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## QUALITY ASSURANCE POLICY

Licensing (Certification) and Attestation Department of ULE "Association of the Kazakhstan Football Federations" (hereinafter referred to as "Licensing Department") is the only the Republic of Kazakhstan's certification body for the football clubs, complying with the UEFA standards, which strives to improve the quality of management of the certification system for the football clubs.

We are obliged to ensure effective functioning of this system by providing consulting and practical services for the clubs, as well as providing them with all the information necessary for applying for certificates and successful obtaining of the certificates that entitle them to participate in competitions held by the KFF and UEFA.

The Licensing Department guarantees all the stakeholders of the process of certification of the football clubs in the Republic of Kazakhstan, to follow, as per the UEFA standards, consistent high quality of the provided services in accordance with the international standards.

**Considering the certification system to be the tool for improving and developing football, the Licensing Department undertakes:**

- to ensure distribution of the European football standards, to all football clubs of the Premier League and the First League of the Republic of Kazakhstan, by establishing the minimum volume of requirements reflected in the "Regulations for the certification of football clubs of the Republic of Kazakhstan " for participation in the UEFA club tournaments, the " Regulations for the certification of football clubs to participate in the competition held by the Kazakhstan Football Federation ", " UEFA Regulations for the infrastructure of the stadium ";
- to ensure uniformity of principles and evaluating methodologies of the activities of all Certificate applicants;
- to ensure observance of the principles of transparency and independence regulated by the Code of conduct for participants in the certification system;
- to ensure due attention and continuous improvement of the degree of satisfaction of the interests of football clubs, through seminars, practical training and provision of qualitative advisory services;
- to comply with applicable national legislation, as well as the regulations and the rules of UEFA, FIFA and KFF.

**The tasks of the Licensing Department in the field of the quality assurance for the provided services are:**

- to strengthen the trust between the Licensing Department and the football clubs - the applicants for the certificates to participate in UEFA club tournaments, by signing relevant documents regulating the relationship and by ensuring bilateral confidentiality;
- to organize permanent and well-established information exchange among the Licensing Department and football clubs, national associations and UEFA;
- to systematically train and professionally develop the Licensing Department staff;
- to maintain management system, certified by SGS, in order to comply with the UEFA standards by continuous recording and monitoring internal documents and documents entering the Licensing Department from the football clubs, in accordance with approved procedures;
- to explain to the clubs the mandatory requirements to certification process, as per the Regulations for the certification of football clubs of the Republic of Kazakhstan" to participate in the UEFA club tournaments", the "Regulations for the certification of football clubs for participation in competitions held by the Kazakhstan Football Federation and the "UEFA Regulations for the Infrastructure of the Stadium", in such a way that they are as much clear and useful as possible;
- to explain to the clubs of the Premier League the requirements on the financial surveillance over the clubs by UEFA, in accordance with the "UEFA Club Licensing Regulations and Financial "Fair Play";



- to set uniform European standards in all football clubs, regardless of their professionalism;
- to take measures to adapt the European standards of the certification system at the national level;
- to ensure proper attention to the needs of the football clubs - applicants for the certificates, as well as to satisfaction of their interests;
- to constantly increase effectiveness of management of all processes for the certification of the football clubs;
- familiarization and communication to all persons participating in the certification system and all interested parties with the Quality Policy, Quality Control Guidelines, Code of Conduct for Certification System Participants, Certification Rules and other non-confidential information;
- to organize exchange of views and experience among UEFA, FIFA and other associations - members of UEFA and FIFA.

**The goals of the Licensing Department in the field of the quality assurance for the provided services are:**

- Stimulation and continuous improvement of the implementation of certification system standards in all football clubs of the Republic of Kazakhstan:
  - a) familiarization of the Certificate applicants with the additions made to the " Regulations for the Certification of Football Clubs of the Republic of Kazakhstan" to participate in UEFA Club tournaments";
  - b) familiarization of the Applicants for the certificates with the additions made to the " Regulations for the certification of football clubs to participate in competitions held by the Football Federation of Kazakhstan", edition 2018;
  - c) familiarization with the implemented by the UEFA IT system, intended for monitoring of the Premier League clubs and the financial surveillance over the clubs-holders of a certificate during the UEFA season.
- Ensuring an adequate and competent level of management and organization of the certification system in the football clubs of the Republic of Kazakhstan:
  - a) monitoring of the implementation of the requirements of UEFA, FIFA and KFF clubs involved in the certification process.
- Priority attitude to the training and education of young players in every football club, with the help of a qualified and competent coaching staff:
  - a) football clubs that are applicants for the certificates for admission to the Championship among the Premier League clubs must have, in their legal entity, a separate Children-and-Youth Football unit - Football Center. Applicants for the certificates must ensure availability and functioning of nine age categories of players in the structure of the Football Center;
  - b) the coaching squad must confirm their qualifications through the UEFA courses on the "JIRA" program and possession of a UEFA diploma.
- Protection of the principles of continuity of international competitions throughout the season;
- Surveillance over observation of the principles of "Fair Play" both in financial and other areas in the course of conduct of competitions;
- Development of economic and financial potential of the football clubs, by increasing their level of "transparency" and strengthening of their reputation by conducting inspections in the clubs of the Premier League and the First League by experts' field visits;
- Encouraging of development of comparative analysis among the football clubs on infrastructural, sportive, personnel, administrative, legal and financial criteria;
- Improving of the infrastructure of the clubs in such a way that players, spectators and representatives of the media are provided with appropriate, equipped and safe facilities;
- General Secretary of the ULE "Association KFF" undertakes responsibility in the field of licensing and achieving the objectives of the Quality Assurance Policy.
- Development of the KFF requirements to the stadium infrastructure for the Football Centers of teams of the 1st League.
- Map of infrastructure facilities (stadiums, arenas, pitches, sites) in on-line mode.
- All the stadiums declared for the competitions will receive a category no lower than II.
- In 2020, all the stadiums declared for the competition will be heated.
- Implementation of a certification system in the women's football clubs of the Republic of Kazakhstan will be under the UEFA standards.

All activities of the Licensing Department aim at continuous improvement in order to develop football in the Republic of Kazakhstan. To continuously improve the services provided by the clubs, and to raise the overall effectiveness of the certification system for the football clubs, the Licensing Department undergoes an annual external audit by a SGS certification body, and also attracts the second-party auditors to conduct a comprehensive internal auditing.

To maintain the reputation of the club certification system in the Republic of Kazakhstan, all its participants observe the basic values on ethic, confidentiality and independence. Should a violation of these values occur, disciplinary sanctions shall be applied.