

Football Ontario STRATEGIC PLAN

2026–2030



2022-2025 LEGACY

- Successful delivery of the stabilization cycle focused on **safety and governance**
- **Record growth:** +230% increase in total participation since 2022
- Over \$3M re-invested back into the Ontario football community
- Grew and delivered coach and officials clinics by XX



#FOOTBALL
FOR
ALL

STRATEGIC IDENTITY

NEW MISSION

"FOOTBALL FOR ALL THROUGH LEADERSHIP, PROMOTION
AND ACCESS TO INCLUSIVE PROGRAMMING."



#FOOTBALL
FOR
ALL

STRATEGIC IDENTITY

**NEW
VISION**

**"ESTABLISH THE MOST INNOVATIVE AND
ACCESSIBLE SYSTEM IN CANADIAN FOOTBALL"**



**#FOOTBALL
FOR
ALL**

THE 6 VALUES



#FOOTBALL
FOR
ALL

- **LEADERSHIP:** Intentionally practice respecting people, places and the jersey.
- **WELLNESS:** Ensure the physical, mental and emotional well-being of all participants.
- **ALIGNMENT:** Empowering the football community to move toward our shared vision.
- **COMMUNITY:** Engage the community in productive and meaningful conversations.
- **INCLUSION:** Create greater access to opportunities.
- **EXCELLENCE:** Aspiring for a higher standard of delivery, development, and performance.



PILLAR 1:

GRASSROOTS WITHIN ONTARIO COMMUNITIES

GOALS

- Increased number of participants
- Creation of Sustainable Systems
- Improve Systems and Programmings

STRATEGIES

- Double total participation numbers
- Ensuring the entry point is safe, fun, and memorable
- Create systems that focus on member engagement and satisfaction
- Develop a plan to increase retention
- Improve systems and programming to provide sustainable grassroots development



#FOOTBALL
FOR
ALL

PILLAR 2:

PROVINCIALY WITHIN ONTARIO

GOALS

- Integration of Provincial Stakeholders
- Football in Every School
- Informed Data Driven Decision Making

STRATEGIES

- Increased staff capacity
- Aligning the provincial calendar with LTAD best practices
- Utilize registration platforms to track long term trends
- Grow and diversify revenue streams
- Scouting in underrepresented regions to ensure a diverse Team Ontario talent pool



#FOOTBALL
FOR
ALL

PILLAR 3:

NATIONALLY WITHIN CANADA

GOALS

- Lead Best Practices
- Increased Influence
- Leveraging Olympic Influence

STRATEGIES

- Set the standard for High Performance excellence
- Host national and international events
- Set the table for best practice and innovation sharing
- Advocate for football involvement in multi-sport games
- Use Olympic influence for promotion



