



Club Excellence

Building a network of healthy, strong and sustainable sport clubs and sport organizations, across Canada.



Cross Country Ski BC

Kamloops, BC

May 5, 2012



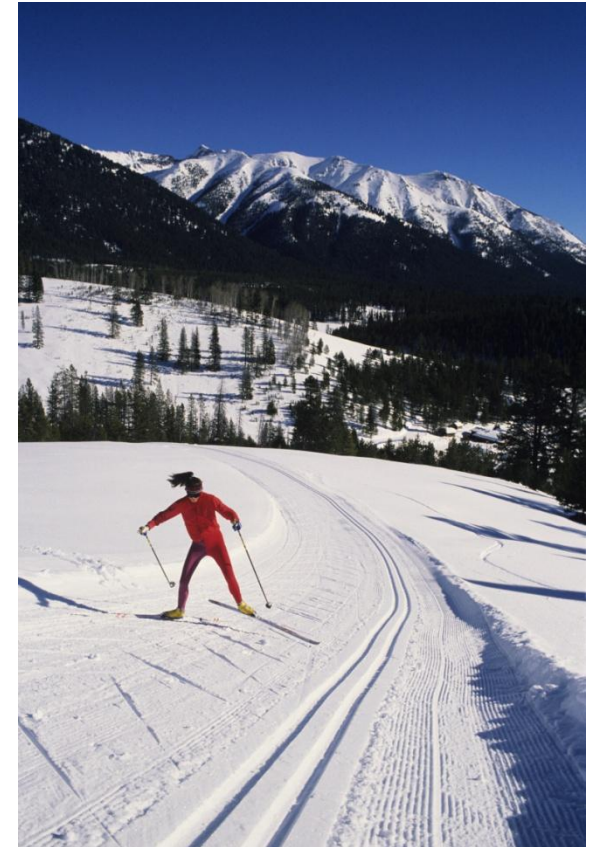
Club Excellence

Building a network of healthy, strong and sustainable sport clubs and sport organizations, across Canada.

What is the goal of Club Excellence?

Build a network of healthy, strong and sustainable sport clubs and sport organizations across Canada.

Building Club Capacity





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Club Excellence Cooperative



Content Contributors



CANADIAN
SPORT FOR LIFE



Coaching
Association
of Canada



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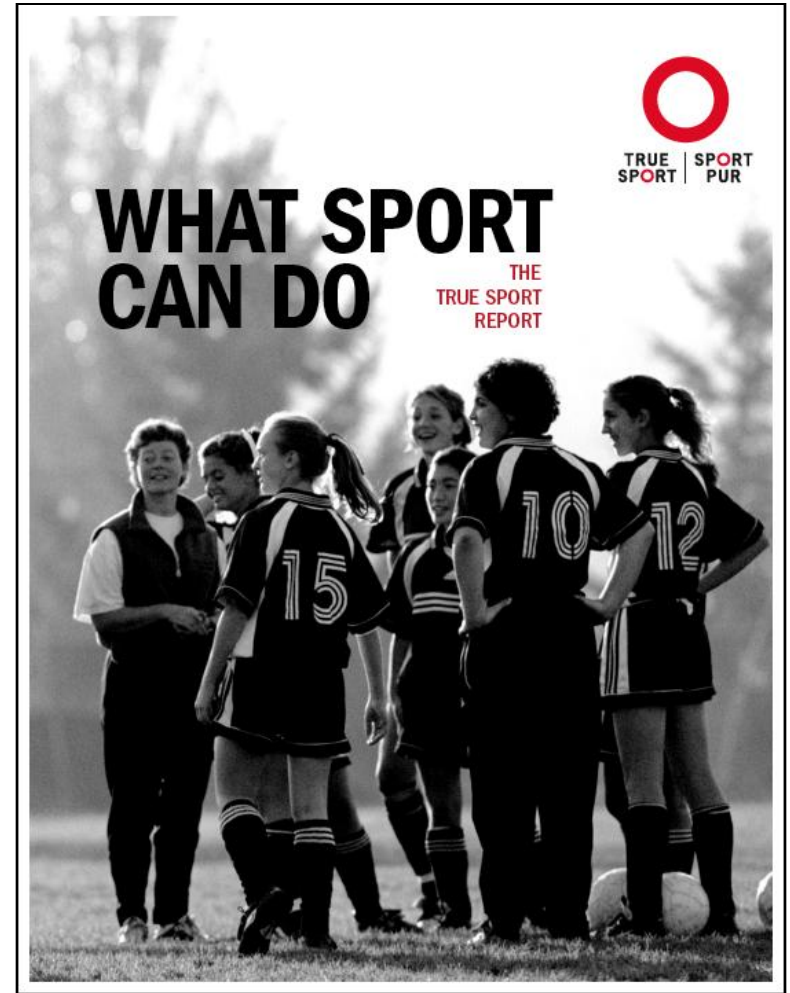


