



LAJILIITOT
LAPSET JA NUORET
AIKUISET
HUIPPU-URHEILU

Tähtiseurat –
quality programme
for sports clubs



History of the Quality Club work

- Sinettiseura activities launched (1992)
 - FootPass and IcePass launched
 - Sinetti, Priima and Huippu Clubs of the Finnish Gymnastics Federation
 - Sinetti and Huima Clubs of the Finnish Swimming Association
 - The Football Association of Finland launches a quality programme for football clubs (2015)
 - The Star Club programme (2018)

Needs that led to the reform of the quality programme

- + Clubs, sports federations and regional organisations expressed a wish to bring together the separate quality processes of children and adolescents—adults—elite sport into one programme
- + The operating environment is constantly changing, club activities need to be reformed
- + The new Olympic Committee makes it possible to develop club activities on the whole

+ Tähtiseura –programme is a quality programme by the Finnish Olympic Committee and the sports federations that supports one of the core strengths of Finnish sports: club activities.

+ The clubs make up a constellation that shines brighter than an individual star. In the constellation, each individual can do sports and get exercise at their own level and try to pursue their own goals with an increased level of support. The Star label also guarantees quality activities for both old and new club members and their close ones and support teams.

+ The Star label is a proof of modern, agile and humane methods of operation that are adapted for the needs of all athletes. It meets the needs of different types of athletes and continues to develop alongside them.

+ When support is more widely available, it is possible to keep sports as a part of one's lifestyle in the various stages of life, but it also offers a platform for development into a world-class athlete.

The symbol reflects the goals of the Quality Club programme:



Symbol categories by target group



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 **YLEISURHEILU**



 **VOIMISTELU**



 **SUUNNISTUS**

Combination emblems for clubs with more than one Star Label



YLEISURHEILU



SUUNNISTUS



VOIMISTELU

Benefits for the club

+ **A strong brand**

- + The common strong brand highlights the quality of the club's activities
- + An opportunity to show the club's excellent activities to a wider audience and enhance the club's image

+ **Great tools**

- + Tähtiseura online service available to clubs free of charge
- + Information, communication, effective models, training

+ **Help with the development of activities**

- + Support for developing the club, leading to better club activities
- + When all the aspects of the club activities are reviewed as a whole, the work of the club becomes lighter and easier
- + More cooperation and networking between clubs, sports federations and regional organisations
- + Encouragement for the development of activities in a changing society

The path to a Tähtiseura Club has three phases

+ 1. We are enthusiastic about club development

- + Put together a team
- + Register for the programme

+ 2. We want to do a high-quality job

- + Develop activities according to the quality factors
- + Utilise the tools
- + Pass the Star Club auditing. Re-auditing every three years.

