



# 2025-2028 Strategic Plan

# LAND ACKNOWLEDGEMENT

“We acknowledge and provide thanks that our work, and that of our members, takes place on the unceded territories of the first nations people of BC and specifically for the BC Soccer head office the Coastal Salish people, including the territory of the Skwxwú7mesh (Squamish), xʷməθkʷəy̓əm (Musqueam) and sə́ilwətaʔt (Tsleil-Waututh) First Nations.”

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## MESSAGE FROM THE PRESIDENT

We are delighted to share the 2025-28 BC Soccer Strategic Plan. Our plan focuses on the strength of our soccer community and is intended to capitalize on the tremendous opportunities ahead. Our goal is to elevate our sport and meet the evolving expectations of our participants.

Through the last strategic plan, we advanced important causes for soccer in British Columbia, setting the foundation for our organization and our members to achieve new objectives. As we have done in the past, the new Strategic Plan requires collective collaboration, progressive thinking and discipline from all members, partners and affiliates to bring this plan to life.

I want to express my gratitude to the BC Soccer Board of Directors and Staff for their continued support and dedication, embracing an audacious plan for the organization. In addition, I want to acknowledge the membership for their continued enthusiasm in collaborating and providing input. Together, we can achieve remarkable goals and create a lasting legacy for future generations.

Thank you for being an integral part of our community. Let's work together to make the 2025-2028 Strategic Plan a resounding success.

# MESSAGE FROM THE CEO

Over the next four years, our province will experience a time of unparalleled opportunities. It is our collective responsibility and privilege to seize this once-in-a-lifetime moment.

I am excited to lead our talented staff and collaborate with our membership to bring the 2025-2028 Strategic Plan to life! The plan aims to introduce a modern governance structure for the game, optimizing administration and empowering organizations to deliver innovative and enhanced programs.

We will develop a robust ecosystem, connecting all levels of the game and paving the way for participants to thrive and reach their full potential. Special focus will be dedicated to creating opportunities for identification and progression, leveraging our infrastructure, and improving the overall quality and accessibility of programs across BC.

Building on the highly anticipated 2026 FIFA World Cup and the legacy of this prestigious event, we will grow awareness, participation, and knowledge of our game throughout the province, uniting communities through soccer.

As we embark on this exciting journey, we invite all participants to join us in building a better future for soccer in BC!

*Gabriel Assis*



# STRATEGIC PLAN

## Our Shared Purpose

Connecting communities through soccer

## Our Shared Vision

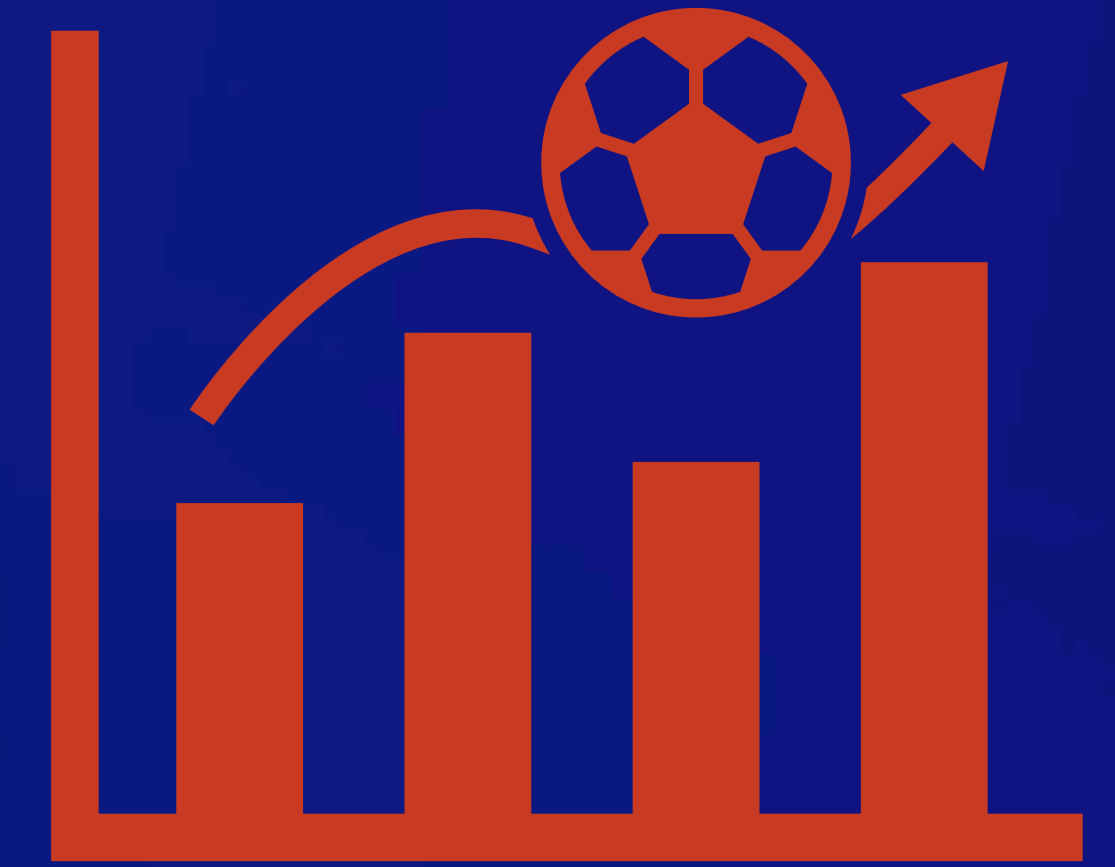
Building a better future through soccer

## Our Shared Mission

Leading and supporting a strong soccer culture in BC



# STRATEGIC PILLARS



## Develop

Provide development opportunities for all participants.

