

FOOTBALL ASSOCIATION OF SINGAPORE



# ANNUAL REPORT

## (JAN 2011—MAR 2012)



**30th FAS ANNUAL GENERAL MEETING**  
**JALAN BESAR STADIUM**  
**30 JULY 2012**



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# SIGNIFICANT EVENTS

1st January 2011—31st March 2012

## INTRODUCTION

2011 marked the second year of the implementation of the FAS Strategic Plan 2010-2015, and FAS are pleased to inform members, partners and stakeholders, that together we have made progress in the implementation of this Plan both on and off-the-field.

On the field, our National 'A' Team met the target of qualifying for the Third Round of the 2014 FIFA World Cup Asian Qualifiers while our National Youth teams performed well in the 23rd Lion City Cup tournament that was held at the Jalan Besar Stadium in June 2011.



Off the field, FAS was recognised by FIFA for its various development programmes and initiatives aimed at taking Singapore football to the next level as envisaged by our FAS Strategic Plan 2010-2015.

FAS recognises the contributions of our members, partners and stakeholders in 2011. As we move into the second half of the implementation of the FAS Strategic Plan 2010-2015, we will continue to work closely with our members, partners and stakeholders, in pursuit of our objectives, as envisaged in our FAS Strategic Plan 2010-2015.

These are the highlights during the reporting period (1st January 2011— 31st March 2012):

## FIFA ASSESSMENT MISSIONS TO SINGAPORE

### Technical Assessment

FIFA Technical Director, Mr Jean-Michel Benezet and FIFA Development Officer, Mr Domeka Garamendi, were in Singapore from 8th to 12th September 2011 at the request of FAS to conduct a technical assessment on the various football development programmes and to make the relevant recommendations in-line with our FAS Strategic Plan 2010-2015.

Mr Benezet at the conclusion of his mission, described the FAS youth development set-up and programmes as ***"among the best in the region"***.

He also added ***"I am particularly impressed with your focus on the various age groups from U-8 to U-18. I believe the success of Singapore's U-16 and U-15 squads in the Lion City Cup can be attributed to your commitment in the area of youth development over the past few years. I should however add that FAS must continue to support these youngsters and provide them the relevant resources and support in order to enhance their development and progress."***

The details of the recommendations made by FIFA and the implementation status can be found in page 60 of this report.

***"... among  
the best in  
the region."***

- FIFA Technical  
Director, Jean-Michel  
Benezet on FAS youth  
development set-up  
and programmes

## Referees Assessment

Mr Fernando Garcia, Senior Manager FIFA Referees Department was in Singapore for three days from 28th to 30th October 2011, also at the request of FAS to evaluate the various Refereeing training and development programmes including the Refereeing structure in Singapore and to make the relevant recommendations in-line with our FAS Strategic Plan 2010-2015.

Mr Garcia concluded after his evaluation ***“... that in general, the development programmes are well organised. What is necessary to adjust is to have the level of refereeing in the same level as what the federation wants its refereeing to be, professionally.”***

***“When you are a referee, your dream is to be in the World Cup one day. And this is what should motivate referees, and maybe we have to increase the financial aspect. But having said that, money is not all, when you enter the referees’ organisation, you have to look at other objectives as well.”***

***“I have identified many positive things. They have a very good organised referee’s committee. They have as well, a referee’s department. Not many countries have a referee’s department with four full-time staff.”***

## SINGAPORE SPORTS COUNCIL ORGANISATIONAL EXCELLENCE (OE) REVIEW

We are pleased to inform members, partners and stakeholders that FAS have done well in the Singapore Sports Council’s 2011 Organisational Excellence (OE) Review. FAS was ranked by SSC as one of the top NSAs in this Review.

The SSC’s OE framework assessed NSAs based on factors such as the NSA’s leadership, management capability, systems and processes that support business continuity, deliver sustainable sporting performance were amongst some of the criteria.

## MEMORANDUM OF UNDERSTANDING

One of our key objectives in our FAS Strategic Plan 2010-2015 was to develop and enhance the capacities and capabilities of our players, coaches, administrators and referees among others, to adopt the best practices of the top Asian and European Football Associations.

