



# AEL FC CANADA

TECHNICAL DEVELOPMENT PLAN  
2026-2031

1st Edition 2026  
Jaiden Miller-Foster / Technical Director



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AEL FC CANADA  
TECHNICAL DEVELOPMENT PLAN

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## **CLUB VISION**

To be a soccer community / family for players seeking personal enjoyment, challenge, and growth. We strive to have every AEL FC CANADA player become a participant of the sport for life.

## **CLUB MISSION**

The mission of AEL FC CANADA is to introduce the game of soccer to youth of all ages and skill levels. To produce players and leaders who positively impact their teams and the world around them. To challenge learning and development through intellectual, technical and physical rigor while providing ongoing individual feedback and support. To create technically and tactically sophisticated players for professional careers, college or at a recreational level in an environment that is safe, fun, ethical and respectful.

## **CLUB VALUES**

Our club is built on respect, teamwork, integrity, discipline, and leadership. We expect every player to honor the game and those around them, work together selflessly, act with honesty, stay committed to their development, and lead by example on and off the field. These values guide our culture and shape how we train, compete, and grow as a team.



# Senior Technical Team

**Milton Gougoulis**  
**Club President**

**Tom Gougoulis**  
**Director of Operations**

**Jaiden Miller-Foster**  
**Technical Director**

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# Inclusive & Safe Sport Commitment

AEL FC Canada is committed to providing an environment that ensures the physical and emotional safety of all participants. In accordance with the AEL FC Canada Code of Conduct, any form of bullying, discrimination, harassment, or violation of equity, diversity, and inclusion principles by players, coaches, parents, officials, or spectators is strictly prohibited.

AEL FC maintains a zero-tolerance policy toward such behavior.

Our goal is to foster an open, accessible, equitable, and respectful soccer community where everyone feels welcome, valued, and empowered to participate fully and contribute to all AEL FC Canada programs.

## Our Key Principles

### Diversity

- Diversity represents the range of visible and invisible qualities, experiences, and identities that shape who we are, how we think, and how we engage with others. These differences may include race, ethnicity, gender, sexual orientation, socio-economic status, age, physical or mental abilities, religious or spiritual beliefs, and political ideologies. Diversity also encompasses variations in personality, communication style, skills, and perspectives.

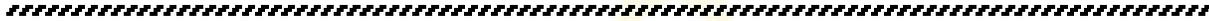
### Inclusion

- Inclusion is the practice of recognizing, welcoming, and making space for diversity—ensuring that all individuals feel respected, supported, and valued in every aspect of the club environment.

### Equity

- Equity means fairness—providing everyone with the resources, opportunities, and support they need to succeed. It involves identifying and removing barriers that disadvantage certain groups, which goes beyond treating everyone equally.

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# Inclusive & Safe Sport Commitment

## Anti-Racism

- Anti-racism is an active commitment to identifying, challenging, and eliminating racism in all its forms. It acknowledges the existence of systemic racism and works to dismantle structures and power imbalances that sustain racial inequity.

## Accessibility

- Accessibility ensures that people of all abilities have equitable and barrier-free access to our physical spaces, programs, services, and opportunities. AEL FC is committed to creating an inclusive environment that supports the full participation of everyone.





# AEL FC Canada Adhering to Long Term Player Development Principles

## What is LTPD?

Long Term Player Development (LTPD) is a model of athlete development that parallels what doctors and psychologists have long used to better understand human development: as a series of distinct stages, which takes us from infancy through adulthood. A person's abilities, behaviours and emotions as well as their understanding of the world around them, vary from stage to stage.

## Why use the LTPD model?

The LTPD model gives players the best chance of success in soccer by tailoring training, competition and coaching to their needs at the appropriate stage of development. When children learn the right skills at the right time supported by a caring soccer community of parents, coaches, officials and volunteers they become more confident in their abilities and have a lot more fun. This means more of them will grow into healthy, active adults with a lifelong love of the game.



## CANADA SOCCER PLAYER PATHWAY





# AEL FC Canada Adhering to Long Term Player Development Principles

## **1. Active Start (U-4/U-6 M/F)**

Gives the youngest players the opportunity to develop basic movement skills like running, jumping, landing, kicking, throwing, and catching in a fun setting built around informal play and positive reinforcement.

## **2. Fundamentals (U-6/U-8 F, U-6/U-10 M)**

Allows children to develop their movement ABCs- agility, balance, coordination, and speed - and learn the basics of the game while emphasizing fun, cooperation, and maximum time on the ball.

