

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



# Club Excellence



## DOES YOUR CLUB:

- Want to attract more participants?
- Want to attract corporate partners or new funders?
- Or are you a volunteer with a club or association as a board member, coach or as an employee?
- Spend a lot of time “putting out fires”?
- Need more volunteers?

**If you answered YES to any of these questions, the Club Excellence program and services could help your club**

**achieve its goals!**

Club Excellence is a program built to support any sport, is third party operated, using fair and transparent methods to deliver a **national certification program**. The certification program recognizes clubs and associations that invest in building capacity to meet and exceed a basic set of operating principles. These principles are based on a framework of six areas that contribute to increased credibility, quality programs and a competitive advantage.

“Great investment for the club.” –

Workshop participant commenting on Club Excellence certification

“(when running a club) some things are easily overlooked but in the framework of Club Excellence you can see how it fits together.” –  
Workshop participant on Club Excellence certification

The six core areas of Club Excellence are **program delivery, coaching, people management, governance, financial accountability, and marketing, recruitment and revenue generation**. Great sport organizations are those that develop strategies on the field and off. Club Excellence can help. Best of all, your club or association will be recognized for the investment made in establishing policies and processes to meet your day-to-day challenges.

Not interested in certification or unsure if it is right for your club or association? Club Excellence also provides a range of services to help community sport build capacity. These services can be delivered in a multi-sport or single sport environment, but most of all they are

“informative, helpful and resourceful” as described by past participants. All support services are delivered through the framework of the six core areas. Support services include:

- Club Excellence Workshop (full day and half day)
- Club Excellence Seminars
- Club Excellence Webinars
- Club Excellence Consulting

“Club Excellence is a business approach to managing a club.” –  
Workshop participant on Club Excellence certification

**For more information on Club Excellence, please visit [www.clubexcellence.com](http://www.clubexcellence.com)**



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## Club Excellence Cooperative



SWIMMING CANADA



CANADA



CanoeKayak Canada



GYMnastics CANADA



Athletics Canada Athlétisme Canada



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## Content Contributors



CANADIAN SPORT FOR LIFE



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