

**@clubexcellence**



**ClubExcellence**



# ClubExcellence

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

---



**JANUARY 27-29 2015**  
HILTON LAC-LEAMY  
GATINEAU-OTTAWA

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

---

## ***The Plan***

- ✓ Panel introductions
- ✓ Program refresher/intro
- ✓ 2012-2014 program growth & milestones
- ✓ Affiliate: beginning the journey towards certification
- ✓ Sport Manitoba & provincial funding policy
- ✓ Talisman Centre & resource allocation policy
- ✓ Killarney Swim Club & Level 1 Certification
- ✓ Questions & discussion

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE

**@clubexcellence**



**ClubExcellence**



# Club Excellence

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

---

## ***Key outcomes***

- ✓ Refreshed understanding of the program
- ✓ Understand the Affiliate offering
- ✓ Learn about Talisman Centre approach to adopting standards
- ✓ Learn about Sport Manitoba approach to adopting standards
- ✓ The Club Excellence journey from the club perspective
- ✓ Provide the opportunity to ask questions
- ✓ Leave with ideas and starting points for change in your environment

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

---

## ***Program refresher/intro***

- ✓ First of its kind, national multi-sport certification program
- ✓ Encourages national/provincial sport organizations to join as Associate Members
- ✓ Large stakeholder network (promotion, integration, delivery)
- ✓ Content experts (CS4L, CAC, Imagine Canada, True Sport, SDRCC)
- ✓ Third party operated by Canadian Centre for Ethics in Sport
- ✓ New Affiliate status available now (Step 1)
- ✓ Recognizes clubs and associations that invest in building capacity to meet and exceed a basic set of operating principles
- ✓ Certification available through three levels of standards
- ✓ 5 Level 1 Certified clubs, 100+ Affiliated clubs (August-December)