## **3. Learning to Train (U-8/U-11 F, U-9/U-12 M)**

This “golden age of learning,” when children become less self-centered and are more able to reflect on their actions and learn from mistakes, provides an optimal window for further development of skills. The focus is on learning by doing, building a larger repertoire of soccer movements and teaching the basic principles of play in a fun and challenging environment.

## **4. Training to Train (U-11/U-15 F, U-12/U-15 M)**

The onset of the adolescent growth spurt for most kids during this stage is an ideal time for endurance training. Players are also introduced to concepts like mental preparation, goal setting, and coping with winning and losing while learning more advanced soccer skills, including position-specific techniques.

## **5. Training to Compete (U-15/U-19 F, U-16/U-20 M)**

Players are now working to hone their soccer skills under a variety of competitive conditions in an 11 v 11 game format that mirrors adult play. Along with the continued refinement of advanced techniques, players work to develop their tactical awareness, discipline and mental toughness.

## **6. Training to Win (U-18+ F, U-19+ M)**

With most of their soccer skills now fully established, the focus for EXCEL players at the National Team, semi-professional and professional levels shifts to performing at their best. They work on adapting strategies quickly to suit changing demands, establishing a pre-training and pre-match routine, and maintaining optimal physical and psychological fitness.

## **7. Active for Life**

This stage encompasses boys and girls, men and women of all ages and abilities who want to play soccer for fun and fitness. They may be youth players who don't pursue highperformance play through the EXCEL program, former competitive players who don't intend to play internationally, or professionally or, they may be brand new to soccer. In all cases, the game structure is adapted to suit the level of play, the number of players and the available space.

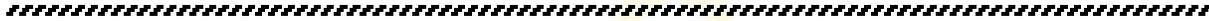


## CANADA SOCCER GRASSROOTS STANDARDS

CRITERIA	ACTIVE START	FUNDAMENTALS		LEARN TO TRAIN	
	U4-U6	U6-U7	U8-U9	U10-U11	U12-U13
<b>Principle:</b> Grassroots Programs should be appropriately structured for the age and stage of the participating players and allow for the opportunity for multi-sport participation, activity sampling, and life balance.					
Season or Block Length	6-16 weeks	6-16 weeks	6-22 weeks	10-22 weeks	10-22 weeks
Practice-to-Match Ratio	N/A	1:1 or 2:1	2:1 or 3:1	2:1 or 3:1	2:1 or 3:1
Structured Practice Duration	30-60 minutes	30-60 minutes	45-75 minutes	60-75 minutes	60-90 minutes
Number of Match Days per Week	N/A	1 ( Respecting the practice-to-match ratio)			
Number of Memorable Events (tournaments)	N/A	N/A	2 per season	2 per season	3 per season
<b>Principle:</b> Grassroots Matches should be played on fields, with goals and balls, and following a match day format that is developmentally appropriate for the participating players.					
Match Format (maximum)	Informal Games	3v3	4v4 (No GK) or 5v5 (With GK)	7v7	9v9
Maximum Goal Size	N/A	Pop-up Goals 3ft (0.91m) x 5ft (1.52m)	5ft (1.52m) x 8ft (2.44m)	6ft (1.83m) x 16ft (4.88m)	6ft (1.83m) x 18ft (5.49m)
Field Size	N/A	Width: 18-22m Length: 25-30m	Width: 25-30m Length: 30-36m	Width: 30-36m Length: 40-55m	Width: 45-55m Length: 65-75m
Ball Size	3	3	3 or 4	4	U12: 4 U13: 5
Match Duration (maximum)	N/A	30 minutes (2x15 min, or 4x7.5 min)	40 minutes (2x20 min or 4x10 min)	50 minutes (2x25 min or 4x12.5 min)	70 minutes [U12] (2x35 min or 4x 17.5 min) 80 minutes [U13] (2x40 min or 4x 20 min)
Maximum Match Time Per Player Per Day	N/A	60 minutes	80 minutes	100 minutes	120 minutes
Minimum Rest Time Between Matches	N/A		Duration of one match		
Match Day Roster	N/A	Ideal: 6 players Maximum: 9 players	Ideal: 8-10 players (depending on game format) Maximum: 12 players	Ideal: 10-12 players Maximum: 14 players	Ideal: 14 players Maximum: 18 players
Match Day Format	N/A	Festival Format		Festival or League Format	
Referee or Game Leader	N/A	Game Leader	Game Leader or Referee		Referee
Restarts from Sidelines	N/A	Dribble-in and Pass-in			Throw-in
Offside	N/A	No			Yes
Substitutions	N/A	Unlimited (on the fly or at designated stoppages)		Unlimited (any stoppage)	
Retreat Line	N/A	Yes (halfway line)		Yes (one third)	No