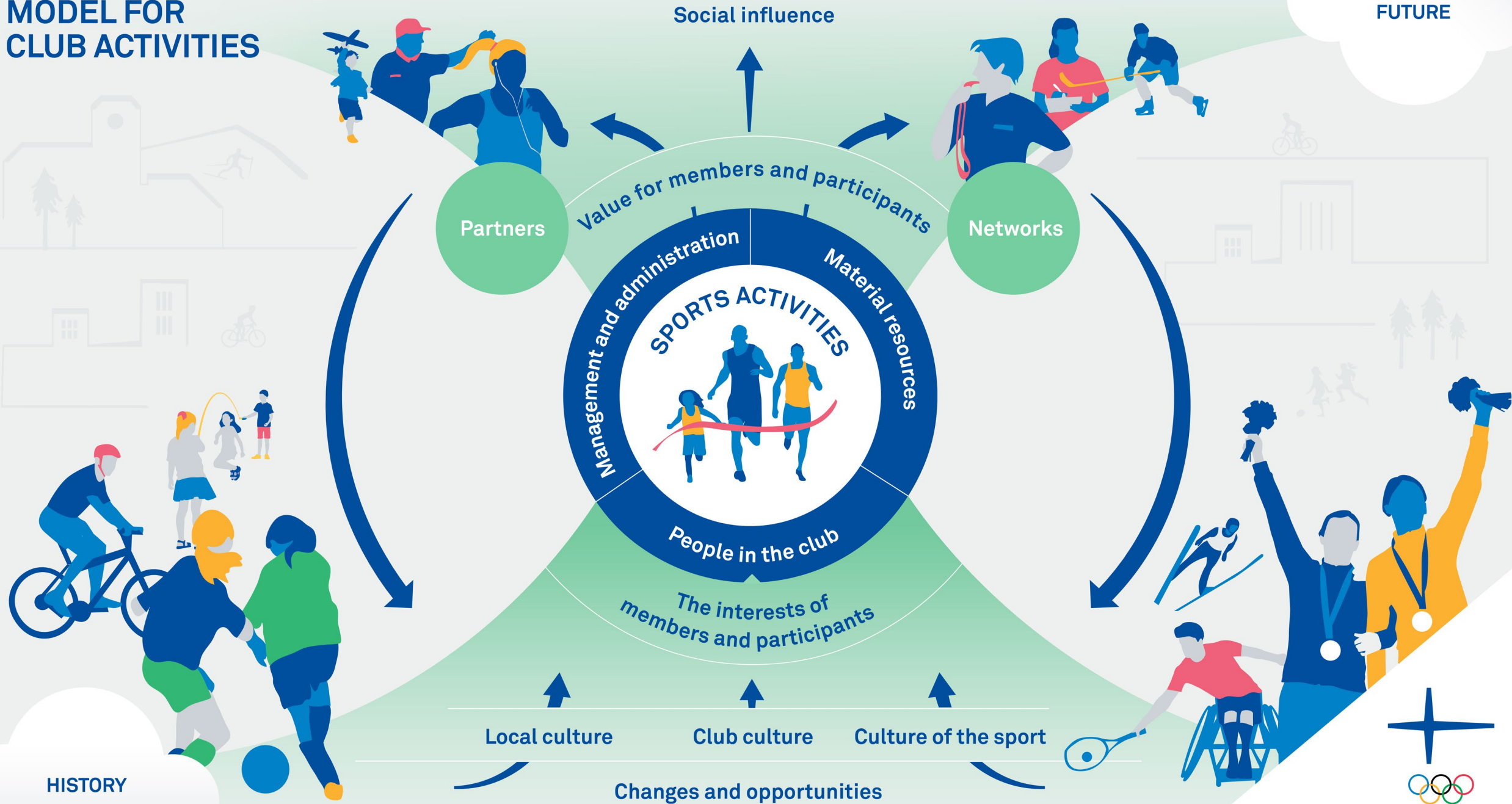
+ 3. We are capable of developing the club (a voluntary option for the club)

- + Develop the activities with a strategic touch
- + Network and work together in accordance with the goals
- + Assess the efficiency



MODEL FOR CLUB ACTIVITIES

FUTURE



Quality factors of a Tähtiseura Club

- + A Tähtiseura Club must meet the specified quality factors. The quality elements consist of target-group-specific (children and adolescents, adults and elite athletes) and common quality factors.
- + **QUALITY FACTORS COMMON TO ALL**
 - + Management and administration (management, administration, communication and marketing)
 - + Sports activities (the path of athletes and recreational participants, coaching policy)
 - + People in the club (resources and community spirit)
 - + Material resources (finances and conditions)
- + **TARGET-GROUP-SPECIFIC QUALITY ELEMENTS**
 - + Quality factors in sports for children and adolescents
 - + Quality factors in sports for adults
 - + Quality factors for elite sport

Evaluation of each criteria

- + does not meet the criterion = does not exist
- + sufficient = exists but is poor
- + good = in order but is not regularly assessed
- + excellent = is being improved through regular assessment
- + *(is not relevant to our club)*

More than 500 clubs participate in the Tähtiseura Club programme (9/2020)

