



**ELECTORAL GUIDELINES
FOR THE 2020 AFC ELECTIONS**



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Electoral Guidelines for the 2020 AFC Elections



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DEFINITIONS

In these Electoral Guidelines for the 2020 AFC Elections, capitalised terms shall have the following meanings, unless the context specifically indicates otherwise:

AFC	The Asian Football Confederation.
AFC General Secretariat	A body of the AFC as promulgated in the AFC Statutes with its headquarters at AFC House, Jalan 1/155B, Bukit Jalil, 57000 Kuala Lumpur, Malaysia.
Campaign Document	A document containing the plans, views and campaign agenda of a Candidate.
Candidates	Official Candidates and Potential Candidates.
Electoral Campaign Period	The period starting from the publication of the list of Candidates until the day of the conclusion of the elections.
Electoral Guidelines	These Electoral Guidelines for the 2020 AFC Elections.
Electorate	The Member Associations composing the AFC Congress which are entitled to vote.
FIFA	The Fédération Internationale de Football Association.
Football Association	The controlling body for football within a country or territory recognised by the AFC.
Member Association	A Football Association which is a member of the AFC.
Officials	All office bearers and members of various Committees, managers, coaches, trainers, match officials, medical officials, staff and any other person responsible for technical, medical and administrative matters in the AFC, Regional Associations, Football Associations, Leagues or Clubs as well as other persons obliged to comply with the AFC Statutes. For the purposes of these Electoral Guidelines, this definition shall include players.

Official Candidate	Any individual approved by the Electoral Committee to stand for election for a position on the AFC Executive Committee.
Potential Candidate	Any individual who undertakes an activity linked to his impending candidature prior to the commencement of the Electoral Campaign Period.
Regional Association	A group of Member Associations recognised by the AFC that belong to the same geographic zone.

For the purposes of these Electoral Guidelines, and provided the context so permits:

- (a) the singular shall include the plural and vice versa;
- (b) the masculine gender shall include the feminine and vice versa; and
- (c) reference to persons shall include any legal person or corporation.

INTRODUCTION

The Electoral Committee is the organising and supervisory body for all matters relating to the elections to all AFC bodies promulgated within the AFC Statutes and the AFC Electoral Code.

The Electoral Committee is responsible for ensuring that the campaigns of all Candidates for election are conducted in accordance with the fundamental principles set out in these Electoral Guidelines. The purpose of these Electoral Guidelines is to ensure fair, honest and credible elections.

These Electoral Guidelines are issued in accordance with Article 25 of the AFC Statutes, Article 7 of the Standing Orders of the Congress of the AFC Statutes, and Articles 2.3, 3.1 and 4 of the AFC Electoral Code.

1. SCOPE OF APPLICATION

- 1.1. These Electoral Guidelines are applicable to the elections to the AFC Executive Committee to be held in 2020.
- 1.2. These Electoral Guidelines shall apply from the date that they are ratified by the Electoral Committee until the conclusion of the elections.
- 1.3. These Electoral Guidelines shall apply to all Candidates, Officials, Regional Associations and Member Associations.

2. PROHIBITION ON CAMPAIGNING PRIOR TO APPROVAL

- 2.1. No individual may undertake any electoral campaign to promote his candidacy outside of the Electoral Campaign Period or prior to their approval by the Electoral Committee

3. GENERAL CONDUCT

- 3.1. Each Official Candidate may promote their candidature by conducting an electoral campaign in a manner deemed appropriate, subject to the provisions of the AFC Statutes, AFC Electoral Code, the AFC Code of Conduct, the AFC Disciplinary and Ethics Code and these Electoral Guidelines.
- 3.2. Election campaigns shall be conducted with dignity and moderation.

4. EQUAL OPPORTUNITY

- 4.1. Candidates shall, while conducting an electoral campaign, respect and acknowledge the rights of all Candidates, the AFC Congress and the AFC General Secretariat.
- 4.2. Candidates have the right and freedom to convey their messages to the Electorate without hindrance or interference.
- 4.3. Candidates shall not undertake any defamatory, derogatory and /or insulting attacks on other Candidates.

5. CAMPAIGN DOCUMENT

- 5.1. Candidates may present their plans, views and campaign agenda in the form of a Campaign Document.
- 5.2. The content of a Campaign Document shall be confined to proposed policies, proposed programs, past record, past work and any other information that solely relates to the particular position for which the individual is a Candidate.
- 5.3. A copy of any Campaign Document shall be furnished to the Electoral Committee.

6. PROMOTION OF CANDIDATURE

- 6.1. Candidates are permitted to promote their candidature by way of campaign propaganda material, including:
 - 6.1.1. dedicated electoral campaign website(s);
 - 6.1.2. dedicated social media platform(s);
 - 6.1.3. their personal website(s);
 - 6.1.4. their personal social media platform(s); and
 - 6.1.5. printed flyers, letters and pamphlets.