# AEL FC CANADA TECHNICAL DEVELOPMENT PLAN



	ACTIVE START	FUNDAMENTALS		LEARN TO TRAIN	
CRITERIA	U4-U6	U6-U7	U8-U9	U10-U11	U12-U13
<b>Principle:</b> Coaches have the greatest impact on the experience of players and every child deserves a properly qualified coach.					
Coaching Qualifications	As outlined in the Canada Soccer Coach Education Minimum Standards, Canada Soccer Safe Sport Roster and presented below				
	<b>Grassroots Stream*</b> <ol style="list-style-type: none"> <li>1. Criminal Record Check with Vulnerable Sector Screen</li> <li>2. NCCP Make Ethical Decisions Module and/or Online Evaluation</li> <li>3. Respect in Sport Activity Leader Program</li> <li>4. NCCP Making Headway Module</li> <li>5. NCCP Emergency Action Planning Module</li> <li>6. NCCP Rule of Two Module</li> </ol>				
	Active Start – Online Theory Module and Practical Workshop	Fundamentals – Online Theory Module and Practical Workshop		Learn to Train – Online Theory Module and Practical Workshop	
	<b>Grassroots – Community Stream*</b> <ol style="list-style-type: none"> <li>1. Criminal Record Check with Vulnerable Sector Screen</li> <li>2. Canada Soccer Coaching Soccer in Canada Online Module</li> <li>3. Respect in Sport Activity Leader Program</li> </ol>				
	* these coach qualifications represent the minimum standard for the Grassroots Streams. Member Association may increase the requirements within their jurisdiction.				
Player-to-Coach Ratio	U4: One-with-One (child-with-adult informal play) U6: Ideal: 4:1; Maximum 8:1	Ideal: 6:1 Maximum 9:1	Ideal: 8:1 Maximum 10:1	Ideal: 8:1 Maximum 12:1	Ideal: 8:1 Maximum 14:1
<b>Principle:</b> Children register to play soccer, not to watch others play or spend time traveling. Teams should strive for fair playing time and limit travel time as much as possible.					
Playing Time and Positions	N/A	Fair Playing Time for All Players (Coaches should target a minimum of 50% playing time for each player) Players Try All Positions			
Team Travel Time	Within organization	Under 60 minutes each way			
<b>Principle:</b> Talent Identification and selection should be delayed as long as possible to provide as many players as possible with the best training environment available.					
Grouping Players for Match Play	Must support "Open Rosters" that allow the movement players between teams on a regular and ongoing basis				
	Teams cannot be formed using try-outs or other similar evaluation methods				
	Tiering of players is not permitted before U10				
Select Teams	No provincial/territorial or regional select teams before U14.				
<b>Principle:</b> Match results should not be the focus of grassroots soccer as this restricts player development and negatively impacts the player experience.					
Scores and Standings	N/A	No scores or standings			
Scores and Standings in Tournaments	N/A		No		Permitted but not preferred

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## **Growth and Retention**

AEL FC Canada believes that player growth and retention are achieved through a combination of quality coaching, player-centered development, and positive club experiences. The club is dedicated to implementing the principles of Long-Term Player Development (LTPD) to ensure that every player progresses at their own pace within a supportive and inclusive environment.

The club's focus extends beyond athletic performance to include personal growth, teamwork, confidence, and community connection, ensuring that every player feels valued and motivated to continue their soccer journey.

### **Objectives**

#### **1. Promote Player-Centered Development**

- Deliver training and competition that matches each player's age, stage, and ability level.
- Encourage creativity, decision-making, and technical skill development through guided discovery and game-based learning.

#### **2. Ensure Enjoyment and Engagement**

- Foster a fun, safe, and positive environment where players enjoy participating and learning.
- Emphasize teamwork, inclusion, and sportsmanship as essential components of the soccer experience.

#### **3. Support Long-Term Commitment**

- Build a pathway for continued participation at all levels—from grassroots to competitive play.
- Provide clear opportunities for advancement, leadership, and personal achievement within the club.

#### **4. Enhance Retention Through Connection**

- Create a strong sense of belonging and club identity by connecting players with coaches, mentors, and peers.
- Engage families and the broader community in supporting player success and wellbeing.

