



Sunday November 29, 2015

Soccer New Brunswick Members.

Dear Soccer Family,

We hope you have had an enjoyable season! New Brunswick Soccer has witnessed tremendous momentum in these past few months with the 2015 Fifa Women's World Cup and we will use that to continue our growth with new initiatives this coming year.

I would like to personally thank and congratulate each and every one of you for the important roles you have played and continue to play in each of the project and program.

We are pleased to provide you with a high level summary below of major accomplishments and events so that, as a collective, we can celebrate our success, increase communication, and continue to focus on the Organization's strategic priorities.

We thank you for your leadership in your respective Soccer community and look forward to our continued collaboration and cooperation.

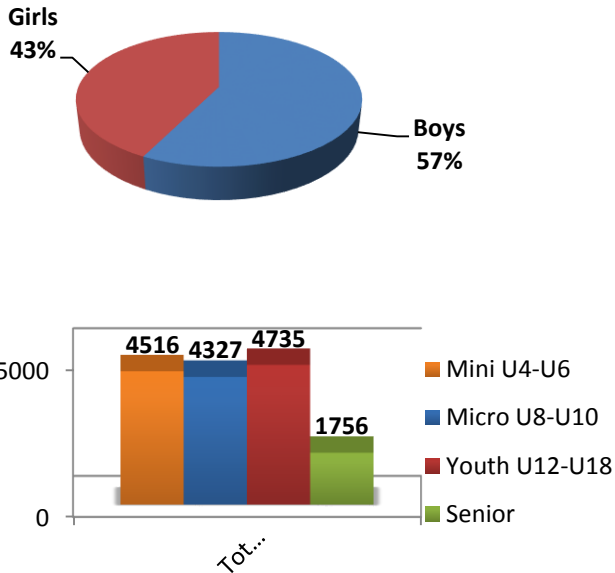
All the Best!

Younes Bouida
Executive Director
Soccer New Brunswick

Membership

This year, the number of our member clubs is 36, our player registrations increased totaling 15,334.

Provincials



Government Funding

Based on the points attributed to Soccer NB by the Government of New Brunswick, We are ranked number 1 in the province and that is due to hard work and dedication by numerous volunteers and staff to develop programs, LTPD and club qualification implementation, our funding that SNB receives on an annual basis from the government of New Brunswick has stayed the same as last year with 17% increase from 2 years ago. We also received a \$ 4,000 Grant to fund for the Power Soccer development.

Club Qualification Program

The purpose of the Club qualification program is to provide a path and process to improve the quality of the daily player experience by implementing the Long Term Player Development Program as it relates to:

- club structure,
- club organization
- club operation, and
- coaches development and education.

These standards are developed with the advice and assistance of Canadian Soccer Association, the Technical Committee of Soccer NB, Soccer NB technical staff, and technical leaders from clubs throughout New Brunswick. The standards are reviewed regularly and will evolve to reflect the changes, growth and improvement of club soccer in the Province. We are conducted a review of the implementation process to be able to assist and support the implementation process. An initial data analysis shows a great engagement and commitment from our super and elite clubs. The development clubs used the program to improve few aspects but there a lot work to be done.

Communication

Communication is Key to excel! Soccer NB will be using different tools to communicate with its members. Social Medias will play a big role to stay in touch and engage soccer fans. Our Facebook account will soon reach a new milestone of 1500 likes which provides another useful way to communicate with us with direct messaging. Our website is user friendly, cost effective, has quality 24/7 technical support and a website is easy to navigate. We improve the process of updating our calendar of events which helps our members to easily track our activities and programs delivery.

We conducted a series of meetings to support our members and to improve planning and implementation process of our programs. All clubs are encouraged to request a meeting with our staff to benefit from their expertise and professionalism.

