



TÄHTISEURA



LAJILIITOT
LAPSET JA NUORET
AIKUISET
HUIPPU-URHEILU

QUALITY FACTORS OF CLUB ACTIVITIES





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Quality factors
common to all
sectors

Quality factors of the Star Sign Club programme

Common quality factors	Children & adolescents	Adults
<ul style="list-style-type: none"> • Management and administration <ul style="list-style-type: none"> • Management • Administration • Communication and marketing 		<ul style="list-style-type: none"> • Principles of adult sports
<ul style="list-style-type: none"> • Sports activities <ul style="list-style-type: none"> • The common policies of a club's sports activities 	<ul style="list-style-type: none"> • From enthusiasm to passion • From versatile athletic skills to systematic training • Athletic lifestyle • Competitive and recreational activities 	<ul style="list-style-type: none"> • An active individual in the centre • Diverse content of adult sports
<ul style="list-style-type: none"> • People in the club <ul style="list-style-type: none"> • Resources • Community spirit 		
<ul style="list-style-type: none"> • Material resources <ul style="list-style-type: none"> • Economy • Conditions 		

Management and administration – Management

- **The values of the club's activities are defined.** The values are defined; they guide activities and are available to all on the club's website.
- **The club has a vision and action plan for its activities.** The club has a valid vision for its activities that guides the club's operations. The vision is available on the club's website. It is also possible to set a target time for the implementation of the vision. The club's activities have a clear purpose. The club has a written action plan.
- **The club promotes equal opportunities for participation, irrespective of wealth, ethnic origin, gender, disability or other individual reasons, and the club actively prevents discrimination.** The club has a plan for people from different backgrounds (such as disability/immigrant/low income) wishing to join the activities... How has the club prepared and what will the club's response to such a person be?
- **Young people and adults are given equal opportunities to influence the club's activities.** How will young people's ideas be taken into account in the club's activities and what opportunities will young people have to influence the activities?

continued....

Management continued...

- **The club develops its activities by gathering regular feedback from the participants regarding the club's activities.** To do this, the club can use their own analysis and feedback from the people actively involved in the activities, etc., as well as the feedback received from parents, adult members, coaches, children and young people.
- **Club management (board of directors) evaluates their own activities on a regular basis.** The board of directors evaluates its own activities on a regular basis
- **The club recognises its local operating environment, its role in the municipality, and the opportunities its activities offer to various target groups.** The club has examined its opportunities as a local provider of sports services and made a decision regarding the desired target groups.
- **The club cooperates with other actors in the operating environment.** The club has considered the extent, quality and activity of its network together with actors such as schools, the Sports Academy, the municipality, businesses, and other clubs and organisations
- **The club recognises the changes and opportunities in its operating environment and reshapes its activities to respond to them.** Take a look at the attached video entitled the Future of Club Activities, and make use of the workbook that goes with it as you consider the future of your club. Duration of the video, approx. 3 min.

Administration

- **The club has current and appropriate rules.** The rules of the club have been revised, including the correct names of signatories registered in the Finnish Patent and Registration Office.
- **The club adheres to the fair play principles of sport.** 1. Equal opportunities for exercise and sport for everyone, 2. Responsibility for education, 3. Promoting health, safety and well-being, 4. Honesty and fairness, 5. Respecting the environment and striving for sustainable development
- **The club has an 'activity manual'.** The activity manual includes the club's operating principles and procedures and the necessary instructions, as well as the roles and responsibilities of the people in charge. The activity manual does not have to be a printed handbook; the information may be posted on the club's website.
- **The club has an annual calendar of its activities.** The club's activities are presented in the annual calendar, available on the website.
- **The club has a financial code of practice.** The financial code of practice defines the roles and responsibilities of the various administrative bodies and the people involved in the financial management of the club.

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Administration continued...

- **The club's finances are under control.** The club has adopted modern tools of financial management, the club's money transactions are up-to-date (invoices, taxes, budgeting, financial statements....) and the club's income and expenses are balanced. The club's assets and liabilities are in balance, and the club has prepared for risks.
- **The club has written definitions of the roles and responsibilities of the various bodies and people in charge.** It is a good idea to record people's responsibilities on the club's website.
- **The club is a good employer.** Employment contracts are signed, employees have defined job descriptions, working hours are monitored, wages are paid on time, and occupational health care is organised.
- **The club's latest annual report and financial statements have been approved at the club meeting.** The date of the club meeting when these were approved is clear.