#### **5. Encourage Holistic Growth**

- Support not only technical and tactical development but also emotional resilience, confidence, and life skills.



# **Player Management Process**

## **Purpose**

The purpose of this policy is to outline AEL FC Canada's structured approach to player management, evaluation, and team placement. These processes ensure that every player is provided with fair, transparent, and developmentally appropriate opportunities to grow within the AEL FC player pathway, consistent with the principles of Long-Term Player Development (LTPD).

## **Scope**

This policy applies to all AEL FC Canada players, coaches, technical staff, and administrators involved in player registration, assessments, and team placements across all age groups and competition levels.

## **Policy Statement**

AEL FC Canada's player management processes are designed to support individual player growth, progression, and retention through clear pathways, consistent evaluation standards, and equitable opportunities. All player management activities are guided by:

- Compliance with Elgin Middlesex Soccer Association (EMSA) registration requirements and league regulations.
- Alignment with LTPD stages and Canada Soccer player development standards.
- A focus on development over selection, particularly in the pre-grassroots and grassroots stages.
- Ongoing coach communication and technical oversight to ensure fair and transparent processes for all players.

## **Key Components of the Player Management Process**

### **Player Registration**

- All players must complete the registration process in accordance with EMSA and AEL FC policies.
- Registration ensures compliance with league, insurance, and club requirements, as well as placement in the appropriate program stream (Pre-Grassroots, Grassroots, Development, or Competitive).

### **Player Evaluations and Team Selections**

- On-field player evaluations are conducted by AEL FC's Coaches and Technical Evaluation Team, ensuring consistency and objectivity in assessing player ability, effort, and development.
- Team placement is age-appropriate and follows the structure of the Ontario Soccer Association
  - Pre-Grassroots (U4–U7): No skill-based grouping; emphasis on fun, inclusion, and participation.



## **Player Management Process**

- Grassroots (U8–U11): Limited skill-based grouping; the new Advanced Development Program provides optional advanced challenges for motivated players.
- Competitive (U12+): Tiering begins at U11 in line with Ontario Soccer’s competitive structure, balancing developmental needs with appropriate competitive opportunities.

### **★ Ongoing Player Assessments**

- Mid-season and end-of-season evaluations are completed by coaches for all players U13 and above.
- Assessments are used for:
  - Tracking player development and progress.
  - Informing team selection and tier placement decisions.
  - Providing personalized feedback to players and families.
- Each completed assessment is:
  - Shared with players and parents.
  - Discussed individually between players and coaches.
  - Stored in the AEL FC Player Development Database for tracking longitudinal growth.

### **Technical Evaluation Oversight**

- A dedicated Technical Evaluation Team manages and organizes:
  - Player evaluation sessions.
  - Team assessments and formations.
  - Placement decisions across program streams.

**Oversight is coordinated under the Senior Technical Team to ensure consistency and communication among coaching staff.**

### **Player Development and Pathway Progression**

AEL FC Canada recognizes that players grow and develop at different rates. The club is committed to ensuring that players have ongoing opportunities to advance within the pathway based on readiness, commitment, and performance. Opportunities include:

- Playing up in age groups when developmentally appropriate.
- Training opportunities with higher-tiered teams.
- Temporary play-up participation in tournaments or events.
- Cross-stream movement between developmental and competitive programs, based on coach evaluations and TD approval.

These opportunities are managed collaboratively through coach-to-coach communication and facilitated under the supervision of the Technical Director to ensure each decision supports both player growth and team balance.

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**NEW**

# **Advanced Development Program**

## **Program Overview**

The AEL FC Canada Advanced Development Program is designed for committed players within the club who are seeking an additional challenge beyond their regular team environment. This program provides a structured, high-performance training experience focused on developing specific technical, tactical, physical, and mental skill sets.

### **Purpose:**

To offer AEL FC players an opportunity to elevate their game through specialized, small-group sessions led by certified and experienced coaches. The program supports individual player growth while aligning with the club's overall player development philosophy and long-term pathway.

### **Program Objectives:**

- Provide advanced technical and tactical training tailored to player needs.
- Enhance game intelligence, decision-making, and performance consistency.
- Support player progression within the AEL FC player pathway.
- Reinforce club values of excellence, discipline, and continuous improvement.

### **Program Features:**

- **Certified Coaches:** All sessions are delivered by AEL FC's certified coaching staff, ensuring consistency with club standards and player development models.
- **Skill-Specific Sessions:** Focused training on areas such as first touch, ball mastery, attacking movement, defending principles, and positional play.
- **Player Assessments:** Ongoing evaluation and feedback to track progress and set individual development goals.
- **Small Group Format:** Low coach-to-player ratios for personalized instruction and maximum player engagement.