Sponsorship – Fundraising

For 2016 the focus will be on increasing the sponsorship totals for the organization. A comprehensive sponsorship strategy and plan was developed for potential primary, secondary and sponsors partners. Due to the economic situation context, we will elaborate the new sponsorship and

fundraising plan that will be more suitable to our programs and resources in order to study the market needs and review the value of our programs to elaborate a Branding strategy to better communicate the value of our programs and service to our partners. Our business development Committee will be assisting the staff in this process implementation of the sponsorship and fundraising strategy.

Long Term Player Development

Players need a positive environment to be able to grow at every stages of their development. Soccer New Brunswick promotes LTPD and its importance to provide the best experience to its players. To get the very best out of any player's potential they need to develop basic physical literacy, they also need to receive excellent instruction ALL while having **FUN** in order to ensure their physical and mental development in the sport. SNB programs are based on the LTPD to provide players with a strong foundation making them more likely to stay in the sport and help them to enjoy soccer for life. LTPD is our guide in the design process of player centred programs to ensure that every member enjoys, grows and excels in Soccer and Life.



Grassroots Passion for Soccer (GPS)

The Grassroots Passion for Soccer (GPS) program is designed to offer, free of charge, 2-hour coaching workshops to introduce soccer coaching to volunteer parent coaches working with young players (3 to 10 years). GPS is tailored to meet the coach's needs and expectations in terms of the tools provided and also the availability of the large number of coaches

volunteering with clubs across the province. It represents a great opportunity to help the coaches and players enjoy their soccer experiences. The GPS is an opportunity for the coaches to get familiar with the LTPD (Long Term Player Development) model and the NCCP (National Coaches Certification Program). Every year more than 600 coaches benefit from our Grassroot coaching programs.



Clubs are encouraged to schedule GPS sessions by contacting Soccer New Brunswick.

Pro Am

ProAm Challenge is a skills competition that was implemented in 2012. The Challenge will target more than 7,000 players between the ages of 8 and 12 years old which is the Golden Age of Learning "Learn to train Stage". This year, players from more than 26 clubs benefited from this unique experience. The ProAm is open to all clubs in New Brunswick and players will be participating in a skills test in their Club. They will then be selected to participate in the Regional Contest.

The best Boys and Girls from each age group will win their tickets to the provincial Challenge where they will measure themselves to a professional player or Soccer New Brunswick High Performance Academy

players.

ProAm Challenge will help the coaches and players to identify what skills they need to focus on at this stage of development and give them the motivation to get better. Note: Clubs are encouraged to schedule PRO-AM sessions by contacting Soccer New Brunswick



Team New Brunswick

Soccer New Brunswick kicked off Team NB this year by launching the Regional ID Camps. This program called players from all across the province to come out to a one day camp to be scouted for our Team NB program. More than 350 players benefited from the events. Once the Regional ID camps were completed the program began in October consisting of a seven month indoor training program one weekend per month open to the selected players. The teams will be reduced to 20 players in late April for each age group. This program is entirely funded through player participation fees, and by any funds they can raise through fundraising events and sponsorships. Team NB plays a major role in the increase of our Government funding for athletes development and is

key program for promoting soccer in all 4 corners of the province.

In 2015 we have ten teams who have been working hard over the winter to develop their skills. These teams range from U13 to U18 boys and girls!

With the support of our Clubs and coaches Team NB program is on the right track. With a professional approach, Team NB build a strong reputation of excellence across New Brunswick, Canada and New England. Congrats to our Teams to their achievements and passion to excel!

Regional and Club winter development programs play a key role in providing the “train to train” athletes with the required volume and quality of coaching needed at this stage of development. Our target was achieved! to provide these athletes with opportunity to train and play Soccer for at least 350 hrs/year.





Club Consulting Services

This year we conducted more than 21 consulting sessions with club officials or staff throughout New Brunswick. These sessions took different forms, face to face, conference calls or board meeting. A wide variety of topics were discussed: Club Qualification Program, technical programs, player retention, coaches education, finances and governance.