On 20th April 2011, FAS signed the first Memorandum of Understanding (MOU) with Japan Football Association (JFA). This MOU provides FAS a platform to learn and exchange expertise and information with JFA, the top football association in Asia and one of the top football associations in the world. In addition, the MOU provides for the sharing of best practices in the development of football particularly in the area of youth development, football science and medicine, coach and refereeing education. Amongst others.

***“...I have identified many positive things. They have a very good organised referee’s committee. They have as well, a referee’s department. Not many countries have a referee’s department with four full-time staff.”***

- FIFA Senior Manager,  
Referees Department,  
Fernando Garcia



This partnership with JFA was activated by the secondment to FAS of Mr Takuma Koga as the Head Coach of our NFA U-16 team in April 2011. In his first competitive assignment, Mr Koga coached our National Football Academy (NFA) U-16 team to a 2nd place finish in the 23rd edition of the Lion City Cup in June 2011. In addition, JFA also facilitated the organisation of the second module of the AFC Pro-Diploma coaching course in Japan in July 2012, for our coaches. JFA also seconded Mr Morihisa Yamaguchi, JFA Referee Instructor, to FAS to assist with our referees development programmes.

JFA's Vice-President and General Secretary Mr Kohzo Tashima said at the signing ceremony, ***"We decided to work with FAS because they are the leading Association in ASEAN and are one of the top Association in Asia, especially in football administration and it was only natural for us to share our expertise and aim for the continued development of football in both countries together."***

The second MOU was signed with the Football Association of Malaysia (FAM) on 12th July 2011. This partnership will provide opportunities for the national teams including the national youth teams to play as many friendly international matches as possible to foster closer sporting ties between the both countries.

The MOU also facilitated the participation of the Lions XII in the Malaysian Super League, Malaysia F.A. Cup and Malaysia Cup tournaments while Harimau Muda from Malaysia participated in the S.League beginning from the 2012 season.

## **AFC PRO-DIPLOMA COACHING COURSE**

As part of our FAS Strategic Plan 2010-2015 to increase the capacity and capabilities of our local coaches, a total of 16 local coaches registered for and participated in the first ever AFC Pro-Diploma course organised in Singapore.

This course will be conducted in three modules with the first module conducted in November 2011 in Singapore, the second module conducted in Japan in July 2012 and the final module will be conducted in last quarter of 2012.

This is the highest professional coaching qualification in Asia, similar to the UEFA Pro Licence, and FAS is the first Member Association in South-East Asia to conduct this course. This has also benefitted other Member Associations with coaches from Thailand and Japan amongst the other participants.

## **2014 FIFA WORLD CUP ASIAN QUALIFIERS**

Our National 'A' team achieved the target set by FAS for this competition, when they qualified for the 3rd Round of the 2014 FIFA World Cup Asian Qualifiers after defeating the reigning ASEAN Football Federation Champions, Malaysia, 6-4 on aggregate in the 2nd Round of this competition.

In the 3rd Round, the Lions should have done better, unfortunately they were not able to compete against their more experienced opponents, teams such as Iraq, PR China and Jordan, all of whom have played in the final rounds of previous AFC Asian Cup competitions.

***"We decided to work with FAS because they are the leading Association in ASEAN and are one of the top Association in Asia, especially in football administration and it was only natural for us to share our expertise and aim for the continued development of football in both countries together."***

- JFA's Vice-President and General Secretary Mr Kohzo Tashima



## **NATIONAL FOOTBALL ACADEMY**

Singapore football continues to progress steadily at the various national age-group levels through our concerted efforts within our National Football Academy (NFA).

The various NFA teams participate in the COE and Prime League competitions playing against players who are older than them. Besides providing our emerging talents with the best training and competitions locally, playing against top European and Asian teams has been identified as critical for the overall development and international match exposure for our elite youth players.



