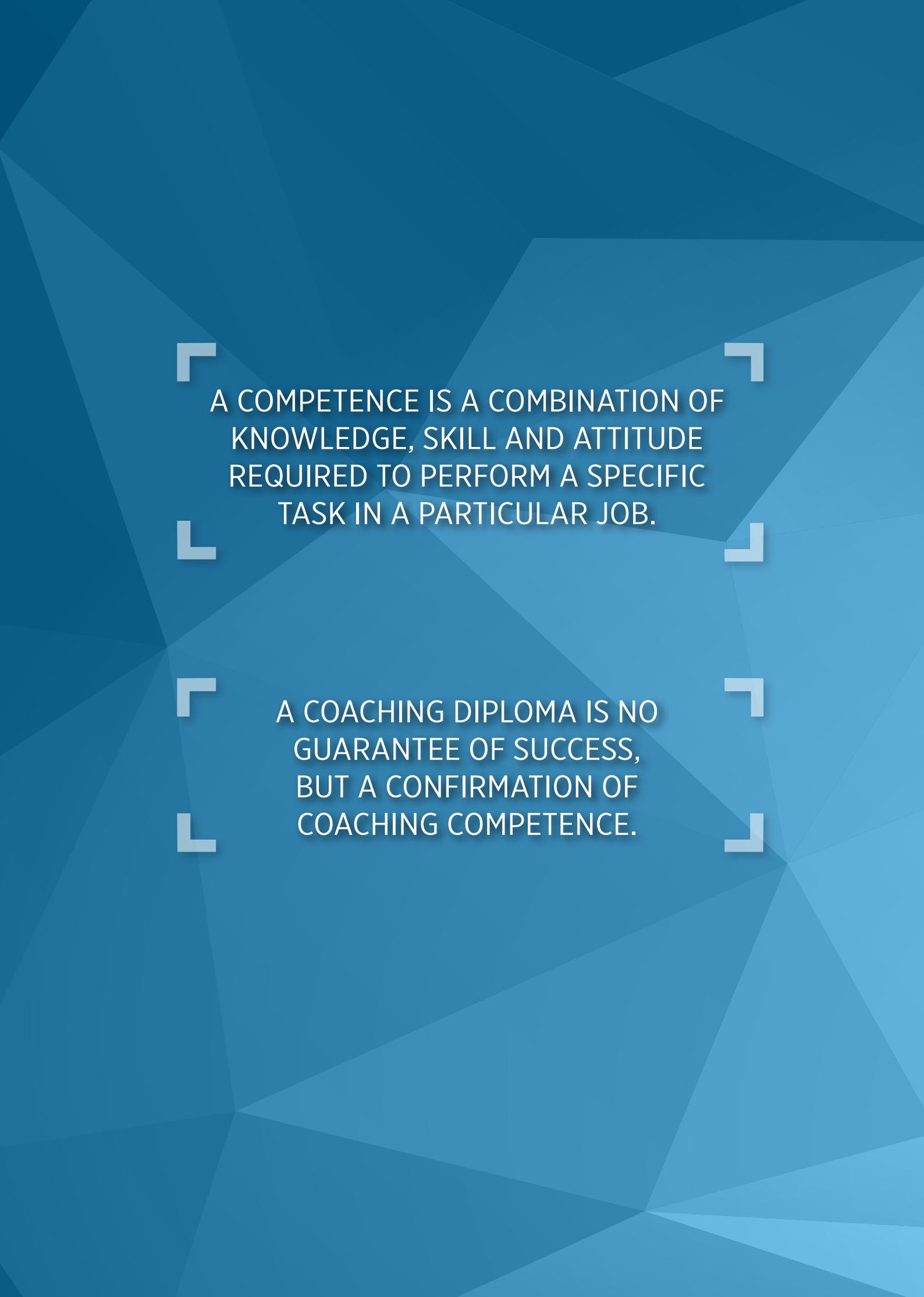
## AFC PRO DIPLOMA

### CORE COMPETENCES

The ability to carry out the prescribed tasks in a competent manner

TASKS (THE ESSENTIALS...)	PROCESS (STUDY OR PRACTISE)	OUTCOME (KNOW HOW TO OR KNOW ABOUT)
<p><b>1.</b> To analyse professional matches (ie. reading the game)</p>	<ul style="list-style-type: none"> <li>• Analysing live matches</li> <li>• Analysing matches on DVD and using modern technology (eg. tracking systems)</li> <li>• Monitoring top-level football trends</li> <li>• Analysing opponents/own team</li> <li>• Preparing team talks</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to produce match analysis which is detailed, accurate and well-explained</li> <li>• Know how to identify the key strengths and weaknesses of teams (including your own)</li> <li>• Know how to make good presentations</li> <li>• Know how to find specific information</li> </ul>
<p><b>2.</b> To coach professional football (ie. coaching training games and competitive matches)</p>	<ul style="list-style-type: none"> <li>• Coaching training games (formations, tactics, styles)</li> <li>• Coaching competitive matches</li> <li>• Giving team talks</li> <li>• Making substitutions</li> <li>• Giving pre/post-match and half-time instructions</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to prepare your team's matches with clarity and detail</li> <li>• Know how to motivate and involve professional players</li> <li>• Know how to give appropriate feedback</li> <li>• Know how to make the necessary corrections/changes</li> <li>• Know how to evaluate and influence individual and team performances</li> </ul>
<p><b>3.</b> To train professional players/ teams (ie.organising, managing and preparing)</p>	<ul style="list-style-type: none"> <li>• Implementing fitness theory/ periodisation</li> <li>• Setting objectives</li> <li>• Designing practical training sessions (weekly and seasonal programmes)</li> <li>• Preparing matches (organisation)</li> <li>• Practising injury prevention</li> <li>• Organising set plays</li> <li>• Implementing training theory</li> <li>• Coaching specific and integrated goalkeeping sessions</li> <li>• Conducting practical sessions on physical training, technical/tactical exercises, etc</li> <li>• Managing the staff</li> <li>• Implementing stress management principles</li> <li>• Dealing with psychological issues</li> <li>• Working with emotional intelligence</li> <li>• Evaluating training performances</li> <li>• Observing other clubs</li> <li>• Compiling training logs</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to conduct well-organised, lively training sessions which are structured, interactive and achieve the aims</li> <li>• Know how to keep order, interest and concentration</li> <li>• Know about basic sports science, particularly in relation to the mental and physical preparation of professional players</li> <li>• Know how to integrate the goalkeeper into team practices</li> </ul>

<b>TASKS</b> <b>(THE ESSENTIALS...)</b>	<b>PROCESS</b> <b>(STUDY OR PRACTISE)</b>	<b>OUTCOME</b> <b>(KNOW HOW TO OR KNOW ABOUT)</b>
<b>4.</b> To teach Pro-level football (ie. improving technical performance, individually and collectively)	<ul style="list-style-type: none"> <li>• Using various teaching methods</li> <li>• Teaching tactical themes</li> <li>• Tutoring individual players</li> <li>• Coaching positional play</li> <li>• Learning from top technicians</li> <li>• Managing specialist expert input (eg. goalkeeper coach)</li> </ul>	<ul style="list-style-type: none"> <li>• Know about teaching methods and have the capacity to coach the details and subtleties of technique, tactics and strategy</li> <li>• Know how to influence/improve the performance of players, individually and collectively and how to use specialist input</li> </ul>
