

CLUB LICENSING IN ASIA

Of the AFC Member Associations, 39 are currently implementing the club licensing system, with around 612 football clubs involved from all over Asia. The AFC Club Licensing Unit is supported by the Development Officers for each region in this enormous effort.

Apart from the increase in the number of Member Associations and clubs participating in the system, there has been a significant improvement in the quality of implementation of various criteria under the regulations. The AFC's efforts in controlling the growing problem of overdue payables to players, coaches, club employees, football

clubs and social/tax authorities have received acceptance among football stakeholders. A public email address has been made available to enable stakeholders to report overdue payable to AFC.

The support provided by the AFC to Member Associations such as Syria experiencing domestic unrest and DPR Korea with a different governance model has allowed also those Member Associations to benefit from the implementation of club licensing. Being able to cater for all Member Associations, AFC club licensing is inching closer to its aim of having all the Member Associations under the its fold.



AFC Cup Club Licensing Annual Workshop (20 January 2017)



AFC Club Licensing Annual Workshop (10-11 November 2016)



CLUB LICENSING MANAGER – PROFILE



Mr Kok Wai Leong
Football Association
of Singapore

How did your career in football start and how did you progress to your current position as Club Licensing Manager?

I was a career officer in the Singapore Armed Forces for 30 years and, upon my retirement from the service in 1998, I was offered the job to manage the Singapore Armed Forces Football Club (SAFFC). I took it without hesitation as it was a new and challenging second career for me. In 2012, I was given the opportunity to step out of the football club and became the Director of Operations in the S. League. It was where I could utilise my many years of experience working in a club to contribute to the professional league. My appointment as the FAS Club Licensing Manager was, in my opinion, merely an extension of my role in football and the league to guide the clubs towards better governance in all aspects.

In your view, what are the skills required for a Club Licensing Manager?

I do not think there are special skills needed other than those in senior management but it would be most helpful for the Club Licensing Manager to have prior experience in managing a club in the professional league. This would enable him/her to better understand the application of the club licensing criteria on the structure and operation of the club.

What are the main challenges that you are currently facing in club licensing in your MA?

Club licensing was implemented in Singapore three years ago and the clubs have generally got into the groove of things. However, the main challenges are lack of personnel in the key administration and technical staff and submitting financial documents on time, as the clubs tend to have various timelines for their accounts and audits. But, we are monitoring this and assisting them to get it on track.



Mr Kinley Dorji
Bhutan Football
Federation

How did your career in football start and how did you progress to your current position as Club Licensing Manager?

I started my football career with the Bhutan Football Federation in 2006. Later, having accumulated 12 years of experience in the field, I managed to progress to the current position as a Club Licensing Manager.

What are the main goals that you are trying to achieve in/through club licensing in your MA?

The main goals are ensuring the sustainability of clubs in the long run, implementing youth development programmes across all clubs, instilling professional administration and practices in all clubs, improving clubs' quality through implementing club licensing at all levels and developing a high-quality infrastructure and systematic financial management for clubs.

How have working in club licensing helped you in your career?

I think the Club Licensing Manager is one of the most important staff member in the Member Association, where he/she is constantly working hand in hand with clubs in the football development of the country. Personally, working as a Club Licensing Manager is the biggest achievement in my career.

NEW FEATURES IN AFC CLAS



The AFC Club Licensing Administration System (CLAS) is an online platform provided to Member Associations by the AFC for a transparent and paperless club licensing system. The Member Associations have been quick to adopt the system and the AFC is currently upgrading it with new features to further improve its effectiveness. Soon, the decision-making bodies of the Member Associations will be able to register decisions regarding the licensing of clubs in the CLAS platform. Additionally, the CLAS will have spot-check modules, multilingual support and tablet/mobile compatibility.

It is expected that the decision-making capability in CLAS will be functional by the end September and pioneer Member Associations will test the functionality. Your participation and reviews are highly appreciated. Please feel free to contact the AFC Club Licensing Unit at club.licensing@the-afc.com if interested.

AFC CLUB LICENSING ADMINISTRATION CORNER



Announcement(s):

1. 3rd Meeting of the AFC Club Licensing Task Force

Date: 6 October 2017

Venue: AFC House, Kuala Lumpur, Malaysia

2. AFC Club Licensing Annual Seminar 2017

Date: 4 -5 December 2017

Venue: DoubleTree by Hilton, Kuala Lumpur, Malaysia

- If you wish to suggest any matters for discussion during the AFC Club Licensing Annual Seminar 2017, please write to us at club.licensing@the-afc.com.

Other Matters:

- Exception requests to Article 7.1.2 (the 'two-year rule') should be submitted to the AFC administration as soon as the Member Association becomes aware of the need for the request.
- Submission of the list of licensed clubs to the AFC shall be no later than the deadline stipulated in the core process timeline, or latest by **31 October 2017 (Tuesday)**.