## Govern

Modernize governance in BC by focusing on accountability, transparency, and the effective use of resources to achieve organizational goals.

## Grow

Help participants reach their potential and enjoy soccer for life.



## WHAT DOES SUCCESS LOOK LIKE?

- INCREASED PARTICIPATION
- INCREASED DIVERSITY IN SOCCER
- ACCESSIBILITY TO PROGRAMS
- STREAMLINED OPERATIONS

# DEVELOP

Provide development opportunities for all participants.



## 1 Simplify and clearly outline the participant journey in BC

### Areas of Focus

- Enhance the development journeys for coaches, players, referees, and club development
- Provide additional opportunities for underrepresented participants
- Strengthen the communication to raise awareness and educate on the opportunities

## 2 Enhance opportunities for participants to access, enjoy, and play the game in BC

### Area of Focus

- Improve access to all formats of the game
- Create awareness to non-traditional formats
- Development of clear competitive structure available to all

## 3 Enhance development programs to attract, retain, and promote participants

### Area of Focus

- Build technical and operational capacity to support the growth of the game
- Improve offerings of training that complements all formal training programs

## 4 Maximize the new home of BC Soccer to integrate Training and Development Opportunities

### Area of Focus

- Maximize the new home of BC Soccer to integrate and showcase talent identified across the Province
- Integrate training and development opportunities for players, coaches, referees and volunteers

# GOVERN

Modernize governance in BC by focusing on accountability, transparency, and the effective use of resources to achieve organizational goals.



## 1 Modernize and integrate operational structure to support clubs in BC

### Areas of Focus

- Define and identify the key benefits of integrated operations in BC
- Create a roadmap for the implementation of an integrated operational structure in BC

## 2 Effective and efficient administration of the game across all levels in BC

### Area of Focus

- Clearly define roles, responsibilities, and expectations for an efficient administration of the game
- Centralize and enhance resources for those new to the game
- Develop a collaborative feedback process for continuous improvement

## 3 Improve access and transparency to all governing documents and resources

### Area of Focus

- Facilitate access to governing documents and provide a broader understanding of expectations
- Audit rules to ensure they are clear, concise, and effective

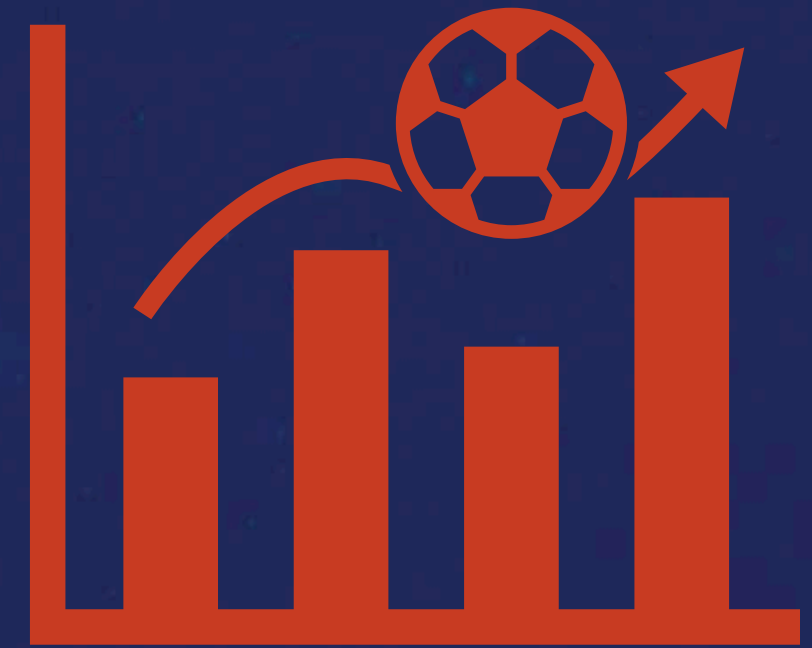
## 4 Promote a culture of safe sport

### Area of Focus

- Increase access to training for all members
- Provide resources and training to live safe sport day-to-day
- Recognize and reward organizations that contribute to a safe sport culture

# GROW

Help participants reach their potential and enjoy soccer for life.



## 1 Bring FIFA26 to all regions of the Province

### Areas of Focus

- Support FIFA26 and encourage engagement across the province
- Leverage the event to drive participation and program development
- Build on the legacy beyond 2026+

## 2 Modernize BC Soccer identity to improve relevance and engagement

### Area of Focus

- Modernize BC Soccer Identity to improve relevance and engagement
- Align BC Soccer's identity to its Purpose, Vision, Mission, and values

## 3 Connect the entire soccer ecosystem

### Area of Focus

- Facilitate open dialogue and highlight success stories from the soccer community
- Increase engagement with the soccer community in BC

## 4 Leverage strong sponsorships & partnerships that align with BC Soccer values

### Area of Focus

- Develop additional commercial partnerships to enhance the experience for soccer in BC
- Establish partnerships that are mutually beneficial to create greater impact in the community



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