



APPROVED BY:

Secretary General

ULE "Association "KFF"

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## QUALITY ASSURANCE POLICY

***The Licensing Department of the Association "Kazakhstan Football Federation" (hereinafter referred to as the "Department") is the only licensing body in the Republic of Kazakhstan for football clubs according to UEFA standards and strives to improve the quality of management of the licensing system of football clubs.***

***We have a responsibility to ensure the effective operation of this system by providing clubs with advice and practical services, as well as providing them with all the information necessary to apply for and successfully obtain a Licence to participate in competitions organised by the KFF and UEFA.***

***The Licensing Department guarantees all interested parties in the process of licensing football clubs in the Republic of Kazakhstan according to UEFA standards a constant high quality of services provided in accordance with international standards.***

**Considering the licensing system as a mechanism for improving and developing football, the Licensing Department undertakes to:**

1. to ensure the dissemination of the European football standard in all football clubs of the Premier League, the First and Second Leagues of the Republic of Kazakhstan by establishing the minimum scope of requirements reflected in the "Regulations for licensing football clubs of the Republic of Kazakhstan to participate in club tournaments organized by UEFA", "Regulations for licensing football clubs to participate in competitions organized by the Kazakhstan Football Federation", UEFA Regulations for Licensing Women's Football Clubs, UEFA Regulations on Stadium Infrastructure;
2. ensure the uniformity of the principles and methods for assessing the activities of all License Applicants;
3. ensure compliance with the principles of transparency and independence regulated by the Code of Conduct for Participants in the Licensing System;
4. to ensure due attention and continuous improvement of the degree of satisfaction of the interests of football clubs, through seminars, practical classes and the provision of quality consulting services;
5. comply with the current national legislation, as well as regulatory documents and Regulations of UEFA, FIFA and KFF.

**The objectives of the Licensing Department in the field of quality of services provided are:**

1. building trust between the Licensor and football clubs - Applicants for a license to participate in UEFA club competitions, by signing the relevant documents regulating the relationship and ensuring bilateral confidentiality;
2. the organization of a continuous and well-established exchange of information between the Department and football clubs, national associations and UEFA;
3. systematic training and development of the Department's staff;
4. maintaining a management system certified by SGS in order to comply with UEFA standards through continuous accounting and control of internal documents and documents received by the Department from football clubs in accordance with approved procedures;
5. ensuring due attention to the needs of football clubs of the Super League of the Republic of Kazakhstan, which are applicants for participation in UEFA club competitions;
6. organization of a well-established information exchange between the Football Club Licensing Department, national associations and UEFA;
7. systematic training and professional development of the staff of the Football Club Licensing Department;
8. continuous improvement of the basis for managing all processes of licensing football clubs according to UEFA standards;
9. explanation to clubs of the mandatory licensing requirements regulated by the "Regulations for licensing football clubs of the Republic of Kazakhstan to participate in club tournaments organized by UEFA", the UEFA Regulations for licensing women's football clubs, "Regulations for licensing football clubs to participate in competitions organized



by the Kazakhstan Football Federation" and the "UEFA Stadium Infrastructure Regulations" in such a way that they are as clear and useful as possible;

10. explaining to Premier League clubs the requirements for the financial control of clubs by UEFA, in accordance with the UEFA Club Licensing and Financial Sustainability Regulations;
11. the effect of common European standards in all football clubs, regardless of their professionalism;
12. taking measures to adapt the European standards of the licensing system at the national level;
13. ensuring due attention to the needs of football clubs - License Applicants, as well as satisfaction of their interests;
14. continuous improvement of the efficiency of management of all licensing processes of football clubs;
15. familiarization and bringing to the attention of all persons participating in the licensing system and all interested parties with the Quality Policy, Quality Control Manual, Code of Conduct for Participants of the Licensing System, Licensing Regulations and other non-confidential information;
16. organization of an exchange of views and experience with UEFA, FIFA and other member associations of UEFA and FIFA.

