

BAHAMAS FOOTBALL ASSOCIATION



2024

# ANNUAL REPORT

YEAR ENDING DECEMBER 31, 2024





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# EXECUTIVE SUMMARY



The 2024 season reflected steady growth for the Bahamas Football Association, marked by expanded competition, strengthened development systems, and deeper community engagement.

National teams represented The Bahamas with pride across regional tournaments. The Women’s Beach Soccer Team gained valuable experience at the NBSL Women’s Open in Fort Lauderdale and the El Salvador Beach Soccer Cup, while the Men’s National Team earned a 3–1 Nations League victory over the U.S. Virgin Islands. Youth success stood out as the U13 Girls captured the Naples Elite Cup championship and the U13 Boys secured third place.

The Centre of Excellence, launched in February under Technical Director **Bruce Swan**, became a key hub for elite training and education. Over 100 players and parents attended its Anti-Doping and Nutrition session led by **Dr. Patti Symonette** and **Ms. Petra Haven** of the Bahamas Anti-Doping Commission.

Domestically, football participation reached new heights. **Western Warriors FC** won the Men’s League, **United FC** captured the Women’s title, and school tournaments flourished—headlined by the **Samuel P. Haven Jr. High School Nationals**, where the **Lyford Cay International School Dragons** and **Windsor School** emerged as champions.

Development efforts continued nationwide with **D, C, and B License Coaching Courses** held across five islands, the successful **FIFA Connect** data migration streamlining over 3,600 player and coach registrations, and the introduction of **FIFA+**, set to officially launch in early 2025 to expand international visibility for Bahamian football.

The Association also made progress on key infrastructure initiatives, including the Roscow A. L. Davies Technical Center plans, Western Field refurbishment, and fencing upgrades—all supported through FIFA Forward collaboration.

Community engagement remained a priority, highlighted by a **Family Fun Day** held in partnership with the **Department of Immigration**, promoting inclusion and teamwork through sport. The year also saw greater representation for Bahamian football leadership, with **President Anya James and Vanessa Desinord** participating in **Concacaf women's football development events** in San Diego, California.

In communications and sponsorship, the BFA's digital following grew by around 20%, fueled by creative content, domestic league coverage, and school engagement campaigns. **Dunkin'** joined as Lead Sponsor for the Youth League, while **Anthony's** secured stadium advertising at the BFA facility.

Overall, 2024 delivered measurable progress across competition, development, infrastructure, and visibility, laying a strong foundation for continued growth in 2025.



# WOMEN'S NATIONAL TEAMS



## NBSL Women's Open – Fort Lauderdale

The Bahamas Women's Beach Soccer Team opened the year competing in the NBSL Women's Open in Fort Lauderdale from **January 19–21**. The tournament featured top regional clubs and provided valuable international match experience early in the season.

## El Salvador Beach Soccer Cup

From **March 28–30**, the team continued its international campaign at the El Salvador Beach Soccer Cup, gaining exposure against elite regional opposition. The competition strengthened player development and team cohesion ahead of future tournaments.

## Summary

2024 served as an important development year for women's beach soccer, with players earning consistent international minutes and the program continuing to expand its footprint in regional competitions.



# MEN'S NATIONAL TEAMS



## FIFA World Cup Qualifiers

The Bahamas Men's National Team competed in the **2026 FIFA World Cup Qualifiers** in **June**, facing Trinidad & Tobago and St. Kitts & Nevis in Group B play. The matches provided valuable international experience for the team's developing roster and reinforced The Bahamas' continued participation in global competition.

## Concacaf Nations League

The Junkanoo Boyz recorded a standout **3–1 victory over the U.S. Virgin Islands on October 12**, with goals from **Brandon Adderley (2)** and **Omari Bain (1)**. The campaign also featured tightly contested fixtures against Barbados and the U.S. Virgin Islands, offering opportunities to integrate emerging players and strengthen tactical cohesion.

