Tähtiseururat – 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:

- Doing it together
- Competent
- Inquisitive and willing to develop
- An inspiring forerunner
- Humane and member-oriented
- Agile
Symbol categories by target group
Combination emblems for clubs with more than one Star Label
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
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
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.
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.
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
Thank you!