



Hollandia 2020-21 Strategic Plan

Executive Summary

65 years of excellence and still raising the bar!

Hollandia Soccer Club has a namesake in HVV Hollandia located in the town of Hoorn in the North West of The Netherlands.

The Dutch soccer style is known throughout the world. Exciting; attacking with flair and imagination, taking risks, joy without fear: We are philosophically uncompromising. Since the early 70's "total football" has influenced the great clubs in the world. This is the philosophy we aim to emulate at the Hollandia Soccer Club in the north west of Saskatoon.

Hollandia is the benchmark for success. Many past Hollandia players have represented Saskatchewan and Canada at the highest level. Coaching and coach-development are unrivaled at Hollandia.

Director of Coach and Player Development Percy Hoff is an authority, even on the national level. At 70 years old he is starting to develop young coaches who can continue to live up to the high standards the Club expects.

Threats

The Coronavirus is not the only threat the club faces. The provincial soccer milieu has become increasingly fragmented and over-regulated. Too much time is spent on governance at the expense of promoting a love for the game. Participation has declined provincially, in favour of other sports. An increasingly small pool of players is being enticed and confused by pseudo opportunities from external providers out for a quick dollar.

Opportunities

Hollandia has continued to grow in difficult times. We believe our players develop best within our club, playing in local leagues, and with their friends. Individual development is central, and our purpose is developing good people through and beyond soccer.

History tells us that players such as Kalyn Kyle, an Olympic medalist, will go all the way to the top with club development and the commitment to train hard.

Our programs will speak for themselves, as we continue to provide an environment where hard workers excel, and where players thrive and enjoy. In our environment, players can access new opportunities beyond club soccer. For most of our players however playing soccer for life within a club environment at any level, will be a most rewarding experience. We invite players from all walks of life to join the Hollandia Experience.



Description of the Club

Hollandia, which originated with Dutch immigrants is one of Saskatchewan's most successful clubs.

Purpose

Participating in the development of good people through and beyond soccer.

History of Hollandia

George Vanderploeg founded the original Hollandia Soccer Club in Saskatoon in 1955. At this time, all players were Dutch immigrants who had come to Saskatoon from the Netherlands, commonly known as Holland. Members of the original team included Robert Terstall, Henk Dykstra, Peter Vogel, Martin and John Nyssen, Ben Piggelen, and Henk Ruys, for whom the first indoor soccer centre in Saskatoon is named. Club records show a formal board and officers dating back to 1955.

In 1961, the Saskatoon Soccer League became the Northern Saskatchewan Soccer League, and Hollandia was a part of this league. In 1962 Hollandia experienced one of its most successful years by going undefeated. This was the Club's first title since its inception in 1955. Hollandia also won the President's Cup in this season and went to the Provincial Championship final where they lost to Regina Concordia. This newfound success was partially due to the decision to allow players other than those of Dutch descent on the team.

THE 90'S: A NEW ERA

In the early '90s, three youth players approached Terry Rule about forming a new team. Terry Rule subsequently approached Huw Morris to coach the team. The initial meeting was held at Evan Hardy Collegiate, and Hollandia was chosen as the team name on the suggestion of Robbie Pastoor who was of Dutch origin. Marion Hind was instrumental in affiliating the Hollandia team with the Silverwood Community Association. A group consisting of Janet Lindsay, Huw Morris, Owen Jubinville, Ray Carrie, and others who were involved in the Silverwood Community Association, approached Henk Ruys and the Netherlands Society for financing to form the Hollandia Youth Club.

In 1994, Percy Hoff joined Hollandia as Technical Director and was appointed Head Coach at the University of Saskatchewan. The University Huskies players, along with a few non-students were kept together during the summer and participated in the Saskatoon and District Soccer Association League as the Hollandia Huskies.

In its first year, this senior team finished second in the Provincial Championships, then won two Provincial Championships and represented the Province at Club Nationals in Edmonton and Winnipeg.

In 1996, Saskatoon Youth Soccer introduced a zoning bylaw, meaning that players could only play for teams from the area in which they resided. Five zones were established: on the east side Aurora, Lakewood, and Eastside, on the west, Saskatoon United Soccer Club, and Hollandia in the north part of the city. The zones each had technical directors and Percy Hoff took on this role with the club. Percy has remained a consistent and influential presence with the club for the three decades since!



During this “Golden Period” in the club’s history (1994 to 2010), Hollandia provided majority of players to the U of S Huskies and to the Provincial All-Star programs.

What Does Hollandia Do?

Hollandia provides holistic programming to assist with the positive social-emotional development and skill acquisition of child and youth soccer players.

Who are our members?

All eligible players and parents as designated by the appropriated governing bodies.