+ NUMBER OF CLUBS

- + In total, 540 Star Clubs representing 45 different sports

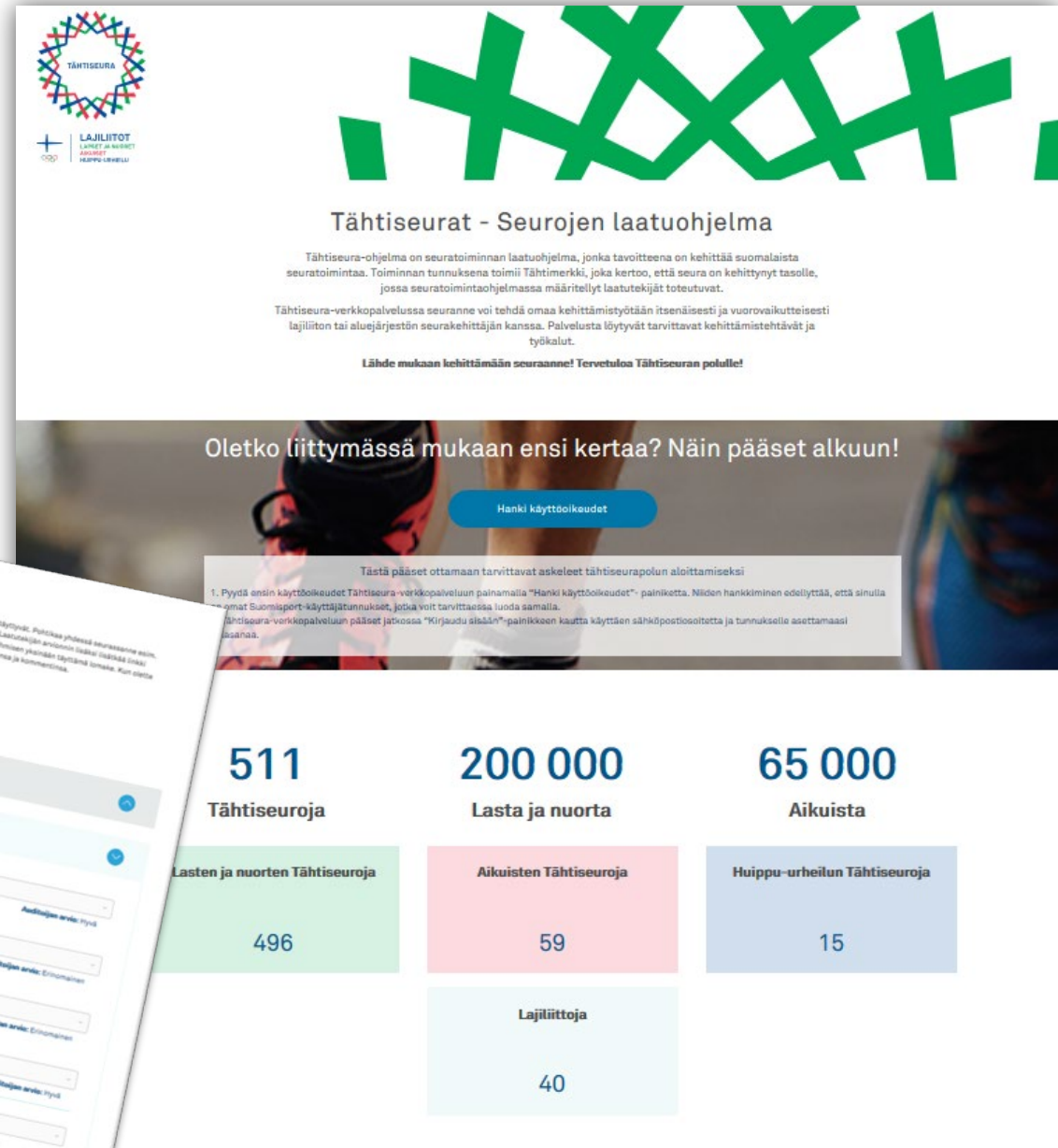
+ The number of Star Clubs by target group:

- + **Children and adolescents:** 525 clubs – 44 different sports
- + **Adults:** 84 clubs – 19 different sports
- + **Elite sport:** 19 clubs – 3 different sports

Tähtiseura online service

<https://tahtiseura.suomisport.fi/>

- Easy to use
- Free of charge
- Works on mobile devices
- For all clubs
- Available also in English



Tähtiseurat - Seurojen laatuohjelma

Tähtiseura-ohjelma on seuratoiminnan laatuohjelma, jonka tavoitteena on kehittää suomalaista seuratoimintaa. Toiminnan tunnuksena toimii Tähtimerkki, joka kertoo, että seura on kehittynyt tasolle, jossa seuratoimintaohjelmassa määritellyt laatuvaatimukset toteutuvat.

