

OAKVILLE SOCCER CLUB

# STRATEGIC PLAN

2026



2028

# OSC PATHWAYS

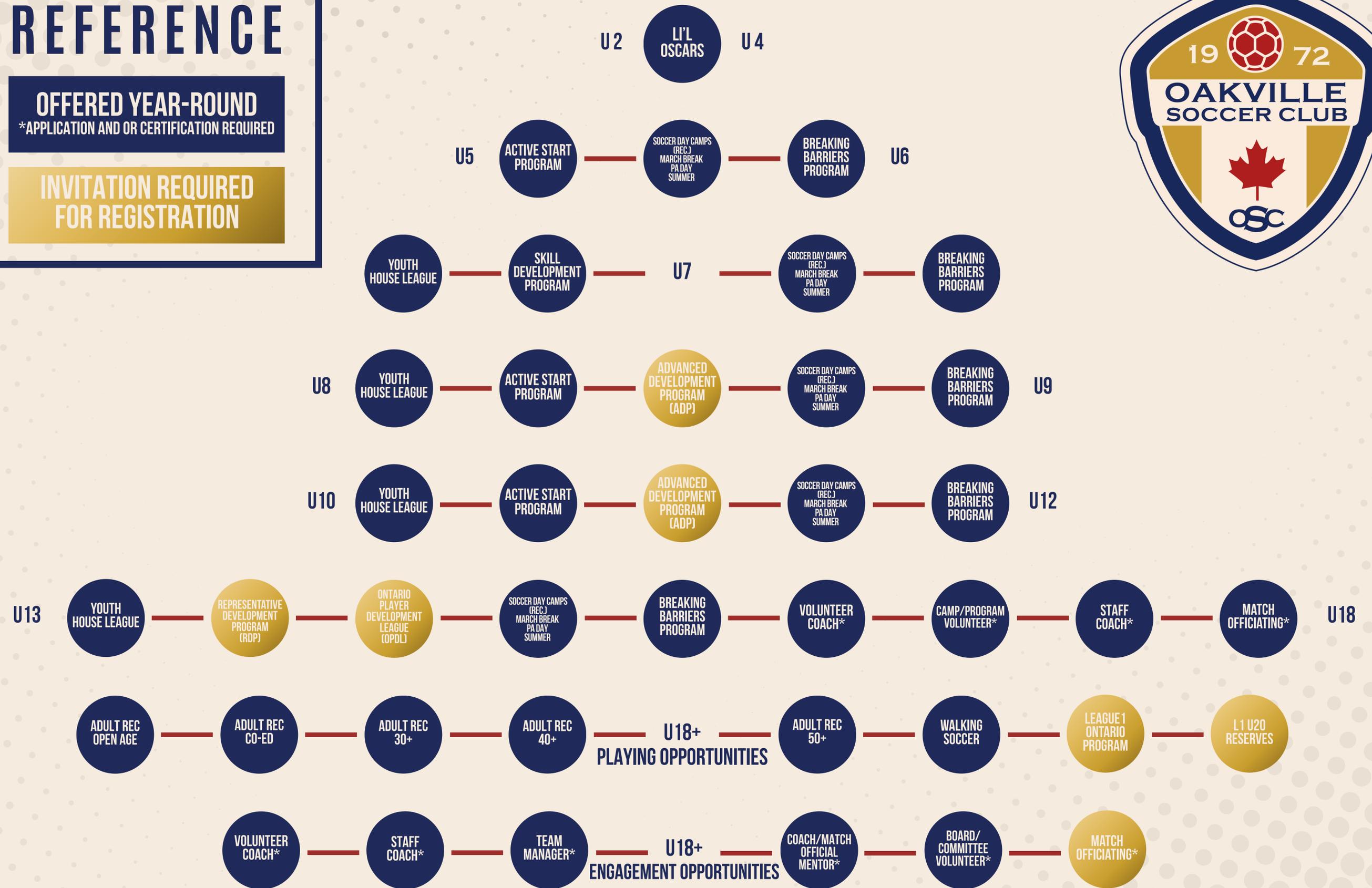


## REFERENCE

**OFFERED YEAR-ROUND**

\*APPLICATION AND OR CERTIFICATION REQUIRED

**INVITATION REQUIRED FOR REGISTRATION**



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# OUR VISION

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TO LEAD OUR  
**COMMUNITY**

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WITHIN THE  
**CANADIAN** SOCCER  
**LANDSCAPE**

