



## CALGARY WEST FOOTBALL CLUB

EMPOWERING POTENTIAL, FORMING FUTURES

Calgary West Soccer Club  
The UPS Store

Box 711  
5149 Country Hills Blvd NW #234  
Calgary, AB T3A 5K8

---

## Our Principles for Long-Term Development and Long-Term Participation

- **Create a safe (physical, emotional and social) environment** - Children and young people have the opportunity to learn and develop positive values and attitudes associated with sport and recreation through their participation experiences. For example, participation in sport and recreation creates opportunities for participants to learn about the importance of fair play and positive side-line behaviour, how to cope with winning and losing, and about the rewards that can come with effort. This can only happen if these values and attitudes are encouraged or modelled by coaches, teachers, instructors and parents.
- **Use more play-based and game-based formats for learning** - Numerous studies identify that children's free time and opportunities for free play are declining. Increasingly children's play is organized and structured, and is becoming increasingly institutionalized and adult-driven. Free play is child-driven and provides an opportunity for children to practice decision-making, develop their creativity, leadership and group skills. Ensuring that a child has access to both free and structured play will create balanced learning and development opportunities.
- **Prepare players to compete successfully** - Organized sport is a competitive activity, but it is important that winning is kept in perspective as children and young people are learning how to play. Children and young people tell us that too much emphasis on winning turns them off sport. They want proper preparation to enable them to compete successfully in sport. Programmes that emphasize skill development and success through effort provide more fun and enjoyment, and increase the likelihood of retaining children and young people in sport over time.