- 6.2. Any promotion or advertising of a Candidate by any sponsors and/or commercial partners shall not be permitted. Candidates shall not promote or advertise any sponsor and/or commercial partner in connection with their candidature.
- 6.3. All media interviews shall remain neutral whilst strictly respecting the dignity of other Candidates. The content of such interviews shall be in compliance with Article 4.3 of these Electoral Guidelines and not to be prejudicial to the AFC Congress, the Electoral Committee and the AFC General Secretariat.
- 6.4. Candidates shall not commission (whether gratis or for consideration) any person (including any type of media organisation or representative) to disparage another Candidate.

7. CAMPAIGN ACTIVITY DURING AFC EVENTS

- 7.1. Candidates shall refrain from undertaking any campaign activity (including organising any event) at official functions organised by the AFC. Without prejudice to the generality of the foregoing, no Candidate shall be allowed to address the 30th AFC Congress in connection with their candidacy.

8. PROMISES AND UNDERTAKINGS

- 8.1. Candidates shall not make any promise or undertaking in connection with their Candidature, regardless of the timing of the performance, to the Electorate or any third-party individual or organisation, where the Electorate or third-party individual or organisation may acquire a direct or indirect benefit, pecuniary or otherwise, which is contrary to the objectives set out in Article 2 of the AFC Statutes.
- 8.2. Candidates shall not make any promise or undertaking to the Electorate or any third-party individual or organisation in connection with their Candidature, the performance of which might jeopardise their independence during and after the election process.

9. ABUSE OF OFFICIAL POSITION

- 9.1. Candidates that hold one (1) or more official positions on bodies of FIFA, the AFC, Member Associations, Regional Associations and/or any other sporting institutions associated with football may remain in office during their election campaign.

- 9.2. Candidates shall not utilise such official positions to obtain any undue advantage or benefit to their candidature.
- 9.3. Candidates shall not utilise the assets and resources of the organisations where they hold such official positions to conduct their electoral campaign.

10. NO OFFERING OR ACCEPTANCE OF BENEFITS

- 10.1. No Candidate, Member Association, Regional Association or Official shall offer any gift, financial benefit or any other benefit in return for the support of one (1) or more Candidates.
- 10.2. No Candidate, Member Association, Regional Association or Official shall accept any gift, financial benefit or any other benefit in return for the support of one (1) or more Candidates.
- 10.3. Candidates, Member Associations, Regional Associations and Officials have a duty to report to the Electoral Committee any offer to them of a gift, financial benefit or any other benefit in return for the support of one (1) or more Candidates.

11. INDEPENDENCE OF CANDIDATES

- 11.1. Candidates shall not accept any instructions from any third party in connection with their Candidature.
- 11.2. No Regional Associations, Member Association or Official shall undermine the independence of any Candidate.
- 11.3. All Candidates must be neutral in matters of politics and religion.

12. DUTY OF RESPECT

- 12.1. Candidates shall at all times respect the dignity of all other Candidates, the Electorate, the Electoral Committee, the AFC General Secretariat and all third parties associated with the election.

13. RELATIONS WITH THE AFC GENERAL SECRETARIAT

- 13.1. The AFC General Secretariat shall maintain a strict duty of neutrality and independence at all times.
- 13.2. No Candidate shall interfere with the conduct of and shall at all times respect the AFC General Secretariat in relation to their administering the electoral process.
- 13.3. No Candidate shall solicit any services from any individual or department within the AFC General Secretariat to act in support of his candidature.

14. RELATIONS WITH THE ELECTORAL COMMITTEE

- 14.1. Candidates shall accept and cooperate with all decisions of the Electoral Committee.
- 14.2. No Candidate shall interfere with the conduct of and shall at all times respect the Electoral Committee in relation to their administering the electoral process.
- 14.3. The Electoral Committee shall monitor the compliance of Candidates with these Electoral Guidelines as well as any other AFC regulations.

15. INFRINGEMENTS OF THE ELECTORAL GUIDELINES

- 15.1. The Electoral Committee shall make all decisions relating to any infringements of these Electoral Guidelines, and in serious cases, may refer such infringements to the AFC Disciplinary and Ethics Committee.
- 15.2. All disciplinary measures in relation to the election shall be undertaken in accordance with the AFC Statutes and the AFC Disciplinary and Ethics Code.

16. AMENDMENT

16.1. The Electoral Committee may amend these Electoral Guidelines at any time. Such amendments shall come into force upon notification to the Regional Associations, Member Associations and publication on the AFC website.

17. MATTERS NOT PROVIDED FOR

17.1. Matters not provided for in these Electoral Guidelines shall be decided by the Electoral Committee.

18. ENFORCEMENT

18.1. These Electoral Guidelines were ratified by the Electoral Committee in Kuala Lumpur, Malaysia on 10 February 2020 and come into force immediately.

For the Electoral Committee

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Chairperson



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