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92 / 100 😊

20 / 100 😞





True Sport



TRUE SPORT

Principles for Sport

Go For It

Always rise to the challenge.
Discover how good you can be.

Play Fair

Play honestly and obey the rules.
Winning is only real when competition is fair.

Respect Others

Respect teammates, competitors and officials both on the field and off.
Win with dignity and lose with grace.

Keep It Fun

Have a good time.
Keep a positive attitude and contribute to a positive atmosphere.

Stay Healthy

Respect your body. Keep in shape.
Avoid unsafe activities.

Give Back

Do something that helps your community.

truesport.ca



Club Excellence

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Club Excellence Certified (30)

Sport Delivery (9)

Sport Management (21)

Program
Delivery (5)

Coaching (4)

People
Management (9)

Governance
(4)

Financial
Accountability
(4)

Marketing,
Recruitment
and Revenue
Generation
(4)



Sport Delivery (9)

Program Delivery standards (5):

- ✓ integrate the design and implementation of principles tied to the LTAD model;
- ✓ encourage clubs to put in place processes and policies that ensure quality experiences for all participants.

Standard #2: Educate LTAD/CS4L

- ✓ The club promotes awareness, education and understanding of Canadian Sport for Life and has a Long-Term Athlete Development (LTAD) plan; outlining the programming to athletes, coaches, and parents, as well as providing a framework for how participants progress through the competition system.





Sport Delivery (9)

Coaching standards (4):

- ✓ are focused on providing the necessary tools to better prepare for, initiate and execute the engagement of athletes, with an emphasis on safety and the designation of responsibilities;
- ✓ overlap with People Management

Standard #6: Coach Training

- ✓ The Club ensures access to a minimum of one professional development seminar to all of the club's coaches (Asst/Coach/Head) per season that includes at least one general session (e.g., risk management) or one sport specific session (e.g., skill development). Coaches are trained based on the LTAD stages.



Sport Management (21)

- ❖ People Management standards (9):
 - ✓ encourage the development of policies and procedures for dealing with employees and volunteers;
 - ✓ describe the development of clear and consistent people management objectives in the areas of recruiting, retaining and recognizing staff and volunteers.

- ❖ Standard #11: People Roles and Responsibilities
 - ✓ An approved job description is completed for all staff and volunteer positions (including team/coaching staff). Criteria used to hire staff and select volunteers are established and documented.



Sport Management (21)

- ✿ Governance standards (4):
 - ✓ are focused on stated values, and the policies and procedures related to good governance objectives;
 - ✓ touch on the constitution of a transparent and unbiased board of directors.

- ✿ Standard #22: Board Terms and Composition
 - ✓ The club has established policies and procedures relevant to the nomination and election of directors that includes:
 - Terms of reference, terms of office and composition.



Sport Management (21)

- ✿ Financial Accountability standards (4):
 - ✓ ensure that the club is transparent and open with its financial obligations and member revenues it is entrusted to manage;
 - ✓ include simple strategies, such as published annual reports, financial reports and signing authorities.

- ✿ Standard #25: Financial Transparency
 - ✓ The club makes the following information publicly available or available to members within six months of its year end:
 - total revenues, total expenses; and total expenditures on activities/programming.