Part of our mission is to enable the development and growth of soccer in the province by supporting our clubs and provide consulting services. The SNB Technical Department provides its expertise in different areas to help improve the quality of the daily player experience by implementing the Long Term Player Development Program as it relates to:

- Club technical structure
- Coaching development and education.
- Player pathway
- Competition structure
- Note: Clubs are encouraged to schedule consulting sessions by contacting Soccer New Brunswick Technical Department.

Regional/ Club Academies:

The introductions of the Regional Academies provided our players and coaches with a network for interaction amongst each other and to learn more about the game. Targeting the Lean to Train and Train to Train Athletes, The regional/Club academies increased the volume and quality of training to match the LTPD needs.

The Regional academies are the vehicle for implementation of the Mentorship program to help our coaches get better and be ready to pass their licenses.

The Regional Academies Tour provided the players and coaches with the opportunity to apply skills learned during their training in a positive environment

that encourages the why not mentality! and minimizes the fear of mistakes.



activities taking place. Soccer NB technical reps will lead a 1h session per group of up to 120 players, introducing Fun Games and a new method to develop techniques. Technical reps will also introduce a pickup tournament, with an emphasis on fun, participation, and good sportsmanship. This program promotes maximum player retention and optimum player wellness with the implementation of the LTPD. All coaches will be involved in the activities.

Note: Clubs are encouraged to schedule a Soccer Skills Festival by contacting Soccer New Brunswick.

This year we conducted 20 Live Your Dreams Festivals that targeted not only clubs but schools too.



Live Your Dreams Soccer Skills Festival

Soccer Skills Festival was introduced this year and will expand next year across the province. It is the continuity of the Live Your goals project. LYD Skill Festival is a Fun event that SNB offers to its members. It is a mixture of skill activities, coaching sessions and matches. It typically involves many teams playing 2 games during the festival plus the various fun



M15 National Team ID Camp 2014

Three SNB U15 boys were chosen as part of 33 of the best U-15 players from Quebec, the Atlantic Provinces and a handful of players from Ontario to attend the M15 National Team Identification Camp.

Players invited to the camp were:

George Gbongbor | Restigouche United

Ali Gabara | Codiac Soccer Club.

Alex Cormier | Fundy Soccer

Michel Lummo | Codiac Soccer Club

The diverse group of players had the chance to impress the coaching staff that included Head Coach Ante Jazic, Coach Paul Stalteri.

The camps aimed to develop depth in the Canadian system and were put together in collaboration with the Provincial Associations and Professional Clubs. Another goal was to help find players who could transition into professional teams and their respective academies. Congratulations to all clubs, parents and coaches! Keep up the good work!



Futsal Soccer Program



Futsal is the secret to developing "beautiful soccer". It helps players to develop their skills by having more

touches and more playing time and FUN. Soccer New Brunswick encourages Futsal programs that are affiliated with a soccer club in good standing. Cash grants, technical materials and training are available to help develop these programs. We supported more than 8 Futsal programs this year and we had a great participation in Futsal Festival from Fundy, Dieppe, Codiac, and different regional teams.

For more information, please contact the Soccer New Brunswick Technical Department.



Coaching Development

2015 is a very exciting year for Soccer in New Brunswick. The hard work and dedication of our coaches is starting to pay off dividends! 6 coaches were certified as National B coaches during the course that New Brunswick hosted for the first time ever. The Technical Development Plan for Soccer in the province sets out a series of specific goals and objectives to grow and improve the game at all levels.

One of our main objectives is to increase the number of trained and certified coaches at all levels of the Game based on the CSA's new Long Term Players Development Model. From the grassroots to elite levels every player deserves high quality coaching. A series of new programs will be introduced to our players, and these programs will be supported by a variety of coaching courses. We need to continue to build on the efforts already evolving and work hard to develop the content in the coaching courses and design programs appropriate for our coaching community.

Annual Coaches Symposium:

There is a more focused approach to keep our coaches updated and informed through the implementation of the Long Term Player Development. At our annual Coaching Symposium, we were very happy to have attracted quality professional coaches and soccer experts to share their experiences with coaches from across the Province. Our Guest Speakers were:

Sylvie Belliveau: LTPD Manager for CSA.

