



Making

SOCCER

ONTARIO'S

SPORT OF CHOICE



Strategic Plan | 2016-2018



INTRODUCTION

The Ontario Soccer Association (OSA) continues to lead a period of significant change as we are working to become more current and relevant in the way we serve our membership. The new Strategic Plan will provide the key imperatives for leading the game in Ontario. Importantly, it will ensure that, by the year 2019, The OSA is fully aligned with our national body, the Canadian Soccer Association (CSA) in terms of governance, operations and technical development.

The Strategic Plan reinforces The OSA's mission and values while setting forth a new vision in identifying key organizational objectives. Importantly, the Strategic Plan will provide the guidance and direction for professional staff to build operational plans to serve as the detailed roadmap with regard to how we achieve those objectives.

The OSA's Board of Directors is in the midst of another major initiative; modernizing the governing structure of The OSA. Our commitment to renewal will result in a Board composition that allows the organization to provide the kind of leadership and effective oversight that everyone who cares about soccer in Ontario deserves.

This document is a call to action for everyone who touches the game. The OSA Board has a leadership role to play and to achieve the goals we have laid out it is imperative that we collectively bring this document to life through our actions. The Strategic Plan is designed to help soccer leaders in every corner of the province be more accountable while also being responsive to the needs of our stakeholders.

We achieve the best results when we are unified. As we implement this Strategic Plan, that unity needs to be evident throughout the system in terms of how we administer the game. All those who deliver programs and services at the district, club or Academy level need to be able to see and support a clear and understandable player pathway for all who participate.

The OSA Board will continue to demonstrate its ongoing commitment to all those who play, coach, officiate and administer soccer. This Strategic Plan will be a guide that constantly inspires all of us to do more to enhance our beautiful game.

Ron Smale
President, OSA



Vision:

Soccer is Ontario's sport of choice.

Mission:

Lead and support the growth of soccer through innovative and sustainable programs and services.



ORGANIZATIONAL VALUES



STRATEGIC IMPERATIVES

1

ORGANIZATIONAL STABILITY:

The OSA will achieve financial stability and growth through increased membership fees and alternative funding sources, modernize the governance and organizational structure and improve technological platforms for service delivery.

OUTCOME: A more effective and efficient OSA.



2

LONG TERM PLAYER DEVELOPMENT:

The OSA will continue to build upon and evaluate the national player development model for soccer in Ontario.

OUTCOME: A clear standards based player pathway in Ontario.



3

MEMBERSHIP ENGAGEMENT:

The OSA will review and re-define membership and value. We will also refresh our brand to be more current and relevant to our membership in order to enhance recruitment and retention of our participants. The OSA will identify and align participant development streams within the system.

OUTCOME: A simplified and unified soccer offering for families in Ontario.



4

BUILD PARTNERSHIPS:

The OSA will work collaboratively with professional soccer and the sport/ education system and municipalities in Ontario to improve the soccer infrastructure in Ontario. Leverage corporate partnerships to achieve growth across core platforms; brand awareness and revenue development.

OUTCOME: Be an organization of choice for value based partnerships with soccer in Ontario.



STRATEGIC KEY ASPIRATIONS



FINANCIAL:
\$13MM

Operating Budget

IMPACT:
400K

Total unique member participants



AWARENESS:
>50%

Approval rating of new brand

ENGAGEMENT:
\$500K

Corporate partnership support





CONTACT US

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