



Manifesto 2024 - 2028

TEAM RICKETTS

*“Advancing the success;
Restructuring for maximum
impact!”*

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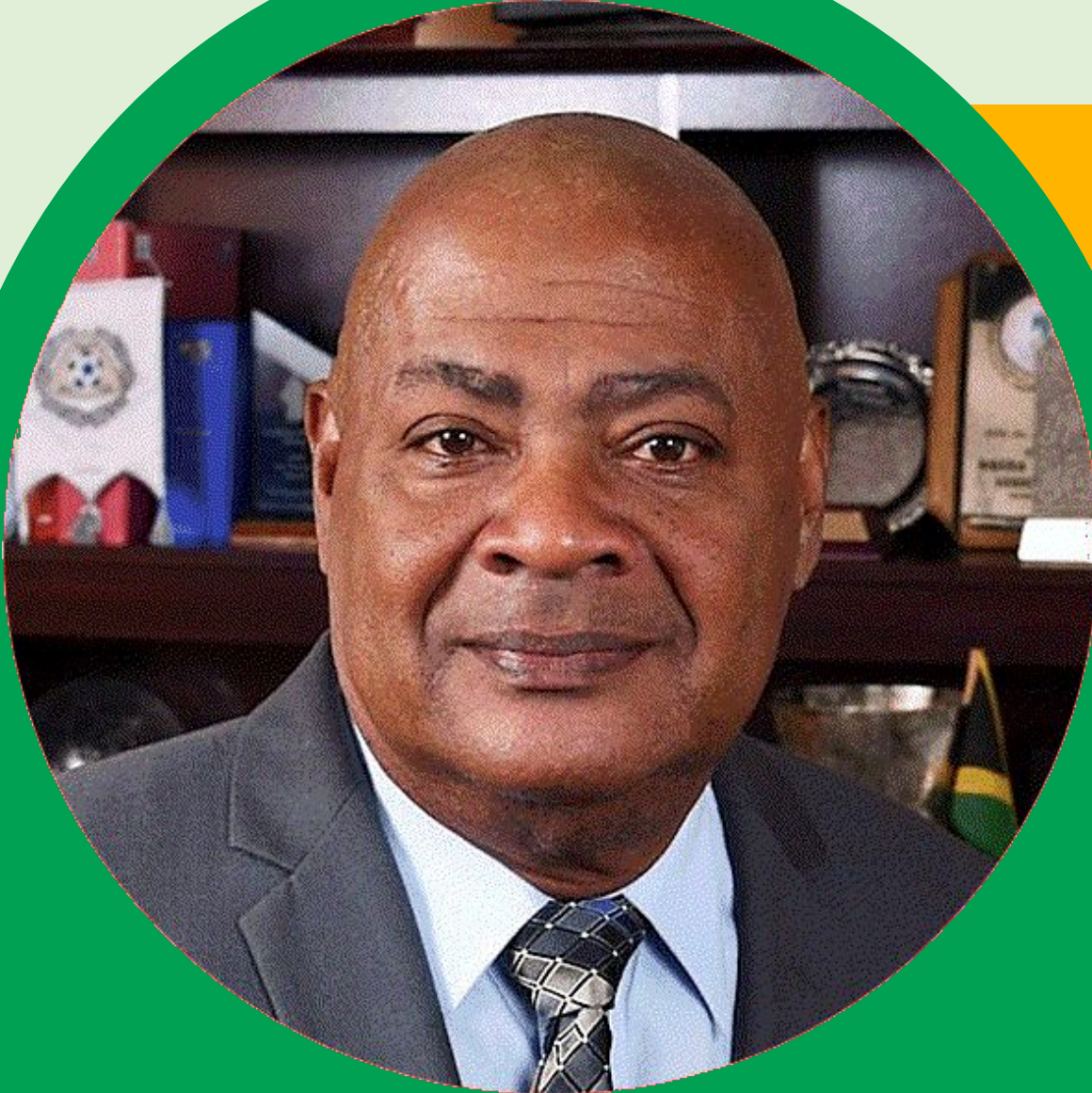


“Second Half” – Vision and Goals for 2024 and beyond



Summary

Introduction



In the realm of sport, football (soccer) stands out as being the best at transcending social, political and economic barriers. In Jamaica, it unites the people and is an iconic part of who we are as a nation.

We at the JFF are vested with the responsibility of managing this great national treasure, and therefore the JFF's board must approach its leadership with a sense of duty, excellence and inclusiveness. We must have the wisdom of experience, and a clarity of purpose. All this is what TEAM RICKETTS brings to the game. Our vision and goals for the JFF are clear and achievable.

I am pleased to present this manifesto for your consideration.

Michael Ricketts
Candidate for President

About this Manifesto

This manifesto outlines
Team Ricketts objectives,
goals, strategies and plans for the
leadership of the Jamaica Football
Federation (JFF) in the 2024-2028 term.

