

SIGNIFICANT EVENTS IN 2010

Introduction

In April 2010, FAS launched a comprehensive Strategic Plan 2010 – 2015, which was designed to build on our successes of previous years and to take Singapore football forward to be among the Top 10 football nations in Asia. The plan was endorsed by leading football officials including FIFA President Sepp Blatter and AFC President Mohamed bin Hammam, who commended FAS for its expertise and leadership, despite facing budgetary constraints.

2. FAS have made good progress in the implementation of the Strategic Plan in 2010 and are confident that with the continued support of all of our stakeholders and partners, Singapore football will continue to develop and progress to greater heights in the coming years.

3. This is the up-date on the progress of the implementation of the FAS Strategic Plan 2010 – 2015:

National Football Syllabus

3.1. The National Football Syllabus was developed as an integral part of the FAS Strategic Plan 2010 – 2015, and is now the main coaching manual that all youth coaches including COE coaches use to develop our young talents from 8 to 18 years of age. The Syllabus was endorsed and commended by FIFA and technical staff from both Liverpool and Tottenham Hotspur.

3.2. FAS have also adopted the 4-2-3-1 playing system as the system that is appropriate for Singapore. This system of play would be used by all our national teams. This is the playing system that is being used by the 2010 FIFA World Cup Champions, Spain as well as other top teams in the world.

Junior Centres of Excellence (JCOE)

3.3. As part of the FAS Strategic Plan 2010 – 2015, FAS started the JCOE and operated two centres in 2010 for Under 8, Under 10 and Under 12s.

3.4. There has been a noticeable improvement overall in the technical skill level of the JCOE players. Plans are already in the pipeline to increase the overall number of JCOEs to eight centres by 2015 as part of the long-term development pathway and to start nurturing players from a young age.

NFA

3.5. In August 2010, our NFA Under-15 team captured the imagination of the whole nation when they won the bronze medal in the inaugural Singapore 2010 Youth Olympic Games.

3.6. The “Cubs” won the hearts of Singaporeans and residents with their attractive brand of football and a ‘never-say-die’ approach towards the game. Prominent VIPs who supported the Cubs in person at the Jalan Besar Stadium included President S.R. Nathan, Prime Minister Lee Hsien Loong, other Cabinet Ministers and Members of Parliament.

3.7. FIFA also singled out the following 4 “Cubs” in its YOG technical report for their outstanding performance during the YOG:

1. Mohamad Hanafi Bin Mohd Akbar
2. Muhd Muhaimin Bin Suhaimi
3. Jonathan Tan Zen Yang
4. Ammirul Emmran Bin Mazlan

3.8. Singapore football has continued to progress steadily at the various age groups levels through our concerted efforts within our National Football Academy (NFA).

3.9. The various NFA teams also participate in the COE and Prime League competitions playing against players who are older than them. For example, the NFA Under-14 team play in the COE Under-16 League, while the NFA U-15 &16 teams play in the COE Under-18 League. The NFA U-17 & U-18 teams both play in the Prime League. These NFA teams have generally done well in these domestic competitions.

3.10. Our Under-14 team participated in the 2010 AFC U-14 competition held in Sabah. Three players from this team, namely Faizal Raffi, Zulfadhmi Suzliman and Elivin Sasidharan were identified by AFC and named in their AFC U-14 All-Stars team highlighting these players' future potential. The Under-14 team have graduated to the 2011 NFA Under-15 team and will participate in the 2011 AFC Under-16 qualifiers.

3.11. Our NFA U-18 team performed well in 2010 finishing in second place in the Great Eastern - YEO'S Prime League. Eight players from the Under-18 team were subsequently promoted to the Young Lions for the 2011 S.League season.

3.12. Besides providing our emerging talents with the best training and competitions programs 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.

3.13. In 2010 we sent our YOG team to train and play matches in London. Our other NFA teams would also be sent overseas to play international matches to prepare for their various AFC assignments in 2011.

Coaching

3.14. Developing good coaches is another of our key drivers and we have a Coaches Pathway in place. We have trained more coaches and currently have 1,399 coaches on our register.

