STRATEGIC PLAN

2026 - 2030

NEW WEST SC

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Message from the President:

To our Members, Partners, and Community,

New West Soccer Club is entering an exciting new chapter in its story. As we look toward 2030, our goal is clear: to foster an environment where every player has the support, facilities, and coaching they need to thrive.

At the heart of this strategic plan is the sustainable development of our players, our people, and our programs. This plan serves as our roadmap, guiding NWSC's evolution by strengthening our foundation and transitioning toward a staff-led organization, one that enables the Board to focus on strategic oversight while empowering our professionals to lead day-to-day operations. By advancing our organizational excellence, technical expertise, and advocacy, we will support membership growth, build greater public awareness, and expand our capacity to deliver high-quality services to our members.

But a plan is only as strong as the community behind it. We look forward to working alongside our members, coaches, and local partners to bring this vision to life. Together, we are building more than a soccer club; we are building a legacy of health, connection, and community for all of New Westminster.

Suki Sadhre
President, New West Soccer Club

Vision:

Players at the New West Soccer Club are known for how they play and who they are becoming.

Mission:

Every player at New West Soccer Club has a team to grow with, a place to enjoy the game, and the consistent coaching and challenge they need to develop as a player and a person.

Values:

- We develop the whole person
- No team matters more than another
- We are proud to be New West



STRATEGIC PLANNING PILLARS

1 GOOD GOVERNANCE



2 OPERATIONAL EXCELLENCE

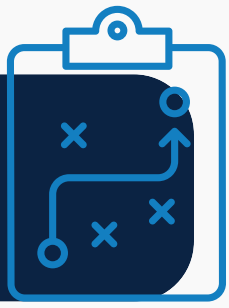


3 CLUB PATHWAYS

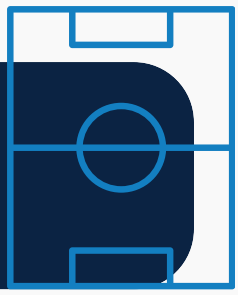


CLUB PATHWAYS

4 COACHING DEVELOPMENT



5 FACILITY OPTIMIZATION & EXPANSION



GOOD GOVERNANCE

Purpose: To guide the multi-year transition of the Board from daily operations to strategic, financial, and risk oversight.

Our Commitment: To be an organization anchored in trust and accountability, where a professionalized governance model ensures every decision is made in the best interest of our players, our families, and the long-term health of our community.

OBJECTIVES:

- Transition to a governance-based Board model.
- Clarify decision-making and delegation of authority.
- Strengthen compliance & transparency.

MEASURE OF SUCCESS: 100% COMPLIANCE WITH MODERN GOVERNANCE STANDARDS AND THE PUBLICATION OF AN ANNUAL IMPACT REPORT TO THE MEMBERSHIP.

OPERATIONAL EXCELLENCE

Purpose: To build the leadership and organizational capacity required to execute the club's strategy and enable sustainable growth.

Our Commitment: To foster a professionalized leadership environment where our volunteers feel deeply valued, our stakeholders are engaged through transparent and proactive communication, and our financial resilience is secured through a diverse and sustainable funding model.

OBJECTIVES:

- Professionalize the club.
- Increase retention through a clear definition of roles, responsibilities, and reporting Structure.
- Build reliable systems and communications.
- Diversify and increase club revenue and funding.

MEASURE OF SUCCESS: ACHIEVING 80%+ VOLUNTEER SATISFACTION AND ENSURING NON-REGISTRATION REVENUE ACCOUNTS FOR AT LEAST 10% OF THE ANNUAL BUDGET.

CLUB PATHWAYS

Purpose: To establish a clear club identity and a consistent, high-quality developmental journey for every player.

Our Commitment: To provide a clear, inclusive development journey where every player feels a strong connection to the NWSC identity and understands their personal path to success on and off the field.

OBJECTIVES:

- Agree on a shared club identity.
- Map the player journey from U4 to adult.
- Increase female player satisfaction, engagement, and retention.
- Audit curriculum compliance & technical quality.
- Improve communication of development goals.

MEASURE OF SUCCESS: REALIZING A YEAR-OVER-YEAR INCREASE IN PLAYER RETENTION AND 85%+ MEMBER CLARITY REGARDING DEVELOPMENT MILESTONES.

COACHING DEVELOPMENT

Purpose: To empower and support our coaching team through professional technical mentorship.

Our Commitment: To create a thriving culture of mentorship and growth, ensuring our coaches are equipped with the confidence, tools, and certifications to lead our players effectively.

OBJECTIVES:

- Build a unified technical support pathway.
- Empower the volunteer coaching core.
- Simplify the coach development journey.

MEASURE OF SUCCESS: PROVIDING 100% SUBSIDIZED ACCESS TO REQUIRED CERTIFICATIONS FOR ALL COACHES.

FACILITY OPTIMIZATION & EXPANSION

Purpose: To maximize current field usage while advocating for long-term facility expansion through community partnerships.

Our Commitment: To optimize and expand facility access for our athletes through advocacy and the strategic optimization of field allocation.

OBJECTIVES:

- Build a strategic foundation for long-term expansion.
- Maximize existing resources.
- Improve member facility communication.

MEASURE OF SUCCESS: THE FORMAL SUBMISSION OF AN INFRASTRUCTURE EXPANSION PROPOSAL TO THE CITY AND ACHIEVING 80%+ SATISFACTION IN FACILITY COMMUNICATION.

Join Us in Bringing This Vision to Life

We are committed to making the club the premier destination for soccer in our region. Whether you are a parent, player, coach, or community partner, there is a role for you in this journey.

