

**@clubexcellence**



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# ClubExcellence

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

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

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## ***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**

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## ***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

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## ***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)

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



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



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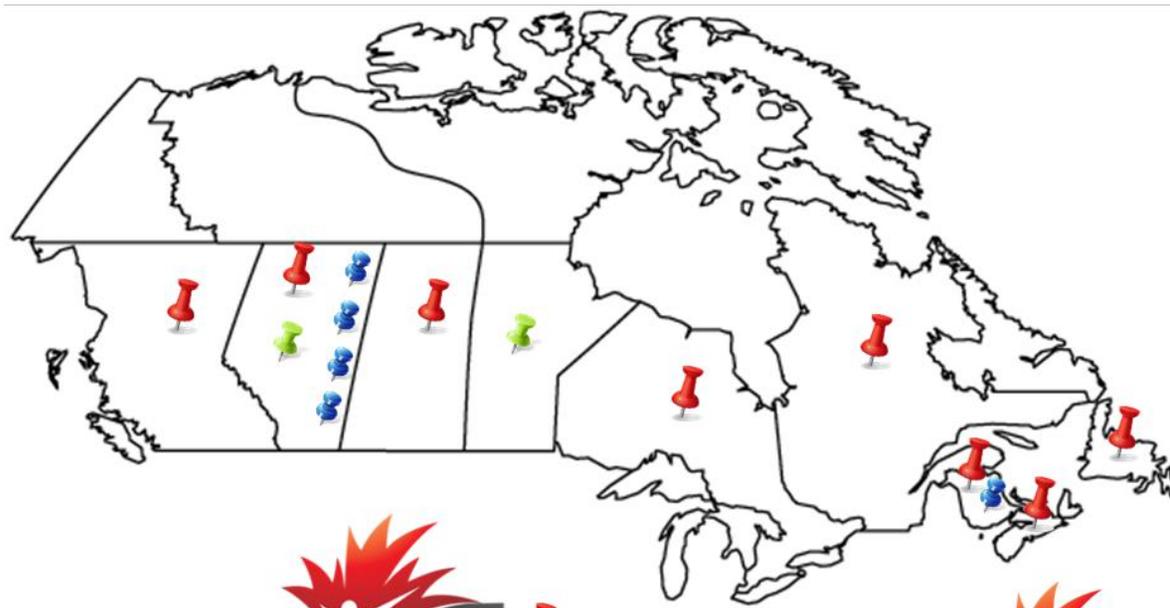
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## 2012-2014 program growth & milestones



5 Level 1 Certifications



80+ Affiliates  
8 Provinces



2 Delivery Partners

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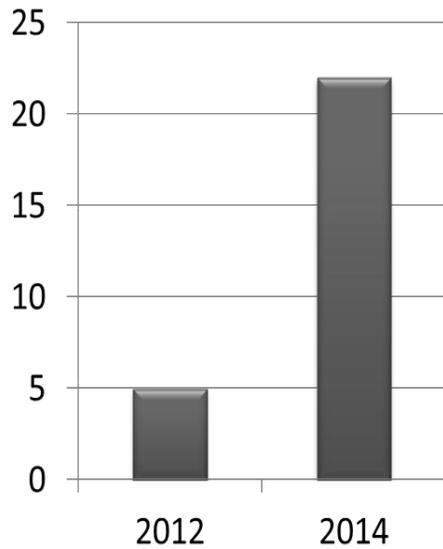


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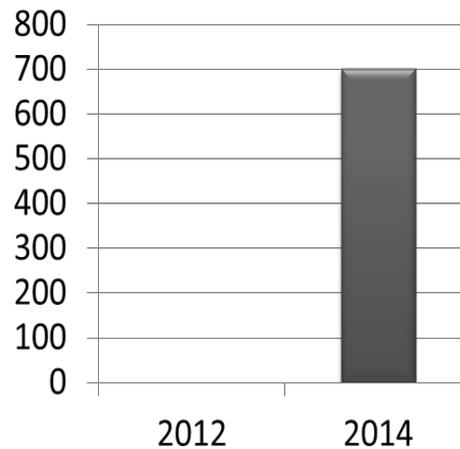
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## 2012-2014 program growth & milestones – cont'd

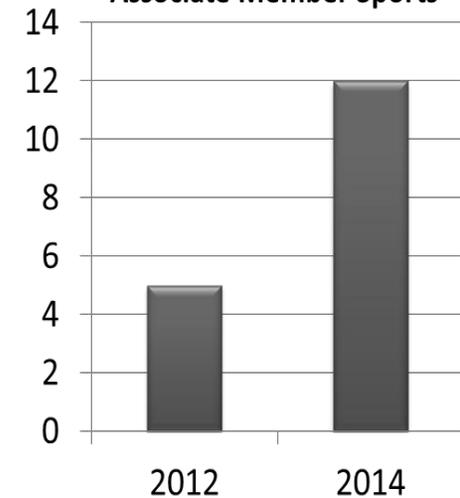
Sports involved at club level



Followers



Associate Member Sports



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



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## ***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).**

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## ***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)



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## ***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**



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

<b>Level</b>	<b>Associate Member Sport</b>	<b>Non Associate-Member Sport</b>
<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

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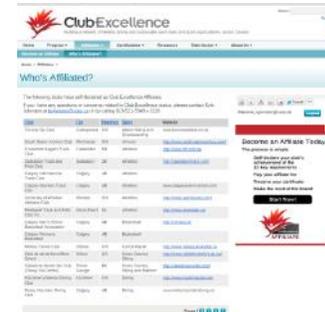
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## ***Affiliate benefits ...***

**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!**



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



**Brantford Aquatic Club** @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 ...

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## ***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!



