



APPROVED BY:  
**Managing director**  
**ULE Association "KFF"**  
**B. Safinov**

### 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 and women's teams 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 Licensing Department's objectives in terms of service quality are:**

- Strengthening trust between the Licensor and football clubs applying for a license to participate in UEFA club competitions by signing relevant documents regulating the relationship and ensuring mutual confidentiality;
- Organizing ongoing and well-established information exchange between the Licensing Department and football clubs, national associations, and UEFA;
- Systematic training and professional development of Licensing Department personnel;
- Maintaining an SGS-certified management system to ensure compliance with UEFA standards through ongoing monitoring and control of internal documents and documents received by the Licensing Department from football clubs in accordance with approved procedures;
- explaining to clubs the mandatory licensing requirements regulated by the "Regulations for Licensing Football Clubs of the Republic of Kazakhstan for Participation in Club Tournaments Organized by UEFA," "Regulations for Licensing Football Clubs for Participation in Competitions Organized by the Kazakhstan Football Federation," and the "UEFA Stadium Infrastructure Regulations" in a manner that is as clear and useful as possible;
- explaining to Premier League clubs the requirements for financial control of clubs by UEFA, in accordance with the "UEFA Club Licensing and Financial Sustainability Regulations";
- application of uniform European standards to all football clubs, regardless of their professionalism;
- taking measures to adapt European licensing system standards at the national level;
- ensuring due attention to the needs of football clubs - license applicants, and also meeting their interests;
- continuously improving the efficiency of management of all football club licensing processes;

- familiarizing and disseminating the Quality Policy, Quality Control Manual, Code of Conduct for Licensing System Participants, Licensing Regulations, and other non-confidential information to all persons involved in the licensing system and all stakeholders;
- organizing the exchange of opinions and experiences with UEFA, FIFA, and other UEFA and FIFA member associations.

**The Licensing Department's responsibilities in terms of service quality include:**

- Stimulating and continuously improving the implementation of licensing system standards in all football clubs in the Republic of Kazakhstan:
  - a) familiarizing license applicants with amendments to the "Licensing Regulations for Football Clubs of the Republic of Kazakhstan for Participation in Club Tournaments Organized by UEFA";
  - b) familiarizing license applicants with amendments to the "Licensing Regulations for Football Clubs for Participation in Competitions Organized by the Kazakhstan Football Federation";
  - c) familiarizing License Applicants with the amendments made to the "UEFA Licensing Guidelines for Women's Football Clubs for Participation in the UEFA Women's Champions League";
  - d) familiarization with the UEFA-implemented IT system "CL/FFP Solution" (BOARD), designed to monitor Premier League clubs and financially control Licensee clubs during the UEFA season.
- Ensuring an adequate and competent level of management and organization of the licensing system in football clubs of the Republic of Kazakhstan:
  - a) monitoring compliance with UEFA, FIFA, and KFF requirements by clubs involved in the licensing process. • Prioritizing the training and development of young football players at each football club, with the help of a qualified and competent coaching staff.
  - a) Football clubs applying for a license to participate in the Premier League Championship must have a separate youth football division—a Football Center—within their legal entity. License applicants must ensure that the Football Center has nine functioning age categories for their team players;
  - b) Coaching staff must confirm their qualifications by completing UEFA JIRA courses and holding a UEFA diploma.
- Protecting the principles of continuity of international competitions throughout the season;
- Monitoring compliance with the principles of financial sustainability, both financial and otherwise, during competitions;
- Developing the economic and financial potential of football clubs by increasing their transparency and strengthening their reputation through on-site inspections of Premier League and First League clubs by experts;
- Stimulating the development of comparative analysis between football clubs based on infrastructural, sporting, personnel, administrative, legal and financial criteria;
- Improving the infrastructure of clubs so that players, spectators and media representatives are provided with appropriate, equipped and safe facilities;
- Developing

The Managing director 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.