Managing conflicting Agendas - Profit, Participation or Performance?

The Role of International Sport Governing Bodies - The Case of the Asian Football Confederation

Ben Weinberg
Play The Game Conference, Aarhus 2013
Contents

- Topic and Approach
- Findings and Results
- Perspectives and Outlook
Topic and Approach

- ‘Skilful Negotiator’
- ‘Responsible Stakeholder’
- Sport-political research
- Globalisation – Neo-Institutionalism – Governance
- Archive material, interviews
Findings and Results

AFC’s Relations with other Actors

- Increase in cross-sectoral constellations, conflicts and collaboration
- Tension between vertical and horizontal structures
- Actors: FIFA, AFC, confederations, governments, civil society, commercial enterprises, associations, fans, media

Findings and Results

Organisation and Decision-Making

- Transparency and Accountability
- Bribery and mismanagement
- “One member - one vote”
- Reform process
Findings and Results
Policies and Strategies

- “Run the game”
- Competitions and professionalisation
- Development of grassroots structures
- CSR activities
Perspectives and Outlook

- “The silent scandal of the sports world”
- Evidence-based policy support
- Cross-sectoral collaboration
- Comprehensive sport governance system
Thank you!

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