



# 2023 - 2026 Strategic Plan

**Vision:** Elevating and uniting our community through soccer.

**Mission:** Dedicated to working with our member organizations to develop, organize, and promote opportunities which allow all participants to achieve their full potential in a safe, meaningful and inclusive environment.

## Strategic Pillars

### Develop



#### Focus Areas

- Infrastructure
- Innovative programs & aligned pathways
- Enhanced engagement & development for staff

#### Result

Enhanced quality of play through our infrastructure, programs, experiences, and people.

### Govern



#### Focus Areas

- Good governance principles
- Minimum club licensing standards
- Diversity, Equity, Inclusion & Indigeneity

#### Result

Best practices to ensure effective governance, oversight, and diversity.

### Grow



#### Focus Areas

- Profile of soccer
- Revenue & subsidy streams
- Registrations

#### Result

Greater brand awareness resulting in new revenue and subsidy opportunities that help drive registrations.

## Values

Leadership

Stewardship

Integrity

Excellence

Communication