



# Winnipeg Phoenix Football Club

## Strategic Plan (2025–2029)

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### Introduction

Winnipeg Phoenix Football Club (WPFC) was founded in 2003 to provide quality community-based soccer programming in northeast Winnipeg. As a Canada Soccer Certified Quality Soccer Provider (SQS-QSP), WPFC is committed to developing young players, fostering a love of the game, and creating a safe and inclusive environment for all participants.

This strategic plan is grounded in the Canada Soccer Grassroots Development Plan and supports the principles of the Long-Term Player Development (LTPD) model. It sets a course for sustainable growth, operational excellence, and a player-first approach from 2025 to 2029.

Our focus is on strengthening the grassroots soccer system by ensuring that all children have the opportunity to play, learn, and grow through the game of soccer. This plan outlines our goals, objectives, and key actions across core areas including player development, coaching, refereeing, governance, inclusion, and community engagement.

Together, with our volunteers, families, coaches, and community partners, we are building a stronger future for soccer in our region—one player at a time.

### Message from the Board of Directors

Our youth soccer club recognizes that the pursuit of excellence requires not only superior coaching and training facilities but also an unwavering commitment to inclusivity and community engagement.

As we chart our strategic course, we will emphasize the development of player skills, teamwork, and character-building. We aim to become a trusted partner for parents who seek an enriching soccer experience for their children, instilling values that extend far beyond the soccer field. With a strong foundation built on collaboration, leadership, and passion, we will empower our youth to reach their full potential as well as adult players to continue to play the sport.

Furthermore, this strategic plan reflects our unwavering dedication to adaptability and innovation. In a rapidly changing sports landscape, we will continue to embrace new technologies and methodologies, ensuring our players receive the best possible education and opportunities.

By working hand-in-hand with the local community and fostering partnerships that benefit our young athletes, we aim to become a premier youth soccer club that not only excels in competition but also makes a positive impact on the lives of the players we serve.



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### 1. Player Development

**GOAL:** Deliver age-appropriate programming that supports skill development and love of the game.

**OBJECTIVES:**

- Implement LTPD-aligned training for all age groups (U4–U17).
- Offer seasonal and year-round development opportunities (indoor/outdoor).
- Track individual progress and provide feedback to players and parents.
- Emphasize fun, creativity, and inclusion over competition in early ages.

**KEY ACTIONS:**

- Adopt Canada Soccer's Grassroots Standards (Active Start, FUNdamentals, Learn to Train).
- Host regular skill development clinics and age-appropriate festivals.
- Provide player pathway resources to help players and families understand next steps.
- Collaborate with the Technical Director to ensure consistent development standards across all teams.

### 2. Coach Development

**GOAL:** Build a qualified, supportive, and passionate coaching workforce.

**OBJECTIVES:**

- Ensure all coaches are certified in age-appropriate coaching through Canada Soccer.
- Foster mentorship and continuing education culture.
- Increase female and diverse coach representation.

**KEY ACTIONS:**

- Require grassroots coach certification and Respect in Sport for all coaches.
- Partner with Manitoba Soccer to host annual coaching clinics.
- Establish a Coach-in-Residence or Technical Mentor to support volunteers.
- Recognize and celebrate coaching excellence annually.

### 3. Referee Development

**GOAL:** Recruit and retain confident and competent referees.

**OBJECTIVES:**

- Provide training and mentorship for new and returning referees.
- Create a safe and respectful referee environment.

**KEY ACTIONS:**



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- Host entry-level referee courses annually.
- Create a buddy system for new referees during their first season.
- Educate teams and spectators on supporting game officials.
- Introduce a referee feedback and evaluation system.

#### 4. Club Operations and Governance

**GOAL:** Maintain a transparent, inclusive, and efficient organizational structure.

**OBJECTIVES:**

- Operate with good governance practices in line with Canada Soccer guidelines.
- Strengthen volunteer recruitment and engagement.
- Improve financial sustainability and accountability.

**KEY ACTIONS:**

- Review and update club bylaws and board structure.
- Develop a 3-year volunteer engagement strategy.
- Explore grant and fundraising opportunities to support accessibility and programming.
- Maintain compliance with Canada Soccer's Quality Soccer Provider requirements.

#### 5. Inclusive & Accessible Participation

**GOAL:** Ensure soccer is available and welcoming to all youth in northeast Winnipeg.

**OBJECTIVES:**

- Lower financial and logistical barriers to participation.
- Promote gender equity, newcomer integration, and accessibility for all abilities.

**KEY ACTIONS:**

- Expand the Player Assistance Program (tied to KidSport approval).
- Launch targeted outreach to underrepresented communities.
- Introduce adaptive programming for players with disabilities.
- Implement multilingual outreach and cultural awareness training for staff and coaches.

#### 6. Facilities & Equipment

**GOAL:** Maintain and enhance access to quality fields and training spaces.

**OBJECTIVES:**

- Advocate for investment in Anderson Park and other partner sites.
- Ensure safe, well-maintained, and properly equipped facilities.

**KEY ACTIONS:**



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- Develop a long-term field usage and improvement plan with City of Winnipeg.
- Regularly inspect and replenish equipment and uniforms.
- Seek partnerships for facility access (schools, rec centers).
- Upgrade storage and field maintenance equipment as needed.

### 7. Communication & Engagement

**GOAL:** Strengthen communication with members and promote the club's impact.

**OBJECTIVES:**

- Improve clarity and consistency of member communication.
- Promote the club's values, programs, and successes.

**KEY ACTIONS:**

- Update website and digital communication platforms regularly.
- Launch quarterly newsletters for parents and stakeholders.
- Develop a player/family onboarding guide and FAQ.
- Utilize social media to highlight player stories, achievements, and community involvement.

### 8. Support and Work with Community Club Partners

**GOAL:** Strengthen relationships with local community clubs to enhance soccer programming, streamline player development pathways, and build a more unified soccer environment in northeast Winnipeg.

**OBJECTIVES:**

- Foster collaborative planning and open communication with neighboring community soccer organizations.
- Coordinate programming and player movement to support both recreational and competitive participation.
- Assist community clubs in achieving Canada Soccer's Quality Soccer Provider (QSP) designation.

**KEY ACTIONS:**

- Establish annual meetings or planning sessions with leadership from local community clubs to align development strategies and operational calendars.
- Offer administrative and technical support (e.g., coaching resources, RAMP expertise, policy templates) to smaller clubs in the region.
- Collaborate on hosting joint events such as community festivals, coach/parent education nights, and inclusive soccer activities.



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- Create clear and transparent player transition pathways between community and club programming, ensuring players can advance according to interest and ability.
  - Advocate together for shared facility improvements and equitable access to city resources.

### Monitoring & Evaluation

To ensure the effective implementation of this strategic plan, WPFC will establish a regular review and evaluation process. This includes tracking progress against objectives, gathering feedback from stakeholders, and adjusting as needed.

Key components of the evaluation process include:

Annual strategic review meetings with the Board of Directors.

Annual member satisfaction surveys to identify strengths and areas for improvement.

Transparent reporting to members through an annual “State of the Club” report.

Ongoing collaboration with Canada Soccer and Manitoba Soccer to remain aligned with national standards.

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APPROVED BY:

PHOENIX SOCCER Inc Board

DATE OF APPROVAL

JANUARY 7<sup>TH</sup> , 2026