Tähtiseura-verkkopalvelussa seuranne voi tehdä omaa kehittämistyötään itsenäisesti ja vuorovaihteisesti lajiliiton tai aluejärjestön seurakehittäjän kanssa. Palvelusta löytyvät tarvittavat kehittämisohjeet ja työkalut.

Lähde mukaan kehittämään seuraanne! Tervetuloa Tähtiseuran polulle!

Oletko liittymässä mukaan ensi kertaa? Näin pääset alkuun!

Hanki käyttöoikeudet

Tästä pääset ottamaan tarvittavat askeleet tähtiseurapolun aloittamiseksi

1. Pyydä ensin käyttöoikeudet Tähtiseura-verkkopalveluun painamalla "Hanki käyttöoikeudet"-painiketta. Näiden hankkiminen edellyttää, että sinulla on omat Suomisport-käyttäjätunnukset, joihin voit tarvittaessa luoda samalla.

Tähtiseura-verkkopalveluun pääset jatkossa "Kirjaudu sisään"-painikkeen kautta käyttäen sähköpostiosoitetta ja tunnuksella asettamaasi salasanaa.

511	200 000	65 000
Tähtiseuroja	Lasta ja nuorta	Aikuista
Lasten ja nuorten Tähtiseuroja	Aikuisten Tähtiseuroja	Huippu-urheilun Tähtiseuroja
496	59	15
	Lajiliittoja	
	40	

Objectives of Tähtiseura online service


- A service for club development, operates on the Suomisport service
- The service has a development path that includes a variety of tools and tasks. Clubs can select the target group(s) on which to work (children/adolescents, adults, elite sport).
 - Clubs can develop their activities independently and with the help of a club developer.
 - The service is also part of the audit process. In the service, the audit evaluation process is transparent, and the club developer and the club can interact during the evaluation.
 - The constantly evolving service gathers and formats information for the use of the clubs, sports federations, regional organisations and Finnish sports
 - The service increases the opportunities for interaction between clubs and other actors
 - It facilitates the work of club activists and club developers!
- A constantly evolving service!

Roles of Users

- + **A Club team member** = A member of a sports club who is actively involved in the development process of the club
 - + a club may have an unlimited number of team members
 - + A person may have this role in several different clubs or divisions
- + **A club developer in a sports federation** = a club developer or auditor from a federation
 - + An overall view of the Tähtiseura Clubs within their sport and of new clubs "on the way to becoming Tähtiseura Clubs"
- + **A regional club developer** = a club developer or auditor from a regional sports organisation
 - + An overall view of the Tähtiseura Clubs within their region and of new "Tähtiseura Clubs in the making"
- + **Olympic Committee Administrator**
 - + N.B: There is no separate "auditor" role. People that only conduct audits will be given the same rights as the club developers.

Club arena “Marketplace”

+ The “Marketplace” is open to all users and provides current information on the Tähtiseura Club programme



Tervetuloa mukaan seuran kehittämisen polulle

Tähtiseuratori Seuran kehityspolku Työkalut Ohjeet

Moi Suvi!

Ajankohtaista

Tervetuloa Tähtiseura-verkkopalveluun! Palvelu on avattu 1.10.2018. Yllä olevista linkeistä pääset seurasi kehittämispolulle ja löydät seuratoiminnan kehittämiseen liittyvät työkalut.

Tuki ja ohjeet
Tarkemmat käyttö- ja toimintaohjeet voit ladata ylläladan "Ohjeet"-sivulta.
Seuranne kehittämisen tukena toimivat lajiliitonne ja aluejärjestönne seurakehittäjät. Heidän yhteystiedot löydät täältä.
Palvelua kehitetään jatkuvasti. Voit antaa palautetta tästä.