## **23<sup>rd</sup> CANON LION CITY CUP**

FAS in collaboration with Red Card Pte Ltd organised the 23rd Canon Lion City Cup in June 2011. This collaboration is part of a three year partnership where Red Card Pte Ltd led by former Singapore Lion, R. Sasikumar, was tasked to bring the top youth teams from Europe and South America for this tournament.



In this edition of the Lion City Cup, the NFA U-15 and U-16 teams represented Singapore. The other participating teams were Newcastle United FC and Everton FC from England, Juventus FC from Italy and CR Flamengo from Brazil.

The 23rd Lion City Cup was also shown 'Live' in Europe via Eurosport and matches were also televised 'Live' on StarHub channel. Matches were also broadcast on Channel 5. There was also strong fan support at the stadium that contributed to the tournament's success.



All matches played were entertaining and competitive with both of our NFA teams qualifying for the semi-finals. In the exciting semi-finals, our NFA U-16 team beat Juventus 5-4 on penalties to qualify for the final while our NFA U-15 team lost 0-3 to CR Flamengo.

In the finals our NFA U-16 team held technically superior CR Flamengo team 0-0 during regulation time before losing 3-4 on penalties. The NFA U-15 team put up a spirited performance to defeat Juventus FC 4 - 0 in the third / fourth placing playoff, to emerge as second runners-up.

## **SNOG TEAM OF THE YEAR AWARD (TEAM SPORTS, JUNIOR)**

Our Singapore 2010 Youth Olympic Games team also known as the "Cubs" won the hearts of Singaporeans and residents with their attractive brand of football and a "never-say-die" approach towards the game during the 2010 Youth Olympic Games football competition. The team was nominated by FAS for the 2011 SNOG Team of the Year Award (Team Sport, Junior).



During the SNOG Singapore Sports Award 2011 Ceremony, our 2010 Youth Olympic Games football team were awarded the SNOG Team of the Year Award (Team Sports, Junior).

## ATTACHMENT TO NEWCASTLE UNITED YOUTH ACADEMY

Ammirul Emmran who featured for the Bronze medal winning Singapore NFA U-15 team at the Singapore 2010 Youth Olympic Games and for the NFA U-16 team in the 2011 Lion City Cup, received the 2010 Dollah Kassim Award.

The Dollah Kassim Award is an initiative by The New Paper, in partnership with the Football Association of Singapore (FAS) and Singapore Pools, to identify young elite talents for overseas club attachment in memory of our late Dollah Kassim, who was an outstanding footballer for Singapore. Ammirul was sent for a 2-week long training and attachment stint with The Newcastle United Youth Academy from 31<sup>st</sup> October to 13<sup>th</sup> November 2011.

Ammirul benefitted from this attachment as he gained valuable experience from training with players from the Newcastle United Youth Academy's U-18 team.

## CENTRE OF EXCELLENCE (COE) 2011

As part of the FAS Strategic Plan 2010-2015, FAS introduced in 2011, a new age-group competition for players U-14, as part of the COE youth development programme in order to provide elite and systematic training for our young talents at the club level from an even younger age.

The COE youth development programme will now have three league competitions and three cup tournaments to provide our U-14, U-16 and U-18 COE players with competitive match exposure as part of the players' long-term development pathway.

## JUNIOR CENTRE OF EXCELLENCE (JCOE) 2012

In February 2012, FAS expanded the number of Junior Centres of Excellence from three to ten centres in order to identify, nurture and train younger players at the U-8s, U-10s and U-12s age-groups island-wide.

This expansion of JCOEs are in-line with the objectives of FAS Strategic Plan 2010 – 2015 and FIFA Technical Director, Jean-Michel Benezet's recommendation for FAS to have a wider reach in developing our young talents at an even younger age.

## CORPORATE SOCIAL RESPONSIBILITY

The Singapore football family was saddened by the earthquake and tsunami that struck Japan in March 2011, which resulted in the deaths of thousands and displaced many more families from their homes and many were separated from their families. FAS was the first sporting organisation outside of Japan to organise a fundraiser in support of these earthquake and tsunami victims.

A fund raising dinner and football charity match was organised in April 2011, featuring an S.League Selection team playing against an Albirex Niigata Selection team, which featured former Japanese Internationals including FIFA 2002 and 2006 World Cup star, Hidetoshi Nakata.

