

# **FOOTBALL ONTARIO STRATEGIC PLAN 2022-2025**

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**FOOTBALL FOR ALL**





# MISSION

"FOOTBALL FOR ALL THROUGH LEADERSHIP, PROMOTION,  
AND DEVELOPMENT"



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# VISION

"RECOGNIZED AS THE LEADER IN THE CANADIAN FOOTBALL COMMUNITY"



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# VALUES

- **INNOVATION** - Be an innovative provincial governing body
- **ALIGNMENT** - Align football in Ontario under one vision
- **EXCELLENCE** - Strive for excellence at all levels by holding ourselves to a high standard
- **WELLNESS** - To ensure the wellness and health of all athletes, coaches, refs and parents who are apart of our game
- **COMMUNITY** - To involve the community in all decision making processes
- **INCLUSION** - To provide an inclusive environment to grow the sport



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# PILLAR: GRASSROOTS WITHIN ONTARIO COMMUNITIES

## GOALS

- Engaged and satisfied members and stakeholders
- Increased number of young participants
- Increased programming

## STRATEGIES

1. Establish a plan to financial stability
2. Provide value to members and stakeholders
3. Improve systems and programming to provide great grassroots development
4. Grow and diversify revenue streams in the long term
5. Elevate provincial standards, programming, and data collection





# PILLAR: PROVINCIALY WITHIN ONTARIO

## GOALS

- **One** aligned Football Ontario
- **Governing** Body
- Provincial **Leader**

## STRATEGIES

1. Lead the community to **grow** the business of football
2. Develop the sport through **innovation**
3. Grow **participation** by athletes, coaches, officials, supporters and fans
4. Execute a **safe sport** environment
5. Promote **inclusiveness**
6. Strategic **alliance** with Ontario **high schools** to grow the sport and combine both school and club football



# PILLAR: NATIONALLY WITHIN CANADA

## GOALS

- **Lead** best practices
- Improved **reputation**
- **Team** success
- Increased **influence**

