

# BURLINGTON SOCCER CLUB

STRATEGIC PLAN  
(2022-2025)





# VISION

To be the leading community soccer club in Ontario, delivering the highest quality player experience that inspires a life-long passion for the sport of soccer.

A black and white photograph of two female soccer players on a grass field. The player on the left is wearing a dark jersey with "SAINT JOHN'S" and the number "2" visible. The player on the right is wearing a light-colored jersey. A soccer ball is on the ground between them. A colorful swoosh graphic in blue, green, and yellow is overlaid on the image.

*CITY OF*  
**Burlington**



# MISSION

Lead and support the growth of players, coaches and match officials through the sport of soccer by offering innovative and sustainable community based programs.



# VALUES

- Fun
- Integrity
- Respect
- Success
- Teamwork





# BSC STRATEGIC PILLARS

- Player Technical & Personal Development
- Development of Coaches & Match Officials
- Business Development & Sustainability
- Community Engagement





# PLAYER TECHNICAL & PERSONAL DEVELOPMENT

## GOALS

- Develop opportunities for players at all levels
- Effectively communicate player pathways
- Identify and Develop Players within LTPD
- Youth players value programs & Adult players value programs



# DEVELOPMENT OF COACHES & MATCH OFFICIALS

## GOALS

- Develop, Retain and Attract Quality Coaches Through the Coach Development Plan
- Identify, Develop & Retain Volunteer Coaches
- Identify, Develop & Retain Match Officials (LTOD)

# BUSINESS DEVELOPMENT & SUSTAINABILITY



## GOALS

- Develop facility capacity planning based on identifying future needs
- Engage with Community Stakeholders on a strategy for additional indoor facilities
- Deliver excellent business practices through staff, with Governance leadership
- Governance model consists of Directors with specialized backgrounds and provides overall Club direction through the Executive Director





# COMMUNITY ENGAGEMENT

## GOALS

- Develop Community Partnerships Promoting Diversity and Inclusivity
- Identify and Engage in Grassroots Community Initiatives
- Maximize the BSC Brand
- Identify Channels to Reach New Players



# BSC PLAYER MOVEMENT

(Technical Plan)