## Summary

The 2024 season demonstrated steady progress for the men's national program, highlighted by an important Nations League win and consistent participation in top-tier regional competition.

# YOUTH NATIONAL TEAMS



## U13 Boys & Girls – Naples Elite Cup

The Bahamas U13 National Teams represented the country at the Naples Elite Cup in Florida from **August 24–25**. The **Girls Team captured the championship title**, while the **Boys Team earned third place**, showcasing discipline and teamwork throughout the tournament. Top performers included **Ameerah Ann Knowles**, who led the girls with multiple goals, and **Paris Saunders**, who scored twice in the final to secure the title.

## U15 Boys & Girls – OTF Academy Friendlies

From **July 19–21**, the U15 Boys and Girls hosted the OTF Academy of North Florida in a series of international friendlies at the Roscow A. L. Davies Fields. The event offered meaningful competitive exposure and strengthened ties with regional development partners.

## U14 Boys – Florida Kraze Krush Friendlies

The U14 National Team played **two friendly matches on December 7** against Florida Kraze Krush at The First Academy in Orlando. The fixtures provided valuable experience for the young players as they continue to progress through the national program.

## Summary

The 2024 youth national team calendar reflected steady progress across all age groups, highlighted by the U13 Girls' championship victory and consistent international competition that continues to build the foundation for future national success.



# CENTRE OF EXCELLENCE (COE)



The Bahamas Football Association officially launched its **Centre of Excellence (COE)** on **February 19, 2024**, under the direction of **Technical Director Bruce Swan**. The program marked a key step in strengthening the BFA's long-term player development pathway.

The launch featured an **Anti-Doping and Nutrition Education session**, led by **Dr. Patti Symonette** and **Ms. Petra Haven** of the **Bahamas Anti-Doping Commission**. The session engaged over **100 players, parents, and coaches**, promoting healthy performance habits and awareness of international testing standards.

Throughout the year, the COE continued to operate under the guidance of the **BFA Technical Department**, conducting weekly training sessions and concluding with internal evaluation matches in December to assess player growth and readiness for national selection.

## Summary

The 2024 season strengthened the COE's role as a cornerstone of the BFA's player development structure, combining education, discipline, and performance assessment to prepare the next generation of national players.

# DOMESTIC FOOTBALL



The 2023–2024 Bahamas Football Association season reflected continued growth across all leagues, with higher match participation, improved competition standards, and expanded youth engagement nationwide.



## Men's Soccer League

The Western Warriors FC captured the Men's Soccer League title, finishing ahead of the UB Mingoes and Renegades FC. The season featured more than 110 matches, a record increase from the previous year, highlighting strong player and club participation.

## Women's Soccer League

United FC claimed the Women's League championship, with Cavalier FC and Renegades FC rounding out the top three. The league's growth in both competitiveness and visibility further elevated women's football at the domestic level.

## Youth Leagues

Youth football experienced significant expansion in 2024, with a record number of teams competing across all divisions.

- **U18 Boys:** Renegades FC – Champions; Western Warriors FC – Runners-Up
- **U15 Boys:** Western Warriors FC – Champions; Renegades FC – Runners-Up
- **U15 Girls:** Renegades FC – Champions; Baha Juniors FC – Runners-Up
- **U13 Boys:** Western Warriors FC – Champions; United FC – Runners-Up
- **U13 Girls:** United FC – Champions; Baha Juniors FC – Runners-Up

## Primary School Football Tournaments

The Dawn Knowles Primary School Tournament, held from October 15–22, showcased top-level school football talent. Claridge Primary School captured the Boys Division title, while Yellow Elder Primary School won the Girls Division.

The inaugural Exuma Primary School Tournament was also held in October, marking the successful introduction of organized primary football competition in the Family Islands.

## High School Football Nationals

The Samuel P. Haven Jr. High School Soccer Nationals continued to highlight the country's top secondary school programs, hosted in partnership with the Ministry of Education. The

**Windsor School** emerged as **Boys Division champions**, while the **Lyford Cay International School** secured the **Girls Division title**.



