

Via E-mail

October 30, 2017

Attention: Youth District Association and Affiliated Soccer Club

Care of: President and/or Chair

From: BC Soccer

Re: BC Soccer Club Charter Program / CSA Club Licensing Program - Requested Feedback

Canada Soccer's development department has been working on some very important initiatives over the last 12-18 months that will support the soccer communities across the country. One of these initiatives is the forthcoming Canada Soccer Club License Program, a program being designed around the concept of guiding behaviour and measuring outcomes against expectations at the Club level. BC Soccer is committed to supporting Canada Soccer and the national direction and has been providing input and feedback to the documentation regarding this initiative from the learnings in developing, introducing and implementing the Club Charter Program here in BC.

Canada Soccer has commended BC Soccer for the work that has been completed over the last 18 months on the development and implementation of BC Soccer's Club Charter Program and Canada Soccer has confirmed that BC Soccer Club Charter Standard 1 clubs will be positioned accordingly within the new Canada Soccer Club Licensing Program once released. Thus, Canada Soccer wants all BC Clubs to become BC Soccer Club Charter Standard 1 clubs.

The next step in the process for the National Club Licensing Program is to gather feedback from districts and soccer clubs regarding the working document accompanying this memo. Note: if one is reading this memo from the BC Soccer website, the document is not provided as Canada Soccer has not made the document public.

Please provide any feedback to clubcharter@bcsoccer.net by December 1, 2017 which BC Soccer will provide to Canada Soccer. Canada Soccer and BC Soccer are very appreciative of the time that you are taking to assist in shaping this initiative.

To assist you below is an explanation of what Canada Soccer envisions as the core of the National Club Licensing Program:

The Canada Soccer Club Licensing Program is being developed around the concept of guiding behaviour and measuring outcomes against expectations at the Club level. As has been the case since the onset (implementation with the Professional Clubs in Canada), the Program aims to influence the ongoing behaviour at the Club level with a goal of enhancing governance and operations using best principles and built around four pillars; Governance, Administration, Infrastructure, and Technical. The current design is based on the concept that the goal of the Licensing Program is not necessarily to drive Clubs "up" the levels, but rather to support Clubs to

become the best possible version of themselves. As an example, not every Club aspires to operate in the Development/Performance Stream. Many have a vision of being the best possible Grassroots, Community, or Competitive Club and should be encouraged and supported to achieve that goal.

Important Note: Based on the Canada Soccer direction and the imminent Club Licensing Program, BC Soccer will not be introducing Standard 2 and 3 as previously scheduled in 2017 and 2018 respectively. Rather, BC Soccer will support the implementation of Canada Soccer's Club Licensing Program and working with all clubs to achieve the Standard 1 to set them up for success as we transition to the national program once launched.

Please see the following link for BC Soccer's formal announcement regarding this.

<https://www.bcsoccer.net/news/post/bc-soccer-prepares-for-the-canada-soccer-future-club-license-program>

For more information on BC Soccer's Club Charter Program please contact Paul Turner, BC Soccer Grassroots Development Officer at paulturner@bcsoccer.net