A total of \$165,000 was raised and this sum was donated through the Singapore Red Cross to the victims of the Japanese earthquake and tsunami.



*"... What I've learnt here is that hard work is the key word in football. Especially during trainings. I've been training with the U-18 boys. No doubt they are physically big and very determined during training. So, that's good for me. I can learn something new from them."*

- Ammirul Emmran, NFA U-16 on his attachment to Newcastle United



## **2011 AFC Asian Cup Finals**

Abdul Malik, Jeffrey Goh and Haja Maidin officiated in the 2011 AFC Asian Cup Final Round in Doha, Qatar. They performed well and were rated among the top trios of AFC Referees for this competition. As a reward for their good performance, they were appointed by AFC to officiate the 3rd and 4th placing match between Uzbekistan and South Korea.

## **FOOTBALL STARS VISIT TO SINGAPORE**

In 2011, FAS was privileged to welcome a number of footballing legends to Singapore, which was made possible by our partners.

Footballing legends, Pele and Eric Cantona were the guests-of-honour during our Courts Young Lions vs Geylang United FC S.League match in March 2011 at the Jalan Besar Stadium. Both legends were introduced to the teams as well as fans before the match.

We were also happy to host and welcome top professional players such as Nani and Edwin van der Sar from Manchester United FC and Fabio Cannavaro, former Italy National Team captain, in 2011. These players conducted clinics and sharing sessions for our NFA and Courts Young Lions players and coaching staff. The appearances of these football icons were made possible by our partners Courts (Singapore) Pte Ltd, the sponsor of Courts Young Lions, Nike and the Singapore Olympic Foundation—Peter Lim Scholarship. Our NFA & Courts Young Lions players benefitted from these sessions, as these top professional players shared their experiences with our players.



## **THE LATE NASIR JALIL, RAZALI ALIAS, QUAH KIM BENG & DR LAU TENG CHUAN**

In 2011 and 2012, the Singapore football family were deeply grieved to learn of the passing of Nasir Jalil, Razali Alias, Quah Kim Beng, three former Singapore Internationals and Dr Lau Teng Chuan, former Honorary Secretary of the FAS Council. A minute of silence was observed at S.League and Lions XII matches to honour and respect their contributions to Singapore Football.



## **S.LEAGUE**

The S.League continues to be a vital platform for local football talents to hone their skills and prepare for international football.

FAS places on record our appreciation for the efforts put in by our S.League clubs and in particular credit S.League Club Chairman for their dedication and relentless efforts over the years which has further improved and strengthened their club operations and management capabilities.

In 2011, FAS also successfully secured \$17 million in funding support for the S.League for next 5 years from the Tote Board. This increase funding support will enable the clubs to consolidate their financial position as well as further enhance their management and administrative competencies.

## **GREAT EASTERN YEO'S S.LEAGUE, RHB SINGAPORE CUP & LEAGUE CUP 2011**

The 2011 Great Eastern YEO's S.League was one of the most exciting and competitive season in S.League history with Tampines Rovers FC eventually edging Home United FC by a single point to clinch the 2011 S.League title for the second time with the title only decided on the final match day of the 2011 S.League season.

Albirex Niigata (S) FC also made history in 2011 when they won their first domestic title, the League Cup, after defeating Hougang United FC 5-4 on penalties in an exciting final.

Home United FC went on to deny Albirex Niigata (S) FC a second domestic title when they beat Albirex Niigata (S) FC 1-0 in the RHB Singapore Cup Final.



## **200 GOALS**

Indra Shahdan achieved a significant milestone when he scored 200 goals in all domestic competitions in 2011.

## **S.LEAGUE VERSION 2.0**

FAS announced in January 2012 the appointment of Mr Lim Chin as the Chief Executive Officer (CEO) of the S.League. Mr Lim Chin took over the helm from Mr Winston Lee who had concurrently served as the FAS General Secretary and CEO S.League.

Under Mr Lee's stewardship as CEO for the last five years, the S.League has progressed and now firmly established as one of the top professional football leagues in this region.

