



# **Clubs & Registration:** **Process Improvement & Club Improvement Tools**

November 22, 2015,

Presented by Anthony Biggar & Mehrunnisa Kharodia

## On-line Registration

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- Register and pay on-line through Trackie
  - “Join AO” button will be available on [athleticsontario.ca](http://athleticsontario.ca) homepage

## Benefits

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- No more downloading, printing and submission of forms to Club registrar
- Club Registrars will not have to:
  - enter members in database
  - collect AO fees
- Clubs can choose to continue process as past years where they collect forms, payment and enter their roster in Trackie

# New for 2016

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## Next steps?

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- Club Registrars will receive email notification when AO member joins their club
- Club Registrars will be required to “Approve” or “Deny” the registration

# New for 2016

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London Runner Distance Club


- Members
- Invoices
- Reports
- Admins
- Contacts
- Settings

# MEMBERS

All Individuals | Active

Viewing all members







Advanced search | Add

 You have pending club requests:  
1. Adam Stacey - Senior - London Runner Distance Club - [Approve](#) | [Deny](#) | [View profile](#)

Apply to checked - [Edit](#) | [Export](#) | [Renew](#) | [More info](#) | [Less info](#)

 Save search  Load search

Your search returned 43 results. Viewing rows 1 to 30.

<input type="checkbox"/>	Last name ▲	First name	Sex	YOB	Club	Role	AC #	Status
<input type="checkbox"/>	Aitken-Guignard	Arielle	F	2003	LRDC 	Bantam	0360345	Active 
<input type="checkbox"/>	Aitken-Guignard	Cerena	F	2005	LRDC 	Bantam	0549457	Active 
<input type="checkbox"/>	Aukett	Philippa	F	1984	LRDC 	Master	8458865	Active 

## General information

\* Denotes required field.

Application date: \*

▼   November	20	2015
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First name: \*

Last name: \*

Birth date: \*

▼   Month...	Day...	Year...
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Preference: \*

☒ English ☐ French

Sex: \*

☐ Male ☐ Female

Citizenship: \*

▼   Canadian	⌵
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Birth Country: \*

Canada	Lookup ⌵
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Division:

	Lookup ⌵
--	----------

☒ Unattached ⓘ ⌵

☐ Athlete with a disability

## Contact information

\* Denotes required field.

Email: \*

	⌵
--	---

Address: \*

	⌵
--	---

City: \*

	⌵
--	---

Province: \*

Ontario	⌵
---------	---

Country: \*

Canada	⌵
--------	---

Postal code: \*

	⌵
--	---

Phone: \*

	Ext. ⌵
--	--------

Mobile phone:

	Ext. ⌵
--	--------

## Emergency Contact Information

✱ Denotes required field.

Name: ✱

Relationship: ✱

Email: ✱

Phone 1: ✱

Phone 2:

Phone 3:

Allergies or other  
health concerns:

Continue





# Benefits

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1. Complete the **self-declaration form** (see next slides) below
2. Confirm that your club meets the **10 key requirements** by answering "Yes" to each question
3. Complete the mandatory **contact information**
4. Pay the **registration fee** through PayPal  
(\$125 for Associate Member sports or \$167 for non-Associate Member sports).

# How To become a Club Excellence Affiliate

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Question:

What makes YOUR  
CLUB successful?

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For members/participants have a **mission, vision and values statement**, or a

True Sport declaration at [www.truesport.ca](http://www.truesport.ca).

☒ **Yes**



**"Would you like coffee with this experience?"**

2011 MÁIRÍN DUFFY [CC BY-SA]

# #1 - Quality Sport Experience

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Our club has program **descriptions** available to participants.



**Yes**



## **#2 - Athlete Program Descriptions**

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Our club is compliant with the **Code of Safety** of our sport governing body, or has equivalent rules and regulations.



**Yes**



## #3 - Athlete Safety

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Our club has an affiliation **in good standing** with our sport governing body.  
(ie. Athletics Ontario!)