3.15. We also note that more of our ex-national players have taken up coaching and are actively pursuing AFC coaching certification. From the last AFC "A" Certificate Course that was completed last year ex-nationals such as Aide Iskandar, S.Subramani, Nazri Nasir, V. Selvaraj and Steven Tan all obtained their AFC "A" Certificates.

3.16. In 2011 FAS will be conducting the AFC Pro-Diploma course, which is the highest coaching qualification in AFC, for our elite local coaches who already possess the AFC "A" certification to further enhance the tactical and technical capabilities and capacities of our elite local coaches.

3.17. We also aim to send our local elite coaches for overseas attachments as part of our Strategic Plan, to further enhance their coaching capacity and capabilities through valuable overseas coaching exposure.

MOUs

3.18. We are also in the process of finalising MOUs with some of the top Asian and European football associations and clubs to adopt the best practices from these established Football Associations and Clubs in areas such as coaching, youth development, refereeing, football science and medicine as well as to have attachment programmes for our top players, coaches and referees.

Refereeing

3.19. Our FIFA Referees and Assistant Referees continue to be appointed by FIFA & AFC to officiate in international competitions and matches.

3.20. Singapore continued to be represented in the FIFA World Cup Finals when our FIFA Assistant Referee Jeffrey Goh Gek Pheng was appointed by FIFA for the 2010 FIFA World Cup in South Africa. It was the third consecutive FIFA World Cup that a Singaporean match official has been appointed by FIFA to officiate in this prestigious competition.

3.21. FAS will continue to work closely with FIFA to further enhance the performance of our Referees.

Facilities

3.22. FAS understand that Farrer Park is not available and we have identified another suitable site for the proposed National Training Centre that we target to be implemented by 2015.

3.23. FIFA has also approved our application for the 3rd FIFA Goal Project and we are in the process of identifying a suitable site to install the FIFA approved artificial turf. We are also exploring having regional artificial turfs to further enhance the training infrastructure for our players.

Football Science and Medicine

3.24. Football Science and Medicine is another key driver of our Strategic Plan which we are focusing on. In this regard, FAS have increased the Football Science and Medicine team with two new additional full-time personnel, a physiotherapist and a fitness and conditioning trainer. We are also exploring the possibility of employing a sport psychologist to better equip our players with the mental demands of the game.

3.25. FAS is also currently in the process of implementing Football Sports Science and Medicine support for all NFA and JCOE players in a phased approach.

Technical & Management Courses

3.26. As part of our Plan to enhance the capabilities and capacities of our officials and coaches, FAS organised in 2010 the FIFA Pro-Active Grassroots Course for our grassroots volunteers, the FIFA Administration & Management Course, for our S.League, NFL and Women's Clubs along with the AFC Goalkeeping Level 1 Course for our S.League goalkeeping coaches. More such courses will be organised in 2011.

National Teams

4. Our various National Teams participated in several international matches and competitions held overseas and in Singapore.

5. The Singapore Under-23 Asian Games team participated in the 16th Asian Games that was held in Guangzhou China in November 2010. The team started the competition well with a draw against defending champions Qatar but failed to win the next two matches and failed to qualify for the next round of the competition.

6. Our Lions' participated in the 2010 AFF Suzuki Cup and were drawn to play against Philippines, Myanmar and hosts Vietnam in the group stages held in Hanoi, Vietnam in December 2010. Unfortunately, they failed to qualify for the Semi-Final stage of this competition.

7. FAS would like to thank all the fans, stakeholders and members of the media who have passionately provided their opinions and suggestions on how to improve the National team and Singapore football in 2010.

8. We would also like to thank each and every player who has contributed to the national cause. Their efforts are truly appreciated.

9. Without the efforts of these players, Singapore would never have had an opportunity to taste victory and to reach milestones in Singapore's football journey which include back-to-back AFF Suzuki Cup victories in 2005 and 2007, reaching the third round of the 2010 FIFA World Cup Qualifiers for the first time in Singapore history and narrowly missing out on the 2011 Asian Cup Finals in Doha.

