



# Club Excellence

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



# Speed Skating Canada

125<sup>th</sup> Annual General Meeting



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## Mission

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



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## Club Excellence Cooperative



## Content Contributors



CANADIAN  
SPORT FOR LIFE



Coaching  
Association  
of Canada



## Developmental Support Provided by



Canadian  
Heritage

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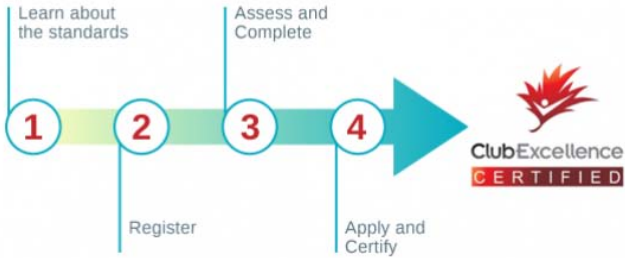
Fondation Trillium  
de l'Ontario



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## CLUB EXCELLENCE CERTIFICATION



## 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)



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**Club Excellence standards are divided into two primary sections, and six sub sections which contribute to the general concept of an efficient and effective club, with some overlap within areas.**



## Program Delivery (5)

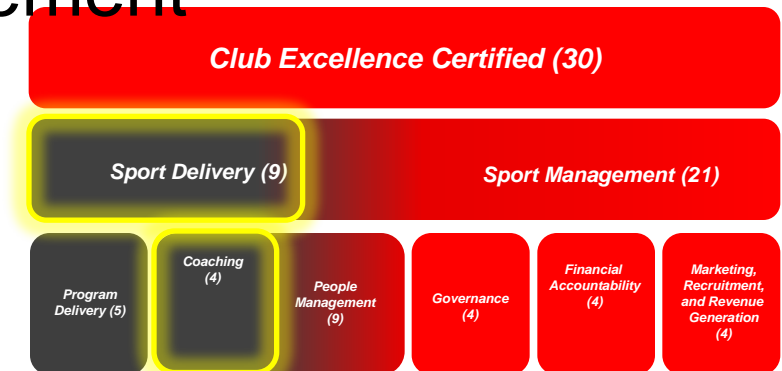
- ✓ Integrate the design and implementation of principles tied to the LTAD model;
- ✓ Encourage clubs to put in place processes and policies that ensure quality experiences for all participants.





## Coaching (4)

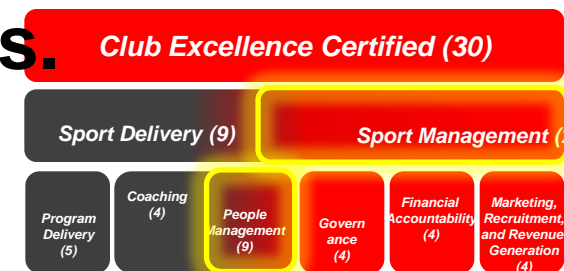
- Are focused on providing the necessary tools to better prepare for, initiate and execute the engagement of athletes, with an emphasis on safety and the designation of responsibilities;
- Overlap with People Management





## People Management (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.







## Governance (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.





## Financial Accountability (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.





## Marketing, Recruitment and Revenue Generation (4)

- ✓ Look at the marketing tactics and responsibilities for the club;
- ✓ Provides some simple steps to establish marketing programs.

