

**@clubexcellence**



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# Club Excellence

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

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## The Plan:

1. Desired outcomes
2. Introductions
  - a) Panelists
  - b) Participants (who you are, what organization, what you want to learn)
3. Club Excellence 101 & LTAD (questions throughout)
4. Facilitated discussion between participants and panelists



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## Introductions:



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## Club Excellence is ...

- The only national multi-sport certification program that is designed to recognize clubs/ associations/organizations that invest in building capacity to meet and exceed basic operating principles
- Third party operated by the Canadian Centre for Ethics in Sport *(2011-Present)*
- Self-funded through membership and registration – no direct government funding *(2011-Present)*
- Currently governed by a Cooperative of founding organizations
  - Gymnastics Canada *(2007-Present)*
  - Athletics Canada *(2007-Present)*
  - Canoe Kayak Canada *(2007-Present)*
  - True Sport Foundation *(2012-Present)*

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## Club Excellence is ... cont'd

- Supported by multiple stakeholders
  - True Sport
  - Canadian Sport 4 Life
  - Coaching Association of Canada
  - Imagine Canada
  - SDRCC



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- Encouraging National and Provincial Sport Organizations to join as Associate Members
  - Ringette Alberta (2012-Present)
  - Boxing Ontario (2013-Present)
  - Rugby Canada (2014-Present)
  - Canadian Freestyle Ski Association (2014-Present)
  - Saskatchewan Soccer Association (2014-Present)



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## Club Excellence is ... cont'd

- Achievable through 3 Levels of Certification + Affiliate
  - Club Excellence Affiliate (launched July 2014)
  - Level 1 Certified (*launched in 2015*)
  - Level 2 Certified (*in development*)
  - Level 3 Certified (*in development*)



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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)

**Increase the capacity of sport clubs and sport organizations to deliver ethically based and developmentally appropriate programs for all participants.**

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The vision and the mission are supported by the following outcomes:

- Strengthened sport organizations;
- Increased interaction and strengthened partnerships among sport organizations
- Improved operational effectiveness and capacity of sport clubs and organizations to meet current and future challenges
- Increased awareness and use of tools and resources available for sport clubs and sport organizations to deliver quality programming; and
- Consistent and shared quality standards upon which to build a recognized brand for Club Excellence



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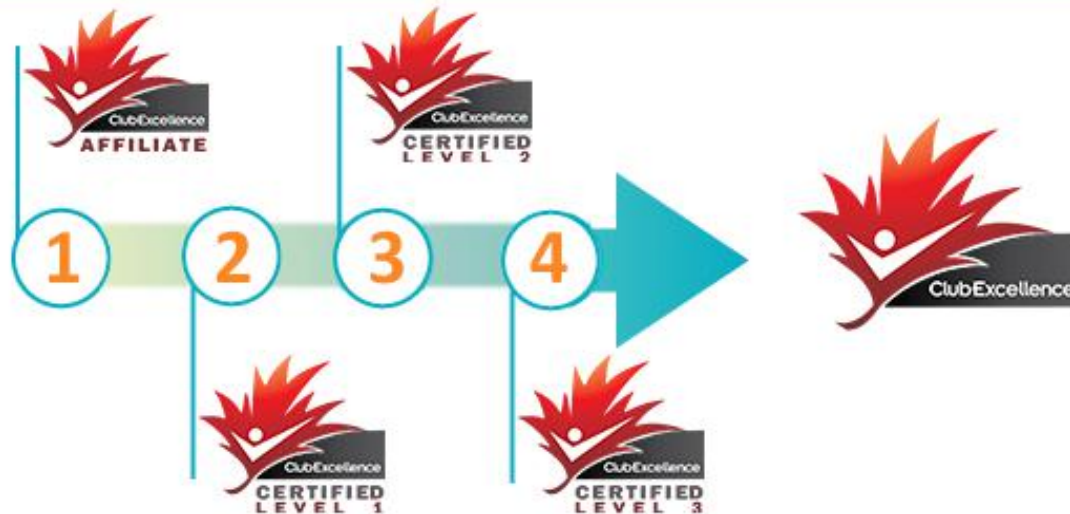




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## THE CLUB EXCELLENCE JOURNEY



**Leadership – Build Capacity – ROI – Tools & Resources  
Brand – Standards Based – Risk Management**

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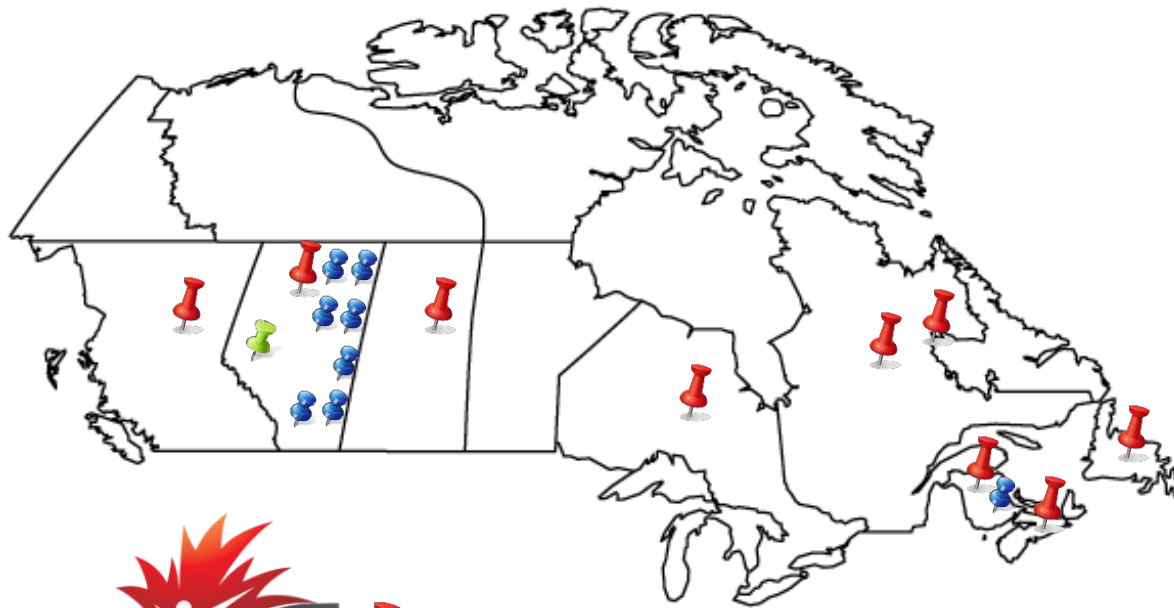
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Since Affiliate launch in July 2014 ...