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

23 October 2014

ARES at the ballet  
ARES provided fencing demonstrations at the performance of The Three Musketeers presented by Alberta Ballet at the Jubilee Auditorium October 22-25.

Updated on 10/23/2014 02:22:50 pm

30 September 2014

**DECLARATION OF AFFILIATION**

The Ares Pentathlon and Fencing Club is proud to be a new affiliate, recognized as a Club Excellence affiliate for their dedication to providing the necessary requirements.

Updated on 9/30/2014 11:14:03 am

12 September 2014

Welcome back athletes and parents!

I hope everyone had a great summer and was able to manage some down time after a very hectic season. Ares athletes had a great 2013/2014 season with some great podiums at a number of competitions including Youth World Championships, Youth Olympic qualifier, Nationals and Pan American.

HOME REGISTRATION GYMNASTICS FOR ALL MEMBER SERVICES CONTACT & MEDIA FAQS ABOUT ORTONA EVENTS

# Ortona GYMNASTICS

Est. 1976 ...by leaps and bounds

HOME

- Register for a Club
- Parties & Fund Raising
- Open Gym
- Gymnastics of Today
- Photo Gallery
- Webinars - Notifications of Risk

It's Science Week at Ortona!!  
January 24 to 30 KinderGym Science Week

CALENDAR EVENTS NEWS

JANUARY 2015

SA	MO	TU	WE	TH	FR	SA
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

PROGRAMS

facebook

Club Excellence AFFILIATE

GOsports

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RAMBOOK LOGIN

AREAS OF INTEREST

Open Gym Closures: Please check our [Open Gym Page](#) regularly to see full list of holiday and event Open Gym closures!

Sunday January 18 Family Open gym cancelled  
Tuesday January 27 Preschool Open gym cancelled

Reminder to our Open Gym participants: As per the Alberta Gymnastics Federation's policy, all drop in participants are obligated to purchase a club membership after 3 or more visits. Those who have attended a drop in program more than 3 times since July 1st of 2014 (and are not yet members) will be required to purchase an Ortona/All recreational membership before attending any more drop in programs. You can purchase an Ortona Recreational membership online after setting up an account.

Who is Ortona?

Gymnastics For All (Ortona Gymnastics Club) is a not-for-profit, independent sports organization that was founded in 1976. As one of the oldest gymnastics clubs in Edmonton, Ortona has a long history of community involvement, athlete development and lifelong sport activity and recreation. Ortona is very proud of its legacy in the Edmonton community.

Why Choose Gymnastics

Gymnastics is the foundation for all sports and the ultimate funnest movement experience. Everyone can find something meaningful and beneficial in the sport, regardless of your age, your ability, or goals. It promotes self-esteem, self-discipline, and forms the healthy



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



Some of our Renegades will be in Kamloops, Montreal, Hungary, California and Spain !

WELL DONE EVERYONE !!

Go GADES !

**Time to Rest and enjoy summer !**

Watch the TeamSnap and this web site for 2014-15 Registration. Night and pool times for next season !

*To facilitate communication between coaches, athletes, managers, and parents, we have established a Renegades "TeamSnap" web presence. TeamSnap is the Renegades official source for secure "one-stop-shop" information for: scheduling, communication, event planning and photo/document sharing. All registered Renegades athletes will have a TeamSnap login id that will enable them access to the secure portion of our teamsnap page.*

\*For Renegades athletes -> The TEAMSNAPE login site is:  
<https://go.teamsnap.com/login/signin>

rev. Dec 5, 2014

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**WATER POLO CANADA**

**ALBERTA WATER POLO ASSOCIATION**

Twitter Tweet Gades >

Facebook Follow Us >

YouTube Become a Fan >

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© Calgary Renegades are Proud Members of RWPA and WPA

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## ***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 \$

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## ***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

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## ***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

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

### **What?**

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

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## ***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

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## ***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**

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## ***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**

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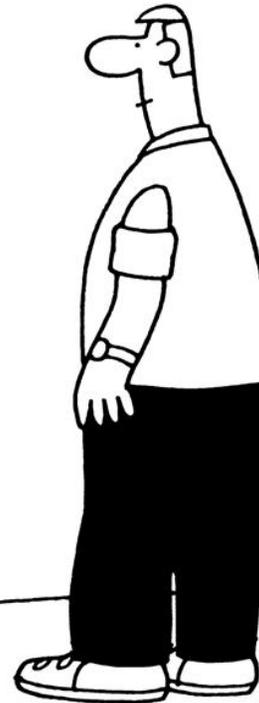


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BECAUSE  
WE'VE  
ALWAYS  
DONE IT  
THIS WAY,  
THAT'S WHY.



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## ***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**

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## ***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



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## ***Collaboration & Understanding***

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

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## **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



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## ***New Criteria***

Challenges:

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

Opportunity:

- Neutral third party = Club Excellence

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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

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## 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.



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	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.



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## ***Outcome***

32 Sport Partners:

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



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## ***Learnings***

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



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



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## ***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>

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