



2024 STRATEGIC PLAN



“We would like to thank the BC Soccer Board of Directors for their progressive position to support the Plan, and Canada Soccer, our membership and soccer stakeholders for their valuable input and consideration. Our goal is to be the most inclusive and equitable sport in BC”
 – Kjeld Brodsgaard, President BC Soccer

BC SOCCER'S 2024 STRATEGIC PLAN

**INITIAL FOCUS
BUSINESS RESUMPTION**

- Post Pandemic
- Support membership and affiliated clubs

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**GOAL #1
SOCCER IS SAFE
AND RESPECTFUL**

- Be the most inclusive and equitable sport in BC
- Prioritize mental & physical safety
- Foster ethics-based culture of sportsmanship & growth
- Focus on diversity, inclusion, gender representation and respectful environments
- Increase education and training

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**GOAL #2
REDEFINE & STRENGTHEN
BC SOCCER'S MEMBERSHIP**

- Forward thinking approach to improve BC Soccer's delivery model
- Collaborate and strengthen relationships with members and stakeholders (specifically outside the lower mainland)
- Explore regional-specific support model
- Redefine membership categories
- Support local soccer organizations to achieve Canada Soccer's Quality for Soccer designation

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**GOAL #3
STRENGTHEN BUSINESS
OPERATIONS & STRIVE
FOR GOVERNANCE
EXCELLENCE**

- Evolve board & staff to be more strategic and forward-thinking while working with soccer members and stakeholders to improve the game
- Analyze membership voting structure focusing on equity
- Improve governance and policy framework
- Better define and enhance education for BC Soccer personnel
- Explore outsourcing of certain services while sustaining financial position

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**GOAL #4
INCREASE SOCCER
INTEREST &
PARTICIPATION**

- Encourage enjoyment, inclusivity & growth
- Assess barriers that prevent progression of the game
- Improve marketing and soccer presence
- Augment member support and improve the soccer reach through technology innovation and collaboration

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**GOAL #5
COACH, PLAYER &
REFEREE DEVELOPMENT**

- Support retention and development of coaches and referees
- Implement key components of the Safe Sport Program
- Focus on a progressive player delivery model, supported by the National Youth Club License, BC SPL and all youth levels
- Establish a female specific coaching framework

“We believe there are some exciting possibilities in the Plan that will progress soccer in BC forward over the next four years and into the future.”
 – Gayle Statton, BC Soccer Board Director and Strategic Planning Lead

“We're extremely pleased with how much data and input was gathered both from recent surveys, and from all of our members and key stakeholders. We feel it was a very comprehensive and collaborative process.”
 – Jason Elligott, BC Soccer Executive Director



ABOUT BC SOCCER

Established in 1907, BC Soccer is the largest provincial sports organization (PSO) in BC and the third largest soccer-specific PSO in Canada with over 150,000 participants, consisting of registered players, coaches, referees, administrators and soccer leaders. As a professional not-for-profit society and a member of Canada Soccer, BC Soccer is committed to providing the widest opportunities for existing and potential participants, as well as provide support in the most effective and appropriate way for current players, parents, volunteers, member clubs, leagues, and districts.

Safe Sport Statement
 BC Soccer believes that everyone involved in soccer has the right to participate in safe and inclusive environments free of abuse, harassment, discrimination, and to enjoy the sport at whatever level or capacity they participate in. The welfare of everyone involved in soccer is the foremost consideration and in particular, the protection of children in the sport is the responsibility of everyone involved.

Vision
 Positive soccer experiences

Mission
 Promote, develop and govern soccer in British Columbia

Values
Inclusive – all can participate and unite in soccer in British Columbia
Safe – committed to safe and respectful soccer in British Columbia

Excellence – lead and progress soccer in British Columbia
Collaborative – deliver soccer with members and stakeholders in British Columbia

BC Soccer's 2024 Strategic Plan consists of five key strategic goals that lead to a refreshed vision and mission to support and progress soccer in British Columbia. Our hope is to unify the membership and soccer stakeholders to the goals and vision of this strategic plan and execute together.

The 2024 Strategic Plan was developed over the last 18 months through a Strategic Planning Working Group consisting of:

Kjeld Brodsgaard
 President BC Soccer

Gayle Statton
 BC Soccer Board Director and Strategic Planning Lead

Carlos Grosso
 1st Vice-President BC Soccer

Jason Elligott
 Executive Director BC Soccer

As well, BC Soccer engaged Capitis Consulting to gather more feedback from members and stakeholders across BC on the challenges and opportunities facing our sport across our diverse province.