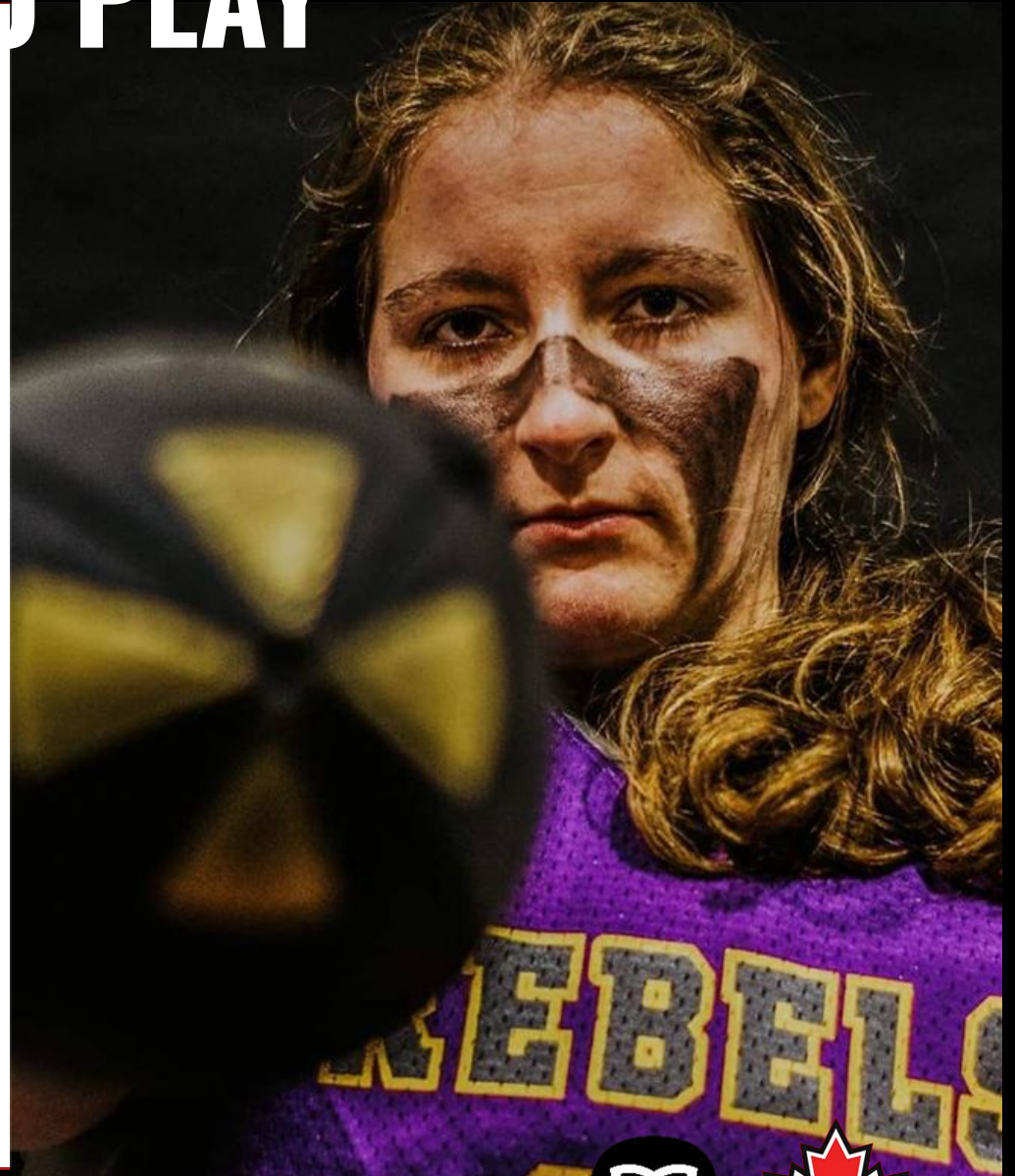
## STRATEGIES

1. Provide **leadership in the growth** of football around the nation
2. Host **national competition**
3. Advocate for football involvement in **multi-sport games**
4. **Lead and share** best practices and innovations with other PSOs
5. Be the standard for **high performance excellence** in the nation



# REMOVING BARRIERS TO PLAY

- Target barriers that exclude communities from leagues or teams
- Create a strategy for developing targeted social groups for inclusion into football
- Develop partnerships that target financial barriers which would prevent athletes from participating in football, especially economically disadvantaged
- Explore game modifications that improves the quality of programming for both contact and non-contact football
- Create more opportunity for high performance visibility and provide support for programming and inclusivity