## Beach Soccer Competitions

The Nassau Beach Soccer Tournament, held from July 5 to August 3, featured six men's and three women's teams. **Carib FC** won the **Men's Division**, and **CEBA FC** captured the **Women's Division**, capping an exciting summer of beach soccer at the National Beach Soccer Stadium.

## Summary

Domestic football in 2024 demonstrated clear progress in participation, match volume, and competition quality. With record engagement across youth, school, and senior divisions, the BFA strengthened its foundation for sustainable growth and player development at every level.

# DEVELOPMENT & CAPACITY BUILDING



## Coaching Development

The BFA's Technical Department continued its nationwide coaching education drive in 2024, certifying coaches at multiple levels across the islands.

- **D License Courses** were held in **Eleuthera, Abaco, Exuma, Grand Bahama, and New Providence**, including a dedicated course for **PE teachers**.
- **C and B License Courses** took place between **November and December**, building on FIFA-endorsed coaching standards.
- **Adam Miller, Daria Adderley, Bruce Swan, and Soraya Toppin-Herbert** successfully completed the **Academy Director Course** in collaboration with the **British Virgin Islands Football Association**, while the BFA advanced its **CONCACAF Coaching Convention application**, strengthening the regional alignment of its programs.

## Referee Development

In 2024, BFA referees achieved regional and international milestones. Several officials were shortlisted for **FIFA's 2025 International List**, including emerging talent from both the men's and women's officiating pools. Additionally, a **joint referee and club meeting** was held in **March** to improve match operations, communication, and consistency across competitions.

## Talent Development Scheme (TDS)

The BFA submitted its **FIFA Talent Development Scheme (TDS) application** in **September**, continuing its commitment to long-term player tracking and development pathways for youth identified through the COE and Family Island programs.

## Family Island Football Development

The Family Island program expanded further in 2024.

- The **Eleuthera Soccer Festival** in **January** distributed equipment and hosted coaching sessions for young players.
- The **Exuma Primary School Tournament** and **Coaching Course** in **October** marked a key milestone for structured youth competition and coach education beyond New Providence.

## Grassroots and School Programs

Grassroots participation remained a central focus.

- The **Preschool Football Festival** in **May** introduced children to football in a fun, inclusive format.
- **Beach Ballers: After-School Edition**, which included **Genesis Academy**, continued weekly sessions from **September to June**, offering mentorship and safe recreational play.
- **Footsteps: In-School Soccer Experience**, conducted with **Unique Christian Learning Academy (UCLA)** in April and May 2024, brought football directly to schools without access to fields.
- **Football for Schools** and **SMART Goals** initiatives were maintained, integrating football with social and educational learning outcomes.
- **Beach Soccer Camps**, held from **July to August**, attracted more than 70 participants.



## FIFA Connect and Registration Systems

The **registration data migration to FIFA Connect** was a major milestone completed on **July 30, 2024**. The comprehensive process transitioned **3,609 records** from TeamSnap, including **1,251 new registrations** and updates to **2,100 existing records**. The project involved data cleansing, secure file transfers, and manual photo labeling to ensure full compliance with FIFA Connect standards.

Post-migration monitoring confirmed system functionality and accuracy, providing the BFA with a centralized, efficient database that now supports all league, player, and coach registrations.

## FIFA+ Platform Implementation

In 2024, the Bahamas Football Association began preparations for the launch of **FIFA+**, FIFA's global digital platform designed to enhance visibility and access to domestic competitions. Implementation efforts included system setup, match coverage planning, and content alignment in collaboration with FIFA's regional support team.

The platform will officially launch in **January 2025**, providing live streaming, match highlights, and behind-the-scenes features from local competitions, including the **Men's and Women's Leagues**. Once active, FIFA+ will significantly expand the reach of Bahamian football to international audiences and strengthen the BFA's digital footprint within the global football ecosystem.