Ajankohtaista Tähtiseura-ohjelmassa

- 1.10.2018: Tähtiseura-ohjelman yhteiset laatutekijät on päivitetty. Tutustu niihin tästä (pdf)
- 1.10.2018: Uusimmat Tähtiseurat ovat: Pakilan Veto, Aurinko golf, Laajasalon Pailloseura, Tanssiurheiluseura Botafogo, Oulun Golfkerho, Järvenpään Voimailijat
- 28.9.2018: Tilaa Olympiakomitean uutiskirjeitä tästä>

Kalenteri

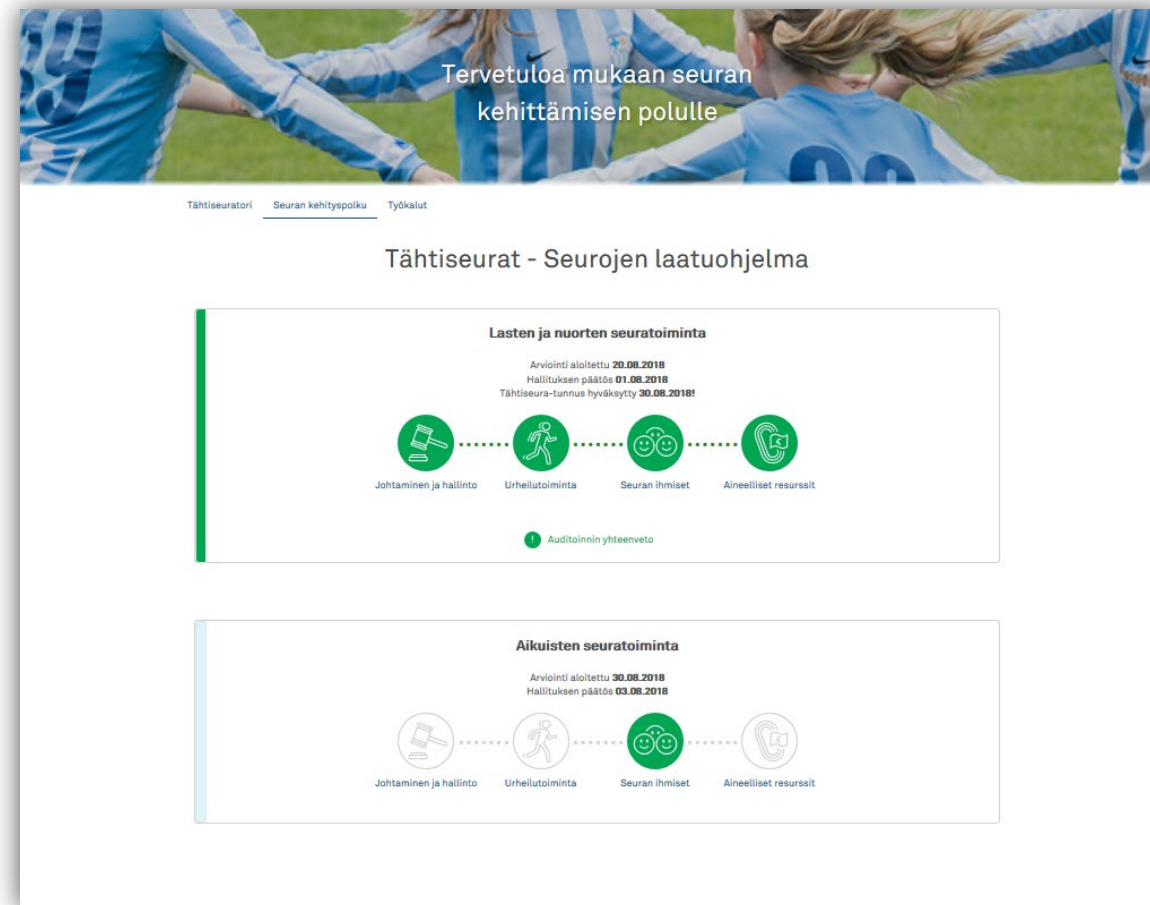
6.-7.10.2018 Tähtiseura-päivät, Helsinki
Marras-joulukuu Seuratukihaku avautuu (päivä tarkentuu pian)
Maalis-huhtikuu 2019 Tähtiseurojen aluekiertös 15 eri paikkakunnalla
15.11.2019 Päätoimisten päivä -seminaari

