



2016-2019 STRATEGIC PLAN

Vision

A centre of excellence for the game providing opportunities for all players to reach their full potential

Mission

To provide leadership for soccer excellence in Alberta by fostering and promoting:
-a strong infrastructure for sound governance
-quality programs and services to safeguard the sport's long-term prosperity

ALBERTA SOCCER PRIORITIES



CANADA SOCCER PILLARS

INVEST IN TECHNICAL LEADERSHIP BY SUPPORTING OUR PLAYERS, COACHES AND OFFICIALS AT ALL LEVELS OF THE SPORT

ENSURE CONSISTENT, WORLD-CLASS PERFORMANCES BY OUR NATIONAL TEAMS

ENCOURAGE AND OVERSEE THE GROWTH OF THE GAME IN OUR COUNTRY

GOVERN THE GAME IN CANADA PROFESSIONALLY IN COLLABORATION WITH OUR PARTNERS

PRIORITY 1

GOVERNANCE & LEADERSHIP

ALBERTA SOCCER WILL BE A LEADER IN THE SPORT OF SOCCER IN ALBERTA

Establish accountability framework on how policies are authorized



Align with Canada Soccer and FIFA on governance & operations



PRIORITY 2

FINANCIAL STABILITY

USE A WELL-MANAGED FINANCIAL SYSTEM & BUILD ALLIANCES IN THE COMMUNITY

Increase revenue generation outside of membership fees including sponsorships and grants

Membership fees to remain static through 2019



PRIORITY 3

BUSINESS DEVELOPMENT & COMMUNICATIONS

CLEAR AND CREDIBLE PUBLIC IMAGE WITH STRONG CAPACITY TO COMMUNICATE VISION AND GOALS

Build a centralized database which holds the information of 95,000 unique registered players



Modernized brand to elevate profile of soccer in Alberta

PRIORITY 4

TECHNICAL LEADERSHIP

INVESTING IN, AND SUPPORTING PLAYERS AND COACHES AT ALL LEVELS OF THE GAME

Certify 2,000 coaches per year through NCCP workshops



Provide more opportunities for players to progress to National Teams & Pro Clubs

Player identification events accessible to all players in both rural areas and urban centres



PRIORITY 5

REFEREE DEVELOPMENT

RECRUITMENT AND DEVELOPMENT OF HIGH QUALITY OFFICIALS

Recruit & retain a network of 3,000 referees dedicated to improving the standards of officiating across the province



Education and training options accessible to all referees online

PRIORITY 6

COMPETITIONS

PROVIDE A COMPETITION STRUCTURE THAT IS BOTH FUN AND ALIGNED WITH PLAYER DEVELOPMENT

Ensure healthy competition which promotes fair play

Support technical development through a competition structure aligned with LTPD principles