This only applies to the activities for children and adolescents

- **The club complies with legislation on checking the criminal background of persons working with children for employees and volunteers (not obligatory).** Legislation requires that the criminal background of people working with children be checked if they are paid for the work and the employment lasts for more than three months.

Communication and marketing

- **The club uses communication channels that are appropriate for the target group.** The communication channels are selected according to target groups and they may vary in terms of age groups and interests, for example.
- **Communication is transparent, timely, inspiring and interactive.** Communication encourages two-way interaction, and the information is transparent and up to date.
- **The communication roles are clear.** The club has defined clearly the persons responsible for external communication (e.g. media), internal communication and communicating with teams/groups, and the person that updates the website. Who is responsible for crisis communication if there is a need?
- **The club has an active website.** Does the website have the club's contact information and information on how to get involved, the club's operating principles, fees, etc.? Has the club website been evaluated in terms of functionality and audience satisfaction?
- **The Star Sign Club emblem and description can be found on the club's website and the emblem is used in communications.** The Olympic Committee's website contains the explanation of the Star Sign Club emblem. It can be linked to the club's website from the Olympic Committee website.
- **The club actively markets its activities to selected target groups.** What kind of marketing tools does the club use to reach the desired target groups? Who, what, how?

People in the club - Resources

- **The club recognises the need for different actors, and their roles and responsibilities.** The club has identified the tasks for which they need people now and in the near future. How are the tasks shared between the people and is the workload appropriate?
- **The club has a policy for finding adequate numbers of new people for different roles.** The club asks its members whether they are interested in different tasks and willing to use their skills for the club's benefit. The club actively recruits new people from outside the club.
- **The club has a procedure for the induction of new people.** How does the club conduct the induction of people into their new tasks, and who is responsible for the induction? The club ensures that people in charge are aware of the club's activities.
- **The club has procedures in place that enable the members and actors to participate and have an impact on the activities of the club.** What does the club do, in terms of creating opportunities for participation and influence, to encourage the members and actors?
- **The club gives thanks and rewards to its actors.** What is the club's policy for saying thank you and giving rewards?
- **The club's instructors, coaches and other actors are trained, their skills are developed systematically and they are given support.** Does the club maintain a register of instructors and coaches and their training levels? What action does the club take to ensure the development of the skills of the instructors, coaches and other actors?

People in the club - community spirit

- **The club invests in creating a community spirit and helps its members to get to know the club.** What action does the club take to make sure that all the people feel that they belong to the club, through encounters and events, for example?
- **The atmosphere in the club is appreciative and encouraging.** What is the club members' opinion of the atmosphere? What will the club do to improve the atmosphere?
- **The club offers interested individuals the opportunity to participate in a wide range of activities.** How does the club welcome people to join in the activities as an actor, supporter or influencer, and provide opportunities for sharing and developing personal skills?
- **The club has a recognisable club identity that makes the club proud.** How has the club built its club identity?

Material resources - Finances

- **The club's finances are balanced against the goals set for its activities.** Which activities incur costs? Which activities generate income? What changes should be made in order to achieve the goals? The finances are predictable.
- **The club has determined appropriate fundraising methods for its activities,** e.g. membership fees, sponsorship income, fundraising, commercial activities and public/municipal funding. The club has agreed fundraising responsibilities and roles.
- **The club has a moderate approach to the cost of participation.** The club strives to curb costs. The club has a procedure for supporting those with limited means.
- **The club activities are rational in terms of finance and the environment.** The club organises carpools, recycling of equipment, and other activities for the clever use of resources.

Material resources - Conditions

- **The club's conditions are appropriate in relation to its potential and goals.**
- **The club's equipment is appropriate in relation to its goals.**
- **The club, together with other actors in its operating environment, will ensure that the existing facilities and equipment are used in the best possible manner.** This includes optimised and flexible use of the facilities and equipment. For example, proactive contacts with the municipality regarding the acquisition and use of premises.
- **The club actively develops the conditions and works in cooperation with other bodies responsible for the conditions as necessary.** The club is familiar with the municipal sports facility plan and, if necessary, will participate in the planning and seek to influence the decision-making.
- **The club's facilities and equipment are safe.** The club has gone through the safety issues related to the premises and equipment.