<b>5.</b> To lead professional players (ie. inspiring, guiding and decision making)	<ul style="list-style-type: none"> <li>• Developing a philosophy (and articulating it)</li> <li>• Conducting difficult conversations</li> <li>• Using persuasion</li> <li>• Controlling expectations</li> <li>• Making decisions</li> <li>• Motivating professional players</li> <li>• Building relationships</li> <li>• Influencing change</li> <li>• Building credibility</li> <li>• Managing upwards</li> <li>• Establishing tasks/goals/rules</li> <li>• Coping with a crisis</li> <li>• Offering guidance</li> <li>• Working with the media</li> <li>• Utilising IT technology</li> <li>• Giving talks/presentations</li> <li>• Leading staff meetings</li> <li>• Providing feedback</li> <li>• Guiding club policies</li> <li>• Showing respect/integrity</li> <li>• Delegating to the staff</li> <li>• Planning further education</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to share a vision of the game</li> <li>• Know about influencing change, crisis management, credibility, targets, expectations, persuasion, decision making, motivation, guidance and building relationship</li> <li>• Know how to lead and manage the team behind the team</li> <li>• Know how to create tasks, goals and rules</li> <li>• Know how to establish trust and professionalism</li> <li>• Know how to communicate with players, the boards, the media and the public</li> <li>• Know about respect/integrity</li> <li>• Know how to deal with social media and be able to utilise it.</li> </ul>
<b>6.</b> To build professional teams (ie. selecting, forming relationships, identifying roles & setting goals)	<ul style="list-style-type: none"> <li>• Establishing standards/principles</li> <li>• Finding a common bond/cause</li> <li>• Thinking strategically</li> <li>• Blending teams/personalities</li> <li>• Creating a team identity and building team spirit</li> <li>• Setting challenges</li> <li>• Identifying internal leadership</li> <li>• Explaining individual roles</li> <li>• Promoting respect</li> <li>• Creating group harmony</li> <li>• Handling set-backs</li> </ul>	<ul style="list-style-type: none"> <li>• Know about the team building process and the logical cohesion between the different parts</li> <li>• Know how to build team spirit, to create harmony, to blend talents, to form an identity and to have all team members committed to the same cause</li> </ul>
<b>7.</b> To assess professional players, staff and self (ie. judging, scouting and testing)	<ul style="list-style-type: none"> <li>• Analysing fitness/football data</li> <li>• Using psychological tests</li> <li>• Building a scouting network</li> <li>• Managing identification tools</li> <li>• Making staff assessments</li> <li>• Utilizing self-appraisal</li> <li>• Working with performance indicators</li> </ul>	<ul style="list-style-type: none"> <li>• Know how to establish and run a scouting system (technology/scouts)</li> <li>• Know how to use football data and psychological tests</li> <li>• Know how to identify talent (players/ staff)</li> <li>• Know how to use reflection and self-assessment methods</li> </ul>