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

## ***Program refresher/intro – cont'd***



ClubExcellence



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

## ***Program refresher/intro – cont'd***



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE

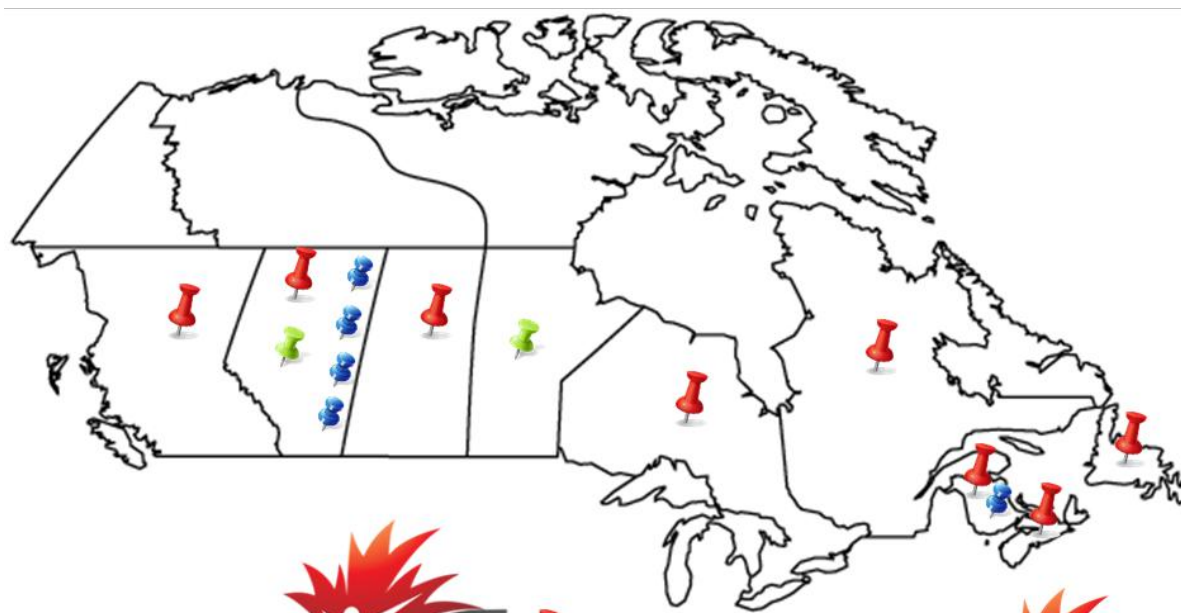




# ClubExcellence

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

## ***2012-2014 program growth & milestones***



5 Level 1 Certifications



80+ Affiliates  
8 Provinces



2 Delivery Partners

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE

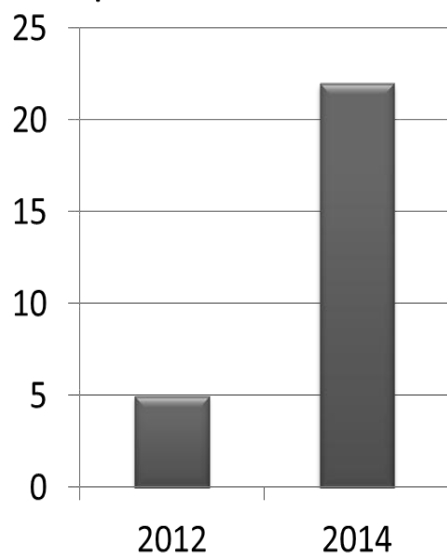


# Club Excellence

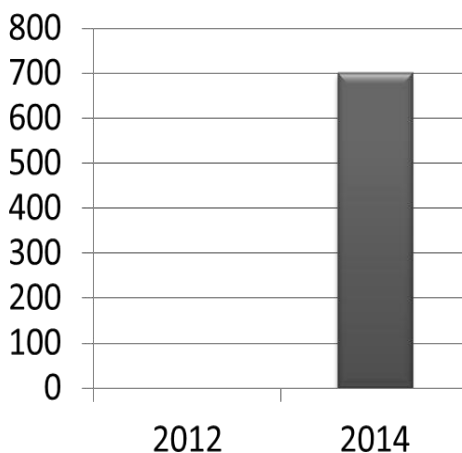
Building a network of healthy, strong and sustainable sport clubs and sport organizations, across Canada.

## ***2012-2014 program growth & milestones – cont'd***

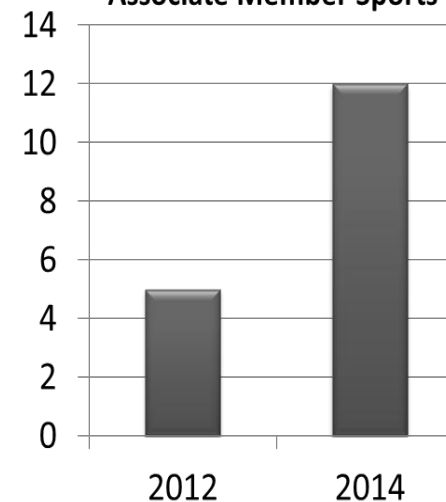
Sports involved at club level



Followers



Associate Member Sports



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

---

## ***Affiliate: beginning the journey towards certification***



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# Club Excellence

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

---

## ***Affiliate process ...***

- 1. Review the requirements and confirm the status of them within your club structure.**
- 2. Once you are aware that the requirements are met, make your club's self-declaration on the Club Excellence web site:**  
**<http://www.clubexcellence.com/en/declaration>**
- 3. Complete declaration form and fee payment; immediately start taking advantage of your new status (branding, login information, resources, certificate, national recognition).**

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# Club Excellence

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

## ***The Affiliate brand means ...***

By displaying the Affiliate brand, you are demonstrating to athletes, parents, officials, and the community at large that you have embarked on the Club Excellence journey!

Your club or association demonstrates that it is committed to proper governance principles, increased financial accountability, promotion of long-term athlete development, and ultimately to offering fair, safe and open sport experiences to all. The brand is a sign that the club or association is investing in building capacity to become a better club.

The **BARRIE TROJAN SWIM CLUB** is now officially recognized as a **CLUB EXCELLENCE AFFILIATE** for their declaration to achieving the necessary requirements.

