



VISION

To be the most innovative and inclusive soccer club in Atlantic Canada.

MISSION

The Saint John Soccer club creates a high-quality soccer experience by;

- Fostering a fun, welcoming, and progressive sport environment for all participants
- Investing in youth development and strong leadership to inspire lifelong participation in soccer
- Partnering with communities, organizations and quality people

CORE VALUES

Community Connecting communities through welcoming and inclusive decision making

Accountability Good governance with transparency and communication to our stakeholders

Respect Treat all participants, partners and the environment respectfully

Enjoyable Creating memorable and fun moments for all members



ON-FIELD PILLARS

GOAL: Create a welcoming, fun and developmentally focused on-field environment for all participants

PLAYER DEVELOPMENT

COACH DEVELOPMENT

REFEREE DEVELOPMENT

1.1 - Player Pathway for all levels of play		
1.2 - Club technical plan with periodized calendar	2.1 - Minimum coaching standards for all levels of play	
1.3 - Provincial Level (Member Association) Club Certification Level 1 & 2 Achieved	2.2 - Robust internal coaching infrastructure at the club	3.1 - Internal and External Referee Pathways aligned
1.4 - Long Term Player Development Principles applied at all levels of play	2.3 - Playing and Coaching philosophy aligned	3.2 - Club referee mentorship program
1.5 - Opportunities for all players to reach their potential	2.4 - Increased representation in coaching	3.3 - Foster respect for referees with the club



OFF-FIELD PILLARS

GOAL: Create a stable club structure, focused on leadership and community development

CLUB DEVELOPMENT

FINANCE & INFRASTRUCTURE

COMMUNITY & COMMUNICATIONS

4.1 - Refined Organizational Structure	5.1 - Long Term Strategic Infrastructure Plan	
4.2 - Governance & Operational Policies and Principles aligned	5.2 - Short Term facility and equipment plan	6.1 - Celebrate the success of players, coaches, referees and volunteers within the club
4.3 - Stable relationships with all stakeholders	5.3 - Minimum club finance standards	6.2 - Consistent Communications to membership
4.4 - Club Tournament & Event Plan	5.4 - Diversify revenue streams	6.3 - Community partnerships in all regions of operations