10. Going forward, FAS will rebuild and rejuvenate the National team in 2011, which is in line with our FAS Strategic Plan 2010 – 2015.

Dollah Kassim

11. FAS would like to honour and remember one of our past great Lion, Mr Dollah Kassim. The Singapore football family were deeply grieved to learn of the passing of Dollah in 2010. He was an exceptional individual and an outstanding footballer who moved many people from all walks of life. Dollah will be missed.

S.League

12. The S.League celebrated its 15th season in 2010. When the S.League kicked-off in 1996, critics said that the S.League would not survive as there were shortage of players, limited geographical rivalry, small population size, inadequate facilities and insufficient financial resources.

13. Today, the S.League not only has persevered but continues to be, a vital platform for local football talents to hone their skills and prepare for international football. It also continues to provide elite footballers, coaches, administrators with jobs in the local football industry and contributes \$220 million to the Singapore economy. However, there is still a lot of hard work ahead and we seek the support of all of our affiliates and stakeholders so that we can together take the S.League to the next level.

Etoile FC

14. There were several milestones achieved in 2010, mostly notably with Etoile FC winning the domestic double in their maiden season. Etoile FC won both the Great Eastern Yeo's S.League and the League Cup titles in 2010. They also created history for being the first "foreign" club to win the S.League.

StarHub

15. Another milestone was achieved when StarHub became the first broadcaster in the history of the S.League to pay for the rights to showcase two "Live" matches every week on their channels, expanding the reach of the S.League whilst bringing local football closer to our fans.

S.League Coverage

16. There was also a noticeable increase in the overall S.League coverage in both traditional and social media platforms. Such efforts have elevated the profile of Singapore football and prove that the S.League is reaching a far wider audience.

300 S.League Goals

17. Aleksandar Duric also achieved a significant milestone in 2010 when he became the first player to score 300 S. League goals.

Great Eastern-YEO's S.League Championship

18. The fight for the top honours went all the way to the wire in 2010 with the top 3 teams in the S.League, Etoile FC, Tampines Rovers and Home United, separated by only 5 points on the final day of the season.

19. Etoile finally clinched the 2010 Great Eastern-YEO's S.League Championship with 70 points with Tampines Rovers FC coming a close second with 69 points and Home United, third with 65 points. Etoile had earlier in the season defeated Woodlands Wellington 3-1 in the League Cup Final, clinching the domestic double, making their debut season all the more memorable.

AFC Champions League

20. On the regional front, SAFFC again represented Singapore and the S.League in the 2010 AFC Champions League. The Warriors who beat Sriwijaya FC (Indonesia) and Muangthong United FC (Thailand) to qualify for the group stages of the AFC Champions League, were once again grouped with top Asian Clubs such as Suwon Samsung Blue Wings (Korea), Gamba Osaka (Japan) and Henan Jianye (China) in Group G.

21. In their second appearance in the AFC Champions League, the Warriors achieved a milestone in local football history when they scored their 1st win in the AFC Champions League, when they defeated Henan Jianye 2-1, in the group home match played at Jalan Besar Stadium.

22. They also secured another point when they drew 0-0 with Henan Jianye in the away match in P.R. China. They finished a respectable 3rd in their Group and their second AFC Champions League campaign ended in the group stages.

AFC Cup

23. Geylang United FC was our sole representative for the 2010 AFC Cup. They were placed in Group H together with SHB Da Nang (Vietnam), Thai Port (Thailand) and NT Realty Wo Foo Taipo (Hong Kong).

24. Geylang finished 3rd in their group. They drew 4 of their matches and lost 2 games leaving them with 4 points. In the 2 matches that they lost, the margin was very narrow with Geylang losing 3-2 to eventual group winners, SHB Da Nang (away) and 1-0 to group runners up, Thai Port in Thailand. Their campaign ended in the group stages.