Philip Dos Santos: Ottawa FC Technical Director

Jason Di Tullio: U18 Montreal Impact Head Coach

Yannick Girard: Physical Prep for Montreal Impact

Joey Lombardi: Women Excel National Team Coach

Team of Expert from Max Health Institute
(Physiotherapists, Nutritionist and sports science)



Community Coaching Courses

We would like to thank Saint John Soccer Club, Riverview Soccer, FDSA, Codiac Soccer, Fundy Soccer and Miramichi Soccer Club for their commitment for hosting community coaching courses. The Community Sport Stream has four courses based on Stages 1, 2, 3, and 7 of the Long Term Player Development Model.

The first three courses, Active Start, FUNdamentals and Learn to Train, deal with soccer training and the importance of physical literacy for players up to 12 years of age. The fourth course in this Stream is called Soccer for Life and focuses attention on working with players between the ages of 13 through to “masters soccer”; which includes a wide array of participants who play for fun and fitness; those who enjoy recreational soccer.

Elite Coaching Courses

2015 is a very exciting year for Soccer in New Brunswick. The hard work and dedication of our coaches is starting to pay off dividends! 6 coaches were certified as National B coaches during the course that New Brunswick hosted for the first time ever.

A provincial B course was given in partnership with PEI Soccer and that allowed 14 coaches to gain their Provincial B badge.

The Elite coaching courses Stream is aimed at those who are more serious about their coaching development. Competitive coaching requires that coaches reach a minimum standard of competence in a practical coaching environment (**Premier and Div1 coaches**). Each coach is, formally evaluated and graded by Staff Evaluators at each stage of the process. It is aimed at coaches working with players in an environment where development and performance is a critical factor in successful coaching



Soccer New Brunswick Provincials

The 2015 Outdoor Provincials Div1 new format was very well received in general. We conducted a survey to identify how to improve the process of delivery for these courses. There is room for improvement to make the provincials a lifetime experience, up to the members expectations.

The Technical and Competitions Committee will be working to produce a manual to guide our clubs and teams to better inform them on rules and regulations and standards but also to produce an early schedule that will allow smooth planning and offer more time to all participants to prepare in the best way possible.

The Premier Provincials in Moncton can be considered a success and we would like to congratulate FDSA for their great work as the host for the event. Initiative like player of the game shirt was introduced was very well received by players, coaches and parents.

Winners for the various categories are as follows:

Codiac: U16 Boys and U18 Girls

Fundy: U14 Boys; U13 Girls, U13 Boys and Masters

FDSA: U16 Girls; U18 Boys

Riverview: U14 Girls

Fredericton Reds: Senior Women

Picaroons: Senior Men





Referee Courses & Refresher Clinics

This year the NBSRA will focus on training new referees and completing assessments for existing referees. Having quality officials is integral to the growth of our sport. In addition to encouraging new referees, we need to provide valuable feedback in a constructive manner to help existing referees build skill and improve.

Beach, Street Soccer event

We are always looking for new ways to get the New Brunswicker active. In 2015 we conducted many activities promoting active living in our communities, such as Beach Soccer, Street Soccer event and Fun Zone.

In 2016, we will do more of these events to generate interest for soccer and promote active living. Please contact us if you have ideas or projects, you would like to initiate in your community. We will review our annual Beach Soccer Fest, make sure we hit maximum

attendance. The event took place at the Parlee Beach in Shediac with the partnership of the Government of New Brunswick.



Club Nationals

Seven club teams representing New Brunswick headed to various cities across the country to compete at the Canadian Soccer Association's Sport Check National Club Championships. Our Teams were very competitive and the quality of play is improving. We would like to thank all the teams, players, coaches, manager, reps and parents for being great ambassadors of New Brunswick



THE FIFA WOMEN'S WORLD CUP CANADA 2015™

Soccer New Brunswick would like to thank all of our partners for their support in successfully staging the largest single sporting event ever hosted in Moncton, New Brunswick.

