



2024 – 2029 Strategic Plan



Executive Summary

Calgary South West United (SWU) is a Calgary-based soccer club focused on providing both youth and adults with a positive and inclusive soccer experience. As one of the longest-standing soccer clubs in our ever-growing beautiful city, we are proud to offer a program for every skill and competition level.

With a mission to develop athletes both on and off the field, SWU offers comprehensive training programs, competitive leagues, and a supportive environment that promotes teamwork, sportsmanship, and personal growth.

Soccer is our passion; it's not only what we do but also who we ARE. Our goal is to make this great game of soccer accessible to all families who want their child or children to develop their skills and abilities.

At SWU, we embrace and celebrate diversity. We champion and cultivate a supportive and thriving environment that benefits our club and the wider community.

Recognizing the importance of good governance, SWU is dedicated to continually reviewing, assessing, and adjusting governance policies to enhance the club for the benefit of all members.



Mission Statement

Our mission is to ignite the spirit of possibility and resilience across our community through the transformative power of soccer. We are dedicated to fostering a vibrant tapestry of talent, where every player, regardless of age or skill level, takes pride in living their potential on and off the field.

Driven by our passion for the beautiful game, we aspire to elevate the standard of soccer within our city, province, and nation. We are more than just a club; we are a beacon of leadership, development, and personal growth. Through service, collaboration, and innovative programs, we actively contribute to our community. Our vision extends beyond the boundaries of the pitch as we strive to empower every player and coach to unlock their full potential, cultivating leaders and role models who inspire others to chase their dreams.

Together, we create a legacy of excellence, enriching lives, and building a future where each individual embraces their unique journey with courage and determination.

#SWUPROUD



Vision

We aim to create a club for players of every caliber, igniting an everlasting love of soccer and fostering a deep sense of pride in every member, both on and off the pitch. We will develop exceptional athletes and people and cultivate the spirit of SWU in every endeavor, embodying the values of sportsmanship, integrity, and community. With each triumph and every challenge, we forge bonds that endure a lifetime, uniting players, families, and supporters in a shared journey of growth and achievement.

SWU Proud is not just a vision—it's a declaration of our unwavering dedication to excellence, passion, and performance.

Core Values

Our club embraces core values that reflect our commitment to pride in what we can achieve. We celebrate diversity, fostering camaraderie and teamwork while inspiring others to compete, achieve, and excel. We radiate enthusiasm, energy, and positivity, infusing every aspect of our club with a sense of excitement and passion, because at the heart of everything we do lies the belief that we have the power to empower players by breaking down barriers to participation and creating opportunities for all to experience the joy of soccer. We hold ourselves to the highest standards of professionalism, expertise, and integrity, continually seeking to improve and innovate to stay at the forefront of the game.

Success

Welcoming

United

Passion

Respect

Optimism

Understanding

Dedication

Value Proposition – Player Development



We are committed to the comprehensive and continuous development of our players. We believe that success on the field is achieved through a holistic approach that encompasses technical, tactical, physical, and mental preparation. Our player development programs are designed to provide each player with a supportive and challenging environment that fosters skill development, decision-making, teamwork, and leadership.



Player Pathway

Outline a comprehensive player development pathway that covers all age groups and skill levels, with clear objectives and milestones.



Training

Allocate resources to provide appropriate training and coaching for players at different stages of their development.



Progress

Implement structured player evaluation and feedback systems to identify areas for improvement and guide player progression.

Value Proposition – Quality Coaching

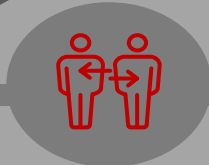


We prioritize the delivery of quality coaching to our athletes as a cornerstone of our commitment to excellence. Our coaching staff is composed of experienced, knowledgeable, and dedicated professionals who are passionate about developing athletes to their highest potential. We believe in a player-centered approach that focuses on individual growth, skill development, tactical understanding, and mental resilience.



Education

Establish a robust coaching education and development program to continuously improve the skills and knowledge of SWU coaches.



Mentorship

Implement a coach mentorship program to support and guide less experienced coaches.



Develop

Provide ongoing development opportunities for all SWU coaches.

Value Proposition – Stakeholder Communication




Through transparent and open communication channels, we strive to foster a sense of trust, understanding, and shared purpose among all stakeholders. We actively listen to and address the needs, concerns, and ideas of our stakeholders, ensuring that their voices are heard and valued.

An icon representing proactive communication, showing three red checkmarks in a column next to a red silhouette of a person.

Proactive

Conduct membership surveys to gain measurable performance data to calibrate our programming and promote transparency and engagement.

An icon representing feedback, showing a red heart, a red thumbs-up hand, and a red star.

Feedback

Actively seek feedback from stakeholders and incorporate their input into the strategic planning process.

An icon representing communication, showing three red silhouettes of people with a red speaker icon above them.

Communication

Leverage multiple communication channels to enhance engagement, transparency, and collaboration, ultimately strengthening our relationships with stakeholders

Value Proposition – Values and Inclusion



We embrace the values of respect, integrity, and inclusion as essential pillars of our culture. We believe that every athlete, regardless of their race, gender, religion, ethnicity, or orientation, deserves to be valued, supported, and empowered. We strive to create a welcoming, safe, and respectful environment where all athletes can develop their skills, find their voice, and achieve their dreams. We are committed to promoting diversity and inclusion at all levels of our organization, from our coaching staff to our athletes, and we actively seek out opportunities to connect with and learn from individuals and communities with diverse experiences and perspectives.



Values

Clearly articulate the organization's commitment to player-centered, integrity, and excellence values in all policies, programs, and decision-making.



Inclusive

Develop and implement inclusive and accessible program offerings to ensure equal opportunities for all participants.



Supportive

Provide diversity and inclusion training for coaches, staff, and volunteers to foster a welcoming and supportive environment.



Endorsed as a higher achieving club by Canada Soccer