RHB Singapore Cup

25. The RHB Singapore Cup has always produced excellent football and the 2010 season was no exception.

26. On top of the 12 S.League Teams, a total of four foreign teams were invited to compete in the 2010 campaign. Bangkok Glass who were the 2009 RHB Singapore Cup Runners up once again put up a strong performance to qualify for the semi-finals in 2010. In the semi-finals they defeated Etoile FC 2-0 to qualify for the final. In the other semi-final, Tampines Rovers FC defeated the Young Lions to make it to the final.

27. The Final was played at Jalan Besar Stadium to a crowd of almost 4,000 spectators on 14 November 2010 between Bangkok Glass and Tampines Rovers. This was a keenly contested match which saw the Thai club do one better from 2009, winning the match and the RHB Cup by a score of 1-0.

28. In the 3rd/4th Playoffs, Etoile capped a successful debut year defeating Young Lions 3-0 to come in third.

Sultan of Selangor Cup

29. In the 8th edition of the Sultan of Selangor Cup that was played in the Shah Alam Stadium on 16th October 2010, our S.League Selection successfully defended the Cup with an emphatic 6-0 victory over their Selangor counterparts. In the curtain-raiser match, our Veterans Team comprising of former Lions such as R. Suriamurthi, Malek Awab and Razali Saad were edged out 0-1 by the Selangor Veterans.

Off- the field Efforts by Clubs

30. Off the pitch, credit must be given to our S.League Club Chairmen for their dedication and relentless efforts over the years. Clubs have put in much effort to further improve their club operations and management capabilities. Clubs continue to operate clubhouses that provide a steady stream of income and they continue to connect at the grassroots level with residents and schools in their community, through football clinics and outreach programmes.

31. FAS will continue to work closely with the Clubs so that we can together take the S.League to the next level.

Corporate Partners

32. FAS have also continued to reach out to the private sector to seek sponsorship for the S.League and for our football excellence and development programmes.

33. Sponsors such as YEO'S renewed their co-title sponsorship of the S.League for another three seasons in 2010 with an increased amount of \$1.8 million. Tiger Airways also came on board as the Official Airline of the National Football Academy. Field Catering and Supplies (Polar Mineral Water) extended sponsorship to FAS and the S.League for another 5 years till 2014.

34. Other notable corporate partners include, Great Eastern Life Assurances Co Ltd, Nike, Asia Pacific Breweries, Certis Cisco, Sunrise & Co Pte Ltd, amongst others, indicating a strong corporate presence in the S.League and FAS.

35. Our footballers are also on the way to becoming football icons, spearheading brands such as H-TWO-O, Cannon and Nike in their respective advertising and promotion programmes in 2010.

36. On this note, the FAS would like to pay a special tribute to all our corporate partners for their invaluable contribution in cash and kind towards the promotion of Singapore football. Without the support of these partners, it would be impossible for the Football Development & Excellence Programmes and the S.League to succeed. FAS would like to place on record its deepest appreciation to all of them.

FAS Business Partners:

Tote Board

Singapore Pools (Private) Limited

Asia Pacific Breweries (Singapore) Pte Ltd (Tiger Beer)

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 (Pte) Ltd (MIKASA)

Avaya Singapore Pte Ltd

Jebsen & Jessen Communications (S) Pte Ltd

Certis CISCO Security Pte Ltd

Tiger Airways Singapore Pte Ltd

Ministry of Community Development, Youth & Sports

Singapore Sports Council

S.League Clubs Main & Equipment Sponsors:

Canon Singapore
Sunrise & Co. (Pte) Ltd (DAL)
Civic Ambulance Services Pte Ltd
FTMS Global
adidas Singapore Pte Ltd
Teamlink Marketing Pte Ltd (Diadora)
Komoco Motors Pte Ltd (HYUNDAI)
SembCorp
Nike Singapore Pte Ltd
Sports Equipment Holdings Pte Ltd (UMBRO)
Five Stars Tours Pte Ltd
F&N Coca-Cola (Singapore) Pte Ltd
STAR Automotive Centre
United Engineers Limited
Sports Partnership Pte Ltd (LOTTO)
Kappa Singapore
International Marketing Center (ERKE)

FOOTBALL ASSOCIATION OF SINGAPORE