Necessary requirements:

- Quality Sport Excellence
- Athlete Program Descriptions
- Athlete Safety/Affiliation
- Coach Training and Certification
- Annual Screening
- Insurance
- Policies and Procedures
- Financial System/Club Contact Information

**CLUB EXCELLENCE AFFILIATE • Congratulations BTSC!**



Trojan Swim Club @barrieswimming · Jan 7

@barrieswimming is now a @clubexcellence Affiliate! Congratulations BTSC for making the requirements! [pic.twitter.com/RmAJfRcwth](https://pic.twitter.com/RmAJfRcwth)



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

---

## ***The 10 key requirements ...***

1. Quality Sport Experience
2. Athlete Program Description
3. Athlete Safety
4. Affiliation
5. Coach Training and Certification
6. Annual Screening
7. Policies and Procedures
8. Insurance
9. Financial System
10. Club Contact Information



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

## ***Low-cost solution to club development!***

Level	Associate Member Sport	Non Associate-Member Sport
<b>Affiliate</b> (renewed annually)	\$125* per club *plus applicable taxes	\$167* per club *plus applicable taxes
<b>Level 1 Certified</b> (option to upgrade to certification upon successful completion of year 1 of Affiliate status)	\$175* for initial 3 hours of review time  \$75*/each additional hour  *plus applicable taxes	\$219* for initial 3 hours of review time  \$94*/each additional hour  *plus applicable taxes
<b>Level 2 Certified</b> (available after year 1 of Level 1 Certification)	TBA	TBA
<b>Level 3 Certified</b> (available after year 1 of Level 2 Certification)	TBA	TBA

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE

## ***Affiliate benefits ...***

**Within two business days after declaring, you will receive:**

- 1.Club Excellence Affiliate certificate to be framed and posted in your club.**
- 2.Recognition on the Club Excellence website as an official Affiliate club.**
- 3.An electronic Affiliate logo for use on all club documents, handbooks, and the website, etc.**
- 4.An account to store all important club documents and policies**
- 5.An account to access tools and resources to support your journey toward level 1 certification.**
- 6.Exclusive access to quarterly e-newsletter.**
- 7.Eligibility to apply for Level 1 Certification!**



**Proud  
Member**

**TRUE  
SPORT**  
LIVES HERE





# ClubExcellence

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

## ***The Affiliate benefits in action (social media) ...***



**BrantfordAquaticClub** @BAC\_swim · Oct 16

@BAC\_swim is proud to continue our pursuit of excellence by becoming an affiliate member with @clubexcellence!! Go BAC!

← ↻ 2 ★ 4 ...



**Edmonton Keyano SC** @EdmontonKeyano · Oct 9

@EdmontonKeyano is proud to continue our pursuit of excellence by renewing our Affiliation status with @clubexcellence!! Go Bears!

← ↻ 1 ★ 1 ...



**Sport Matters Group** @SportMatters613 · Aug 5

Great way to commit your org. to improving! @ClubExcellence now offering AFFILIATE status to community sport clubs: [ow.ly/zvgSD](http://ow.ly/zvgSD)

← ↻ 3 ★ 1 ...

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

## ***The Affiliate benefits in action (social media) cont'd ...***



**Mike Thompson** @CoachMikeSwim · Oct 29

Hyped that @ROWSwimming is now a #CEAFFILIATE @clubexcellence!



**Waterloo Synchro** @watsynchro · Dec 9

We are proud to announce our new affiliation with @clubexcellence



**LSC Comm. Dir.** @LSC\_Comm · 22h

Proud to be working towards Level 1 certification with @clubexcellence  
#LSC #aquatics



**Mavericks Water Polo** @MavericksWPC · Jan 21

Congrats to all parents, players, coaches & volunteers for helping the Mavs to become affiliate members of @clubexcellence!