**The objectives of the Licensing Department in the field of quality are:**

1. Stimulation and continuous improvement of the implementation of licensing system standards in all football clubs of the Republic of Kazakhstan.
2. Development and approval of sports regulations and regulations, other norms of behavior of football subjects, their implementation and ensuring their observance.
3. Assistance to authorized state authorities and local self-government bodies, public associations in improving the legislation of the Republic of Kazakhstan and other regulatory legal acts affecting football.
4. Free dissemination of information about their goals and activities.
5. To ensure the staffing of competent specialists and highly qualified personnel who systematically improve their skills.
6. To ensure due attention and continuous improvement of the degree of satisfaction of the interests of football clubs, KFF, government bodies and sponsors.
7. To ensure that football fans are given due attention and continuously improved by providing the opportunity to watch matches in a comfortable and safe environment that meets their needs.
8. To organize a constant and well-established information exchange between the Licensing Department and football clubs, national associations and UEFA.
9. Control over compliance with the principles of "financial stability" both in financial and other areas during competitions;
10. Developing the economic and financial potential of football clubs by increasing their transparency and reputation by conducting inspections of Premier League, League One, League Two and women's teams with on-site expert visits.
11. Develop an information system to optimize the collection, processing and storage of data provided to the Department as part of the licensing procedures of football clubs, simplify the workflow and reduce the costs of these procedures.
12. To develop a methodology for financial criteria aimed at stimulating the absence of overdue debts to other football clubs, to employees, social funds and tax authorities as of the controlled date of February 28 / March 31 of the year following the reporting year.
13. Conducting training seminars and individual meetings for financial staff of Premier League, League One, League Two and women's teams.
14. Preparation of documents for internal audit
15. Preparation of the necessary documents for passing the UEFA audit by the SGS certification body.
16. Conducting seminars and individual meetings for representatives of Premier League, First League, Second League and women's teams.
17. Training of specialists of the Licensing Department at UEFA specialized courses
18. Familiarization of License Applicants with the additions made to the " Regulations for licensing football clubs of the Republic of Kazakhstan for participation in club tournaments organized by UEFA";
19. Familiarization of License Applicants with the additions made to the " Regulations for licensing football clubs to participate in competitions organized by the Kazakhstan Football Federation";
20. Familiarization of Licence Applicants with the amendments made to the UEFA Regulations for the Licensing of Women's Football Clubs;
21. Familiarization with the IT system "CL/FFP Solution" (BOARD) implemented by UEFA, designed for monitoring Premier League clubs and financial control of clubs by licensees during the UEFA season.
22. Ensuring an adequate and competent level of management and organization of the licensing system in football clubs of the Republic of Kazakhstan:
23. Monitoring compliance with UEFA, FIFA and KFF requirements by clubs involved in the licensing process.
24. Priority attitude to the training and education of young football players in each football club, with the help of qualified and competent coaching staff:
25. Football clubs that are License Applicants for admission to participate in the Championship among Premier League clubs must have a separate division of children's and youth football - the Football Center in the structure of their legal entity. License applicants must ensure the presence and functioning of nine age categories of team players in the structure of the Football Center;



26. The coaching staff must confirm their qualifications by completing UEFA courses under the JIRA program and having a UEFA diploma.
27. Protection of the principles of continuity of international competitions throughout the season;
28. Control over compliance with the principles of "financial stability" both in financial and other areas during competitions;
29. Development of the economic and financial potential of football clubs, by increasing the level of their "transparency" and strengthening their reputation by conducting inspections in the Premier League and First League, Second League and women's teams with on-site expert visits;
30. Stimulating the development of comparative analysis between football clubs in terms of infrastructure, sports, SES, administrative, personnel, legal and financial criteria;
31. Improving the infrastructure of clubs so that players, spectators and media representatives are provided with appropriate, equipped and safe facilities;
32. Development of KFF Requirements for the stadium infrastructure for the Football Centers of the teams of the 1st and 2nd Leagues.
33. Map of infrastructure facilities (stadiums, arenas, fields, playgrounds) online.
34. All stadiums declared for the competition must receive a category of at least II.
35. Heating equipment for all stadiums announced for competitions from 2024 is primarily for regions with a cold climate. Availability of an electronic system for admitting fans to the stadium from 2024.
36. Availability of LED boards at the stadium from 2024. The presence of a VAR system.
37. Improvement of the licensing system according to UEFA standards in women's football clubs of the Republic of Kazakhstan;
38. Improvement of the licensing system for Second League clubs;
39. Improvement of electronic document management according to administrative and personnel criteria, introduced since November 2022, and according to sports, SES and infrastructure criteria, introduced since December 2022;
40. Improvement of the National Standard for Football Fields, approved by the Government and included in the register of National Standards from December 31, 2022.

The Secretary General of the KFF Association assumes responsibility in the field of licensing and achieving the goals of the Quality Policy.

All activities of the Licensing Department are aimed at continuous improvement in the interests of the development of football in the Republic of Kazakhstan. In order to continuously improve the services provided to clubs, as well as to increase the overall efficiency of the licensing system of football clubs, the Licensing Department undergoes an annual external audit by the SGS certification body, and also involves the auditors of the second party in the internal audit to the maximum extent possible. possible volume.

In order to maintain the reputation of the club licensing system in the Republic of Kazakhstan, all its members comply with basic ethical values, as well as confidentiality and independence. In case of violation of the requirements related to these values, disciplinary sanctions are applied.