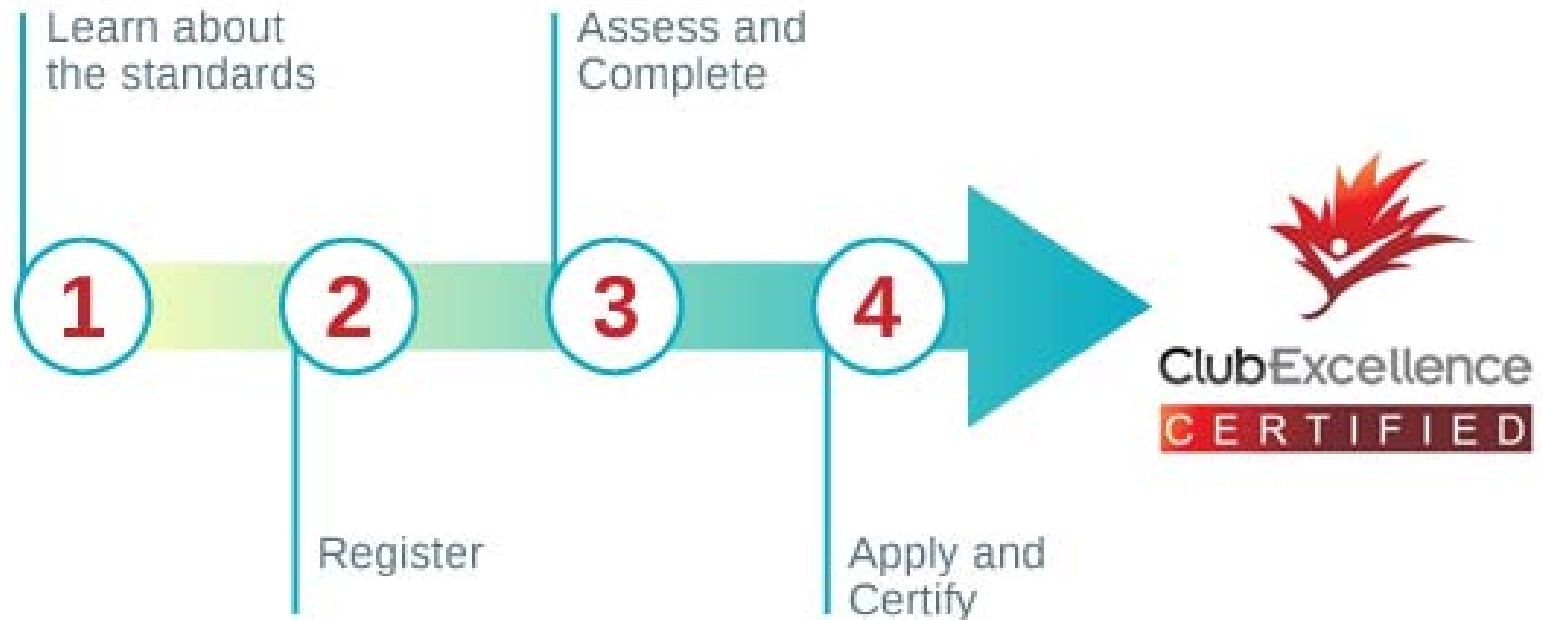




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Club Excellence offers a variety of services aimed at helping clubs achieve certification and increasing their ability to tackle organisational challenges



- ✓ **Certification**
- ✓ **Workshops**
- ✓ **Presentations**
- ✓ **Webinars**
- ✓ **Consulting Services**



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## **The Brand**

The integrity of the Club Excellence Certified brand is key to its value. The mark will be comparable from sport to sport, because it is founded on a set of standards applicable to any community sport organization.

Club Excellence certification is similar to the International Standards Organization (ISO) or the Better Business Bureau (BBB), where adherence to standards is regularly reviewed by external auditors. At this time there is only one level of the Club Excellence standard, and certified clubs must meet all of the 30 core standards.



**Club Excellence**  
**CERTIFIED**

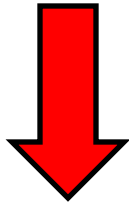


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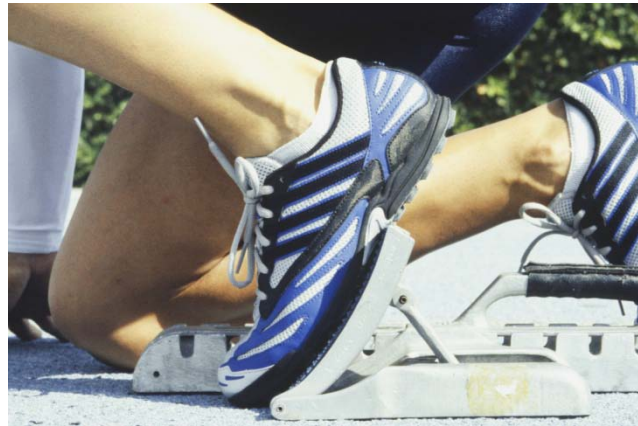


Club Excellence  
C A N D I D A T



Club Excellence  
C E R T I F I É

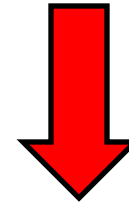
Working  
towards  
certification



Certified



Club Excellence  
C A N D I D A T E



Club Excellence  
C E R T I F I E D



## Cost of Club Excellence

Service	Associate Member	Non-Member
Full/Half Day Workshop (Club Excellence Hosted)	\$100/\$60 per person	\$125/\$75 per person
Hosted Workshop	\$1500, up to 30 participants	\$1875
Online Webinar	\$30 per person	\$38 per person
Certification Application	\$150 per club	\$188 per club
Certification Dues	\$100 per year	\$125 per year





## *The Benefits*

- ✓ **Leadership.** We demand our athletes put in a strong effort, practice hard and play hard. Shouldn't organizations, clubs and boards set an example by taking a leadership role?
- ✓ **Build capacity.** The tools and resources accessed during the process of the assessment can help your club establish a solid base of operation, even if it does not pursue full certification.
- ✓ **Increased return on investment.** In a competitive landscape, parents are becoming more selective about where they spend their dollars, and athletes their time. Certification can help your club stand out in the marketplace.



## More Benefits

- ✓ **Tools and resources.** The Club Excellence program supports your club as it achieves and maintains certification.
- ✓ **Strong brand.** Once your club is certified it has full access to display and leveraged the brand in its communications and marketing initiatives.
- ✓ **Standards based.** The actions and policies that are established during certification will help your club meet future demands in the changing landscape of community sport.
- ✓ **Risk management.** Club Excellence certification can help your club meet its legislative requirements and insurance responsibilities.



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## Questions??





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## For More information:

🍁 Visit [www.clubexcellence.com](http://www.clubexcellence.com)

### Contact:

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