Sport Management (21)

- ✿ Marketing, Recruitment and Revenue Generation standards (4):
 - ✓ look at the marketing tactics and responsibilities for the club;
 - ✓ provides some simple steps to establish marketing programs.

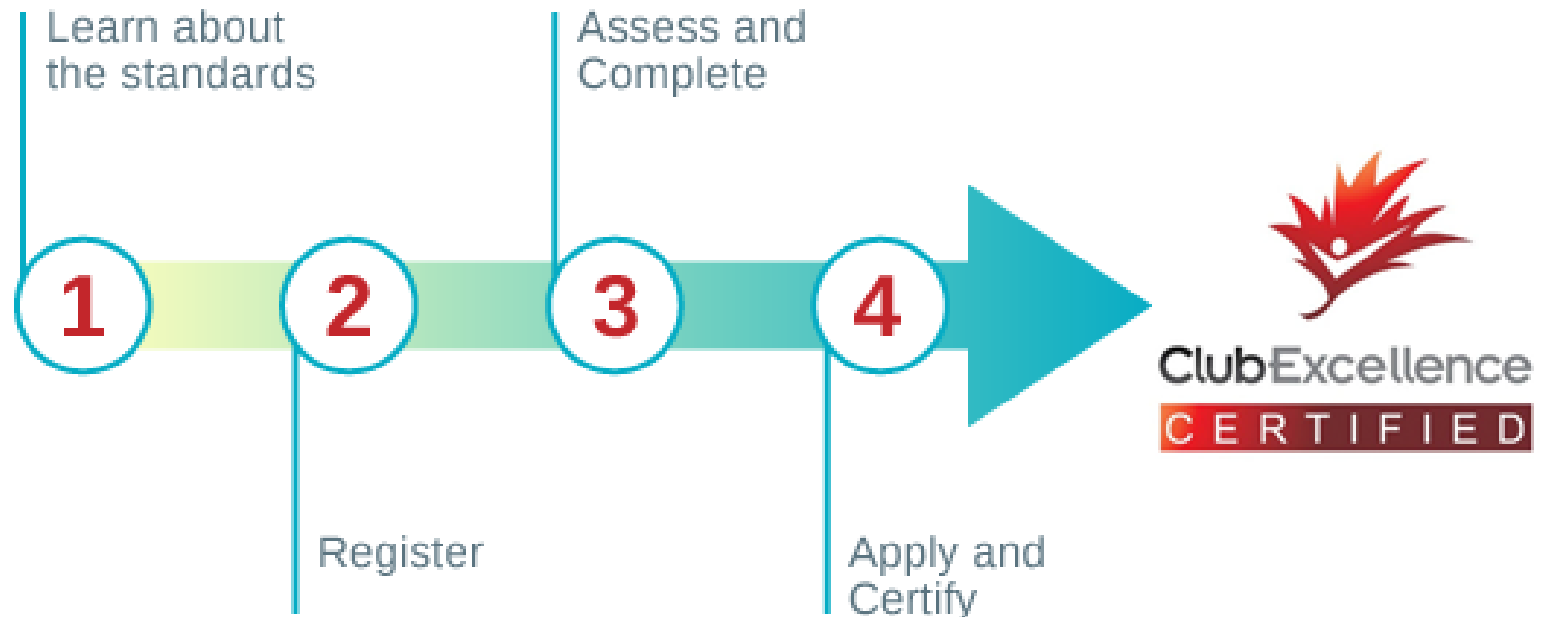
- ✿ Standard #29: Recruitment Action Plan
 - ✓ The club has a policy and action plan with reference to:
 - the recruitment, retention and retirement of athletes, coaches and officials;
 - the standard practices used for accepting athletes that transfer from another club.



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CLUB EXCELLENCE CERTIFICATION





Club Excellence Support Framework

Club Excellence Certified			
Online System	Services	Application	Certified
Information Resources Tools Templates	Workshops Webinars Seminars Consultants E-learning	Document history Online management Storage of information	Brand integrity Brand usage Marketing materials Support



Club Excellence Web site

The screenshot shows the Club Excellence website's Resources page. At the top, there is a search bar and a 'Français' link. A navigation menu includes 'Home', 'Certification', 'Services', 'Resources' (highlighted), 'Take Action', and 'About Us'. Below the menu, the page title is 'Resources'. The main content area is divided into two columns of resource links, each with a small icon. The right column includes a search box for resources and a 'Filter by Topic' section with categories like Program Delivery, Coaching, People Management, and Governance. A pagination bar at the bottom shows 'Pages 1 2 3 4 5 6 7'.