**NEW**

# **Advanced Development Program**

## **Implementation Plan:**

- Launch pilot phase with identified players from existing AEL FC teams. Schedule weekly sessions (e.g., once or twice per week) during the season.

## **Coach Assignment:**

- Select certified AEL FC technical staff and development coaches.
- Conduct internal coach briefing to align on curriculum and session standards.

## **Player Selection:**

- Invite players based on coach recommendations, evaluations, and player interest.

## **Monitoring & Evaluation:**

- Track player progress through mid-season and end-of-season assessments.
- Gather player and parent feedback for continuous program improvement.

## **Outcome:**

The Advanced Development Program ensures AEL FC players have access to a professional, challenging, and supportive environment that pushes them to reach their next level preparing them for higher competition, leadership within their teams, and long-term success in the game.



# The Coach

## 1. Teacher of Fundamentals

- Introduces basic skills: dribbling, passing, shooting, defending, and positioning.
- Builds understanding of rules and the flow of the game.
- Focuses on age-appropriate development rather than advanced tactics.
- Teaching the laws of the game <https://www.ontariosoccer.net/referee-rules>  
<https://emdsl.ca/emdsl-rules-regulations-2023/>

## 2. Positive Leader and Role Model

- Models sportsmanship, respect, teamwork, and resilience.
- Sets the tone for how players treat each other, opponents, and referees.
- Demonstrates patience, fairness, and consistency.

## 3. Motivator and Confidence Builder

- Encourages kids to try new skills and not fear mistakes.
- Helps players set small, achievable goals.
- Celebrates effort, improvement, teamwork and not just results.

## 4. Organizer and Planner

- Designs engaging practice sessions that align with the AEL FC Methodology
- Ensures a balance of drills, games, and fun activities.
- Manages substitutions and playing time fairly during matches.

## 5. Communicator With Parents and Players

- Shares goals, expectations, and schedules clearly.
- Provides constructive feedback to players in age-appropriate ways.
- Works with parents to create a supportive environment around the team.

## 6. Safety and Well-Being Monitor

- Ensures players warm up properly and follow safe techniques.
- Recognizes signs of fatigue, injury, or heat stress.
- Promotes hydration, rest, and healthy training habits.

## 7. Team Builder

- Creates a positive team culture where everyone feels included.
- Encourages cooperation and helps kids learn how to work toward a common goal.
- Helps resolve conflicts or misunderstandings among teammates.



# **Coach Support and Development**

## **Purpose**

AEL FC Canada recognizes that volunteer coaches play an essential role in shaping the experiences of players, families, and the broader soccer community. Through their commitment, enthusiasm, and leadership, they bring the club's mission and values to life on the field. This policy outlines AEL FC's commitment to the recruitment, education, development, and retention of volunteer coaches by providing the necessary resources, mentorship, and recognition to help them succeed.

## **Scope**

This policy applies to all volunteer coaches within AEL FC Canada, including those working in recreational, development, and competitive programs. It also provides guidance to club staff and senior coaches who mentor and support volunteers in their roles.

## **Club Statement**

AEL FC Canada is committed to creating an environment where volunteer coaches are valued, supported, and empowered to deliver quality soccer experiences for all participants. The club ensures that volunteers have the tools, knowledge, and confidence to apply Long-Term Player Development (LTPD) principles in every session, promoting a fun, safe, and positive learning environment.

## **Objectives**

- Recruit and retain committed volunteer coaches who align with the club's philosophy and values.
- Provide education and training to ensure volunteers meet Ontario Soccer's standards and follow the LTPD framework.
- Foster ongoing mentorship and communication between volunteer coaches and senior technical staff.
- Recognize and celebrate the time, effort, and contributions of volunteer coaches to the club and community.



# ***Coach Support and Development***

## **Implementation and Support**

**To uphold this commitment, AEL FC Canada will:**

- Cover a portion or all of mandatory coaching requirements, including every stage of the Long-Term Player Development (LTPD) pathway.
- **Host seasonal coach meetings, including:**
  - Fall/Winter and Spring Pre-Season meetings to prepare coaches for upcoming sessions.
  - Mid-Season meetings for reflection, sharing best practices, and addressing challenges.
  - Quarterly coach meetings that allow volunteers to connect with senior staff coaches for support, guidance, and ongoing learning.
- Provide on-field mentorship from AEL FC staff coaches, offering individualized instruction and practical development opportunities.
- Supply all necessary coaching equipment and lesson plans, ensuring that every volunteer coach is set up for success from the start of the season.
- **Celebrate and recognize volunteer contributions through:**
  - Social media highlights and recognition posts.
  - Annual Coach Appreciation Nights and other club events dedicated to acknowledging their efforts.