## Summary

The BFA's development and capacity-building initiatives in 2024 emphasized education, system modernization, and equitable access across all islands. With more certified coaches, improved referee standards, and the successful integration of FIFA Connect, the Association strengthened its foundation for continued growth and good governance. Preparations for the 2025 launch of the FIFA+ platform also advanced the BFA's digital evolution, positioning Bahamian football for greater global reach and visibility.



## Infrastructure and Facilities Development

The BFA made notable progress in 2024 on multiple infrastructure projects supported through FIFA Forward funding and local collaboration.



### The New Technical Center at Roscow A. L. Davies:

The project advanced through Phase 0, which included the completion and submission of the business plan, budget summary, and master plan required for schematic drawings. This preparatory phase involved preliminary planning, supplier selection, project application approval, and groundwork for project implementation. Modifications have been approved, and the project now moves through FIFA's committee phase. Construction is projected to begin between the second and third quarter of 2025, following approval for the RFP to be issued, with FIFA's Development Office assisting in the RFP and tender process.

### Western Field Refurbishment:

The BFA completed and submitted the funding application for the Western Field Refurbishment project. Additional funding was sought to address site drainage and flooding challenges caused by recent road works. The \$774,590 project includes drainage improvements, Greenfields turf installation, and related contingency and VAT costs. Preparatory work is expected to begin in the first quarter of 2025, following site visits in September 2024 by three interested companies.

### Fencing Project Completion:

The RALD Fencing Project reached near completion in December 2024, with final inspections scheduled for January 2025. Work included replacing damaged panels, installing new double gates, and removing the eastern chain link fencing. These upgrades have improved the facility's security and readiness for upcoming national and league activities.



## FIFA and Concacaf Engagements

In 2024, the Bahamas Football Association maintained active participation within the global football community through its involvement with **FIFA** and **Concacaf**.

- **FIFA Regional Technical Consultant Visits:** The BFA hosted **FIFA Regional Technical Consultant Lenny Lake** on multiple occasions throughout the year to review development programs and coaching structures.
- **Concacaf Collaboration:** The BFA continued to align with Concacaf's strategic objectives through education, governance, and youth development initiatives, ensuring compliance with regional standards.
- **Technical and Administrative Development:** Ongoing communication with FIFA and Concacaf supported continuous improvement in coaching, player registration, and talent development frameworks.





## Governance Workshops and International Representation

In May 2024, the Bahamas Football Association reaffirmed its commitment to global governance and regional collaboration at two major conferences. At the 74th FIFA Congress in Bangkok, Thailand, held at the Queen Sirikit National Convention Center, the Association was represented by President Anya James, General Secretary Frederick Lunn, and Deputy to the President Dion Peterson. Highlights included the approval of the FIFA Annual Report 2023 and the announcement of Brazil as host of the FIFA Women’s World Cup 2027.



Later that month, at the 39th CONCACAF Ordinary Congress in Le Gosier, Guadeloupe, held on May 25, 2024, delegates from all 41 member associations met and approved the 2023 audited financial statements and the 2024 budget. The Bahamas FA delegation comprised President James, General Secretary Lunn, and Council Member Andre Moss. The Congress also reviewed key capacity-building programmes such as the Executive Mentorship and Coaching Convention initiative.

## Women's Football Leadership & Development

In March 2024, BFA President Anya James participated in the Concacaf W Football Summit in San Diego, California, during International Women's Day celebrations. She joined regional leaders in a panel discussion on advancing women's football in the Caribbean, sharing insights on leadership and development within the sport.

In October 2024, BFA representative Vanessa Desinord attended the Concacaf W Professional Football Development Seminar, also in San Diego. The seminar focused on strengthening women's football through professional league development, club licensing, and regional collaboration.

These events strengthened the BFA's institutional ties and ensured alignment with global and regional football governance priorities, reinforcing its role as a proactive member of the football community.



## Community Engagement and Outreach

The Bahamas Football Association continued to use football as a tool for positive community impact throughout 2024.

