



2024 - 2027

STRATEGIC PLAN

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OUR MISSION, VISION & VALUES

Our Continued Mission is to...

To promote and develop soccer in our community through the delivery of programs in a supportive and inclusive environment in which volunteers, players, coaches, managers, and officials feel welcome and safe and provided with the support necessary to participate in soccer for life at the highest level of competition available for their individual skill level.

Our Vision is...

To be more than a soccer club, by being a community leader, providing a safe, inclusive, and welcoming environment for all members to achieve their full potential.

We Value...

- Fairness and integrity in the delivery of high-quality, organized soccer programming.
- Our inclusive, equitable, diverse, non-discriminatory environment
- Good governance and compliance with the mandates of our governing bodies
- Welcoming, respectful, and inclusive Safe Sports environments through our adoption of the Universal Code of Conduct (BC UCC) and the Responsible Coaching Movement.

WE ARE MORE THAN A SOCCER CLUB

Player DEVELOPMENT

SUSC's development pathway aligns with the Canadian Soccer Association's Long-Term Player Development (LTPD) model, while maintaining a development-first philosophy, allowing players to progress through the appropriate stages of the Surrey United Program Outline Model.

Player development is the journey of a player from mini soccer all the way to adult soccer. As Surrey United is a “cradle to grave” club, the focus is on creating a fun environment where players want to continue to come back. Grouping players based on age has been a common tendency in the past; however, trends and benchmarks will still be used to evaluate players individually, giving players opportunities to be challenged within different team and academy environments.

● Player Pathway Opportunities

Expand our player pathway opportunities at all levels, ages and abilities. This will include Skills Centre, League 1BC, additional preschool programming, and the addition of sight impaired and other adaptive soccer opportunities for our athletes. Expand team travel opportunities.

● Futsal & Multi Sport Programming

Add futsal programming and tournament opportunities for our athletes and those in the greater soccer community while expanding our multi sport programming options in the future.

● Video Analysis

Following our 2023 pilot program, we will grow and enhance our video analysis programming to span various age groups and levels of play.

Coach DEVELOPMENT

The Club will continue to embrace and integrate the principles of the Respect in Sport and Responsible Coaching movements.

Our ability to impress upon and educate our coaches on the safety of children and the principles outlined by these movements allows the Club to not only maintain a safe and healthy soccer environment but allows the Club the opportunity to influence our coaches and members in their individual lives, influencing a Club and an entire community in support of our core values and mission statement which requires the Club be “more than just a soccer club”.

Coach Education

We will continue to provide our volunteer coaches with the educational development required to be both confident and successful as coaches of our club teams. We will provide support to those coaches (club and volunteer) that wish to advance their coaching skills beyond the base requirements and seek long term advancement in their coaching experience.

Coach Recruitment & Retention

Expanding on our youth mentorship program, we will seek to recruit new coaches, with a focus on continually adding to our rich, inclusive and diverse club coach population. We will provide tools and opportunities that focus on coach retention. We will seek to have the most qualified, longstanding coaches in the Province.

Coach Recognition

We will continue to offer coach appreciation events and awards that provide all coaches with a sense of appreciation, success, and overall recognition of their impact on the club and our community.

Referee DEVELOPMENT

The Club currently supports referee development from within its membership. Continual opportunities for referee licensing, education and development are encouraged among the membership.

Our mentoring program permits both new and experienced referees of all ages the opportunity to grow and develop in their understanding and application of the Laws of the Game. Continual growth in this area will be evidenced by the number of new referees and the retention of referees throughout their years with the Club.

Referee Mentorship

By enhancing mentorship programming we will retain referees and provide them with a positive experience with room for growth and education within the Club environment.

Referee Recruitment & Retention

We will expand our core club referee population by extending additional education opportunities, including those focused on smaller, diverse populations that may not otherwise be comfortable in a traditional education setting. We will seek to implement a member program centralized on respect from the sidelines to improve the quality of our referee's experience resulting in longer retention periods.

Environment, Social & Governance



We will seek to protect the environment through programs that promote the reuse of equipment locally and in communities that require our support.

We will seek to incorporate sustainable practices and seek out vendors and partners that prioritize the same.

We will explore opportunities to incorporate sustainable material in new facilities and improvements made to any current facilities.



We will remain focused on our motto of being more than a soccer club by hosting and promoting community events that are both soccer and local community focused.

We will continue to work at firmly establishing our Accessibility, Inclusion and Diversity approaches in our policies, our operations, and our commitments.

We will maintain several diverse support mechanisms for those members in financial hardship so all may play sport.



Governance practices through policies, committees, and compliance auditing will continue to Strengthen and evolve.

We will advocate with our governing bodies for the enhancement of good governance practices and policies that embody our commitment to providing an inclusive and diverse, safe member community.

We will actively seek to enhance a diverse membership of our Board.

Financial STRATEGY

We will continue to diversify our income and enhance our financial strategy within the parameters of a not-for-profit organization, putting financial earnings back into the club to meet our strategic objectives and provide our members with a best-in-class experience.

We will undertake a financial review every fiscal year.

We will seek to strengthen our sponsor relationships to ensure they are supportive of our mission, vision, and values.

Facility STRATEGY

We will maintain operations at Cloverdale Athletic Park, actively advocating for the enhancement of turf fields, park improvements, and accessibility features.

Upon final City approval, we will design, build and begin operating a covered turf training facility at Cloverdale Athletic Park to provide additional, local training options for our members and our community youth sports organizations.

Operational EXCELLENCE

As a club we will continue to strive for the professional operational excellence our members have come to expect. Scaling our operations, people, and technological systems as we grow and enhance our programming remains at the center of all other aspects of our strategy.

Seeking experienced, certified individuals for each thoughtfully designed position within the club will provide the foundation for the excellence we strive to achieve. Encouraging individuals to bring their unique perspectives and talents to the organization will continue to broaden our own lens for decision making, program design, community engagement and partnerships.

CSA National Youth Club License

We will maintain our CSA National Youth Club License in good standing.

Organizational Structure

We will continue to seek to balance our operational needs through the retention of both club contractors and volunteers. We will actively seek to diversify our personnel to incorporate a variety of perspectives, lived experience, abilities and talents.

Technology

We will leverage technology, including, as appropriate, social media, generative AI, advanced software platforms and strive to influence the use of the same throughout the Province to better the administrative experience of volunteers, contractors, and our members.

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