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# Club Excellence

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

## The Affiliate benefits in action (websites) ...



Proud  
Member

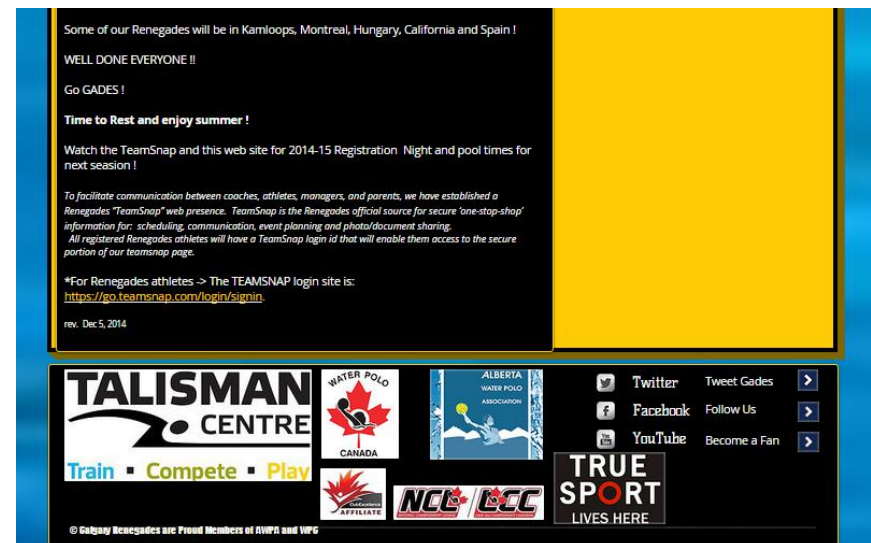
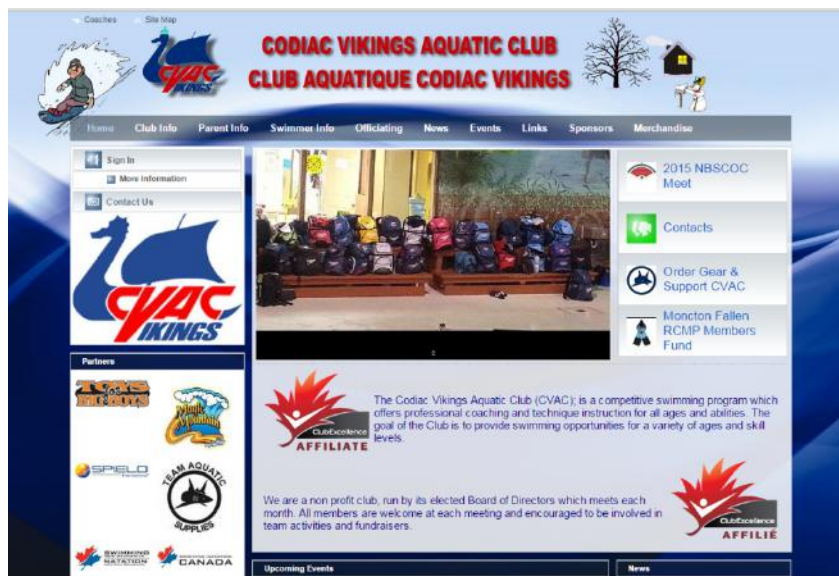
TRUE  
SPORT  
LIVES HERE



# Club Excellence

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

## ***The Affiliate benefits in action (websites) cont'd ...***



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

---

## ***Sport Manitoba Story*** ***(past, present, future)***

### **Mandate –**

- Funder of 70+ PSOs
- Strengthen sport delivery through PSOs

### **Requirements/Expectations/Standards -**

- Conditions of funding
- “Point” organizations in given direction
- PSOs will do what is required to get \$

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE





# ClubExcellence

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

---

## ***Sport Manitoba Story*** ***(past, present, future)***

### **Environment –**

- Making PSOs better
- PSOs looking for help
- Want outside body “stamp of approval”
- Need clearly defined expectations that:
  - Provide a means of assessment
  - Help identify the ‘gaps’
  - Provide direction for improvement
  - Assist with volunteer development

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# Club Excellence

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

© 2002 Ted Goff



"Our task, then, is to decide  
how to decide how to decide."

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

---

## ***Sport Manitoba Story*** ***(past, present, future)***

### **How?**

- Belief that standards will lead to quality
- Don't reinvent the wheel
- “Home Grown”
- Quality assurance product
- Built on foundational programs – NCCP, CS4L
- Vetted by other experts
- Incorporate in funding model

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE





# ClubExcellence

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

---

## ***Sport Manitoba Story*** ***(past, present, future)***

**What?**

- U.K. Clubmark program
- Australia Quality Assurance Program
- Imagine Canada
- Club Excellence
- Provincial Volunteer Training - Saskatchewan

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# Club Excellence

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

---

## ***Sport Manitoba Story*** ***(past, present, future)***

### **Club Excellence:**

- Home Grown
- Standards – Best Practices
- Experts established standards
- Sport specific
- 3<sup>rd</sup> party – unbiased perspective
- National in scope
- Ready made solution to Manitoba context