## **Expected Outcomes**

Through consistent education, mentorship, and appreciation, AEL FC Canada strives to:

- Maintain a high-quality coaching standard aligned with the club's development philosophy.
- Strengthen coach confidence and competence in player-centered coaching approaches.
- Increase retention and satisfaction among volunteer coaches.
- Foster a positive, inclusive coaching culture that benefits all players and families.



## Coach Support and Development

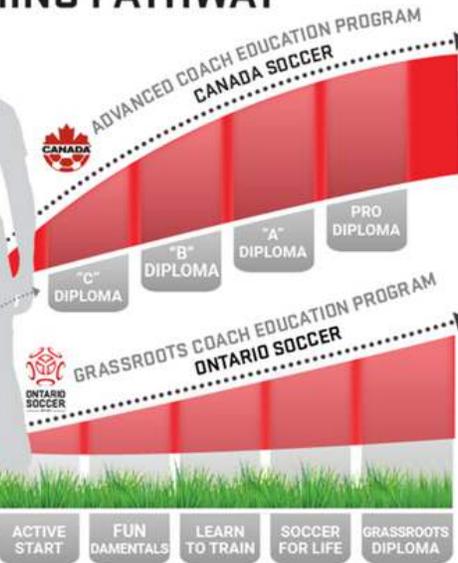
### ONTARIO COACHING PATHWAY

Ontario Soccer is committed to coaching development for all. Whether you're a parent, a volunteer, a player staying involved in the game, or a soccer professional wanting to advance your career, we have courses and resources for you.



#### Mandatory Safe Sport Roster:

- Making Ethical Decisions (MED)
- Respect in Sport
- Making Headway
- Rule of Two
- Emergency Action Plan



[ontariosoccer.net/coach-courses](http://ontariosoccer.net/coach-courses)

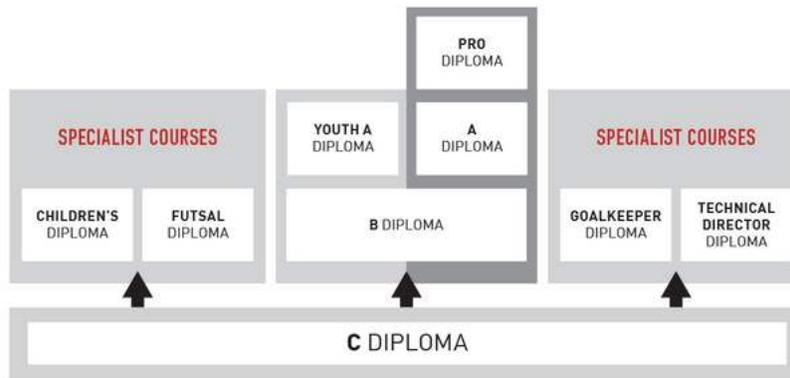
DIPLOMA	APPLICATIONS
<b>PRO DIPLOMA</b>	Professional Leagues
<b>A-DIPLOMA</b>	Elite (Youth Pro Academy), College/University, L10
<b>B-DIPLOMA</b>	OPQL Head Coach, High Performance, College/University
<b>C-DIPLOMA</b>	OPQL Assistant, L10 Assistant, Grassroots
<b>GRASSROOTS DIPLOMA</b>	GRASSROOTS, COMPETITIVE
<b>SOCCER 4 LIFE</b>	U13+
<b>LEARN TO TRAIN</b>	U10-U12
<b>FUNDAMENTALS</b>	U7-U9
<b>ACTIVE START</b>	U5-U6

- Specialized Coaching Courses:**
- Futsal (Certificate, Diploma)
  - Goalkeeper (Certificate, Diploma)
  - Technical Director Diploma
- Specialized Coaching Courses:**
- Children's Diploma
  - Goalkeeper Diploma