Vaikuta ja osallistu

Tähtiseurat Facebook-ryhmä

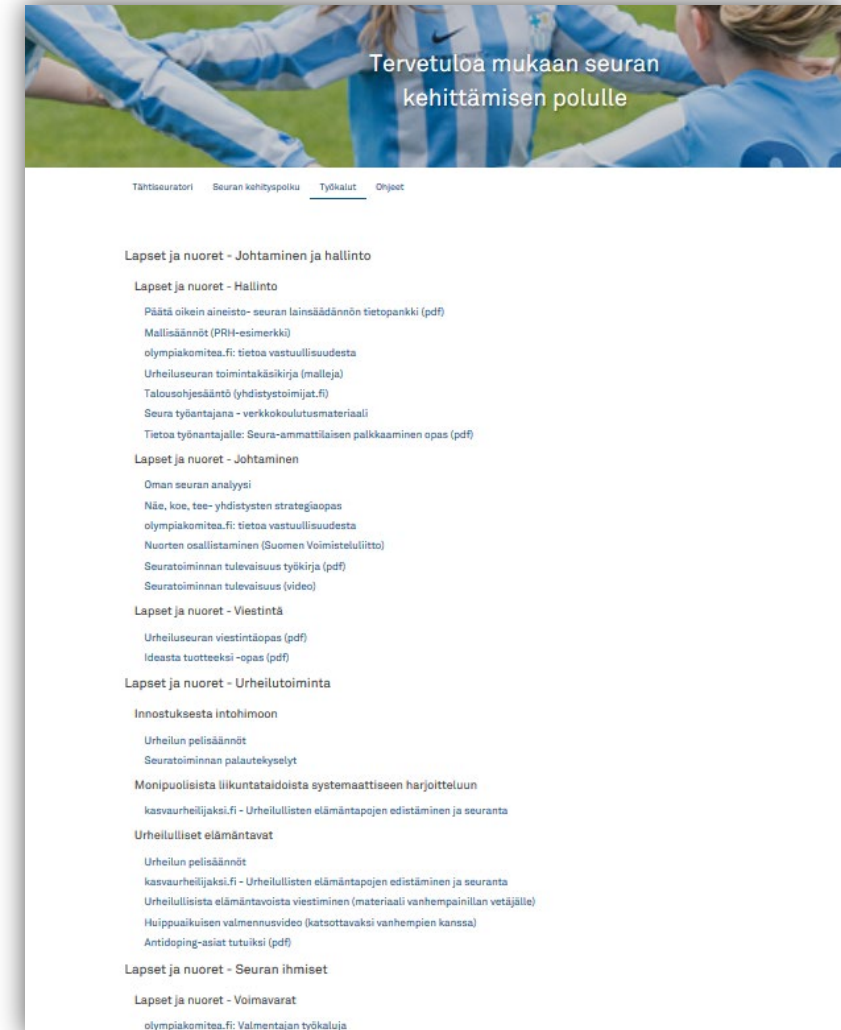
Club development path

- + The core element of the online service
 - + Doing the development work
 - + Conducting a self-assessment of the club
 - + Conducting an audit
- + Clubs will select the path(s) to be developed
 - + At the moment, the options available for clubs on the service are club activities for children and adolescents, or club activities for adults
 - + Quality factors are divided into target groups. Clubs can carry out development work and self-evaluation at their own pace, one target group at a time.



Tools

- ✦ There is a variety of useful tools to support the development of club activities
- ✦ The list is constantly updated
- ✦ The same tool links can also be found in the club development path





TÄHTISEURA



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Thank you!