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

---

## ***Sport Manitoba Story*** ***(past, present, future)***

### **Implementation:**

- Join cooperative
- Engage PSOs
- Train Sport Manitoba staff to support
- Incorporate into funding model
- Progressive pathway – multi-year
- Part of organization development & capacity initiatives

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

---

## ***Sport Manitoba Story*** ***(past, present, future)***

### **Challenges:**

- **PSOs are not clubs**
- **Will rely on PSOs to initiate with clubs**
- **More rules, time, cost**
- **Measuring the outcome - evidence**

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE

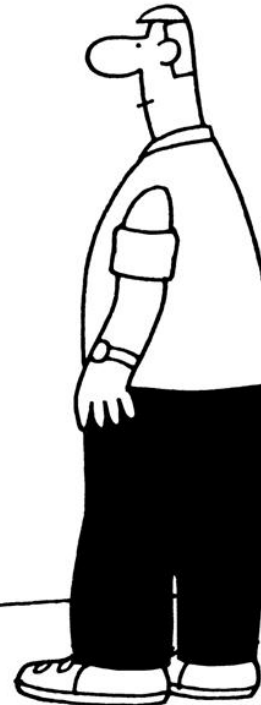


# Club Excellence

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

© 2004 Ted Goff

BECAUSE  
WE'VE  
ALWAYS  
DONE IT  
THIS WAY,  
THAT'S WHY.



Goff

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

---

## ***Sport Manitoba Story*** ***(past, present, future)***

**Where do we go from here?**

- Grand Experiment
- Belief philosophically the way to go
- Benefits – compliance, confidence, achievement
- Impact – quality sport, better governance + practices
- Results – members, funders want and expect

Proud  
Member

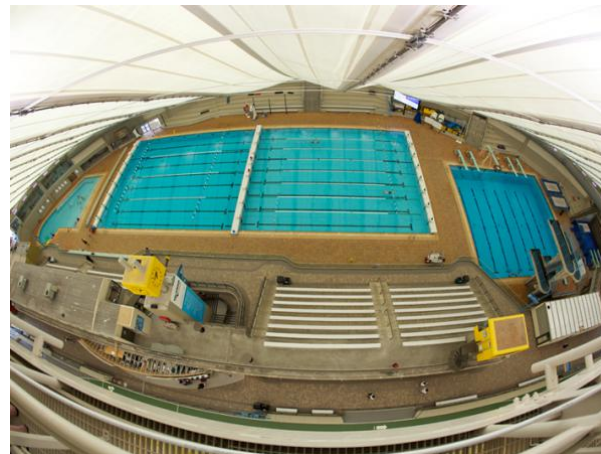
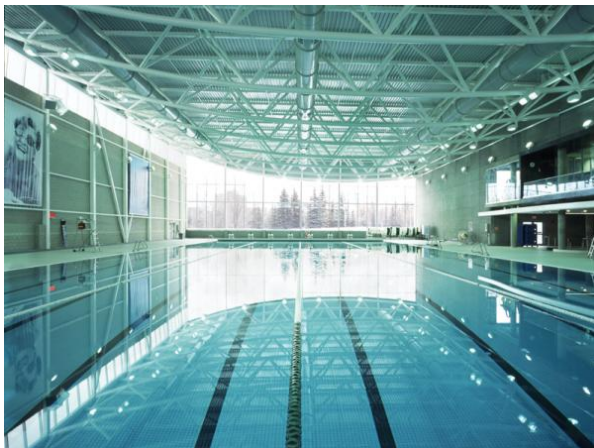
**TRUE  
SPORT**  
LIVES HERE





# ClubExcellence

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



**TALISMAN**  
CENTRE

Train • Compete • Play

Proud  
Member

**TRUE**  
**SPORT**  
LIVES HERE



# Club Excellence

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



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE





# ClubExcellence

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

---

## ***Previous Board & Criteria***

- 1 page document with 8 questions
- Previous LPSS Board of Directors
  - Representatives from our Sport Groups
  - Appointed
  - Operational aspects
- Current LPSS Board
  - Elected
  - Skills based
  - Strategic



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

---

## ***Collaboration & Understanding***

- Landlord / tenant relationship to a true partnership
- Collaboration on grants
- Understanding equipment needs from the experts



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

---

## ***Research***

- We reached out to various experts in sport:
  - NSO's
  - PSO's
  - Canadian Sport Institute Calgary
  - Own The Podium
  - Other International Sport Organizations
- Two key areas = success:
  - Technical
  - Operational



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# Club Excellence

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

---

## ***New Criteria***

Challenges:

- This became a 12 page document
- How do we ask to see operational aspects?

