DEVELOPING THAI FOOTBALL REPORT
DEVELOPING THAI FOOTBALL: REPORT
The Federation of Thailand (FAT) and Soccer Services Barcelona (SSB) entered into a common project during March 2017, with the overall aim of assisting the federation in developing Thai football and assembling the fundamentals in order to facilitate growth.

After a year and a half of working together towards common goals, the SSB presents the following report. This report is divided into four different parts, as our work and responsibilities, during this time, have been spread across four such projects. The main objective of this report is to elaborate on the current situation, provide details regarding the work accomplished and the achievements of each project as well as provide information regarding the next steps for the upcoming years.

CREATION OF AN IDENTITY
Definition and development of a Thailand way of play

NO COACH WITHOUT KNOWLEDGE
Increase the average football knowledge of the country

THAI YOUTH FOOTBALL DEVELOPMENT
Set the fundamentals to facilitate growth

AFC GRASSROOTS PROGRAM
Make football accessible at all levels and the Nº1 sport played in the country

HIGH PERFORMANCE CENTER
Offer high quality facilities and high quality services to the National Teams
At the end, this report also includes a part detailing the next steps, where we will identify the next steps that we will undertake in each project in the following months.
CREATION OF AN IDENTITY

One of our biggest working projects is supporting the Federation of Thailand in developing their own way of play and their own identity. Our job has been focused on working closely with the National Teams and developing the Thailand Way.

NATIONAL TEAMS

Within the national teams’ working line, we can define our position as a position of support, providing at all times, additional resources to the teams, players, coaches and so on. The goal is to help them be more prepared in all senses for competitions (scouting, training, technical aspects, tactical aspects, analysis, competition, planning and so on.) This support has been divided in three different actions:

1 – National Teams’ Competitions
2 – Scouting
3 – Elite group

THAILAND WAY

Within this working line, we have conducted an exhaustive analysis of Thai football in order to understand its idiosyncrasies. This analysis has focused on five different aspects: competitions, coaches, games, players and training. After working within the country, traveling around, visiting clubs, academies and interviewing different agents, we have arrived at a final document with the conclusions and a final report.
The following table illustrates all the competitions that we have taken part in since the beginning of our common project.

The table differentiates between official competitions, friendly competitions and training camps. In terms of each event, you can see information regarding the national team involved, the location at which the competition was held and the final result.

The biggest achievements were the following: (1) Champions at the AFF U19 tournament, (2) the qualifications for the AFC U16 and U19 tournament, (3) Champions at the MFF U14 tournament and (4) Champions at the U14 International Tournament.

**OFFICIAL**
- **JUNE 17**: THAILAND U16 AFF
- **AUGUST 17**: MYANMAR U19 AFF
- **SEPTEMBER 17**: THAILAND U16 AFC
- **NOVEMBER 17**: MONGOLIA U19 AFC

**FRIENDLY**
- **MAY 17**: QATAR U17-U18
- **OCTOBER 17**: INDONESIA U19 1 DRAW 1 LOSE
- **SEPTEMBER 18**: MYANMAR U14 MFF
- **AGOST 18**: CHINA U14

**TRAINING CAMPS**
- **OCTOBER 17**: BANGKOK U21 2 GAMES DRAW
- **MAY 18**: CHIANG MAI U14 60 PLAYERS
- **JULY 18**: HPC U14 30 PLAYERS
- **AGOST 18**: HPC U14 30 PLAYERS

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**DEVELOPING THAI FOOTBALL**

**CREATION OF AN IDENTITY / NATIONAL TEAMS**
As described earlier, one of the goals within the National Teams’ working line is to provide additional resources. Scouting players and identifying talent from all over the country is a major action that we have been extremely focused on.

The following illustrations show the cities that we have visited and the number of times we visited them to scout talented players from across the country. Furthermore, we partially summarise the numbers of players that we have been following and analysing with regard to age.

**Scouting**

**VISITED 27 CITIES SEVERAL TIMES**

- Chiang Rai: 5 times
- Chiang Mai: 5 times
- Phitsanulok: 1 time
- Sukhothai: 1 time
- Tak: 1 time
- Chai Nat: 5 times
- Suphanburi: 4 times
- Nakhon Sawan: 3 times
- Phichit: 1 time
- Nakorn Ratasha: 3 times
- Maha Sarakham: 1 time
- Khon Kaen: 2 times
- Sisaket: 1 time
- Ubon: 1 time
- Buriram: 10 times

**ANALYSED MORE THAN 936 YOUTH PLAYERS**

- U12: 84
- U14: 260
- U16: 190
- U19: 170
- U21: 232

**ANALYZED PRO-PLAYERS ALL GAMES OF THAI LEAGUE**

**CREATION OF AN IDENTITY / NATIONAL TEAMS**

**DEVELOPING THAI FOOTBALL**
Following the aim of providing support, the Elite Group entails the creation of a specific group of players from the National Teams, where through this group, we provide individual advisement to them. The main goal is to assist the most talented players of the country in reaching their top.

