



A Three-Year Strategic Plan for Guelph Soccer

Our Vision

A world where everyone can play, celebrate, and grow through sport.

Our Mission

We strengthen the community of Guelph through the joy of soccer.

We Value



Strategic Priority #1



EXPAND THE QUALITY AND QUANTITY OF OUR PROGRAMS.

Strategic Priority #2



STRENGTHEN AND EXPAND COMMUNITY RELATIONSHIPS.

Strategic Priority #3



INCREASE THE ACCESSIBILITY AND INCLUSIVITY OF SOCCER IN GUELPH AND SURROUNDING AREAS.



A Three-Year Strategic Plan for Guelph Soccer






Sharing The Beautiful Game

2022 Season

We are in a moment for soccer globally, nationally and in Guelph. In our community, we have more families than ever interested in the physical exercise, teamwork and character-building that soccer brings. Over the past three years, our organization has undergone a transformation that has placed us in a leadership role that we are ready to lean into. The world, the country, and the City of Guelph need more soccer.



The team at Guelph Soccer has the passion, skills, and vision to help connect our community with the joy, excitement and wellness it brings. It is our job to create meaningful, inclusive and accessible programming and continually invite others to be part of the sporting community in Guelph. It is especially important that we extend these invitations into corners of our community that we haven't yet reached who may not yet know the joy of Guelph Soccer.

This strategic plan is our commitment to the players, families, coaches, volunteers and community partners of Guelph Soccer that we will grow sport in our

community. Of course, we can't do this by ourselves, which is why we are renewing our commitment and focusing on partnerships and collaboration. Working with others in the community, this plan will empower Guelph Soccer to align our dreams with the time, resources, and commitment we are so fortunate to have. It will guide and measure how we will encourage everyone at Guelph Soccer to bring our best to the game and to our community. It is our road map to bring more joy to Guelph.

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FUN

The excitement of growth and success drives everything we do. The common thread to all of these accomplishments is the fun that comes from playing sport, being on a team and learning about victory and defeat. Our job and our responsibility is to ensure that everyone at Guelph Soccer is having fun while they are growing in and with the sport.



GROWTH

We want to invite more people into soccer because we know it is a tool for improving physical and mental health and for building community. It is also a tangible way to measure hard work, persistence and commitment. We will make decisions and investments that allow us to connect with and empower more people in and out of Guelph.



LEARNING

Like any sport, soccer is a skill that grows with practice, support and play. This continuous improvement demands that we invest in people, processes and relationships that will enable us to make meaningful contributions to our community through powerful programs. We will also strengthen our organization and our ability to get things done, not for our own sake, but to grow, adapt and expand the impact soccer makes in our community. Our team will embrace and thrive on constant feedback and improvement.



Strategic Priority #1

EXPAND THE QUALITY AND QUANTITY OF OUR PROGRAMS

Why this matters: We are focused on building an organization centred on the user experience. This applies to players, families, coaches, staff and board and how they connect in and with the sport. The reach and impact of our programs are a direct reflection of that commitment.



TACTIC 1-1

Expand and creatively adapt our programs.

How we will measure success:

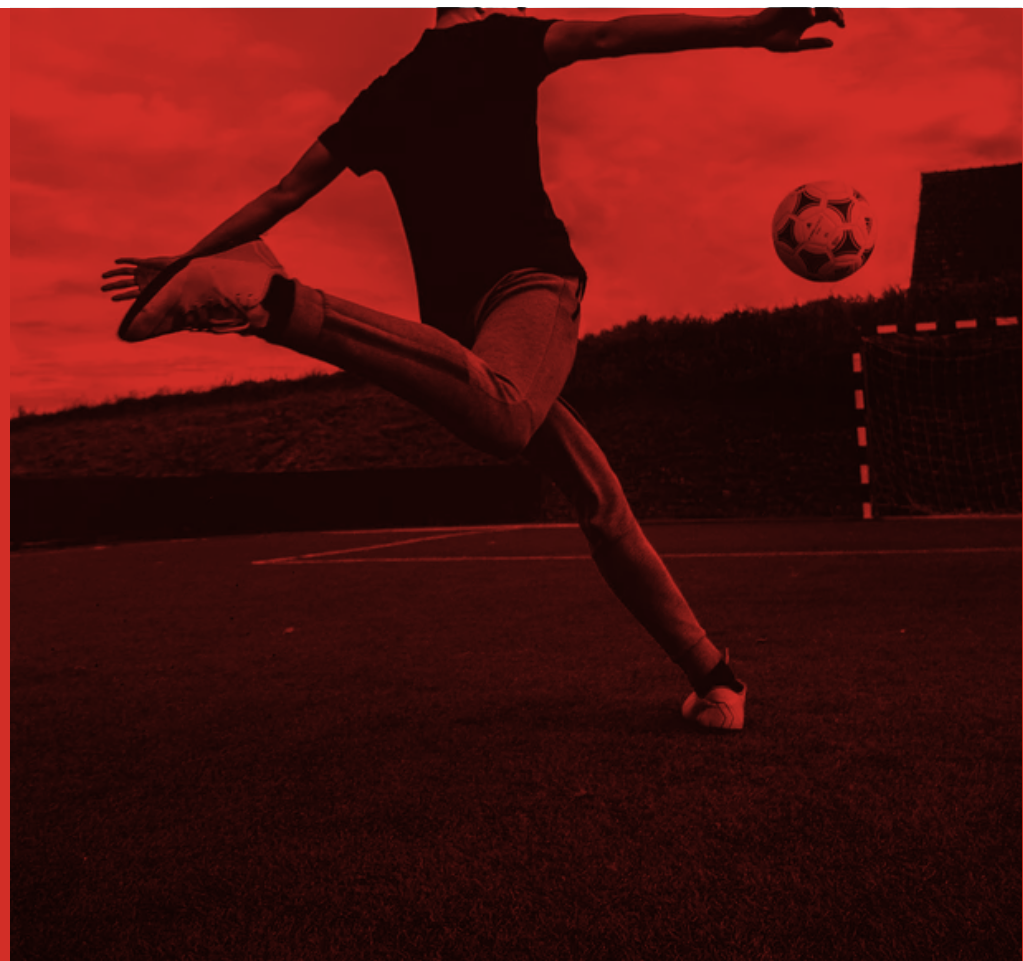
- A diverse range of programs and pathways allowing players, coaches and members to stretch themselves to new levels of success.
- Clarify how our pathways to learning connect with and enhance the offerings of other regional soccer programs.
- Programs that connect with a wide range of player skills, geographic locations and program fees.
- Balance and acknowledge the need for programs that may focus primarily on participation.

TACTIC 1-2

Facilitate conversations around bringing more year-round soccer to Guelph.

How we will measure success:

- Have a clear path to how, working with our partners, Guelph Soccer can bring a new facility for year-round soccer to our community.
- Explore how we can partner with other clubs to find administrative and operational efficiencies.



Strategic Priority #2

STRENGTHEN AND EXPAND COMMUNITY RELATIONSHIPS

Why this matters: Soccer is a great sport to play, coach, watch and build community around. Guelph Soccer has a leadership role to play in making that happen and we can't do it alone. We need strong and mutually beneficial relationships with other organizations and all local soccer fans. If there is a soccer or sport-related conversation happening in Guelph, we will be around the table.



TACTIC 2-1

Expand our efforts to better tell the story and value that Guelph Soccer brings.

How we will measure success:

- Revisit our branding and storytelling to ensure that our image resonates with our community and clearly represents who we are.
- An increase in program participation.
- An increase in the diversity of our revenue streams.



TACTIC 2-2

Strengthen our partnerships with community organizations and leaders.

How we will measure success:

- A clear, transparent and mutually successful relationship with Guelph United and Guelph Union.
- The overall success of soccer organizations in and around to our community.
- A clear, transparent and mutually successful relationship with the City of Guelph and the University of Guelph.
- A plan for partnering with the local school boards.
- Measure the number of conversations, decision-making tables and new sport related programs we are participating in.
- Being recognized as a local and provincial advocate for the power of sport.

Strategic Priority #3

INCREASE THE ACCESSIBILITY AND INCLUSIVITY OF SOCCER IN GUELPH AND SURROUNDING AREAS

Why this matters: Soccer can be enjoyed by those who love to kick a ball around for fun and those who want to play for Team Canada. Our responsibility to the sport and our community is to ensure we have programs, pathways and supports that meet the needs of everyone who wants to connect with soccer.



TACTIC 3-1

Continue to build an organization that is welcoming, inclusive and accessible to everyone.

How we will measure success:

- The range and reach of our programs have expanded to include communities and voices not currently involved in our organization.
- Our coaches, staff and board reflect the cultural vibrancy of our community.
- Our organizational culture is centred on ensuring our actions, language and intentions are grounded in equity.

This tactic applies to all the Strategic Priorities:

Ongoing professional development for our board, staff and volunteers.

Since this tactic is of utmost importance, it will be applied to our short- and long-term growth, as well as under each of our Strategic Priorities.

How we will measure success:

- An engaged board focused on good governance and long-term impact.
- A board with visionary leaders who may or may not be directly involved in sport.
- Clear job descriptions and evaluation tools for all staff, board and coaches.
- A capital and operational budget planning process that ensures our annual and ongoing spending aligns with this strategic plan.





Guelph Soccer

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