Sports activities – the club's common policies on the sports activities

- **The club has defined the path of an individual member.** This written document includes details of the opportunities the club offers to people of different ages, and how people can move from one group to another with reference to goals and age. The club understands where its members come from, how long memberships are and how to guide people further if the club has no suitable opportunities.
- **The club has a defined coaching/instruction policy.** The coaching/instruction policy is a written document. What is the guiding theme of the instruction/coaching? What is the progress of coaching and instruction from one age group to the next? The club has defined annual goals for adult groups.



Quality factors in sports for children and adolescents

Quality factors also fulfil the principles of the European Sports Club for Health programme



From enthusiasm to passion

- **The club has conducted satisfaction surveys and processed the results within the club.** The survey, completed by the club, asked these groups for feedback using the tool created by the Olympic Committee or a similar tool
 - + **children**
 - + **adolescents**
 - + **coaches**
 - + **parents**
- **The atmosphere in the club is positive and encouraging. What steps is the club taking to promote this?** How do the members find the atmosphere and what is the club doing to influence this?
- **Enthusiasm and joy are visible in children's sports. How is this monitored?** What is the club doing to enhance the joy and enthusiasm? How do the results of the feedback survey indicate the children's enthusiasm?
- **Children and adolescents have a say in decisions regarding their training, coaching and competitions.** What is the club doing to enhance the joy and enthusiasm? How do the results of the feedback survey indicate the children's enthusiasm?
- **The club has discussed the Rules of the Game in Sports with the children, adolescents and their parents.** These discussions must be held before the start of the season with both the children/adolescents and their parents.

From versatile athletic skills to specific sports skills and from physical exercise to systematic training

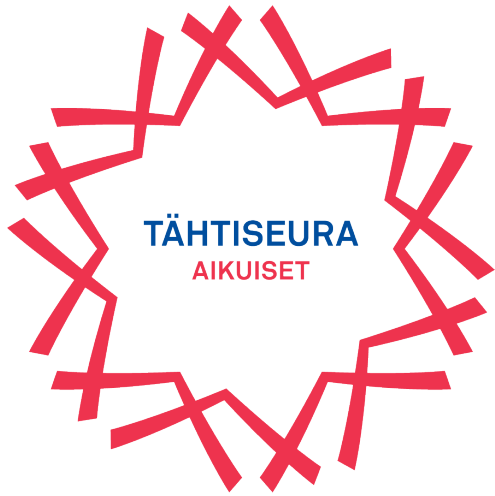
- **The club monitors the overall physical activity of children/adolescents.** How does the club monitor the overall physical activity?
- **The club encourages spontaneous physical activity.** How does the club encourage children to be physically active spontaneously?
- **Versatility: The children's training programme includes various sports, particularly for children that train in the club several times a week – how is versatility visible within a training session? The club will not prevent children from participating in other sports.** The children's training programme includes various sports, particularly for children that train several times a week. How is versatility visible within a training session? The club will not prevent children from training in other sports.
- **Training sessions are well organised and ensure that each child gets to have as many goes as possible.** At training, the club will ensure that all children get to practice the skills many times.
- **The club offers alternative training for children and adolescents with advanced skills/motivation or special needs. The club may have profiled itself solely for competitive or recreational sports and this is clearly stated in its communication.** The club may have profiled itself solely for competitive or recreational sports but this must be clearly stated in its communication
- **Children and adolescents have the opportunity to monitor their development in skills and physical characteristics.** The development of the child's physical characteristics and skills can be monitored either through sports-specific tests or by using the "Grow as an Athlete" service.

Athletic lifestyle

- **Promoting an athletic lifestyle.** How to promote an athletic lifestyle (rest, nutrition, substance abuse, emotional well-being, adequate exercise) and how to monitor the realisation of these elements?
- **Communicating about an athletic sporty lifestyle.** How to communicate about an athletic lifestyle to children, coaches and parents?
- **Communicating the significance of versatile training and the development differences of children to parents.** How has the club communicated these issues to parents?
- **The significance of the example shown by the adults involved in the activities.** Do the adults involved in the activities set a good example during events and trips to competitions? The Rules of the Game material contains plenty of information on this.
- **Learning about anti-doping.** Is anti-doping discussed with young athletes involved in competitions?