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Home Certification Services **Resources** Take Action About Us

Home >

Resources

[All Resources Combined](#)

[Customer Focus - Turning Ideas Into Action](#)

[Execution - Effectiveness Audit](#)

[Urgency - Turning Ideas Into Action](#)

[Urgency - The Four-Step Self Improvement Plan](#)

[Organizational Communication - Effectiveness Audit](#)

[Communication - Turning Ideas Into Action](#)

[Best People - Turning Ideas Into Action](#)

[Vivid Vision - Things to Think About and Discuss](#)

[Vivid Vision - Effectiveness Audit](#)

[Customer Focus - Things to Think About and Discuss](#)

[Customer Focus - Effectiveness Audit](#)

[Urgency - Things to Think About and Discuss](#)

[Urgency - Effectiveness Audit](#)

[Communication - Things to Think About and Discuss](#)

[Interpersonal Communication - Effectiveness Audit](#)

[Best People - Things to Think About and Discuss](#)

[Best People - Effectiveness Audit](#)

[Vivid Vision - Turning Ideas Into Action](#)

[Communication Checklist](#)

Search resources

Keywords

Match Any

not these words

Search

FILTER BY TOPIC

Program Delivery

- Quality Philosophy (1)
- Educate LTAD/KS4L (2)
- Safety Preparation (3)
- Program Dev-Gender (4)
- Sport-Specific (5)

Coaching

- Coach Training (6)
- Coach Ethical Training (7)
- Coach Safety (8)
- Coach Attire (9)

People Management

- People Policies (10)
- People Roles and Responsibilities (11)
- Board-Staff Accountability (12)
- People Recruitment (13)
- People Orientation (14)
- People Performance (15)
- People Recognition (16)
- Staff Compensation (17)
- Volunteer Coordinator (18)

Governance

- Mission-Vision-Bv-Laws (19)

Pages 1 2 3 4 5 6 7

STANDARD

Club Excellence Certification

- Introduction
- [Club Information](#)
- [Program Delivery](#)
- [Coaching](#)
- [People Management](#)
- [Governance](#)
- [Financial Accountability](#)
- [Marketing, Recruitment and Revenue Generation](#)
- [Terms and Conditions](#)
- [Summary](#)

Assess and Complete

You are now at Step 3 in the Club Excellence certification process, Assess and Complete. This multi-page form is your club's organizational assessment, where the club can document its level of compliance to each standard.

The 30 standards are divided into the six program areas.

- ➔ For each standard, describe what you are doing to meet the requirements either in the Notes field or by uploading files as examples of evidence.
- ➔ When you are satisfied that you have demonstrated compliance, choose [Documented and Used] from the dropdown Status field.
- ➔ Choose [Save as Draft] to save changes to each program area as you are working.
- ➔ Choose [Complete] to indicate that you have marked ALL standards with a program area as [Documented and Used].

Where further work is required, you can [access the resource centre](#) for template and real-life examples.

Club Excellence offers [additional support](#) through workshops, webinars, seminars, and one-on-one consultations.

Online Assessment

Financial Accountability

- Introduction
- [Club Information](#)
- [Program Delivery](#)
- [Coaching](#)
- [People Management](#)
- [Governance](#)
- [Financial Accountability](#)
- [Marketing, Recruitment and Revenue Generation](#)
- [Terms and Conditions](#)
- [Summary](#)

Financial Accountability

Financial Accountability standards ensure that the club is transparent and open with its financial obligations and member revenues it is entrusted to manage. Simple strategies, such as published annual reports, financial reports and signing authorities are integrated into the standards.

#23 Operating Budget

Read the full description of [standard #23](#).

Notes *

Status *

Evidence

Filename	Size	Status
No Files Uploaded		

(Max size 8MB)

#24 Annual Reporting

Read the full description of [standard #24](#).