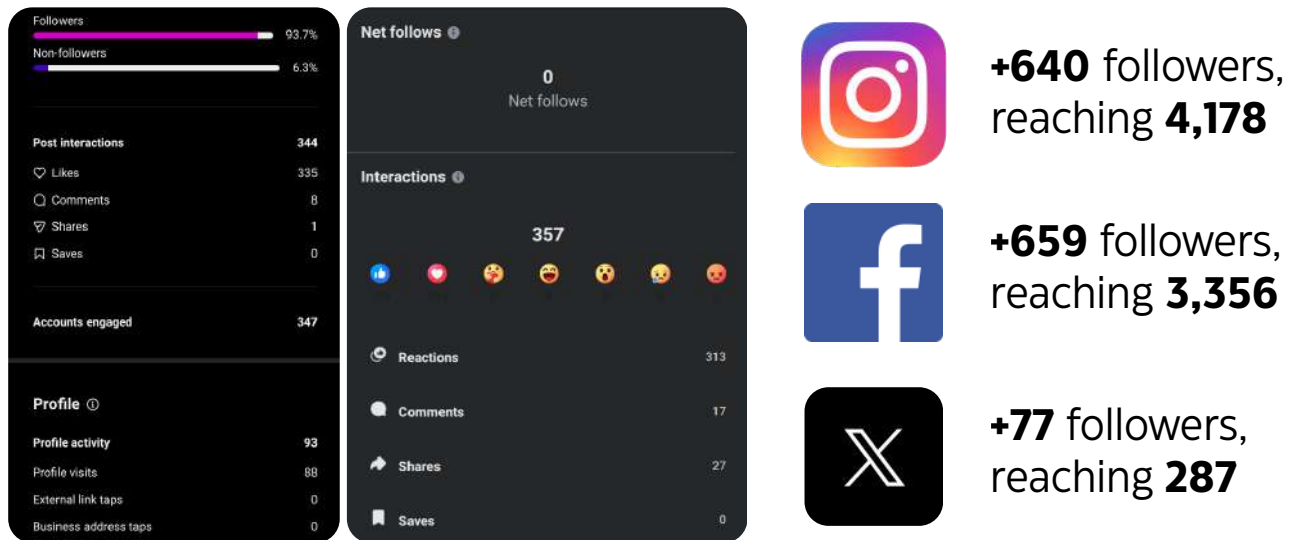
The BFA hosted a **Family Fun Day** in collaboration with the **Department of Immigration**, bringing together players, families, and supporters from across communities to celebrate the season and strengthen relationships with government agencies.

This initiative reflected the Association's ongoing commitment to social impact through sport, creating meaningful opportunities for youth engagement and connection beyond the pitch.



## Social Media & Digital Growth

The BFA’s online presence expanded steadily throughout 2024, driven by a coordinated digital strategy and consistent storytelling across all major platforms. Between January and December, total followers across **Facebook, Instagram, and X** grew by over **1,370 new users**, representing an overall increase of roughly **20%** year over year.



This growth was supported by creative content planning, live coverage, and community-focused campaigns. Engagement peaks aligned with key tournaments including the **Women’s Beach Soccer** events, **World Cup Qualifiers**, **Nassau Beach Soccer Tournament**, and the **Samuel P. Haven Jr. High School Nationals**.

Several posts throughout the year achieved outstanding reach and engagement, with combined campaign impressions exceeding **300,000 across Facebook and Instagram**. The most viral moments included the **U13 Girls’ Naples Elite Cup championship win** (over **90,000 views**), the **Men’s World Cup Qualifier vs Trinidad & Tobago** (over **60,000 impressions**), and the **Women’s Beach Soccer content from El Salvador** (over **75,000 impressions**). October’s **Nations League win over the U.S. Virgin Islands** and the **School Spirit Challenge videos** also generated major spikes in engagement, underscoring the growing digital audience for Bahamian football.

