



## **Coquitlam Metro-Ford Soccer Club Unveils New Player/Coach Development Model & 2010/11 Fees**

In the spring of 2008, one of the largest groups of club members and stakeholders since the amalgamation between Coquitlam City and Metro-Ford gathered to provide the club with direction and feedback on paid coaching and player/coach development.

In summary, the feedback from various stakeholders was, on balance, steadfastly against the payment of coaches for individual teams. There was, however, widespread support for the extension of CMFSC's approach of employing qualified technical resources around age groupings.

The principles identified included cost recovery, user pay and a gender-neutral approach. The envisioned benefits included distinguishing the club as a leader in player/coach development; improved access to technical knowledge; ability to retain players as volunteers through adult programs; greater investment in key development years (U8 - U12); enhanced player recruitment (U5-U7) and broadening our base of technical resources (reduced risk).

Over the past year, we have evolved and expanded the player/coach development model, as well as the technical resources the club contracts. It is key to the model that these investments are focused on both developing our players AND our coaches.

The 2009/10 season was viewed as a trial – an investment and experimentation period. We adopted the following model this past season:

<b>John Price</b> Head Coach, Men's Premier	<b>Dennis Kindel</b> Head Coach, Women's Premier
<b>Vacant (in 09-10)</b> [elements delivered through existing programs & technical resources] U13 - U18 Boys & Girls	
<b>Alfredo Valente</b> Head Coach, Boy's Mini (U8 - U12)	<b>Andrea Maloney</b> Head Coach, Girl's Mini (U8-U12)
<b>Phebe Trotman</b> Head Coach, Boy's & Girl's Initiation Academy (U5 - U7)	



Apart from the fact that a significant portion of this year's budget shortfall can be attributed to the "investment" the club made in this new model, the results of this "trial" have been extremely positive and have included the following outcomes:

- Improved quality of our programs & volunteers on & off the field
- Enhanced player & coach selection
- Increased player, coach & parent satisfaction
- Written program evaluation & reports
- Improved inter-club and partner relationships

On the heels of this, the club has been presented with a unique and special opportunity to extend the model with the addition of local tri-cities resident, renowned professional player and accomplished senior coach, **Dale Mitchell**. Dale will be joining the club, beginning in April, as our **Coaching Director, Select Programs**, focused on our U13 Gold and U14 – U18 Select, Metro and Y-League teams.

Dale is between opportunities and we are extremely fortunate to be able to attract him to the club to complete the testing of the new player/coach development model. It will provide a gold standard for player/coach development within the local youth soccer community; bringing one of the highest caliber coaching pedigrees in the country to our club, albeit for a 10-12 month trial period.

Not unlike the technical resources working at the younger age categories, Dale will attend games (assess play, coaching and team organization), assess and develop training plans/sessions with coaches, conduct regular training sessions (team coaches in attendance), establish coach development sessions (including on & off-field presentations) and assist in coach selection/recruitment.

We are extremely excited to be exploring this comprehensive model for player and coach development. We want to thank all those involved over the last season for their commitment and investment in raising the bar.

We are thrilled to welcome Dale to the club and look forward to building on the success we have seen in the past as we ready ourselves for the 2010/11 season and beyond!



## **Director of Coaching - Program Details**

Enhance coach development for the teams noted below through evaluation of training sessions, game play and assessment of other factors. Work directly with the team officials on improving the level of play of the teams and promoting excellence within our club.

### **1. U13 Gold teams:**

- a. provide the evaluation and/or running of training sessions for a minimum of five sessions per team
- b. provide the evaluation of game play during exhibition, league and cup games
- c. discuss the evaluation of training and game play with the coaches of the teams to assist with improved player and coach development
- d. ideally assess/run half of the training sessions and evaluation of games before Christmas and half after to assess improvements and put practices in place that may enhance player and coach development

### **2. U14 - U18 Metro & Select teams:**

- a. provide the evaluation and/or running of training sessions for a minimum of twelve sessions per team
- b. provide the evaluation of game play during exhibition, league and cup games
- c. discuss the evaluation of training and game play with the coaches of the teams to assist with improved player and coach development
- d. ideally assess/run half of the training sessions and evaluation of games before Christmas and half after to assess improvements and put practices in place that may enhance player and coach development

### **3. U13 - U16 Y-League teams:**

- a. provide the evaluation and/or running of training sessions for a minimum of two sessions per team
- b. provide the evaluation of game play during the home match weekends, exhibition games and any away games that can be attended
- c. discuss the evaluation of training and game play with the coaches of the teams to assist with improved player and coach development



## 2010/2011 Registration Fees

Over the years, Coquitlam Metro-Ford has attempted to balance the fees we charge for participation with the costs for the personnel, resources and product that comprise our programs. Our mission is to provide the highest quality youth soccer programs, at the lowest possible cost, while ensuring the club is able to operate from a stable foundation.