Supporters got a to 40 per cent discount on standard ticket prices, the ability to share their stadium ticket amongst family or friends and secured themselves the same seat for each game and received a free 'I Love soccer T-shirt'. Stadium Passports were available for each venue.

Additionally, groups and clubs were given access to discounts for orders of 11 or more, as well as cash-back incentives and the chance to be involved in the **tournament's Youth Program**. It was a very busy summer of soccer in New Brunswick with 7 matches at the FIFA Women's World Cup Canada 2015, played at the Moncton Stadium.

- 7 matches
 - 5 match days: June 9, 13, 15, 17, 21 juin
 - 9 countries/ pays (FRA, ENG, COL, MEX, NOR, CIV, BRA, CRC, AUS)
 - 250+ volunteers
 - 14 goals scored
 - 1st ever FWWC GLT goal (2015-06-09: COL v MEX)
 - 3 training grounds: Rocky Stone, BMHS, HTHS
 - 78,392 Total spectators : Moncton Stadium
 - 105 written press & NRH (non-rights holders)
 - 67 photographers
 - 16 countries represented
 - 52 individual media outlets:
 - 9 Canada & 43 international
- Economic Impacts: 44 million in NB

Soccer New Brunswick offered tickets for its clubs and regionals reps. It was an opportunity to meet with our members and share memorable game moments. Many players were involved in the tournament's Youth Program.



- Soccer New Brunswick participation:
- Set up of 46 promotional events: selling tickets
- Youth program for ball crew: 28 kids
- Selling directly more than 1600 tickets
- Participation in the draw events: Ottawa & Moncton
- Organisation of the Coca Cola showcase event
- Participation in the different committees
- +15 TV interviews: CBC, RADIO CANADA, CTV, FOX...
- +40 written press
- Organisation of Live your Goals Festival
- Organisation of Friendly games and training: ENG. NIG
- Participation of the Fan Zone Fest
- Social Media support



LEGACY



summer, during the FIFA U-20 Women's World Cup Canada 2014. It is platform for knowledge-sharing and aims to help in the education of coaches working in women's football.

The participants had an opportunity to observe and learn from the Women's World Cup, with a view to enhancing the legacy of Canada 2015. The 12 day workshop was delivered by FIFA instructors, Hope Powell, Andrea Rodebaugh and Silke Rottenberg.