In the “**First Half**”, we reflect on the significant achievements of the past four years with a view to highlighting our achievements, experience and lessons learned for the future.

At half time we have “**Team Talk**”, where you get to learn more about Team Ricketts player lineup going forward into 2024.

In the “**Second Half**”, we articulate our clear vision and goals for the management and development of football in Jamaica covering the immediate and long term.

First Half

Our Achievements 2019 - 2023



OUR Achievements



Hosting the FIFA Executive Summit in 2018 in Montego Bay, St. James - FIFA President Gianni Infantino described Jamaica hosting the event as “World Class Service”

Qualifying for 2 FIFA Women’s World Cups (Back to Back tournaments) - The Reggae Girlz finished 13th in 2023, Jamaica’s best finish in any FIFA tournament. Mr. Ricketts is the first President since Captain Burrell to be at the helm in qualifying Jamaica to a FIFA World Cup

Since 2018, **ensuring EVERY FIFA INTERNATIONAL WINDOW was occupied** with matches for the Reggae Boyz, even during the Covid-19 Pandemic.

OUR Achievements



The U-15 Reggae Boyz finishing 4th in the 2023 CONCACAF U-15 Championship in the Dominican Republic - Jamaica's best finish in an U-15 tournament

The Negotiation and signing of the lucrative Adidas Kit Deal which has attracted huge demand locally and in the diaspora. Royalty will be coming to the JFF

Since being in Office, **Jamaica has been promoted from League B to League A of the CONCACAF Nations League.** - Jamaica are on a 14 game unbeaten run in the Nations League which is the longest unbeaten run of any team in the region in the competition.

The starting and progression of **the Coaching Education Programmes** and Courses throughout the Island - Men and Women

OUR Achievements



The Progression of the **Referee Training Programme** which has seen dozens of Jamaicans trained by CONCACAF and be match officials for assignments in the region in the Gold Cup, Champions League and World Cup Qualifiers

Organizing and **arranging high profile Friendly Internationals** against the likes - Saudi Arabia x3, South Korea, Ecuador, Serbia, Japan, Peru, Morocco, Qatar x2, Argentina, Cameroon, Jordan

The **appointments** of Heimir Hallgrímsson, John Wall, Guðmundur Hreiðarsson

Completion of the hostel at the UWI Captain Burrell Center Of Excellence and the installation and commissioning of first-class artificial turf and lights.

Horace Burrell Center of Excellence.



OUR Achievements



Reggae Girlz attained their highest rank of 37th in the FIFA World Rankings – This makes them the fourth highest ranked team in Concacaf according to FIFA. They are also are now ranked number one in CFU.

Khadija Shaw - CONCACAF Women's Player of the Year - The First time a Jamaican has won this award either side of the gender.

We went on to Produce 10 Reggae Girlz who have competed in the UEFA Women's Champions League.

Even though challenging, we were able to create a pool of over 60 Senior women's players that provides us with depth and ability to engage in multiple tournaments; which is a critical part of our development of Women's football in the country.

OUR Achievements



During the Covid-19 Pandemic the Jamaica Premier League was the first to start back in 2021, most of the other leagues in the Caribbean restarted in 2022 and even 2023.

The Reggae Boyz have been to Gold Cup Final 2017, Gold Cup Semi-Finals 2019 and 2023 and Quarter-Finals 2021. Biggest victory in Gold Cup History Recorded this year (5-0) margin. The Opportunities given to youth players at the senior level men and women have also skyrocketed - With 12 teenagers making their debut for Jamaica in 2023 alone.

For the first time in 5 years, two Jamaican clubs advanced to the semi-finals of the CONCACAF Caribbean Cup. Jamaica Premier League expansion from 12 to 14 clubs. Commercialization of the league has shown tremendous improvement and monetary benefits to clubs.



World class Coaches and Staff

OUR Achievements



Improved Administration and Corporate Governance:

Constitution

Oversaw the drafting and approval of a new constitution which allows voting member to increase from 13 to 56 affiliates.

Policies

Implemented the following policies:

- ☐ Discrimination and Sexual Harassment Policies
- ☐ Travel & Per diem Policies
- ☐ Purchasing & Safeguarding Policies
- ☐ Conflict of Interest & Whistle Blower Policies

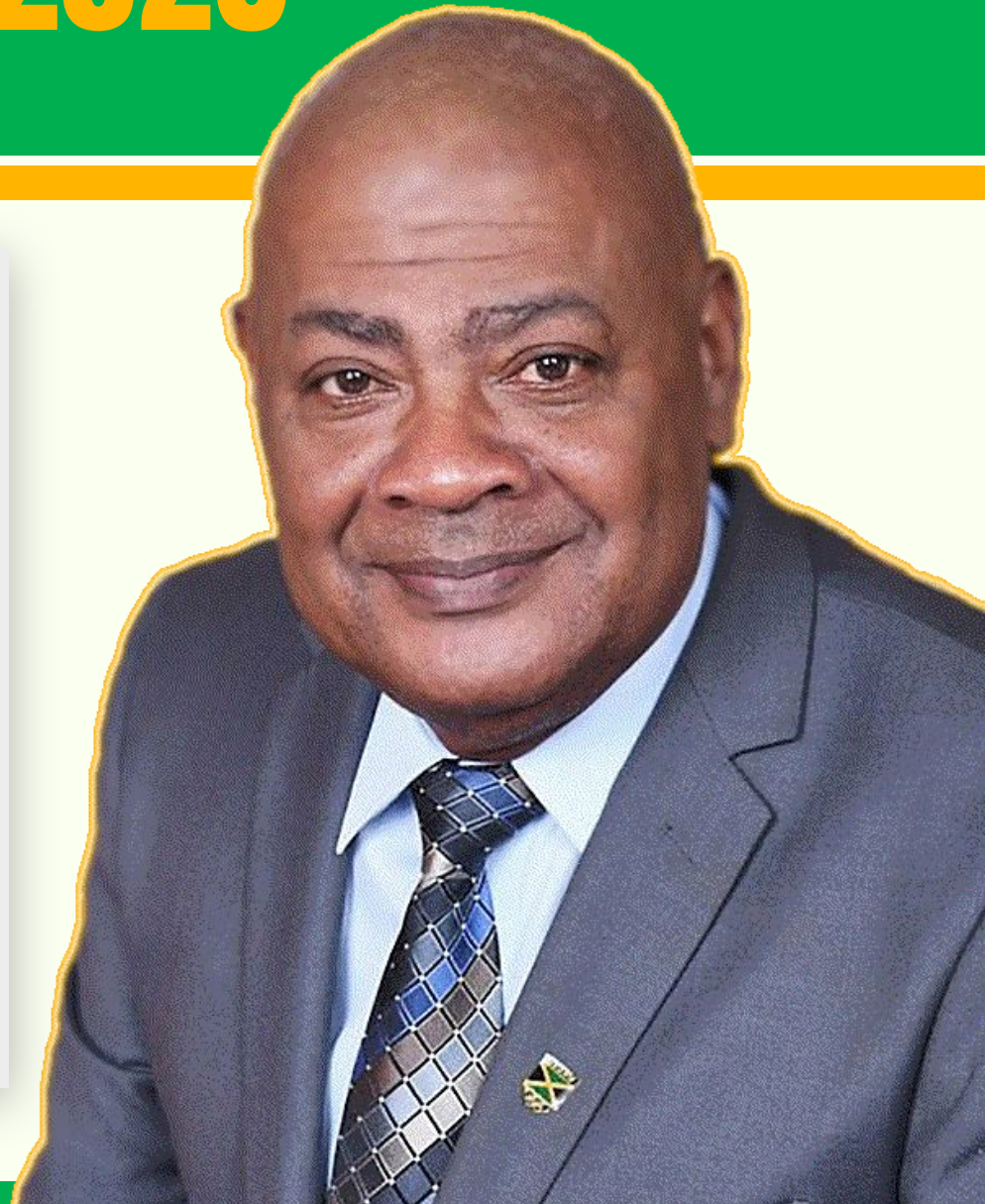
We were able to clear over two thirds (over \$200m) of an inherited tax-liability which qualified us to receive a Tax compliance Certificate for the first in the last twelve years. We were also ably assisted by FIFA in strengthening our Corporate governance structure which has positions us one step closer to the lifting of all FIFA restrictions.

Team Talk 2024 - 2028

Mike Ricketts is the current head of the JFF and has served in that capacity for the last six years. In two of those years, he was coopted to lead after the ailment and subsequent death of Captain Horace Burrell. He is a CFU Vice President.

This mild-mannered gentleman has served through the ranks of football for over forty years. He is an astute leader and has the prestigious record of being most successful JFF President to date as it relates to team performances. Under his stewardship the Reggae Girls have reached the last two World Cups and entered the round of 16, Semifinals in Nations league, and another qualification for Copa America. He has sourced one of the most lucrative kit sponsorship deals for the JFF (Adidas).

Mike's vision for the next four years is that Jamaica should place among the finest in Concacaf. He envisions that many countries will be eager to play our teams and be respectful of them. With the many successes so far, amidst all the challenges, he is determined to restructure for maximum impact!





Gregory Daley

Vice President

Gregory Daley is a student of the beautiful game who played at the junior, high and Collegiate level. This former police officer has served as referee as a National Panel Adjudicator for the Premier League. Gregory is a Coach, plying his skills at the high school level and is now doing his Concacaf B license course.

He has served the St James FA in several capacities, including that of League Director. He ascended to the office of President for the St James FA - a position he has served with credit for the last nine years. He is currently a Board member of the JFF and Chairman of the FF Competitions Committee. Significantly, he brings a wealth of experience especially in Risk management and planning to the team.

