

DRAFT



STRATEGIC PLAN 2011-2015

objectives of a new start into the next 100 years of Barbadian football

"BFA²"



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Preamble

- The BFA is a not-for-profit organisation and is committed to making football a positive and inclusive experience for everyone involved in the game, allowing all participants to enjoy the game and to maximise their potential.
- The BFA, the governing body of football in Barbados, is responsible for developing and regulating the game at all levels from the grassroots to international football.
- The BFA is committed to making football accessible, enjoyable and safe for everyone, regardless of race, religion, gender, sexuality, background or ability.



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Preamble

- THE BFA is responsible for governing the game, in areas such as disciplinary, compliance, refereeing, agents, financial matters and doping control.
- The BFA invests into the game with the main part going into grassroots football.
- The BFA invests in the development of Women's Football.
- The BFA generates income by sponsorship partnerships, grants and receipts.



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Preamble

- The BFA promotes Fair Play initiatives which are aimed at improving levels of behavior and respect towards match officials and between players, coaches, referees and spectators at all levels of football.



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BUT ...

- ... the BFA recognises that it is not the only body organising football in Barbados.
We are prepared to regularize the dynamic nature of football and therefore to restructure our organisation to reflect such. This will encompass from the Board Room right through to the pitch. We will further integrate every single football stakeholders or enthusiast in our plans, processes and projects so that we can work together as the Barbados Football Family for the best possible success through unity and towards goal-oriented objectives.



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Grassroots

- We recognise that football is for everybody and that football assists in the building of communities
- Boost talents of players in co-operation with the various academies and clubs
- Fully support age based programmes
- Promote the Grassroots Football Certificate across the board



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Women's Football

- Develop a specialized youth programme for women
- A female competition for schools
- Enhancement of Women's League
- Host Invitational Women's Soccer festival



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Competition

- Upgrade of domestic leagues and progressively expand Premiership over next four years
- Year round football
- Two transfer window periods (special dispensation will apply)
- New formats to market
 - a) interactive marketing & promotion
 - b) domestic broadcast rights
 - c) enhance Club & national sponsorship
- Semi-professional League



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Pursuit of Excellence

- National Technical Director to oversee development programmes for players and coaches, to work alongside coaches and play a major part in selection of all national squads; providing technical advice and input in all areas of football
- National Skills Test for 7-12 year old players, computerized test available to all, to create a data base of all our youth players and monitor development
- Barbados as a Centre of Excellence recognised in the Caribbean (CFU, CONCACAF)



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Football development

- Restructuring the BFA
- Club Development to establish constitutions and management structures for clubs, computerized player registration process, licensing procedure
- Football Development Unit
- Resource of additional funds
- Steps towards a semi-professionalism with high-quality leadership and financial stability



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6 Facilities

- new dedicated football pitches with floodlights
- Upgrade of National Stadium
- Unveiling of two FIFA sized pitches in Wildey
- Unveiling of new home for football and the football family in Wildey with office, training facility and conference room
- New dedicated football venue (to be announced)



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Coach education

- Good coaches mean good football
- Host more coaching clinics locally
- Assessment programmes by FIFA Instructors
- To have at least two professional–licensed Barbadian coaches



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Referee development

- Increase in women referees
- Provide trained instructors and assessors at all levels
- Establishment of a Referee secretariat with full time employee
- To have at least one recognised FIFA International referee at Olympic and World Cup level and three International assistant referees



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Schools football

- Better working relationship with NSC and BSSFL
- Football oriented camps with skilled instructors
- Feeder programme for children to merge with senior clubs
- Enhancement of the School's football competition



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Inclusive initiatives

- Development of programmes for the disabled
- Making venues friendlier to the disabled
- Incorporation of 'disability' component into coaching programmes
- Hosting of a disability exhibition game and tournament



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Futsal & Beach Soccer

- Greater emphasis on organising the sport
- Greater investment in Futsal & Beach Soccer
- Futsal & Beach Soccer tournaments – local, regional and international
- Courses on rules and regulations of the game
- Pathway for scholarships and entry to international contracts



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Conclusion & kick-off

- In recognition of the importance of the successful implementation of this plan, the BFA will create a Football Development Unit which will provide leadership and support for all stakeholders with the objective of enhancing existing initiatives and effectively implementing new initiatives.
- The BFA's primary responsibility will be to play a lead role in the creation of the National Football Development Plan, clearly define and articulate the roles and responsibilities of the various stakeholders and allocate resources as appropriate.



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But ...

- ... the BFA recognises that it is not the only body organising and developing football in Barbados. We need the active participation and integration of every single football stakeholder or enthusiast in our plans, processes and projects.

So we invite you as the Barbados Football Family to review, comment, feedback, criticise and amend our drafted strategic plan for the best possible success through unity and towards goal-oriented objectives.



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Our working title

"BFA²"
2011-2015

B ... Barbados

F ... Football

A ... Association

B ... Basement

F ... Family

A ... Action

² ... to be prepared for the next 100 years

² ... together for the best possible success



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