8 Level 1 Certifications



140+ Affiliate declarations/renewals  
9 Provinces  
26 Sports



1 Delivery Partner

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## Opportunity for **government ministries & agencies**:

- Holistic framework for multi-sport **standards-based quality assurance** program for grassroots sport
- Increasing PSO excellence through a multi-sport framework to introduce a revised **funding allocation policy**

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## Opportunity for **facilities/ municipalities/ sport councils**:

- Catalyst for a facility's vision to redefine its **resource allocation policy**
- The certification standards and tangible criteria points allow facilities or municipalities to **more effectively manage, differentiate and support its partners/members**
- Multi-sport **platform to increase club organizational capacity and quality** through collaborative learning, and sharing of best practices (resources).



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## Opportunity for **Canadian Sport Partners/ NSO / PSO:**

- Multi-sport evidence-based **vehicle to measure the implementation of programs** (LTAD, NCCP, MED, True Sport) at the grassroots level.
- NSO/PSO are **building club capacity in a number of critical areas** including coaching, people management, governance, recruitment, financial accountability, marketing, and revenue generation.
- It is time to **encourage clubs to also proceed with LTAD alignment through a nation-wide benchmark**



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## Opportunity for **Canadian Sport Partners/ NSO/ PSO** cont'd:

- This is a much-needed **GPS to navigate the complex pathway of the Canadian Sport system**, and ultimately Club Excellence will help secure organizational futures as world leaders in sport.
- Established clubs will now have **a measuring stick for a standard of excellence**, while new clubs will immediately be given a benchmark to aspire to. This program has the ability to raise the profile of sport in Canada.
- Club Excellence helps to **assess and benchmark organizational capacity** and build on those areas where we identified room to grow. As an Associate Member, this program will also **help support and recognize member clubs as they enter a standardisation framework**



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What we can offer **community sport clubs**:

- **AFFILIATE STATUS** is the first step along the pathway, and **provides access to a custom storage & submission account, website and print branding, tools & resources, and more.**
- Affiliate clubs will be **demonstrating to athletes, parents, officials, and their community, a commitment to proper governance principles, increased financial accountability, promotion of long-term athlete development, and ultimately to fair, safe and inclusive experiences for all.**



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## Words from our **community sport clubs:**

- Many of the requirements were informally in place, and this **process has given us impetus to formalize them and create an even stronger club for years to come.**
- Working as a team and, through this process, **created a clear cut vision of our future which has brought us closer together.**
- Club Excellence is the **premiere vehicle to ensure sound governance is being practiced in clubs** across Canada.



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## LTAD Level 1 Certified implementation:

- 8 certified clubs
- Examples

Club	City	Province	Sport	Website
Saint John Track Club	Saint John	NB	Athletics	<a href="http://www.sjtc.ca/">http://www.sjtc.ca/</a>
Calgary Olympic Track Club	Calgary	AB	Athletics	<a href="http://www.calgaryolympictrack.com/">http://www.calgaryolympictrack.com/</a>
Caltaf Athletic Association	Calgary	AB	Athletics	<a href="http://caltaf.com/">http://caltaf.com/</a>
Nose Creek Swim Association	Calgary	AB	Swimming	<a href="http://www.ncsaswim.ca/Home.jsp?team=canncsa">http://www.ncsaswim.ca/Home.jsp?team=canncsa</a>
Killarney Swim Club	Calgary	AB	Swimming	<a href="http://www.killarneyswimming.com/Home.jsp?tabid=0&amp;team=canksc">http://www.killarneyswimming.com/Home.jsp?tabid=0&amp;team=canksc</a>
Cascade Swim Club	Calgary	AB	Swimming	<a href="http://www.CascadeSwimming.com">http://www.CascadeSwimming.com</a>
Calgary Aquabelles Synchronized Swim Club	Calgary	AB	Synchronized Swimming	<a href="http://aquabelles.com/">http://aquabelles.com/</a>
Calgary Torpedoes Water Polo Club	Calgary	AB	Water Polo	<a href="https://www.teamunify.com/Home.jsp?team=canctwp">https://www.teamunify.com/Home.jsp?team=canctwp</a>



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## Open discussion:



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**Our Vision:**

*Sport in Canada that is fair,  
safe and open to everyone*

**Notre vision :**

*Le sport canadien est juste,  
sécuritaire et ouvert à tous*

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*Coordonnateur de programme, Club Excellence*

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