In advance of the 2009/10 season, our auditors suggested the club not raise registration fees, despite increasing expense forecasts. Given the faltering economy, significant capital reserve funds (i.e. field lighting, clubhouse) and provincial guidelines preventing us from budgeting for the expected revenue resulting from the annual raffle the board agreed.

However, the forecast of significantly increased expenses came to fruition and included:

- Increased BCSA/CSA affiliation fees - \$3 per player starting in '09/10
- Covered benches at Best - \$18,000
- National championship travel - \$7,500
- Volunteer recognition - \$5,000
- 25<sup>th</sup> Anniversary - \$5,000
- Reduction in sponsorships due to economy - \$5,000
- Increased administration costs - \$6,000

The Club also expects the new HST to increase costs by 7% – a net increase as we do not collect the GST or HST, nor do we receive any tax credit/refund. In addition, the club invested in a new player/coach development model (per above) as a trial, to ensure it was viable, before encumbering the members of the club with these incremental costs.

When considering the above factors, it became necessary to raise registration fees. In order to model the new fees, increased affiliation fees (\$5.00, of which \$3.00 was retroactive plus additional 2010/11 increase), an increase of 15% for all age group registration fees and applicable program fees per the new player/coach development model were assigned where applicable (user pay principles) were applied. The fees resulting from the model were “rounded down” significantly to shelter members from the full impact of the increased costs, continuing our investment philosophy.

The Club is sensitive to the difficult economic times and families' financial burden. As such the Club will continue to support financial hardship applications in concert with KidSport and other funding mechanisms in order that every child will have access.



**2010-11 Registration Fees**

<b>Age Group/Level</b>	<b>09/10 Fee</b>	<b>10/11 Fee</b>	<b>Increase</b>
Metro/Select	\$275	<b>\$495</b>	80%
U17, U18	\$230	<b>\$280</b>	22%
U13 Gold	\$190		47%
U15 & U16	\$220	<b>\$265</b>	20%
U13 & U14	\$190	<b>\$235</b>	24%
U6 - U12	\$170	<b>\$200</b>	18%
U5	\$140	<b>\$165</b>	18%

**Note:** Coquitlam Metro-Ford's fees for 2010-11 represent a median figure when the range for local youth soccer organizations (see attached) is analyzed, although a comparison is not entirely valid given the high level of service (professional) and quality programs CMFSC delivers through our technical and administrative contractors ("staff").



**Youth Soccer Metro-Select Program Comparables**

Club	Fee	Notes
Vancouver Selects	\$1,350	
NSSP	\$1,275	
Abbotsford	\$795	\$225 + \$70/ mos. x 8
North Shore Girls	\$700	
Surrey United	\$600	Incl. tracksuit
Richmond Boys	\$590	
Langley Girls	\$510	\$250+\$150 Dev. Prog. Fee+\$110 Metro Fee
<b>Coquitlam M-F</b>	<b>\$495</b>	
Pitt Meadows	\$480	Incl. \$200 Academy fee
Allouette Boys	\$450	
Surrey Youth	\$425	
Richmond Girls	\$400	
Burnaby Select	\$350	
Golden Ears	\$325	
Burnaby Girls	\$235	
Cliff Avenue	\$225	

**\$581 Average**

**Note:** Some rates reflect 2009-10 fees; 2010-11 fees not yet available

**General Youth Soccer Program Comparables**

Club	Avg. Fee	Notes
Surrey Youth	\$275	
Surrey United	\$250	
<b>Coquitlam M-F</b>	<b>\$223</b>	
Abbotsford	\$220	
Burnaby Girls	\$213	
North Shore Girls	\$212	
Richmond Girls	\$200	
Langley Girls	\$197	
Golden Ears	\$195	
Port Coquitlam	\$195	
Port Moody	\$184	
North Coquitlam	\$183	
Pitt Meadows	\$170	
Richmond Boys	\$167	
Cliff Avenue	\$164	
Royal City	\$148	

**\$200 Average**

**Note:** Some rates reflect 2009-10 fees; 2010-11 fees not yet available. Numerous clubs charge a \$100 - \$200 development fee in addition