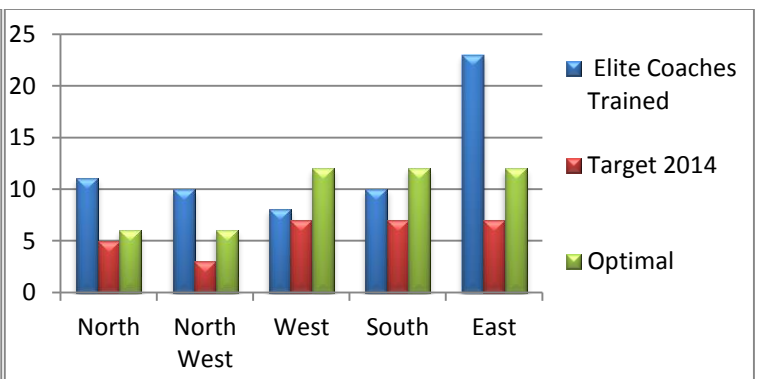
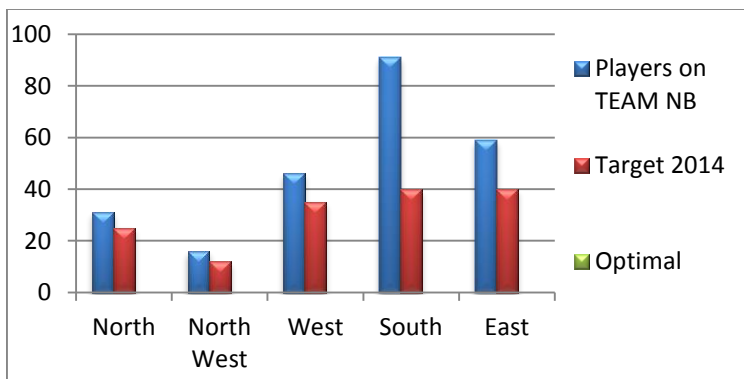
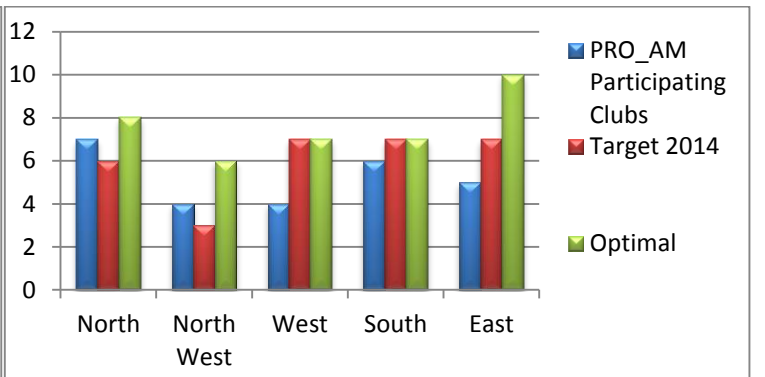
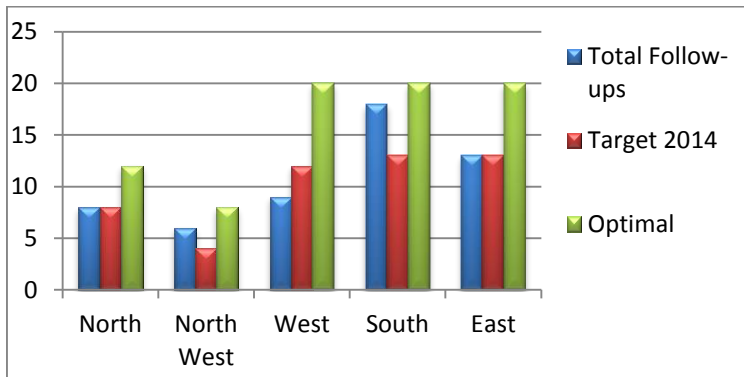
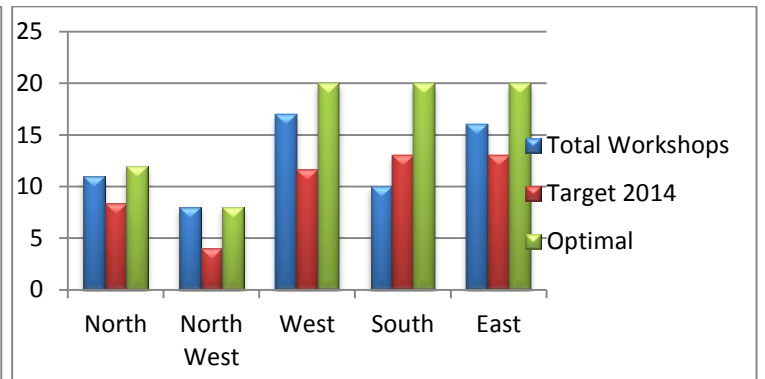
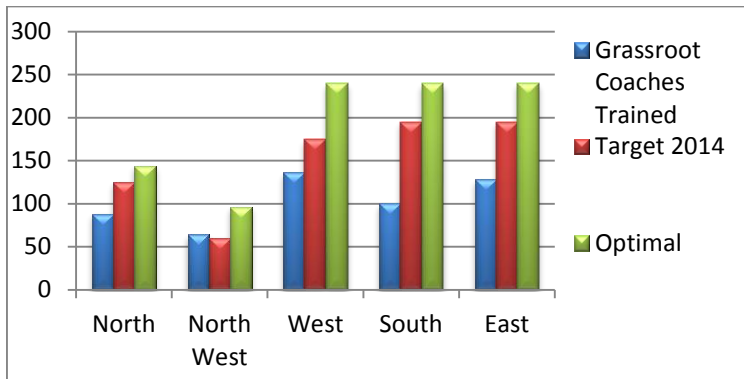
Coach Sheri Gallant from NB was selected based on her qualifications, expertise in behavior analysis and long experience in the women's soccer. Only 5 candidates from provincial associations across Canada were selected for this course which is a huge recognition for New Brunswick coaches community.