### CANADA SOCCER COACH EDUCATION PROGRAM

#### CANADA SOCCER ADVANCED COACH EDUCATION PROGRAM

ONLINE MODULES + PRACTICAL WORKSHOPS + EVALUATIONS



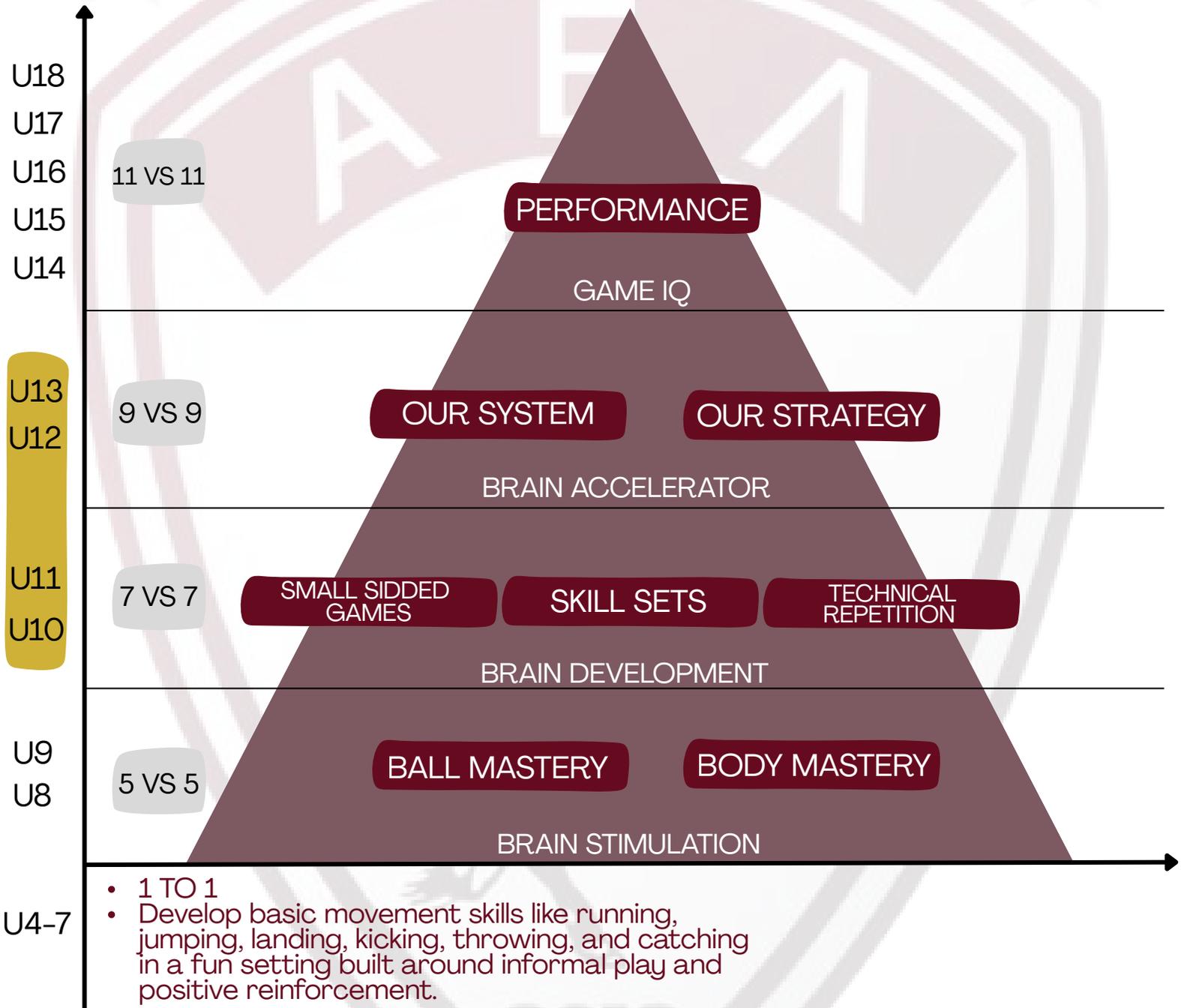
#### CANADA SOCCER GRASSROOTS COACH EDUCATION PROGRAM

ONLINE MODULE + PRACTICAL WORKSHOP





# CENTRAL IDEA



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**NEW**

## **LEADERSHIP DEVELOPMENT PROGRAM**

AEL FC Canada is proud to introduce our Leadership Development Program, designed for current AEL FC players ages U14–U18. This initiative provides players with multiple hands-on opportunities across various club roles to gain meaningful volunteer experience and grow as leaders within our community and club.

### **Benefits of the Program**

- Earn High School Volunteer Hours
- Participants can count these hours toward the mandatory 40 hours required for high school graduation.