The players are included in the group by selection. After the entire scouting process, we select the most talented players from each age group and design an individual advice program for them. Such a program is composed of different Individual Reports throughout the season.

An Individual Report consists of a player’s report regarding all his phases of the game. This is created by video analysis and it describes what the player should work on and the aspects of his performance that should be corrected. In the following illustration, the phases followed to create an individual report are demonstrated:

1. We record the match
2. We analyse the match at the office
3. We elaborate on the report in a PPT
4. We meet with the player in order to explain the report

In the next page, you will find the player selection path to understand how a player is given admission to the Elite Group. Moreover, information regarding the current selected players and the ones who have already begun the program is provided.
Elite Group

PLAYER PATH

1760 PLAYERS SEEN

936 PLAYERS FOLLOWED AND ANALYSED

50 PLAYERS SELECTED TO EACH NATIONAL TEAM

14 PLAYERS SELECTED FOR THE ELITE GROUP

U16

1 IR
CHATMONGKOL ROENGPRATANAROT
“NINE”

1 IR
SUKHANAT MUENTA
“BANK”

1 IR
SARAWUT SAOWAROT
“CHAMP”

U19

2 IR
KRITSADA KHAMAN
“RAE”

3 IR
EKANIT PANTA
“BOOK”

1 IR
YUTHAPICHAI LERTLAM
“BOOM”

U23

1 IR
PHITIWAT SOOKJITTHAMMAKUL
“TAE”

2 IR
SHINNAPHAT MAIKAMI
“BOM”

2 IR
SUWACHAI MAIKAMI
“KAME K”

1 IR
NOPPON PONKUM
“PAE”

CREATION OF AN IDENTITY / NATIONAL TEAMS

Have started the program

Played with the Olympic National Team U23
In order to deeply understand Thailand football and all its idiosyncrasies and consequently be able to develop the Thailand Way, the first action to be carried out is an analysis of Thai football. This analysis is mainly focused on five aspects: competitions, coaches, games, players and training. In the following table, the actions correlating to each area can be seen in order to study the same.

<table>
<thead>
<tr>
<th>COMPETITIONS</th>
<th>COACHES</th>
<th>GAME</th>
<th>PLAYERS</th>
<th>TRAININGS</th>
</tr>
</thead>
</table>
NO COACH WITHOUT KNOWLEDGE

Providing education to the coaches and increasing the football knowledge of the country step by step is crucial to our common project. In connection to this, our main work in this project has been organising different coaching clinics all over the country. A coaching clinic consists of organising a short day-education program at a club and carrying out some theory and practical sessions. Furthermore, in these coaching clinics, we give to each participant a handbook with information regarding training, and consequently, the coaches can conduct the training with their teams. In the next illustration, you will see the total number of clinics we have conducted so far, the clubs visited and the coaches’ participants.

We would like to highlight the fact that we have visited all the clubs in the 1st Thai League. This is very important, as if we consider the 1st Thai League Clubs as the reference for the rest, then the impact is bigger, as with a large pool of coaches, we were able to gather the best, and these clubs are the best platform for the same.
At the end of each clinic, we have provided a survey to the participants and below, we present the results. The results provide a good picture on how the clinics are impacting the coaches and also on how the actual information of the clinics is helping the coaches in improving their daily training.

- **94%** are more than satisfied with the education received.
- **92%** are more than satisfied with the method.
- **98%** are more than satisfied and thinks the education is really helpful for their job.
Since there is no official competition and no official activities for U12 players, the creation of a U12 program, where a selection of players of this age group come to the HPC, is a major common goal, as we will provide excellent and quality training to a selection of U12 player in order to begin building the next generation of Thai players. It will allow players to develop their skills from the ground level.

Here, we will observe the current situation, where so far, we have conducted the selection of the players and have designed the training to start in September.

**THE SELECTION PROCESS**

- **U10**
  - 4 trainings
- **U12**
  - 4 trainings

**VISITED**

8 FA THAILAND YOUTH FESTIVAL U12 AND SOME GRASSROOTS EVENTS AROUND THE COUNTRY

**30 PLAYERS SELECTED**

**PROGRAM DESIGN**

In total we have designed 44 training that covers 12 Weekends, from September ’18 to February ’19:

- 20 trainings of **Perception**
- 12 trainings **1vs1 situations**
- 6 trainings **of drive/pass**
- 6 trainings **support**
AFC GRASSROOTS PROGRAM

The Football Federation of Thailand, as a member of the AFC, wanted to be part of the Grassroots program as well. Within the Grassroots program, the AFC has different levels regarding the categorisation of the FA members. In order to obtain “Gold”, “Silver” or “Bronze”, you have to comply with specific requirements dictated by the AFC. Therefore, within this project, our work has mainly been focused on collecting and creating all the requirements needed to apply for the Bronze level.