Notes *

Status *

Evidence

Filename	Size	Status
No Files Uploaded		

(Max size 8MB)

#25 Financial Transparency

Read the full description of [standard #25](#).

File Upload and Persistent Forms



Club Excellence Support Framework

Club Excellence Certified

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Document history
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Storage of information

Certified

Brand integrity
Brand usage
Marketing materials
Support



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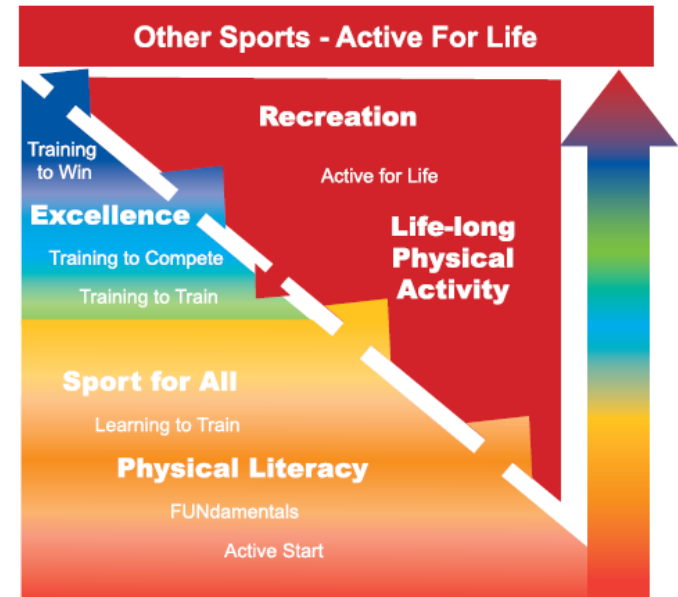
TRUE SPORT LIVES HERE



National Coaching Certification Program



CANADIAN SPORT FOR LIFE





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Welcome to our club...





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Where are your Club storefronts?



Where do people come in contact with your Club?



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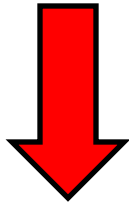


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Club Excellence
C A N D I D A T



Club Excellence
C E R T I F I É

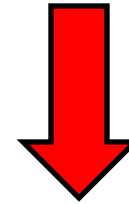
Working
towards
certification



Certified



Club Excellence
C A N D I D A T E



Club Excellence
C E R T I F I E D



Description of Club Excellence





Certification Costs

Service	Associate Member	Non-Member
Certification Application	\$150 per club	\$188 per club
Certification Dues	\$100 per year	\$125 per year

Benefits

- ✓ Use of the certified brand on marketing materials such as on uniforms
- ✓ Competitive edge in attracting participants and volunteers.
- ✓ Access to the “Certified Member” program (To be launched late 2012)



Value Add - Clubs

- ✿ Return on Investment – competitive landscape, parents becoming selective on where to spend their dollars, athletes and coaches their time.
- ✿ Tools and resources – support to become and remain certified, provide support to use the brand and leverage in marketing initiatives.
- ✿ Standards based – Standards are suggested actions to ensure policies are established to meet future demands and the changing landscape of community sport.
- ✿ Demand our athletes put in a strong effort, practice hard and play hard...why not boards within clubs?



Club Development - Build Capacity Effectively

Suggestions:

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Work with your board	Clear and attainable expectations in the governance standards
Build relationships	Community networking, Workshop Instruction, Partnership Driven (integrated with LTAD, CAC, NSOs, PSOs)
Plan for sustainability	Clear and attainable expectations in the marketing standards – build a good foundation
Learning and adaptation	Tools and Resources, Workshop Instruction
Vision and the discipline to plan	Standards are good practices, when designed properly help create a plan to effectively grow and “fight fires”
Measurement and evaluation	Certification based, suggestions to build member feedback mechanisms
Efficient management systems	Process and policy driven, clubs encouraged to develop the functions to manage people, finances and deliver sport



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Questions??



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For More information:

Visit www.clubexcellence.com

Contact:

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