### **Gain Valuable Work Experience**

- Players will develop practical skills and experience that can be added to future job résumés.

### **Strengthen Player Profiles for University & College**

- Participation showcases a player's commitment to contributing to their club and community —an attractive quality for post-secondary coaches.

### **Develop Leadership & Teamwork Skills**

- Players learn how to collaborate, communicate, problem-solve, take initiative, and share ideas effectively.

### **Learn the Value of Giving Back**

- Contributing to the club helps players understand how their efforts support a positive club culture and long-term success.

### **How to Apply**

To apply, please email: [aelfccanada@gmail.com](mailto:aelfccanada@gmail.com)

If you have any questions, please contact: [coachjaidenmf@gmail.com](mailto:coachjaidenmf@gmail.com)



# **NEW** Family Education and Support

## **Purpose**

AEL FC Canada recognizes that family members play a vital role in the growth and development of young athletes, both on and off the field. This policy outlines the club's commitment to educating and empowering families to support their player's participation and long-term development in a positive, respectful, and informed manner.

## **Scope**

This policy applies to all parents, guardians, and family members of players registered with AEL FC Canada across all programs, teams, and age groups. It also guides coaches and club staff in how to engage and communicate effectively with families to ensure consistency and alignment with the club's values and player development framework.

## **Club Statement**

AEL FC Canada is committed to developing and delivering Family Education content that provides families with awareness, tools, and best practices to:

- Understand the principles of Long-Term Player Development (LTPD) and how they apply to their child's current age and stage.
- Recognize the impact of positive and supportive behavior on player confidence, motivation, and enjoyment.
- Promote a culture of respect, encouragement, and sportsmanship before, during, and after all soccer activities.
- Strengthen the relationship between players, coaches, and families to create a unified and supportive soccer community.

## **Objectives**

Through the Family Education program, AEL FC Canada aims to:

- **Increase Awareness:** Help families understand the developmental priorities of their player's stage (e.g., fun and fundamentals at younger ages; tactical and technical growth at older ages).
- **Encourage Positive Involvement:** Provide guidance on appropriate sideline behavior, communication with coaches, and emotional support for players.



**NEW**

## **Family Education and Support**

- **Enhance Learning Environments:** Support the club's efforts to maintain an environment free of bullying, discrimination, and negativity.
- **Promote Lifelong Engagement:** Inspire families to be active participants in the soccer community and to encourage their player's continued love for the game.
- **Align with Club Values:** Reinforce AEL FC's commitment to inclusion, equity, respect, and holistic development.

### **Implementation**

To ensure the effectiveness of this policy, AEL FC Canada will:

- Develop and share educational materials such as handbooks, newsletters, and digital content focusing on family engagement and positive support.
- Offer seasonal orientation sessions for new and returning families to review club expectations, communication guidelines, and developmental principles.
- Provide access to ongoing learning opportunities, including webinars, online modules, and in-person discussions on topics such as athlete well-being, sportsmanship, and mental health.
- Encourage open communication between families and club staff to address questions, concerns, or feedback constructively.
- Evaluate the effectiveness of Family Education initiatives through surveys and feedback mechanisms, ensuring continuous improvement and alignment with player needs.



## SWOT

Evaluation of Current Program Offering A Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis is another way of assessing AEL FC Canada's current overall health. Strengths and Weaknesses should be thought of primarily as internal to the organization. Opportunities and Threats are influencing factors that may come to the organization externally. By addressing the good and bad, both internal and external, the club is able to use the SWOT analysis to set priorities and plan for the future.

### Strengths

- Dedicated volunteer coaches, board, and club members
- Guaranteed competition
- Administrative structure working well
- Low cost of operations and fees
- Quality equipment
- Good player assessments
- Talented and competitive players
- Program offerings for young players

### Weaknesses

- Marketing not developed
- Limited Financial Resources
- Need a common message– (marketing, communication)
- Poor player transitions from recreation to competitive league (dropouts)
- Organizational Growing Pains
- No club development / Technical plan
- Ongoing player assessment
- Program curriculum
- Pathway for advanced players



# SWOT

## Opportunities

- Develop an Annual Program
- Rising Popularity of Soccer
- Club curriculum
- Recruit & Pay coaches to increase retention
- Implement clubs coach education program
- Establish sponsorships with businesses
- Growth to support paid staff by program
- Digital Marketing & Social Media
- Funding opportunities for programs

## Threats

- Other soccer academies competing
- Poor economy (Country)
- Infrastructure Constraints (Winter)
- Community soccer program
- Budget questions, uncertainty