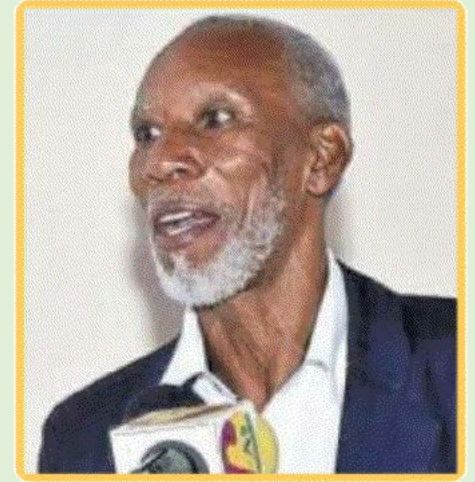


Elaine Walker Brown

Vice President

The name Elaine Walker-Brown is synonymous with a "strong woman". She is a Senior Sports Officer at the Institute of Sports and has been a vanguard of Women's football in Jamaica for over thirty-two years.

A woman from humble beginning, she started out as a referee and is currently the President of The St Catherine FA. She is renowned for overcoming a 14-point deficit to win the 2019 election and has made strides in establishing the FA as a premier organisation. She is loved by FIFA, Concacaf, CFU and often quizzed on her strategies with a view for using them as templates for Women's programs in other countries. She has enjoyed two Women's World Cup as the head of Women's Football and brings a wealth of knowledge to the team as VP for Women's Football.



Baron Watson

Vice President

Baron Watson, otherwise known as "Barry", has served football passionately and wholeheartedly for over forty years at the community and national level. Baron is the President of the Manchester FA and Vice Chairman of JFF's Technical Committee. He holds the enviable record of having a male team at Tier Two and a female team at the Women's Premier League.

He is a key adviser on technical matters. He has collaborated with other skilled individuals and has shared his expertise in the growth and development of football in the country. He will be an invaluable member of the team.

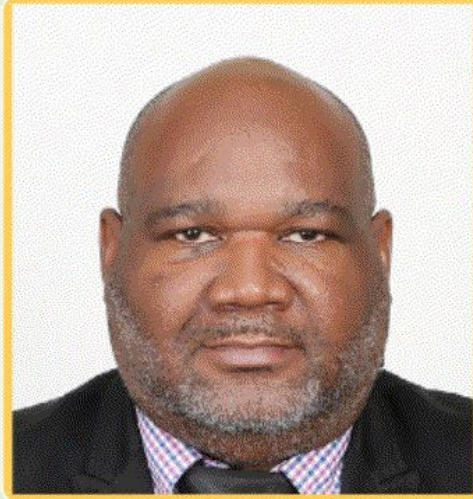


Raymond Grant

Vice President

Raymond Grant is a Civil Engineer by profession and a Justice of the Peace for Jamaica. He has over twenty-five years experience in Football Administration and is the current President of the Portland Football Association (PFA), a Director of the Jamaica Football Federation (JFF) and past Chairman of the Eastern Confederation. He has served as the General Secretary of the Jamaica Football Federation, as well as represented the JFF, CONCACAF and FIFA in several overseas assignments in over fifty (50) counties.

He exudes a commitment to leadership and nation building and was recognized by the Lay Magistrates Association of Jamaica (LMAJ) with the Golden Scale award in 2022. An academician who is constantly in pursuit of knowledge, he brings to the team a sharp mind, structured thinking and a penchant for great Leadership.

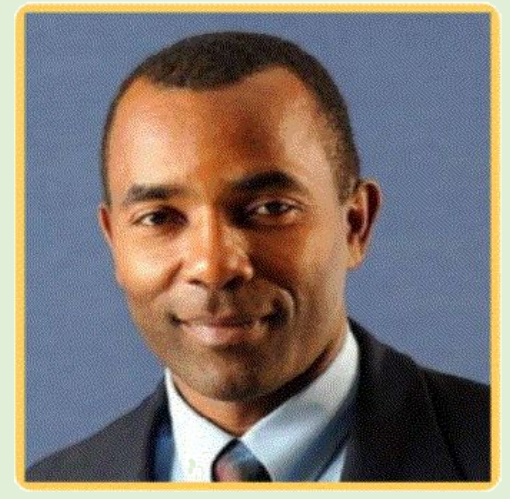


Bruce Gaynor

Director

Bruce A. Gaynor is a Senior Justice of the Peace for the Parish of St. James. This businessman and executive has over forty years service in Football Administration. He is the former chairman, and now director, of Montego Bay United FC (formerly Seba United). Bruce currently holds the post of Vice President Jamaica Football Federation with responsibility for Technical, International and Administration - a post which he will relinquish to serve as an Ordinary Director at the next voting Congress.

Football can only continue to benefit from this giant of an Administrator as he brings his unique skills set and experience; having served on many Corporate and Civil Boards, member CFU Statutes and Disciplinary Committees, and member ST. James Football Association.



Rudolph Speid

Director

Rudolph Speid is a Chartered accountant by profession and is currently the Managing Director of Broadcast and Allied Credit Union. This former Financial Controller of The Gleaner Company and Trustee for its Pension fund, is revered as a tactical leader and corporate strategist and so has served on many corporate boards.

Rudolph is a student and master of the beautiful game and now serves as Chairman of the JFF Technical and Development Committee. His financial acumen has positioned him to serve as Vice Chairman JFF Finance Committee, Chairman Finance Committee of Profession Football Jamaica Limited and member of Caribbean Football Union (CFU) Finance and audit committees. He is the Sporting Director of Cavalier Soccer Club, and President of the Jamaica Coaching Association. He holds a football coaching A-license and is a certified coach educator at the B license level. Football will continue to ascend with the contribution and skills set of this critical thinker and strategist

Second Half

Vision and goals for
2024 and beyond



“Establish a Women’s Legacy Program.”

We shall develop a legacy project for continued growth of the women’s program as follows:

1. Establish a professional women’s football league-equivalent to the JPL,
2. Create a Women’s football individual budget and accountability.
3. Engage the government in identifying a property for a dedicated female team facility.

1. Create a Women’s Department in the JFF with minimum staff of:

*A general manager- all issues including all leagues,
Marketing and Public Relations Manager,
Social Media Department*

(Photographer, Videographer, Producer)

A Robust Finance and IT Department

1 competition supervisor,

3 Team Managers,

1 Women’s scout,

1 dedicated a training center for all female teams

OUR Vision & Goals



Our goals for the Reggae Girlz:

- a) Be CONCACAF Women's Champions (Be #1 in in CONCACAF)
- b) Be Ranked in the top 20 of the FIFA Rankings
- c) Get to the Quarter-Final of the Next Women's World Cup
- d) Qualify for junior World Cups
(U-17 and U-20 Women's World Cups)
- e) Have elite age group girlz competitions at youth level, U13.
U15 and U18
- f) Have a database of minimum 5,000 Girls playing football on
the island



“Build the Men’s National Team Program.”

We intend to:

Qualify for the 2026 senior men’s world Cup and advance to the round of 8. Ensure we have the best Jamaican players available in the world to play for Jamaica, improve FIFA ranking (45th by end of 2024; 40th by end of 2025; 35th by end 2026; 30th by end 2027, and 25th by end 2028.)

Qualify for all Boys under 17 and 20 world Cup competitions for the next four years and advance to the semifinals. This will allow us to build the base for Jamaica’s continued participation in all world cup tournaments.

Expand our participation in Beach Football and Futsal competitions with a view to qualify for world cup tournaments.

Establish Boys elite youth competition to run over 6 months per Year (Parish under 13 and 15. & Elite clubs under 17 and 20.)

OUR Vision & Goals



“Continue Plans for Youth Development.”

We are committed to leading the country to a new paradigm that improves the prospects of youth player development. We shall:

Establish a National Youth Academy to manage a talent identification program so no talent is left behind. A Transition Coach will be employed to ensure players transit seamlessly from being club/school players to national players.

Ensure more frequent National camps for our elite age group players.

Conduct training and Capacity building courses for our Parish Association (PA), their leadership and other key stakeholder

OUR Vision & Goals



“Focus on the Grassroots program.”

We believe that an important pillar of our football is nurturing the Grassroots. Emphasis will be placed on a strong grassroots development programme to ensure all talents are captured from an early age.

Those that excel will be extracted and sustained in a development programme at the Captain Burrell Centre of Excellence.

We will place more emphasis on local development of our youths both boys and girls from age 6 to 17 through the National Football academy. This Academy will also be a model for parishes and will give assistance with the creation of academies across the island with the JFF direct support of at least one in each parish or region.

OUR Vision & Goals



“Establish a Football Complex & upgrade Facilities.”

The training facility at the UWI is inadequate for preparation of all national teams.

We shall lead the JFF to build two additional training facilities to properly prepare teams for international competitions; one exclusively for women training.

We believe this can be done with the strong Collaboration with our Diaspora (Honorary members), FIFA Project Funding, Government and Private Sector Support.

Additionally, we will install stands to hold 5000 patrons at the UWI Captain Burrell Center Of Excellence.

OUR Vision & Goals





The new Facilities should include:

- ❑ A stadium to hold at least 20,000 patrons,
- ❑ Offices for the different departments of the JFF,
- ❑ 6 training fields, a Futsal field, a beach football field,
- ❑ Training and Development Labs/Centres
- ❑ Executive Conference rooms.

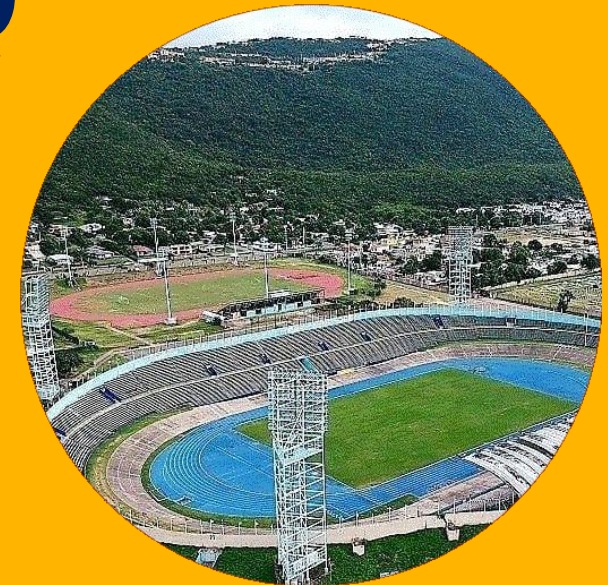
“Execute a project to improve Parish facilities.”

This team is willing to create a pool of funds and assemble the expertise to support parish associations who own or have long term leases on their facilities. Our aim is to assist them with total upgrading of the facilities, dorms, stands and playing surfaces to at least minimum international standards.

The Parish FA's would be required to provide proof of ownership or lease, local government support, usage agreements and other legal paperwork to protect the investments.

The Infrastructure team will be task to receive applications, assess feasibility and ensure well-run project

OUR Vision & Goals

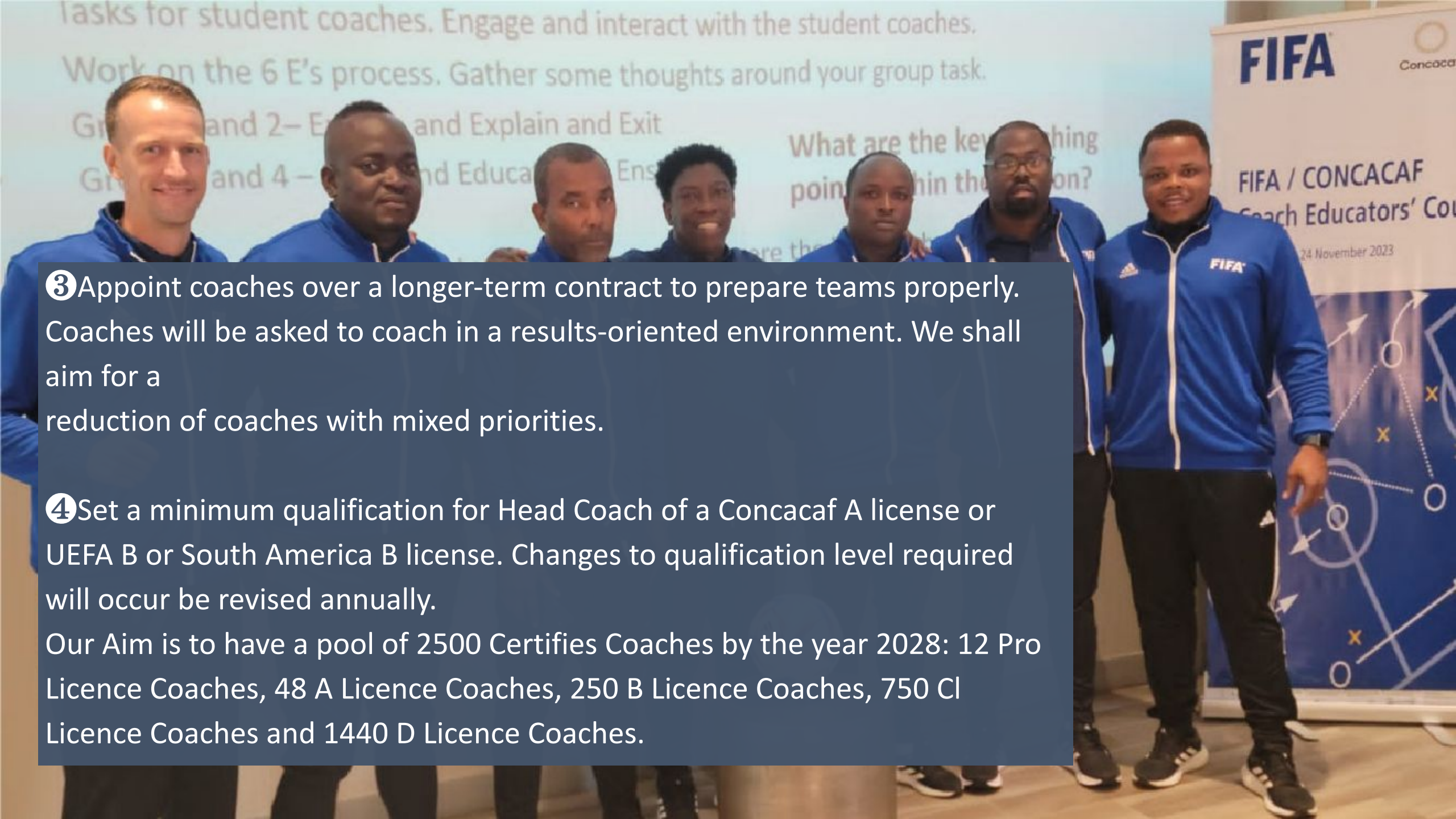


“Capacity building and Appointment of Qualified Coaches

Over the last two years, we have trained several qualified Coaches, who have moved on to personal or international interests and as such our pool of coaches has been reduced. It is our desire to ensure that every football player is coached by a qualified certified coach and therefore we will:

- ❶ Establish a national football philosophy for Coaches adoption as a general construct. The coaches are at liberty to adopt also additional philosophies but their team must be exposed to such an idea which makes it easier for their players to transition into National teams.
- ❷ Work with FIFA and Concacaf to builds its capacity in Coaching Education, create the National Academy, establish Club Licensing, improve Match Officials, National and Club Administration.

OUR Vision & Goals



③ Appoint coaches over a longer-term contract to prepare teams properly. Coaches will be asked to coach in a results-oriented environment. We shall aim for a reduction of coaches with mixed priorities.

④ Set a minimum qualification for Head Coach of a Concacaf A license or UEFA B or South America B license. Changes to qualification level required will occur be revised annually.

Our Aim is to have a pool of 2500 Certified Coaches by the year 2028: 12 Pro Licence Coaches, 48 A Licence Coaches, 250 B Licence Coaches, 750 C Licence Coaches and 1440 D Licence Coaches.

“Host more Local and International Events.”

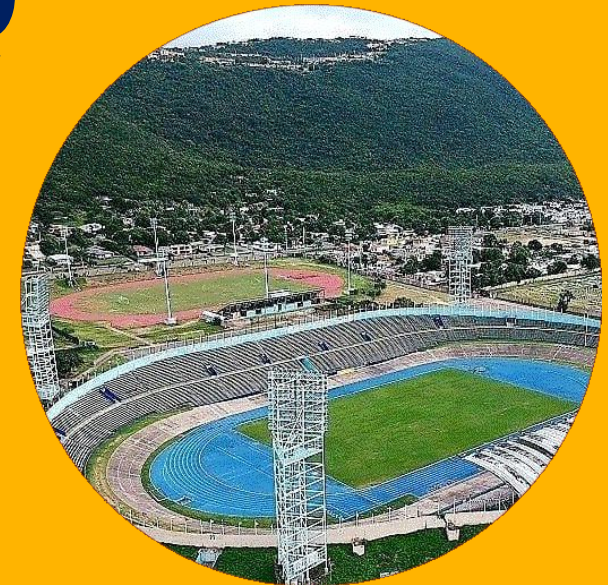
We desire to hold more National age group tournaments in Jamaica and participate in more tournaments overseas. With this in mind, we shall:

Establish Memoranda of understanding with other countries to increase participation in international events and reduce cost in youth tournaments.

Extend the period of the annual Parish under 13 and 15 girls and boys starting 2024.

Extend the period of the Elite Clubs under 17 and 20 for girls and boys starting in 2024.

OUR Vision & Goals



“Enforce a Jamaican-Born quota system for youth players.”

The percentage of Jamaican born players representation on team has been gradually falling with each team that is selected. Only 6 players of the 24 Reggae Girlz representing Jamaica were born in Jamaica. Currently, there is no quota system in place for our senior teams and this will continue. Notwithstanding the need for more local players in the Senior team must be on merit.

However, we currently have a quota system in place for our junior teams but these have been breached. Going forward, we will be enforcing this stipulation in a balanced way to ensure the development of our local talents that they maybe given a chance to transition to play at the senior level.

OUR Vision & Goals



“Have tighter administration of Touring Parties.”

Over the last few years, many tours have been plagued by travel and public relations issues. The board will ensure that this matter is dealt with as a high priority as we believe our team must have the necessary documentation for travel and be ready engage their assignment or return in a timely and orderly manner.

As a primacy, we will employ a personnel to handle travel management as a critical part of their portfolio. The personnel will also seek to manage the travel cost and seek to balance cost effectiveness with quality. All our mileage bonus must be claimed and become part of our information to negotiate sponsorship with particular airlines.

OUR Vision & Goals



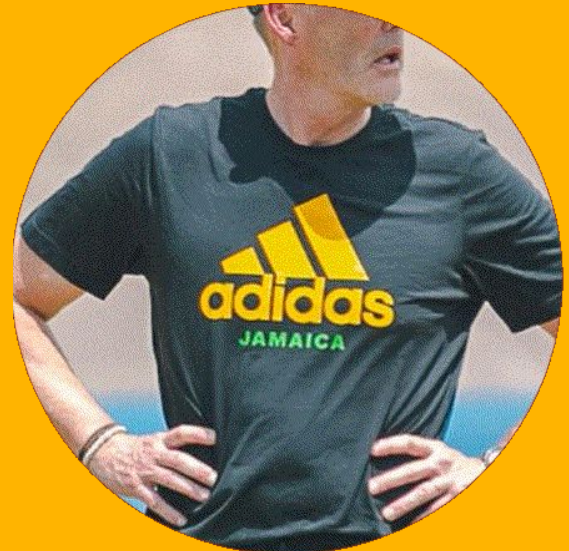
“Source Additional Funding.”

Cost is a major factor in preparing national teams. We will explore additional methods of financing these ventures.

We shall increase communication with the business sector, both local and the diaspora, regarding the development of plans for a world class football complex

The Diaspora will also be engaged to play a more pivotal role securing funding as well as collaboration on other critical areas.

OUR Vision & Goals

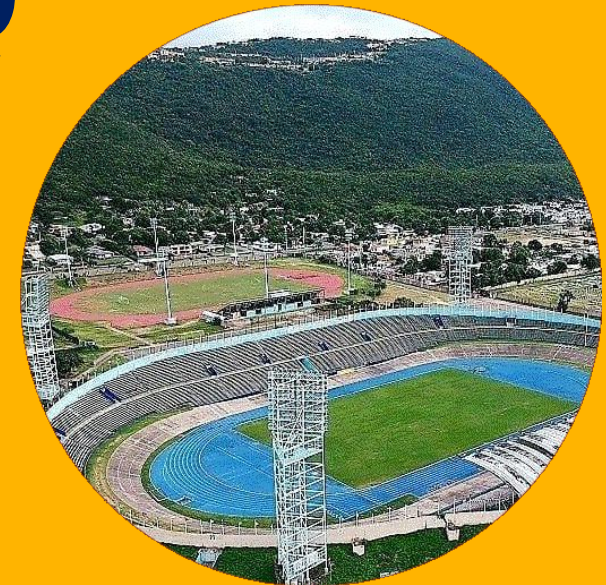



“Financial Assistance to Stakeholders.”

We are aware that all stakeholders in football need financial support and we are committed to realizing that support. We shall ensure:

- ➊ Additional funding goes to female football tier 1 and 11 until leagues are established and can survive on its own.
- ➋ Financial assistance goes to parishes to fund the grassroots programs and participation in national parish under 13 and 15 competitions.
- ➌ Assistance to provide computers to modernize information flow and access to competition systems and to digitise operations.

OUR Vision & Goals





④ An amount of US\$1.9ml of Royalties received annually from the Adidas contract will be allocated for Football development programmes over the next four (4) years as follows:

- 25 percent to Parishes affiliates to assist their competitions and operations
- 20 percent to professional League
- 5 percent to associations.

The other 50% of royalties will be used to fund JFF's Youth Development, Grassroots and other Programmes to ensure sustained growth.

“ Professional Leagues.”

- ❶ Extension of the commercialization contract with PFJL to ten (10) years.
- ❷ Financial assistance from the Adidas Royalties (25%).
- ❸ The number of clubs within tier 1 males will remain at fourteen(14) until such time it is capped at 16 teams.
- ❹ Part funding of an U17 National Development Competition.

OUR Vision & Goals



“Establish a Strategic Business Unit.”

The reality of intense competition and limited resources has called for entities to make concerted efforts to build strategic action through the innovative processes and evaluation. The JFF is proactive in this regard and will initiate a Strategic Business Unit (SBU). The SBU will be equipped with the following resources to ensure its efficiency:

1. Public Relations and Digital Communications Manager
2. Finance, Treasury and Investment Officer
3. Marketing Consultants
4. Human Resource Consultant
5. Project Manager

The SBU will be monitored by Adhoc Committees that will report to the Board through the General Secretary who is an ex-officio on all.

OUR Vision & Goals

SUMMARY OF GOALS:-

1. Establish a Women's Legacy Program.
2. Improve Men's National Team program & Ranking.
3. Continue Plans for Grass roots and Youth Development- National Football Academy.
4. Establish (two) Football Complexes & upgrade UWI facility.
5. Execute a project to improve Parish facilities.
6. Improve Coaching Education & Appoint Qualified Coaches.
7. Host more Local and International Events.
8. Enforce a Jamaican-Born quota system.
9. Tighter Administration of Team travel.
10. Source Additional Funding.
11. Financial Assistance to Stakeholders.
12. Establish a Strategic Business Unit

Team Ricketts has a proven record of stellar achievements. Going forward, we will continue to build strong relationships through investment, consultation and collaboration with all stakeholders. We are convinced that when all partners are unified around clear goals and strategies, we can ensure the ascendancy of Jamaica's football... and this is our goal.

We ask for your support as we keep
*“Advancing the success;
restructuring for maximum impact!”*