Competitive and recreational activities lead to development

- **Competitive and recreational activities are exciting.** What is the club doing to keep the competitive and recreational activities exciting for children?
- **Participation in competitions** Does the club have a procedure for deciding which competitions and tournaments to participate in? Does the club listen to the parents and children in these matters?
- **Everyone interested is allowed to participate.** Is everyone interested allowed to participate in competitions?
- **Building teams/groups based on skill levels.** If the club has teams/groups based on skill levels, how are they formulated? Does the club have pre-defined procedures for this, are the families aware of the policies, and how can individuals move between groups?
- **Feelings about competitions.** Does the club listen to children's feedback on participation in competitions? How did the children feel about competing, and how happy were they with their performance?
- **Evaluation of competitive performances.** How will the club ensure that the evaluation of competitions is focused on the performances rather than the results?
- **Recreational activities are valuable.** How can the club demonstrate that it also values people who do not compete?



Quality factors in sports for adults

Adult sports include adult exercise and sports, including competitive sports.

Quality factors also fulfil the principles of the European Sports Club for Health programme



Management and administration: Principles of adult sports

- **The club organises regular adult sports activities. At least some of the activities are led by an instructor.** How regular are the activities?
- **The club is committed to the development of adult sports.** Adult sports are included in the club's activity manual, action plan and budget. The activities meet people's changing needs.
- **The club has designated person(s) in charge of adult sports and they are provided with support/resources for the activities.** The club has a designated person for adult sports. Their job description is clearly defined. What opportunities does the person in charge have to influence the decisions made within the club regarding adult sports?

An active individual in the centre (1)

- **People are encouraged to express their needs and wishes in the group and within the club.** How does the club gather development suggestions and ideas from group members? How does the group make decisions about participation in tournaments/shows?
- **The club offers flexible and light options for participation wherever possible.** What opportunities does the club offer regarding trial periods, payment and participation plans, schedules and loan of equipment? The club is able to organise flexible participation opportunities in cooperation with other clubs/operators.
- **The club offers new members beginners' groups or other support for starting an activity and ensures that activities are available at different levels.** The club takes into account the needs of the adults already involved in activities in order to retain their membership. The threshold for joining in the activities is low, and no previous experience is required. The club offers groups with different levels of skill and involvement, and markets these opportunities.

An active individual in the centre (2)

- **The club welcomes people to participate in sports events and/or competitive activities.** Activities are not necessarily organised within the club. For example, the club can organise or coordinate trips or league activities, or provide information on, and encourage participation in, events organised by others.
- **The club's activities are accessible to people.** Communication is clear and reaches the desired target groups, e.g. the use of appropriate communication channels. The sports facilities are as accessible as possible: good instructions, possible organisation of carpooling and signage at the location.
- **The club has a procedure for welcoming new people to the club.** How will new people be received and informed about the activities of the group and club?

Diverse content of adult sports (1)

- **Instruction and coaching is systematic in all the club's groups.** Activities are goal-oriented and the content is designed and implemented accordingly. The goals may be diverse: physical, social, psychological and spiritual goals, goals that refer to knowledge and skills, recreational and competitive goals, health goals, etc.
- **Instructed training sessions are versatile in content and implementation.** How is versatility reflected in the club's adult sports activities and the content of the training sessions?
- **Instructed training sessions promote health and well-being and support the overall development of the individuals.** Activities are appropriate in terms of the individuals' level of involvement and skills, characteristics, needs, abilities and physical fitness. Activities promote physical, psychological and social well-being and develop knowledge and skills. The club does not permit the use of doping in recreational sports.

Diverse content of adult sports (2)

- **Instructed training sessions are safe physically and mentally.** Instructors know first aid and they are aware of the safety plan of the facility. Instructors will ensure that the facility is appropriate. The atmosphere in groups is confidential, open and encouraging. Bullying and discrimination are not allowed. Unpleasant incidents are resolved as quickly and openly as possible.
- **During instructed training sessions, activities are adapted to individual needs as far as possible.** Instructors will identify the participants' different starting points (exercise history, the level of knowledge, skills, performance and physical fitness), needs and motivation. The instructors will consider these issues in the planning and implementation of the training sessions and adapt the activities to suit the individual needs. What kind of creative solutions has the club adopted in terms of facilities, schedules or conditions?
- **The club also encourages spontaneous physical activity alone and/or in a group.** How does the club encourage adults to be physically active spontaneously?

Community spirit in adult sports

- This theme is discussed as part of the quality elements common to all.