Hollandia continues to set benchmarks for age-appropriate programming in Saskatoon, both quantitatively and qualitatively. Despite being the smallest zone in terms of eligible players, we continue to increase our registration numbers. This is due in large part to our extraordinary community of players, families, and volunteers, who ensure that Hollandia has a bright future. The club currently caters to players aged six to seventeen and their coaches. Hollandia plans continuation of its strong advocacy at local and provincial levels for our members and for the progress of the game in our province.

Highlights and Accomplishments

Hollandia players continued to show their ability with the appearance of many players on Provincial teams, and at Regional and National training camps. Amy Vermuelen, Kerr McLeod, and Keegan Thomas all earned places on Canadian national teams and represented their country in international games.

Our most famous graduates were Kaylyn Kyle and Kerr McLeod. Kaylyn was a part of the highly successful Canadian Women's National Team that won Bronze at the 2012 London Olympics and gold at the 2011 Pan American Games. She often cites Percy Hoff as an early influence on her playing career and visits Saskatoon regularly to offer training to the next generation of athletes. Kaylyn represented Canada at U17, U19 levels, and made an impressive one hundred appearances for the Senior Women’s Team. Kerr represented Canada at U15, U17 and U20 levels before he was sidelined with a career-ending knee injury. Amy Vermuelen also represented Canada at the National Women’s Level.

Hollandia Impact, a women's team coached by Mark Lord and Percy Hoff, represented Saskatchewan at the National Club Championships several times and became the first ever Saskatchewan women’s team to medal at Women’s Club Nationals in Winnipeg in October 2012, winning Bronze.

The HUSA Academy team, consisting of many former Hollandia players, made history by being the first-ever Saskatchewan team to win a National Senior Championship in a proud season for all of Saskatchewan's soccer family.

Mission Statement

Inspire players, parents, and coaches to be passionate about soccer and to reach their full potential through holistic, player-centric programming.



Vision Statement

Following the adage of “The person first; the player second,” Hollandia will be the club of choice, building community and membership and committing to behaviour consistent with our values.

Overall Core Values

- Respect: We affirm the dignity, potential, and contribution of participants, parents, partners, and staff.
- Integrity: We act consistently with Hollandia's mission, being honest and transparent in what we do and say and accept responsibility for our collective and individual actions.
- Commitment: We work together effectively to serve our members and the larger community for the betterment of the game and our members.
- Excellence: We constantly challenge ourselves to the highest levels of learning and performance.
- Diversity and Inclusion: We value and respect all people regardless of race, creed, religion, or orientation and welcome those new to our society and culture.

Developmental Values

Within our technical programming, we consistently reinforce the values of Persistence, Humility, Inclusiveness, and Tolerance. (P.H.I.T.)

Goals

Growing the Game

Hollandia will grow and promote soccer qualitatively and quantitatively, implementing best practices within an excellent learning environment.

Building our Capacity

Increase our capacities and capabilities in People, Equipment, Facilities and Developmental Knowledge.

Philosophical Goals

Lobby and influence at the highest levels to help build strong, competitive clubs and leagues in our city and across the province.

Embrace and broadcast the Hollandia Philosophy



Obtain total alignment within all stakeholders with respect to Hollandia’s philosophy.

Environmental Scan

Target Customers

Our target customers are eligible players, parents, and coaches.

Key Competitors

Our key competitors are other zones and academies.

SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> • Strong community feel/support • Technical committee • Long-Term Player Development • Modern developmental philosophy • Science based philosophy 	<p>Opportunities</p> <ul style="list-style-type: none"> • Open zones, more players coming to Hollandia • In-house academy • Growing player registrations • Providing unique developmental opportunities • Introducing senior teams
<p>Weaknesses</p> <ul style="list-style-type: none"> • Parent support/buy-in • Communication on why we do things the way we do • Smallest zone in the city 	<p>Threats</p> <ul style="list-style-type: none"> • Open zones, players leaving Hollandia • Zone boundaries – players asking for zone transfers • Players quitting soccer • Other sports • Lack of buy-in

Target Customers

- Children – (Aspiring players aged 6-11 years)
- Youth – Players aged 12-18 years
- Senior Players – Including Hollandia Coaches

Key Performance Indicators



Player Retention

Hollandia will keep track of players to see how long they continue playing soccer and how many years they stay playing with Hollandia

Growing our Membership

Hollandia would like to grow our membership by a minimum of 5% in registration

Board Members

All board and committee positions are filled

Committee Members

Strong, action-driven committees with fully engaged members
Completion and implementation of action plans

Technical Programs

Use a customer satisfaction index after each season

Marketing Plan – see marketing plan

Operations Plan – see operations plan

Financial Projections – see financial projection

Action Plans for Each Objective – see action plan document