

FUTURE OUTLOOK



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The Task At Hand

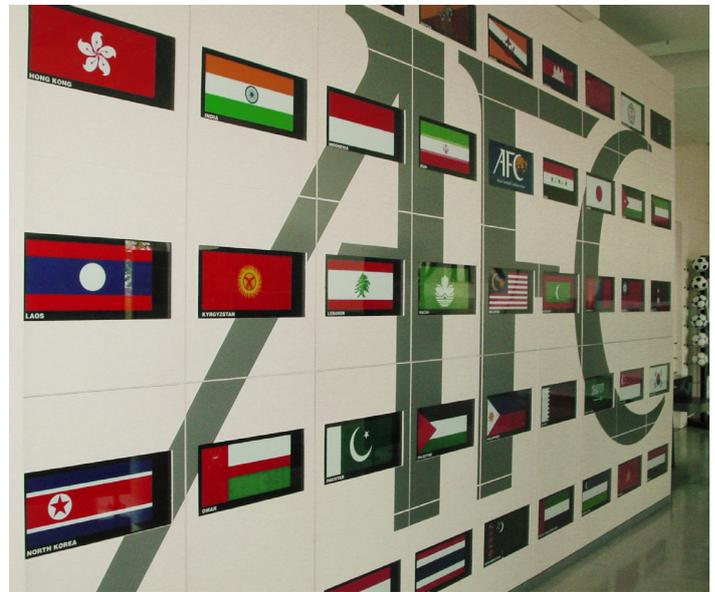
The AFC is faced with the challenge of re-uniting the Confederation and bringing back solidarity and trust between its Member Associations, with the clear mission to lead Asian football back on a path of growth and prosperity.

With this task at hand, the AFC has begun to implement the first important steps towards its common objective of strengthening the game. However, this reform process will be a long one and will only be achieved through hard work and a unified front with the goal of heading towards a brighter future which will be based on a transparent, accountable and credible organization.

Developments so far

The AFC has successfully established a dual chamber Ethics Committee composed of an investigatory as well as an adjudicatory body. Moreover, the Executive Committee has adopted an AFC Code of Ethics, which fully complies with FIFA's own Code and shall ensure the consistent implementation of its objectives to eradicate corruption and misconduct in the game, both, on and off the field.

The AFC also successfully held the "Bidding Workshop for the 2019 Asian Cup" in keeping with one of AFC's key goals to focus on the integration of its Member Associations in the decision-making processes of various issues concerning the sport. This includes not only the players, coaches, referees, medical and technical experts but also the commercial marketing partners and organisers of various AFC competitions.



The bidding Member Associations were briefed on the technical infrastructure requirements, hospitality and protocol matters, commercial aspects, human resources and reporting obligations as well as official functions, financial and other important elements around the staging of the Asian Cup. Moving forward, such workshops will not only be limited to Asia's premier tournament as it is the objective of the AFC Administration to offer similar workshops for all AFC national team and club competitions.

Recognising the importance of having feedback through open and fair dialogue the AFC's Calendar Task Force also welcomed representatives from Member Associations, national leagues and regional federations to a workshop that explained the logic and principles behind the proposals for the AFC Competitions Calendar up to the end of 2014.

FUTURE INITIATIVES

Forming Task Forces

It is the AFC's obligation to implement the highest level of governance standards and to ensure that the administration is equipped with the necessary instruments in order to fight against any kind of unethical behavior and financial misconduct. In order to preserve the integrity of the game the AFC will be strengthening their internal compliance and auditing systems by introducing the appropriate monitoring and control measures.

For the AFC to ensure credibility and safeguard its reputation more of its Member Associations and stakeholders will be included in different debates dealing with major issues that impact on the game. In addition to the creation of the new

bicameral Ethics Committee, the AFC has been working closely with the AFC Executive Committee to establish the following new Task Forces:

Task Force for the revision of the AFC Statutes

A Task Force composed of dedicated experts will review the AFC Statutes focusing mainly on the harmonisation of FIFA and AFC Regulations, while handling the various provisions contained in the AFC Statutes with clarity, advising on the composition of the AFC Executive Committee and current Standing Committees as well as elaborating on the need for stronger representation of interest groups in the AFC. This Task Force will work closely with all 47 AFC Members.



Task Force “Football Asia”

This Task Force will be composed of football experts from all over Asia and shall focus on the following:

The Five Pillars of Football Asia:

Development programs for players, coaches, referees, administrators, technical and medical staff

Fight against match fixing and doping – protection of the integrity of the game and protection of players

Harmonisation of the AFC Competitions Calendar with the International Match Calendar

Re-evaluating the formats of ALL AFC Competitions (club and national team).

Reviewing the format of the AFC Champions League by making the competition accessible to clubs from all Asian leagues



Committee for Grassroots Football

The key concept of this Committee is to develop specific programs which bring together as many people as possible through football. The Committee for Grassroots Football shall emphasise the importance of the educational, social and cultural values of the game by advocating the sharing human values and promoting the pleasure of exercising.

It is the AFC's fervent belief that the most sustainable way of attracting new players to the sport is to provide access to football in their own environment, regardless of age, gender, physical abilities, religion or ethnicity.



Task Force for Good Governance

Enhancing the credibility and reputation of the AFC and of the Asian game remains one of the Confederation's key responsibilities and the AFC leadership recognizes the importance of implementing the appropriate measures of governance, audit and compliance.

The AFC has already taken an important first step with the creation of the new Ethics Committee and in order to build on this the

Confederation is looking to establish a Task Force that will provide the AFC Executive Committee with concrete recommendations on good governance.

Moreover, the ongoing reformation in the composition of the various AFC Committees will provide new opportunities for Members to take a more proactive role in the important process of dialogue and discussion.