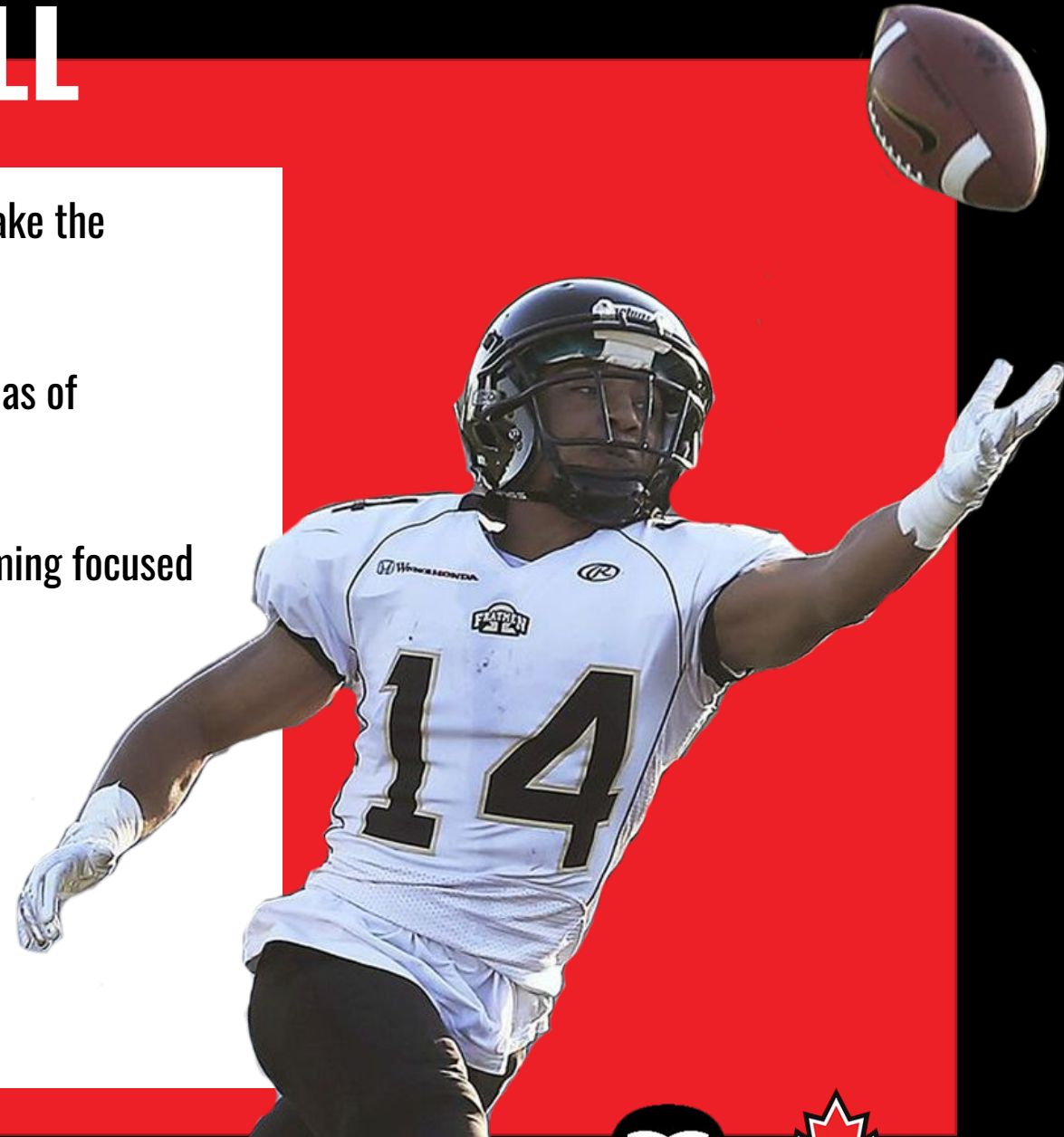
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# INCLUSION IN FOOTBALL

- Target underprivileged youth with fundraising programs to make the game more financially viable
- Widen the scope of leagues and organizations ensuring all areas of Ontario are fairly included in our sport
- Creating elementary and high school flag and touch programming focused at including more kids in football
- Female specific NCCP training set to include more women into football
- Increase the number of high-performance ID selection camps improving athletes inclusion into team Ontario programming



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# NON-CONTACT FOOTBALL

- Increase non-contact participation for both boys and girls
- Prioritize non-contact programming at the grassroots and high-performance levels
- Provide safe playing environments to protect the welfare of all participants
- Provide low barriers for inclusion
- Push for the advancement of non-contact football at multisport events at high performance levels



# PROGRAMMING

- Establish a consistent programming curriculum which includes all members and associations who wish to develop advanced coaches and refs.
- Develop a detailed standardized high performance football system that coincides with high performance coaching and referee development.
- Drive the core values of the Long-Term Athlete Development plan into all football programming, events, and competitions across Ontario.
- Educate clubs and associations on the benefits of an athlete centered culture rather than competition and results centered culture.
- Support and grow the high standard of excellence for coaches and officials to improve consistency across football in Ontario.



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# HEALTH AND WELLNESS

- Wellness education for all participants, coaches and referees
- Create wellness support systems which will help to reinforce safe football practices
- Advise and support governance structure in order to create policy that will lead to safer sport
- Provide necessary resources to all stakeholders and members of Football Ontario to allow for the promotion of safe contact in Ontario
- Continued and up to date policy and practice of Rowan's Law



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