#FOOTBALL
FOR
ALL

GREATER ACCESS



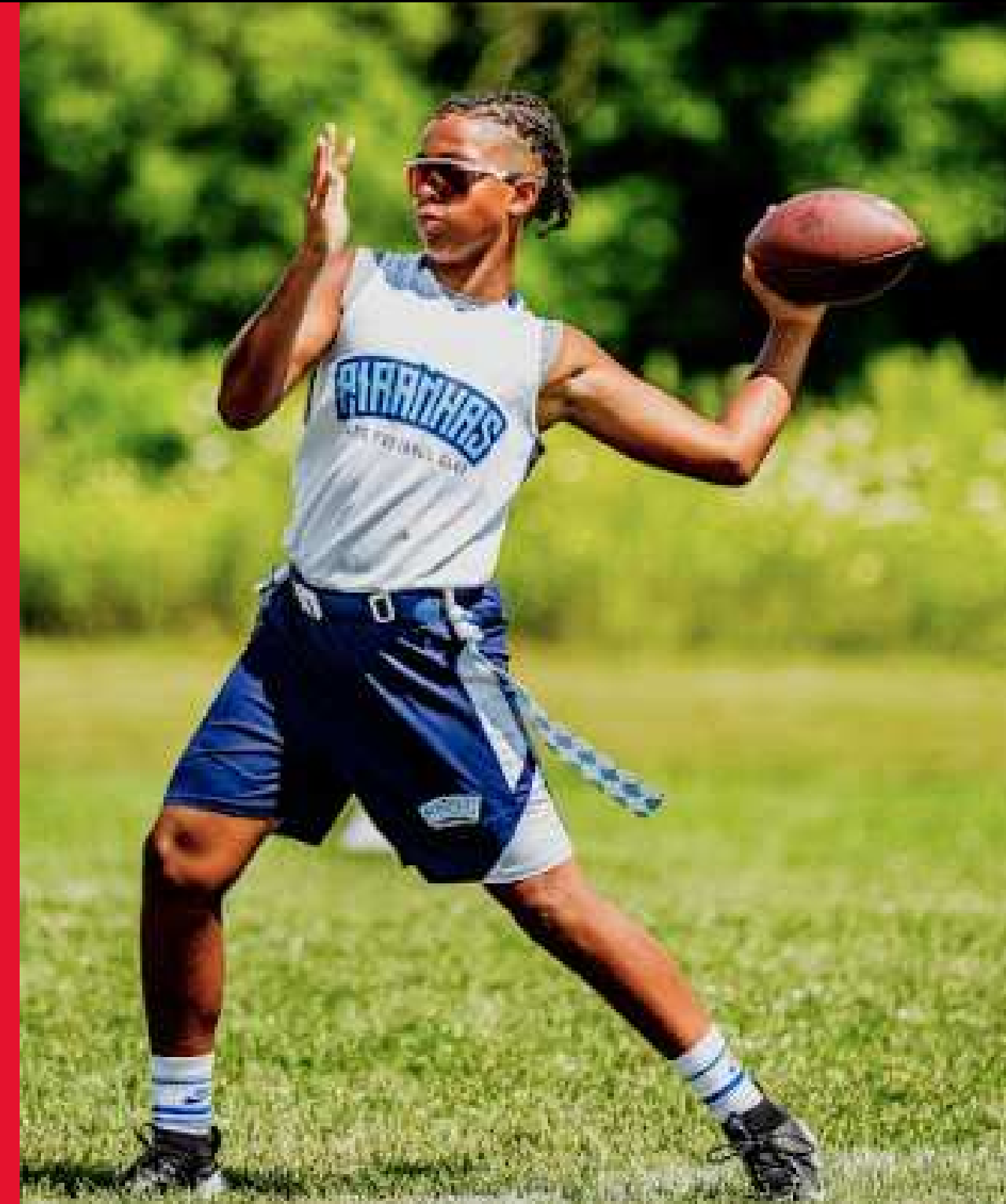
#FOOTBALL
FOR
ALL

- Provide all schools across the province access to football programming
- Promotional campaigns in the lead up to the Olympics exposing youth to the game of football
- Work with municipalities to create accessible flag football programming
- Increase the number of official and coaching clinics available
- Leverage and develop partnerships to increase participant support and reduce barriers to play



INCREASE RETENTION

- Launch a Coaches Hub to increase shared knowledge and development pathways
- Work with our officials partners to increase officiating capacity in regions that are underserved
- Utilize long-term data trends to create strategies for participant retention
- Ensure that Safe Sport policies and practices are shared and followed
- Work with multi-sport partners to align calendars, training, and best practices



#FOOTBALL
FOR
ALL

SUSTAINABLE PRACTICE

- Ensure all schools across the province have access to football programming
- Promotional campaigns in the lead up to the Olympics exposing youth to the game of football
- Work with community parks to diversify playing spaces for flag football
- Increase the number of official and coaching clinics available



#FOOTBALL
FOR
ALL

FOOTBALL FOR ALL

Ontario 