WE HAVE UNDERTAKEN THREE PHASES IN THIS PROCESS

1 STUDYING AND UNDERSTANDING
   All the requirements of the Grassroots program.

2 EXAMINING THE SAME
   Once the requirements and the whole grassroots project were understood in order to see what we were complying with and what we were not.

3 APPLYING THE FINDINGS

In the table below you will see all the requirements that the AFC is asking and in the next page you will see summarized the ones that the Ekkono team have done.

<table>
<thead>
<tr>
<th>1</th>
<th>LEADERSHIP</th>
</tr>
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<tbody>
<tr>
<td>2</td>
<td>PLANNING</td>
</tr>
<tr>
<td>3</td>
<td>STRUCTURE</td>
</tr>
<tr>
<td>4</td>
<td>STAFFING</td>
</tr>
<tr>
<td>5</td>
<td>PLAYER PROGRAMMES</td>
</tr>
<tr>
<td>6</td>
<td>GRASSROOTS COMPETITIONS</td>
</tr>
<tr>
<td>7</td>
<td>FAIR PLAY</td>
</tr>
<tr>
<td>8</td>
<td>FINANCE</td>
</tr>
<tr>
<td>9</td>
<td>PARTNERSHIPS</td>
</tr>
<tr>
<td>10</td>
<td>PERSONAL DEVELOPMENT</td>
</tr>
<tr>
<td>11</td>
<td>RESULTS</td>
</tr>
<tr>
<td>12</td>
<td>WOMEN’S PROJECTS</td>
</tr>
<tr>
<td>13</td>
<td>SOCIAL SCHEMES</td>
</tr>
<tr>
<td>14</td>
<td>SPECIFIC AREAS</td>
</tr>
<tr>
<td>15</td>
<td>PROMOTIONAL ACTIVITIES</td>
</tr>
<tr>
<td>16</td>
<td>MA EVENTS</td>
</tr>
<tr>
<td>17</td>
<td>ADULT EDUCATION</td>
</tr>
<tr>
<td>18</td>
<td>AMBASSADORS</td>
</tr>
<tr>
<td>19</td>
<td>COMMUNICATIONS</td>
</tr>
<tr>
<td>20</td>
<td>FACILITIES</td>
</tr>
</tbody>
</table>
## Do the application for Bronze

**JOB DONE BY e\textsuperscript{k}kono**

<table>
<thead>
<tr>
<th>2</th>
<th>PLANNING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>There was no Grassroots written plan, so we have generated one plan from scratch</td>
</tr>
<tr>
<td></td>
<td>There was no philosophy written plan, so we have generated one from scratch</td>
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</table>

<table>
<thead>
<tr>
<th>3</th>
<th>STRUCTURE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>There was no lists of all the clubs, schools, participants or leagues, so we have collected all the information and we have generated a document</td>
</tr>
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<thead>
<tr>
<th>5</th>
<th>PLAYERS PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>We have generated more events to stimulate grassroots growth.</td>
</tr>
<tr>
<td></td>
<td>We have created several football camps during school breaks</td>
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<table>
<thead>
<tr>
<th>6</th>
<th>GRASSROOTS COMPETITIONS</th>
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<tbody>
<tr>
<td></td>
<td>We have helped in the creation of the U10 – U12 tournament festival</td>
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</tbody>
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<thead>
<tr>
<th>7</th>
<th>FAIR PLAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>There was respect campaign written, so we have created one from scratch</td>
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<thead>
<tr>
<th>10</th>
<th>PERSONAL DEVELOPMENT</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>There was no Child/player protection, so we have written one</td>
</tr>
<tr>
<td></td>
<td>There was no guidelines on safety and health, so we have written one</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>11</th>
<th>RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>There was no specific way of counting everything, so we have created a way of calculating participants, clubs, schools, events, etc</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>15</th>
<th>PROMOTIONAL ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>There was no Grassroots award in the FA Thailand awards. So we have promoted to give an award towards grassroots</td>
</tr>
</tbody>
</table>

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<thead>
<tr>
<th>17</th>
<th>ADULT EDUCATION</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes there are different courses. But we are going to do 2 specialization courses in Grassroots targeting physical education teachers</td>
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<thead>
<tr>
<th>18</th>
<th>AMBASSADORS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The FA did not have Grassroots ambassadors, so we have named to 7 ambassadors to represent the FA</td>
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</tbody>
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