FIFA Women's Football Regional Coaching Workshop

A regional workshop for coaches from the Caribbean, USA and Canada has been conducted in Edmonton. The workshop followed the one held in Toronto last



2015 Regional Scorecard



2015 CLUB SERVICES-PROGRAMS CONTACTS - ADDED VALUE

CLUB	F8-JAH	Inv Year Events	SCAMP	Field	Winter Program	Team M	Asstn	Community Grants	GIS	Fac 6	Physical 6	Medical 6	OT Training	Cashier Support	Elec Cables Monitoring	Consulting & ERP	Hosting competitions	Participation in Events	
Association Soccer Minor Kimb-Hord																			
Club de Soccer Dieppe																			
Codiac Soccer																			
P720 Marbois de Kant Sud Inc.																			
Riverview Soccer Association*																			
Sackville Youth Soccer Association																			
Shediac Minor Soccer Association																			
Soccer Minor de Grande-Digue																			
Soccer Minor de Monarocook																			
Club Soccer Plérensule																			
Association Regionale de Soccer de Balmoral																			
Campbellton Celtic Soccer Club																			
Chalour Soccer Club																			
Miramichi United Soccer Club (Hogersville)																			
Restigouche United Soccer Club																			
Dalhousie Minor Soccer																			
Grand Falls Minor Soccer Association																			
Soccer Edmundston*																			
Ville de Saint-Quentin																			
Western Valley Soccer Club																			
Woodstock Soccer Association																			
Charlotte United Soccer Club																			
Fundy Soccer Association																			
Hampton Soccer Club																			
Kings County Soccer Association																			
Kingston Soccer Club																			
Saint John Soccer Club																			
River Valley Soccer																			
Deer Island Soccer Club																			
Samuel de Champlain																			
Douglas Soccer Club																			
Fredriktion District Soccer Association																			
Lincoln Recreation Council, Inc.																			
New Maryland Soccer																			
Oromocto Area Soccer Association*																			
Fredriktion City Old Boys Soccer Club/League																			
Total	19	11	26	14	7	27	7	3	20	13	5	3	8	15	12	21	7	18	

Regional Scorecard and Allocation

Key Performance Indicators	Target	Provincial 2015	North	North West	West	South	East
# Pro-Am challenge clubs participating	30	26	7	4	4	6	5
# players on the Provincial Teams	180	243	31	16	46	91	59
# of coaches Grassroots coaches trained	750	616	88	64	136	100	128
# of Elite coaches trained	21	63	11	10	8	10	23
# of workshops delivered	80	66	11	8	17	10	16
# GPS follow-up visits	80	54	8	6	9	18	13
# Club visit for LTPD implementation	15	17	4	3	2	4	4
# Div 1 League/Competition (Age groups and Gender)	26	26	4	4	6	6	6

2015 TD Scorecard

Key Performance Indicators	Target	2015	2014	2013
# Pro-Am challenge clubs participating	30	26	22	21
# Regional Academies	5	5	5	5
# players on the Provincial Teams	180	243	243	180
# of coaches Grassroots coaches trained	750	616	624	615
# of Pre-B coaches trained	21	63	63	35
# of Provincial B trained	9	14	12	0
# of workshops delivered	80	66	70	60
# GPS follow-up visits	80	54	49	66
# Club visit for LTPD implementation	15	17	19	17
# Div 1 League (Age groups and Gender)	26	32	26	10

SOCCER NEW BRUNSWICK IS A PROUD MEMBER OF:



THANK YOU TO OUR 2015 SPONSORS:



