

The Ontario Soccer Association's

Club Development

Newsletter



Club Development in Action

The Ontario Soccer Association and the Club Development Team encourage all Clubs to support the Canadian Men's National Team, as the 2014 FIFA World Cup Brazil Qualifiers get underway.

This Fall, come watch the Canadian Men's Team as they compete to qualify for the 2014 World Cup with three CONCACAF matches taking place at BMO Field.



September 2, 2011 Canada vs. St.Lucia
October 11, 2011 Canada vs. Puerto Rico
November 15, 2011 Canada vs. St.Kitts

It's time for the Ontario Soccer community to unite and come support our National Team. The Canadian Soccer Association in partnership with The OSA is promoting a **Paint the Stadium Red** campaign and offering Clubs access to designated tickets at discounted rates. The Club Development Team encourages Clubs to take advantage of this opportunity to show your support and especially show your youth players where they can aspire to play one day. It all starts at the grassroots!

Visit www.ontariosoccer.net/ClubDevelopment for more information.

Contents

Club Development Conference	2
Silent Soccer Movement	5
Disability Soccer	6
Soccer and Settlement	7

We welcome suggestions of projects happening out there in your community and how soccer is helping shape its future. If you have a story you'd like us to showcase please send an email to:

soccerdevelopment@soccer.on.ca or get in touch with your nearest Soccer Development Coordinator





Club Development Conference 2011

The OSA presents the 1st Annual Club Development Conference

It's summer time in Ontario and soccer is in full swing but dedicated Club Administrators and Volunteers added one more event to their calendar. The OSA held the **1st Annual Club Development Conference** on July 23-24, 2011 at the Hilton Suites and Conference Centre in Markham, Ontario. The event was put together as

a way to Honour the 2011 Club Excellence Awardees, but eventually took shape into a two day conference where Clubs and District Associations were able to share knowledge, participate in organizational development workshops and network between some of the OSA's community partners. Clubs came from across the province and there has been an overwhelming amount of positive feedback from all attendees.



Day 1 of the Conference was packed with 3 sessions of carefully selected Club Development Workshops. Each of the workshops were informative and very well received. After some downtime, attendees were invited to the 1st Annual Club Excellence Awards Banquet on Saturday evening. Clubs awarded for the evening included new applicants to the Club Excellence program as well as those that have gone through the renewal process for 2011-2013. The Club Development Team was proud to announce Anthony Totera as the master of ceremonies for the event, and he didn't let us down with passionate comments of the guest presentations to the spontaneous question and answer session with guest speaker, Kara Lang.

The Club Development Team took the opportunity to connect some of the OSA's community initiative partners to members of the Club Excellence Program. Attendees were able to interact and engage with each of the presentations as they were informed about the All-Star Snack Play-book from the Hamilton Health Unit, the Play, Live, Be..Tobacco Free opportunities with the Regional Municipality of York and the work that Active Living Alliance is doing across Ontario with The OSA bringing awareness around the issue of accessibility.

The Club Excellence Awards Banquet also displayed some specific soccer related initiatives that deserve more exposure for their positive soccer significance. The Canadian ParaSoccer team was showcased for their hard work at the 2011 CP-ISRA World Champions, where they finished 12th overall and proudly represented Canada. Street Soccer Canada was also in attendance and were called up to the stage to talk about the significant impact soccer plays in the lives of the homeless community. Their moving stories showed just how strong of a tool this *'beautiful game'* can be.



Club Development Conference 2011



Club Development Workshops at the Club Development Conference 2011

The OSA's 1st Club Development Conference was a great place for Clubs to build knowledge and share best practices. The first day of the Conference offered 3 sessions specific to Club needs. Brett Knox of The OSA and Alan Hollingsworth of HKMB Hub International teamed up to deliver a Risk Management workshop specifically around The OSA's insurance coverage and commonly asked questions and concerns for Clubs and District Associations. The response of this workshop was tremendous as the 90 minute presentation quickly surpassed the time allotted. Attendees to this workshop were able to get first-hand information concerning the coverage they receive as members of The Ontario Soccer Association, in terms of insurance and liability. Alan Hollingsworth has been The OSA's representative with HKMB HUB International for many years and was able to offer his professional experience and soccer knowledge to this presentation. The combination of Alan and Brett has proven to be effective as participants are able to receive specific insurance information as well as have their questions and concerns answered from an OSA staff member.

The second session of workshops was a split presentation addressing the issues of Harassment. Roland Vidal of Respect Group Inc. was able to provide an overview of the Respect in Soccer program and the significance this program can play for leaders of the game of soccer. Joyce Stewart of The OSA complimented this presentation by addressing Harassment on a Club level. This workshop encouraged discussions concerning issues of risk, liability and policies associated with running a soccer organization. Both Roland and Joyce's presentations were very well received as the importance and significance of Harassment at all levels of the sport, are factors to consider in order to appropriately develop soccer in Ontario.



Lastly the workshop portion of the day concluded with a lighter presentation from Janice Arnoldi, Robin McPherson and Judy Sims of arnoldi:mcperson and CanSport LIVE. Participants of this workshop were given the opportunity to learn about tools available to appropriately develop and market their organization, through effective social media strategies and an attractively built website. As a wrap up to the weekend, the Club Development Team offered one last workshop on Sunday morning with the help of the Club Excellence Gold Clubs in attendance. This workshop gave clubs and districts the opportunity to share best practices and listen to some of the ways issues concerning facilities and LTPD were handled by some of their neighboring clubs. The Club Development Team sincerely thanks all Gold Club participants of this workshop. Your contribution and facilitating skills were greatly appreciated. All attendees were able to walk away with a bundle of knowledge and information to take back to their organizations. Presentations from these workshops are available on the Club Development sec-

Workshops from the Club Development Conference can be found on www.ontariosoccer.net/ClubDevelopment

Club Excellence Banquet



The Club Development Team was proud to successfully host the 1st Annual Club Excellence Awards Banquet. It was also an honour to have Kara Lang as the guest speaker for the evening. For Kara, The OSA's first Club Development Banquet was a perfect opportunity for her to express gratitude for those volunteers that made a lasting impact on her soccer career at the grassroots level. Kara took a trip down memory lane as she told stories of playing U7 soccer, memorable coaches, and the friendships she still maintains to date from her early team mates. She attributed her success and work ethic to soccer and the individuals at the Club level from her days as an Oakville Angel.

As a former Canadian National Team Member and one who has proudly gone through the Ontario soccer club system, Kara's decision of retirement was anything but easy. She compared her recent transition into Soccer commentary as a similar rush of adrenaline to that of being on the pitch, with a couple of changes to the team she's surrounded by, and obviously her attire. For an individual that has been an elite athlete for as long as Kara has, she credits her new role to the only two things she can control; attitude and effort. She explained that these were two values that she learned during her days at the Club level and has taken them with her through life.

Kara's speech complimented the evening perfectly as The OSA honored the work of Clubs and their volunteers; coaches, board of directors and administrators, all of whom Kara described as holding things together without even realizing it and with little recognition. Kara was a great sport in graciously answering some tough questions from the audience before personally presenting the Club Excellence, Volunteer Appreciation and District Recognition Awards to individuals from across the Province.



The Volunteer Appreciation and District Recognition Award were new additions from the Club Development Team. It was a pleasure as well as an eye opener to receive and read all of the nominations for these awards. The overwhelming commitment that volunteers in our Soccer community have is extraordinary, and made the selection process that much more difficult. The following awardees were well deserving of this award.

Volunteer Appreciation Award Recipient – John Brown (Oshawa Turul Soccer Club)

John Brown has been with the Oshawa Turul Soccer Club for 20 years. John began with a young group of female players who he challenged as soccer players and as individuals. Since John's first group of players graduated from youth soccer he has returned to bring through a new crop and his reputation as a player developer attracts players from across the region. In total 21 girls have secured scholarships with three players awarded the distinction of 'All Canadian'. John was awarded the Volunteer Appreciation Award for his continual dedication as a Volunteer that has gone above and beyond for the game of soccer in Ontario.



Volunteer Honourable Mention Awardee – Uwe Samstag-Schnock (Milton Soccer Academy)

Uwe Samstag-Schnock has really built the Milton Soccer Academy from the ground up. As one of 3 founders who started the Club in 2004 they now boast over 600 registered players outdoors and focus on player development with low player to coach ratios. Uwe also established an organizational structure within which his dream of a soccer specific facility could be built and this was opened just last year. Uwe has brought his passion for soccer – whether as a player, coach or referee – together with his background in banking to create a fantastic club.