Coverage extended across all **Men’s, Women’s, and Youth Domestic Leagues**, with professional **photography, videography, and match-day updates** driving consistent engagement and strengthening fan connection.



## Press Releases & Media Coverage

Press releases and media advisories were distributed consistently throughout 2024, maintaining strong visibility for the Association’s programs, competitions, and initiatives. Coverage spanned national teams, youth tournaments, community outreach, and development milestones.

### Key releases included:

- National team announcements and international match results
- The **Centre of Excellence** launch and education sessions
- The **Samuel P. Haven Jr. High School Soccer Nationals**
- Coaching and referee certifications
- The **Family Fun Day** in collaboration with the **Department of Immigration**

Over the course of the year, BFA communications generated sustained media attention across print, broadcast, and digital outlets, supported by timely distribution and professional storytelling. Local media consistently highlighted the BFA’s technical initiatives, competitions, and community programs, strengthening its standing as the leading voice for Bahamian football.

## Website & Email Management

The BFA website was actively maintained to ensure accurate and timely updates on fixtures, results, and organizational announcements. Technical email support—including account setup, troubleshooting, and syncing—ensured reliable internal communication across all departments.

## Fan Engagement Campaigns

The **School Spirit Showdown and Video Challenge**, held during the **Samuel P. Haven Jr. High School Nationals**, generated high engagement across platforms. The **SJC Giants** emerged as winners, narrowly edging the **QC Comets** in a close online contest that showcased creativity, school pride, and fan participation.

## Sponsorship and Revenue Support

Sponsorship visibility and collaboration strengthened in 2024 through new agreements and ad sales:

- **Dunkin'** became the **Lead Sponsor for the Youth League**, deepening its alignment with youth football development.
- **Anthony's** secured **stadium advertising space** at the BFA facility, contributing to revenue generation and local business engagement.
- Several clubs also strengthened their individual sponsorship portfolios, demonstrating growing community and corporate investment in the domestic game.

Marketing and communications supported all BFA sponsorship deliverables through design, social media features, and digital visibility across platforms.



## Administrative & Event Support

Support extended to **photography, videography, and event coverage** for all domestic leagues, as well as coordination of sponsor and registration communications. Cross-department collaboration ensured clear messaging and consistent presentation of the BFA brand.

## Summary

The BFA's marketing, communications, and partnerships initiatives in 2024 delivered measurable growth in audience reach, engagement, and sponsor value. With a 20% overall increase in digital following, enhanced storytelling, and expanded sponsor integration, the association's public image and community impact reached new levels of strength and professionalism.

# ACKNOWLEDGEMENTS



The Bahamas Football Association extends appreciation to the **BFA Council, General Secretariat & Staff, and Technical Department** for their continued leadership and commitment throughout the 2024 season.

Special thanks are extended to **General Secretary Frederick Lunn, Deputy General Secretary Carl Lynch, and Technical Director Bruce Swan** for their dedication to governance, operations, and the technical growth of football across the country.

The Association also acknowledges the support of its **sponsors**, including **Dunkin'** (Lead Sponsor for the Youth League), **Bahamas Waste** (Service Sponsor), and **Aquapure** and **Gatorade** (*distributed by Thompson's Trading*) as Product Sponsors. Each played a valuable role in supporting operations and enhancing football development throughout The Bahamas.

Appreciation is likewise extended to the **Ministry of Youth, Sports and Culture, the Ministry of Education, FIFA, Concacaf, and CFU**.