Despite the constraints and challenges and having to assume a few key positions, including that of FAS General Secretary as well as acting as the Head of Competitions, Marketing and Corporate Communications, Mr Lee has managed to strengthen the S.League in all aspects and with Mr Lim Chin's appointment, Mr Lee will now concentrate on his role as General Secretary of FAS and oversee the implementation of FAS Strategic Plan 2010-2015.

S.League Version 2.0 was launched in January 2012 with the format of the S.League reduced from three rounds to two rounds. The 2012 S.League season also saw the participation of Harimau Muda from Malaysia, as part of the MOU signed between FAS and FAM and the return of Brunei DPMM FC to the S.League.

A revamped S.League website was also launched in the first quarter of 2012 with the introduction of the S.League TV, made available as a streaming channel on YOUTUBE.

S.League also signed a deal with ESPN-StarSports to produce the "Live" broadcast of S.League matches and weekly highlights. The 2012 S.League "Live" matches are being telecast on StarHub's free to air channel, and the weekly highlights are telecast both on ESPN-StarSports and StarHub channels.

ESPN-StarSports also broadcast the weekly highlights to 11 countries in the Asia Pacific region. In Brunei and Malaysia, selected matches are also telecast "Live". S.League



therefore is now being telecast to a broader audience in Asia and this allows our sponsors and partners to receive additional mileage for partnering with the S.League.

## **CORPORATE PARTNERS & SPONSORS**

RHB Bank announced its \$1.5 million RHB Singapore Cup sponsorship renewal for the term of 2011 - 2013 in conjunction with its 50th anniversary. Following RHB Bank's sponsorship renewal, Great Eastern followed suit with the renewal of the Great Eastern Sponsorship of the Great Eastern YEO's S.League which entailed an increase sponsorship of \$500,000 annually

The Lions XII participation in the 2012 Malaysian Super League and Cup Competitions resulted in new sponsors coming on board to support Singapore football. StarHub came on-board as a Title Sponsor and Broadcast Partner for the Lions XII in a 4 year deal amounting to \$1 million annually. Silkpro came on-board as the Official Partner of the Lions XII with a one year sponsorship worth \$600,000. Shop n Save also came on-board as the Official Supermarket with annual sponsorship of \$200,000. Nike continues its support for Singapore football and came on-board as the Official Apparel Sponsor of the Lions XII.



Government agencies and partners such as Tote Board, MCYS, MICA, MDA and SSC also came on board to support the different key strategic areas of FAS and we would like to record our appreciation to all of them.

FAS would like to pay a special tribute to all our corporate partners for their invaluable contributions in cash and kind towards the promotion of Singapore football. Without the support of these partners, it will be impossible for the football development and excellence programmes and the S.League to succeed. FAS would like to place on record our deepest appreciation to all of them.

### **FAS Business Partners:**

Tote Board  
Singapore Pools (Private) Limited (Tiger Beer)  
Asia Pacific Breweries (Singapore) Pte Ltd  
Nike Singapore Pte Ltd  
Great Eastern Life Assurance Co Ltd  
YHS (Singapore) Pte Ltd (H-TWO-O)  
RHB Bank Berhad  
Field Catering & Supplies Pte Ltd (Polar Natural Mineral Water)  
Sunrise & Co (MIKASA)  
Tiger Airways Singapore Pte Ltd  
Ministry of Community Development, Youth and Sports  
Singapore Sports Council



**S.League Clubs Main & Equipment Sponsors:**

Canon Singapore Pte Ltd  
Adidas Singapore Pte Ltd  
Civic Ambulance Services Pte Ltd  
FTMS Global  
Umbro  
Courts (Singapore) Pte Ltd  
Nike Singapore Pte Ltd  
Lottosport  
Erke  
Coca-Cola Singapore Pte Ltd  
Kappa  
Sports Waga  
STAR Automotive Centre  
United Engineers Limited  
Hyundai  
MIKASA  
Thorb  
Acono

**FOOTBALL ASSOCIATION OF SINGAPORE**

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