A COMPETENCE IS A COMBINATION OF  
KNOWLEDGE, SKILL AND ATTITUDE  
REQUIRED TO PERFORM A SPECIFIC  
TASK IN A PARTICULAR JOB.

A COACHING DIPLOMA IS NO  
GUARANTEE OF SUCCESS,  
BUT A CONFIRMATION OF  
COACHING COMPETENCE.

## SECTION D | AFC COACH EDUCATION TUTORS

### HOW TO BECOME AN AFC COACH EDUCATION TUTOR

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**The criteria for gaining a tutor's licence is as follows:**

- 1.** An AFC Coaching Qualification (or the equivalent), with a valid licence, at the level to be taught ie. Pro, A or B.
- 2.** Evidence of teaching competence ie. experience as a coach, teaching qualifications, participation as an assistant coach educator, etc.
- 3.** Endorsement by an AFC licensed tutor.
- 4.** A Member Association recommendation and AFC approval.

\* Approved tutors will receive an AFC Tutor's Licence (Pro, A or B level) and be included in the AFC Tutors' register.

### RETENTION OF STATUS

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**In order to retain the AFC Tutor's Licence, every 3 years, the following criteria must be satisfied:**

- 1.** A record of attendance on AFC/Member Association Coach Educators' courses (min 15 hours, every 3 years).
- 2.** Participation as a tutor on AFC/Member Association endorsed courses (min 2, every 3 years).
- 3.** If required by AFC, a re-evaluation by an AFC tutor.
- 4.** A Member Association recommendation and AFC approval.
- 5.** A valid, appropriate AFC Coaching Licence.

## SECTION E | AFC'S COACH'S CODE OF CONDUCT



### A Qualified AFC Coach must:

1. RESPECT players, fans, opponents, etc
2. PROTECT football from cheating, violence/doping/match fixing
3. FIGHT against racism/exploitation
4. AVOID conflict with match officials
5. OBSERVE the laws of the game
6. HANDLE winning/losing with dignity
7. APPRECIATE great play
8. ACCEPT responsibility for the 'Spirit of the Game'
9. EXCHANGE knowledge
10. PROMOTE the positive aspects of the game
11. DEFEND the coaching profession

## SECTION F | AFC'S COACH EDUCATION PANEL



LEAD / MONITOR / EVALUATE / SUPPORT

## SECTION G | AFC CONTACTS

### ASIAN FOOTBALL CONFEDERATION

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<b>President:</b>	Shaikh Salman bin Ebrahim Al Khalifa
<b>General Secretary:</b>	Dato' Windsor John
<b>Address:</b>	AFC House Jalan 1/155B, Bukit Jalil 57000 Kuala Lumpur Malaysia
<b>Phone:</b>	+603 8994 3388
<b>Fax:</b>	+603 8994 2689
<b>Internet:</b>	<a href="http://www.the-afc.com">http://www.the-afc.com</a>

### AFC TECHNICAL DIVISION

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#### Main Contacts:

##### Technical Director

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##### Deputy Technical Director and Head of Coach Education

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##### Head of Women's Football

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##### Head of Administration (Technical Division)

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##### Administration

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**the-AFC.com**

## AFC Coaching Convention

### CONFIRMATION FORM

We would like to apply for the level of:

Level	Please tick (√)	Supporting documents
'B' Diploma		
'A' Diploma		
Professional Diploma		

Remark or Comment :

Preferable date for assessment visit (if required) :

MA Staff nominated to liaise with AFC with regard to the AFC Coaching Convention :

Name	Designation	Email Address	Contact No.

.....  
Name & Signature of General Secretary

Date: \_\_\_\_\_

.....  
Seal of Member Association