Volunteer Honourable Mention Awardee – Karen Bajic (Georgetown Soccer Club)

Karen Bajic has been involved with Georgetown Soccer Club for over 21 years. Her involvement, as with many people, started because of her daughters Jacquie and Stephanie playing the sport while husband John coached. Her daughters haven't played for the Club for 8 years now but Karen is still an ever present volunteer and has sat on the Opening and Closing Day Committee for 15 years. The Club is confident that Karen will be back each year once she sees one of the U5 players with their shirt down to their knees and their socks pulled up to their thighs.



District Recognition Award – York Region Soccer Association

York Region Soccer Association (YRSA) was awarded for their support and leadership in encouraging all York Region Clubs to strive towards higher standard through the Club Excellence Awards.

The OSA Applauds the Initiative of Clubs for the Silent Soccer Movement

The Ontario Soccer Association is pleased to see at least three Club Excellence Clubs take matters into their own hands and do something about those 'pushy parents' and 'noisy spectators' on the sidelines. The **Aurora Youth Soccer Club**, **Kingston United Soccer Club** and **North Mississauga Soccer Club** initiated a **'Week of Silence'** where spectators and coaches were to refrain from any instructing and noise from the sidelines in order to give the players a chance to just play.

With soccer season in full swing, this 'Silent Soccer Movement' received much deserved attention from all major television news channels, radio stations and newspapers. CBC, CTV, 680News and The Toronto Star are only a few news sources that reported and exposed this initiative. In many cases these sources gave Clubs the opportunity to directly relay their messages to all listeners and spectators of soccer.



David Hilgendorff, VP of House League Soccer at AYSC, stated that besides letting the players just play without the distraction of noise from the sidelines "it was a way to further develop our players to think for themselves on the field and promote communication between players."

Trevor Bertrand, President of NMSC, further promoted this initiative on 680New Radio with The OSA's Respect in Soccer program. He encouraged all coaches and parents to take The OSA's online program to better educate leaders and spectators of the game about appropriate and positive behavior.

Success and support has been reported from all Clubs that participated in this Silent Soccer Movement. The Ontario Soccer Association applauds the efforts of these organizations and continues to promote The OSA's Show Your Respect Campaign to all members. The Show Your Respect Campaign is committed to promoting positive behaviour on and off the soccer pitch through the support of Coaches, Parents, Players, Volunteers and Officials. The OSA also encourages all Leader (coaches, referees and board members) in soccer to take the Respect in Soccer online course while certification is still FREE. Respect is a mutual responsibility of each participant in soccer to create an environment that is both safe and enjoyable for all those taking part.

For more information and for links to each of the published news reports of the Silent Soccer Movement visit www.ontariosoccer.net/Organization/ShowYourRespect.aspx

For other great links and articles concerning the AYSC and NMSC and their on-going initiatives in this respect please visit their Club websites:



<http://www.aysc.ca/>



<http://nmisc.net/main/>

Newmarket Soccer Club was recognized for their initiative put in place to further enforce the issue of Respect in the game of soccer.

CTV interviewed **Lucille Abate**, President of Newmarket Soccer Club concerning the Silent Soccer initiative and the slightly different approach Newmarket Soccer Club has taken.

Lucille spoke about the increase in abuse from the sidelines, especially toward referees that are on average 14 years of age. The Newmarket Soccer Club did not implement a Silent Soccer Movement as some of their neighboring clubs did, however their approach involved instituting **'Respect Line'** which widens the barriers around the field and visually reminds spectators to be positive and respectful. Lucille can attest for the success of Newmarket Soccer Club's approach and hopes that other Clubs and even other sports can understand the importance that respect and good sportsmanship plays.

Special Needs Soccer

Pickering Soccer Club Program allows "All Kids to Play" the beautiful game.

According to FIFA, there are almost 900,000 registered soccer players in Canada. A disproportionately low fraction of these players have special needs. The Pickering Soccer Club created a Special Needs Soccer Program in 2008 to address the lack of opportunities for children and youth with special needs to participate in quality sports programs. In partnership with Special Olympics, an organization dedicated to using sport as a vehicle and stage for demonstrating the dignity and capability of people with intellectual disabilities, the program allows children of all abilities the simple pleasure of playing soccer. The program has experienced tremendous growth over the past 3 years, from 2 athletes kicking a ball inside a gym to over 40 players and a like number of volunteers filling 2 fields every Wednesday night having fun, making friends, and learning some soccer skills. "My athletes love to pull on their uniform, join their teammates and coaches, and enjoy the great outdoors playing the beautiful game", states Program Director Franco Taverna. With major support from the Ontario Trillium Foundation's, PSC's "Soccer 4 Life" program has flourished under the leadership of program coordinator Danyelle Sora. "The grant allowed us to develop a model program for athletes and volunteers within our community soccer club," said PSC President Phil Frampton.