Opportunity:

- Neutral third party = Club Excellence

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# Club Excellence

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

LEVELS	Commercial	Sport Partner PLAY Level	Sport Partner TRAIN Level	Sport Partner COMPETE Level
Description	Any Group that does not have Sport Partner Status	Stage 1, 2, 7 of the LTAD  The Sport Groups purpose is primarily recreational or game play.  CE - Affiliate level required	Fully meets the criteria that showcases the purpose of using Talisman Centre for sport specific training for participation in a national or higher event.  CE – Affiliate level required	Fully meets ALL of the new Sport Partner Criteria which includes both a Level 1 Club Excellence certification and Talisman Centre's additional criteria.  CE – Level 1 required

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# Club Excellence

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

## ***Reapplication Process***

	2016 Olympics	2020 Olympics	2024 Olympics
Play Stage	Reapplication required yearly in February.	Reapplication required yearly in February.	Reapplication required yearly in February.
Train Stage	Reapplication required February 2016 & February 2018.	Reapplication required February 2020 & February 2022.	Reapplication required February 2024 & February 2026.
Compete Stage	Reapplication required February 2016.	Reapplication required February 2020.	Reapplication required February 2024.



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

	COMMERCIAL	PLAY	TRAIN	COMPETE
<b>PRICES</b> (IST, space, etc)	Commercial pricing	Current prices (plus) (estimated to be 5-15%)	Current Prices (plus) applicable market increase	Current prices (minus) (estimated to be 5-15%)
<b>TIME</b> (contract length)	Quarterly	1 Season	2 Seasons	4 Seasons * (Olympic cycles)
<b>STORAGE</b>	Not available	If available	Max 2 units	Max 2 units
<b>PRIORITY FOR NEW SPACE</b>	4th Priority	3rd Priority	2nd Priority	1st Priority with Talisman Centre's Programs
<b>EVENT APPLICATION</b>	If a conflict between two event requests exists, priority would follow our guidelines for the type of event (example international has priority), followed by compete, then train, then play and then an external group.			
<b>TRAINING DURING EVENTS</b>	4th Priority on non-event space	3rd Priority on non-event space	2nd Priority on non-event space	1st Priority on non-event space with Talisman Centre's Programs
<b>IST (Integrated Support Team)</b>	Nutrition & Sport Training only / 4th Priority	Nutrition & Sport Training only / 3rd Priority	Nutrition & Sport Training only / 2nd Priority	All services available / 1st Priority with Talisman Centre's Programs
<b>HPST (High Performance Sport Training)</b>	4th Priority (commercial rates only)	3rd Priority	2nd Priority	1st Priority with Talisman Centre's Programs
<b>MEETING ROOMS</b> (not included during events)	Regular rates	Regular rates	Discounted rates	Free for AGM & discounted rates (10% off)
<b>SPACE ALLOCATION LOCATION</b>				Preferred field of play location (eg lane location) will be met when possible

\*Season is defined by the training and competition season. Typically this is September to Summer.



Train ▪ Compete ▪ Play

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# Club Excellence

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

---

## ***Outcome***

32 Sport Partners:

- 3 COMPETE
- 14 TRAIN
- 15 PLAY
- 5 clubs in total achieved Club Excellence Level 1 or OTP Funding
- 2 unsuccessful



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE





# ClubExcellence

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

---

## ***Learnings***

- Sport Groups are competitive!
  - Sprint vs. Marathon
- Base knowledge
- Communication
- Differentiate within the levels



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

---

## ***Killarney Swim Club Story***



Proud  
Member

**TRUE  
SPORT**  
LIVES HERE



# ClubExcellence

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

## ***Questions?***

### **Become an Affiliate today!**

The process is simple...

Self-declare your club's achievement  
of the 10 key requirements

Pay your affiliate fee

Receive your certificate

Make the most of the brand!

<http://www.clubexcellence.com/en/declaration>

Proud  
Member

**TRUE  
SPORT**  
LIVES HERE