BY PROVIDING  
**MEANINGFUL OPPORTUNITIES**

TO DEVELOP AND GROW

**OUR MISSION**

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**OSG**

**ENGAGES WITH OUR**

**COMMUNITY**

**TO CREATE AN**

**INCLUSIVE & POSITIVE**

**SOCCER EXPERIENCE**

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# EXPERIENCE THAT KEEPS PEOPLE **HERE**

**MEMBERSHIP EXPERIENCE & GROWTH**

Clear pathways  
from first kick  
to long-term participation

Access and quality  
protected through  
disciplined investment

Meaningful growth  
balanced with strong  
retention

**WHAT THIS DELIVERS**

**AN OSC EXPERIENCE THAT ATTRACTS PLAYERS, KEEPS FAMILIES ENGAGED, AND SUPPORTS LONG-TERM PARTICIPATION.**





# BUILT TO LAST

## OPERATIONAL EXCELLENCE & STRATEGIC PARTNERSHIPS

Systems and processes aligned to OSC's scale and complexity

Long-term field, facility, and partnership planning

Sustainable decisions that support resilience and future growth

WHAT THIS DELIVERS

**A STABLE, FUTURE-READY ORGANIZATION WITH THE CAPACITY TO GROW RESPONSIBLY.**

# QUALITY YOU CAN FEEL ON THE FIELD

## TECHNICAL QUALITY & PROGRAM INNOVATION

Clear, uncompromising technical standards across all programs

Strong, well-supported coaches and match officials delivering quality at every level

Programs that consistently develop players and produce results on the field

### WHAT THIS DELIVERS

**A TECHNICALLY STRONG ENVIRONMENT  
THAT DEVELOPS PLAYERS,  
STRENGTHENS TEAMS, AND DRIVES  
RESULTS ON THE FIELD.**



# ONE VOICE.

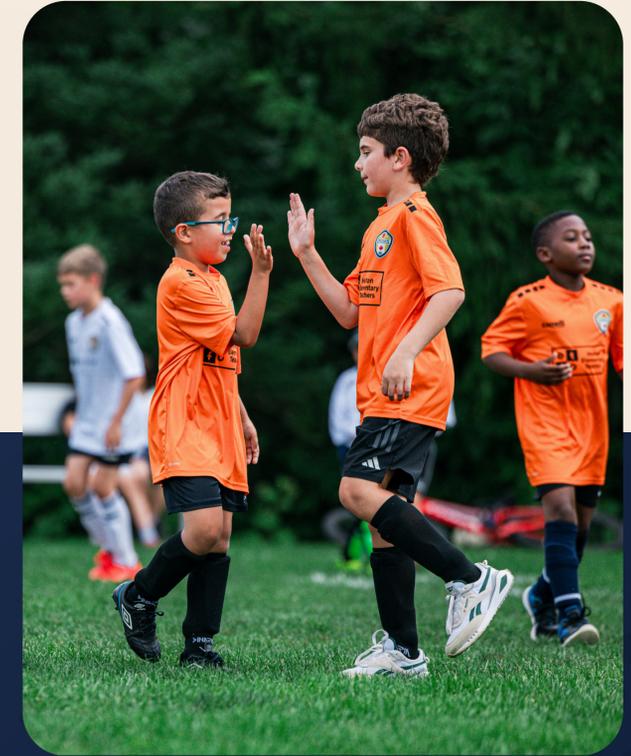
## COMMUNICATIONS & COMMUNITY ENGAGEMENT

# ONE STANDARD.

Clear, compelling storytelling that positions OSC as the defining standard for soccer in Oakville and beyond

Active participation and trusted partnership within the broader community OSC serves

Focused investment in platforms that build understanding, credibility, and long-term trust



## WHAT THIS DELIVERS

# OSC IS WIDELY UNDERSTOOD, HIGHLY TRUSTED, AND RECOGNIZED AS A FOUNDATIONAL COMMUNITY INSTITUTION.

# THE STRENGTH BEHIND THE SCALE THE SCALE



**PEOPLE & CULTURE**

*Clear expectations and shared accountability*

*Ongoing development that supports leadership and collaboration*

*A values-driven workplace that attracts and retains great people*

## WHAT THIS DELIVERS

**A CONNECTED,  
HIGH-PERFORMING STAFF  
CAPABLE OF LEADING AND  
DELIVERING CONSISTENTLY  
AND EFFECTIVELY.**



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**OAKVILLE  
SOCCER CLUB**



**OSC**