The program offers a 1:1 coach to athlete ratio, as needed, thanks to numerous volunteers, club players and local students. "We have established a volunteer-friendly program that ensures everyone can enjoy the benefits of soccer" said Danyelle. "Our entire U12 PSC Power Gold girls competitive team come out week after week to mentor our athletes. They not only coach, but they have made lifelong friends."

The program is achieving its goals of staff, coach, and volunteer training to best serve the athletes with special needs, integration of athletes with special needs into recreational programs, developing special supports, modifications or accommodations to ensure full enjoyment of participation by both the athletes and their families, and creating pathways for participation and competition beyond the local community.



"Now we can design and deliver specialized training for our volunteers, coaches, and referees to ensure that our athletes with special needs benefit the most from their participation in sport", states Franco Taverna. "This will be a model program that other clubs can follow".

The Pickering Soccer Club's Special Needs Summer Program continues until the end of summer. A winter program will be held in a local gym. The cost is just \$20, subsidized by local sponsors, our "Movie night on the Pitch" fundraiser, and the club. All players receive uniform, ball, team picture, year-end session and party, all club related activities such as picture day festival, and a whole lot of fun!

See the PSC Special Needs Soccer webpage for details

<http://www.pickeringsoccer.ca/special-needs>



The OSA and Accessibility Soccer

The Club Development Team is pleased to support and showcase the Soccer Clubs and District Associations across the Province that have created accessible soccer programs within their organizations. Over the summer the Club Development Team has placed a lot of focus around Accessibility Soccer and the programs and partners that are readily available to make soccer more accessible and inclusive in Ontario. It has been brought to our attention that many Clubs have long standing and successful programs and The OSA commends these organizations and looks to them for support in further developing this aspect of the game.

Tell us about your Special Needs or Accessibility Soccer Program! With all the positive effort being made within the soccer community the Club Development Team would like to spread the word to promote your programs and help other soccer organizations get started on programs of their own.



Soccer and Settlement

The OSA Introduces its Newest Project

The Ontario Soccer Association has launched a ground breaking project in Ottawa under the banner '**Soccer and Settlement**'. The project is aimed at facilitating the integration of New Canadians through soccer by connecting them with sanctioned soccer in the province and promoting the sport as a healthy lifestyle.

The project is made up of four main components: Coach and Referee Education, Community Days, Soccer in School and a Play 'n' Learn program that consists of one hour sessions combining 30 minutes of play and 30 minutes of learning about Canada's heritage and culture.

Coach and player **Audra Sherman** and multi-lingual community leader **Javier Clavelo**, are the newest members of the Club Development Team and were appointed to run the project and identify key local partners to reach out and benefit New Canadians with these projects.



The team has already made exciting connections with the City of Ottawa, Ottawa Police, Boy and Girls Club of Ottawa as well as established Soccer Clubs in the Eastern Ontario District Soccer Association (EODSA) and numerous community organizations who will all play a part in this project.

Carleton University will host the Ravens Community Cup with teams made up of new and established Canadians, on September 24. A week later, Ottawa's professional club Capital FC will host a similar event enabling local Clubs to open their doors to new players. Referee courses will start in November with Coach Education planned for January 2012.



The project builds on an existing Community Cup which is organized by the Catholic Immigration Centre, The OSA's key partner in the project. The Cup has provided one of the best opportunities for New and established Canadians to connect and bond ties through soccer.

A recent example was the Latin American Heritage Day on August 14, when the Latino Soccer School welcomed kids not attached to any club to celebrate their Latin American culture together on the field of play. Capital FC's Freddy Arenas was also on hand to share tips and motivate them.

Soccer and Settlement is financed by the Government of Canada through Citizenship and Immigration Canada. It is a partnership of The OSA, Catholic Immigration Centre, Ottawa and the Eastern Ontario District Soccer Association (EODSA).



Citizenship and Immigration Canada

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WWW.CANSPORTLIVE.COM**

The OSA and the Club Development Team graciously thanks
The Ontario Trillium Foundation for their support of The Club Development Program for the past four years.
Our initiatives, programs and services were made possible because of your generosity and belief in our vision.
Thank You!



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[@ClubDevelopment](https://twitter.com/ClubDevelopment)



www.youtube.com/user/ClubDevelopment