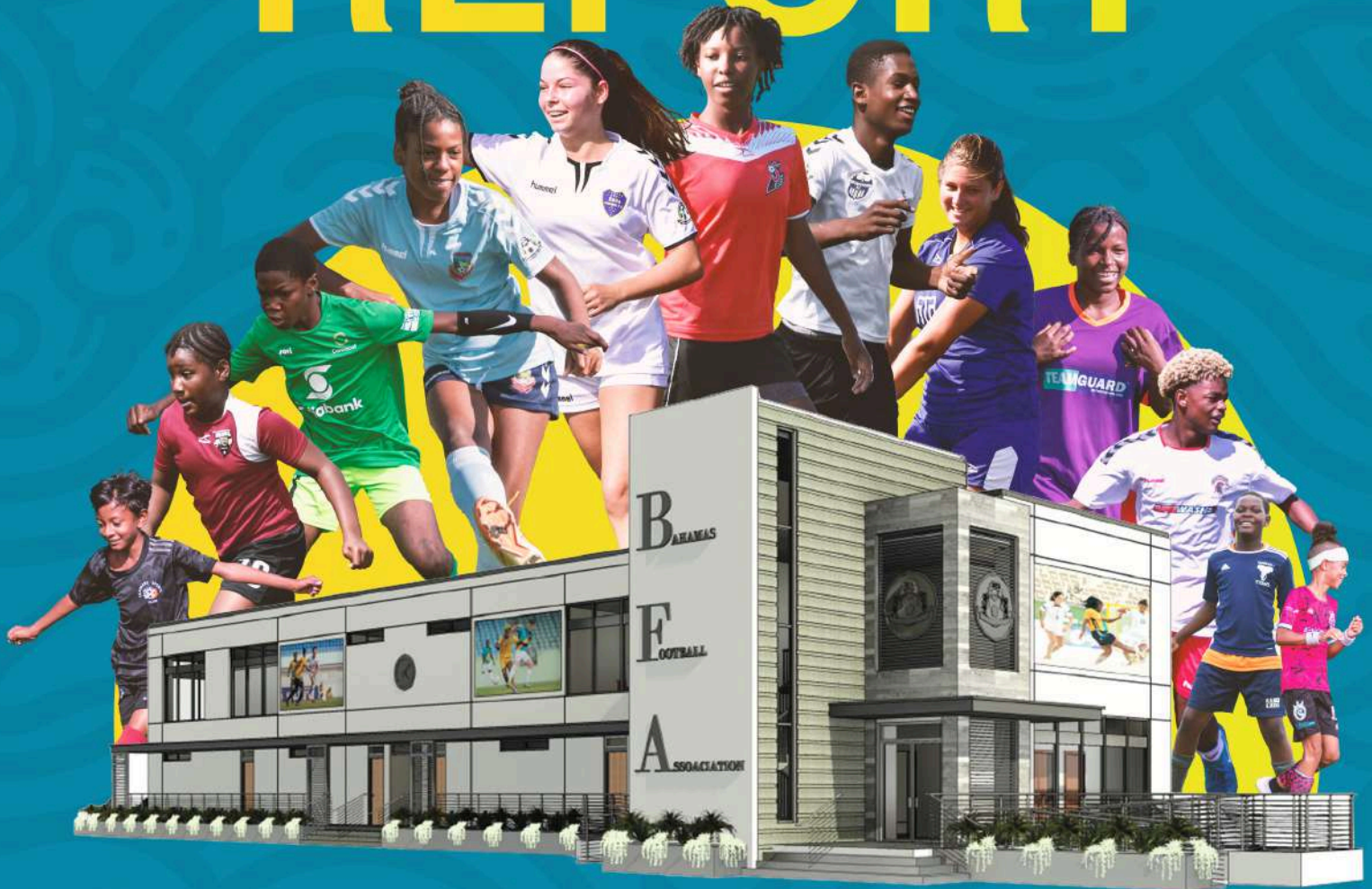
Finally, the BFA recognizes the tireless contributions of **parents, players, coaches, referees, administrators, clubs, affiliates, schools, and volunteers**, who collectively made the 2024 season a success both on and off the field.





BAHAMAS F.A. 2024

# ANNUAL REPORT



**BAHAMAS F.A.**

Beach Soccer Stadium  
Bay St., Nassau, Bahamas

📞 242-322-4343

✉ connect@bahamasfa.net

🌐 bahamasfa.net

📷 bahamasfootball

📘 242Football

✂ BahamasFootball1