**Yes**



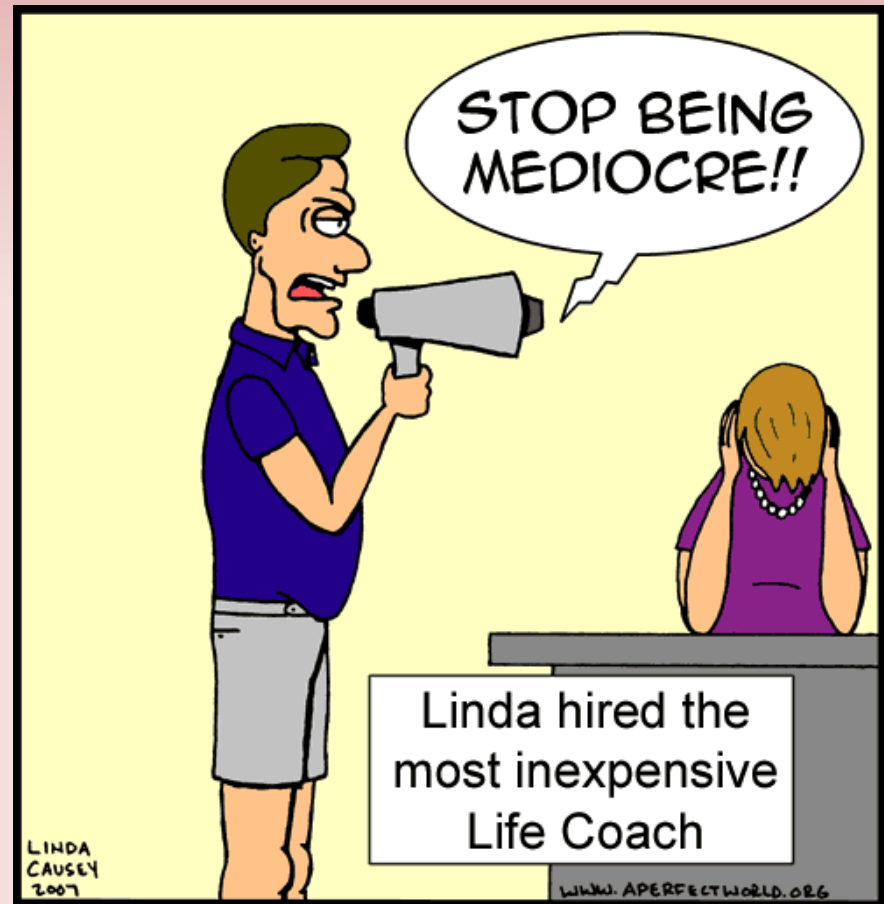
## #4 - Affiliation

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Our club meets the minimum requirements of our sport governing body for qualifications of its coaches/instructors.



**Yes**



## **#5 - Coach Training & Certification**

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The club has a screening program implemented for all individuals in a position of trust or authority consistent with its sport governing body's guidelines for police and vulnerable record checks or stated club policy.



**Yes**



## #6 - Annual Screening

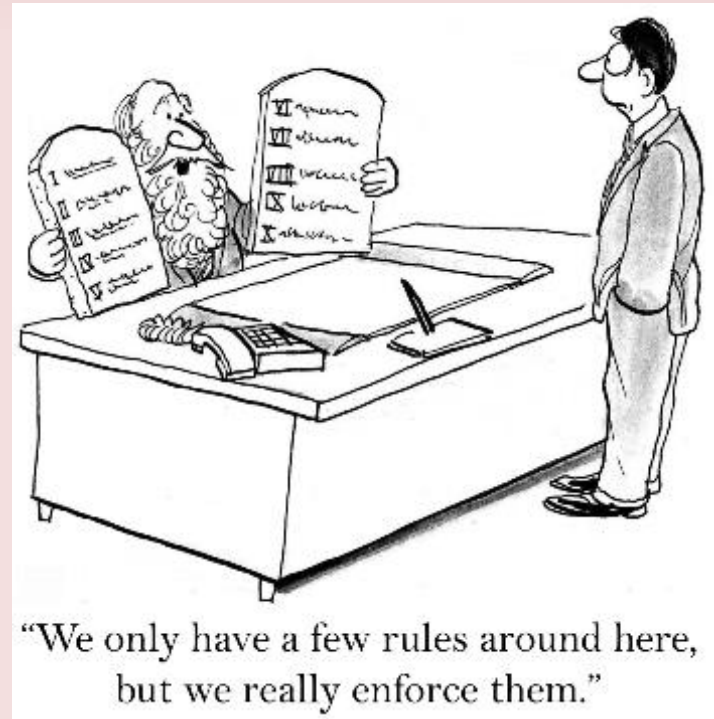
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The current club policies and procedures (including bylaws and constitution) have been distributed to the club Board of Directors (or equivalent for a for-profit club).



**Yes**



## **#7 - Policies & Procedures**

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Our club has a valid certificate of insurance for all participants, programs and activities, equipment, staff and volunteers.



**Yes**



## #8 - Insurance

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Our club provides financial statements for approval at an annual general meeting (AGM). The statements are prepared by an approved method directed from the club membership. For for-profit organizations, the financial statements are prepared and approved by the owner or equivalent.

☒ **Yes**



## #9 - Financial System

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Our key club contact information is provided to Club Excellence as a confirmation that all affiliation requirements are met.



**Yes**



## #10 - Club Contact Information

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## Step 2: 10 Key Requirements

## Become an Affiliate Today!

The process is simple:

Self-declare your club's  
achievement of the  
10 key requirements

Pay your affiliate fee

Receive your certificate

Make the most of the brand!

**Start Now!**





### **Athletics Ontario**

3 Concorde Gate, Suite 211  
Toronto, Ontario M3C 3N7  
Tel. 416-426-7216  
Email: [office@athleticsontario.ca](mailto:office@athleticsontario.ca)



### **Athletics Canada**

**Scott MacDonald**  
Technical Director  
Tel. 613-260-5580



### **Club Excellence**

350-955 Green Valley Crescent  
Ottawa, Ontario K2C 3V4  
Tel. 613-521-3340 ext. 3226  
Email: [info@clubexcellence.com](mailto:info@clubexcellence.com)

# **Contact Information**

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# *Social Media Hacks*

*Nov. 22, 2015*





# HOW TO BE A SOCIAL MEDIA ALL STAR ★



# NAVIGATION

- ✓ *Set goals*
- ✓ *Determine your club brand (one voice)*
- ✓ *Develop a content strategy/ plan*
- ✓ *Build your online content*
- ✓ *Window shop & learn*
- ✓ *Use it as a tool, not a toy*





# Set Goals



**Q:** What are you trying to achieve?  
Why are you using Social Media?

- ☐ To get noticed
- ☐ To attract media attention
- ☐ To connect with team/ community
- ☐ To inspire/ motivate, share your journey
- ☐ To gain exposure for sponsors
- ☐ Jumping on the bandwagon? Sounds good?



# Determine your brand



**Q:** How are you going to present your club to the world? How will you be different from others? Will you be noticed?

- ☐ Become a story teller with 'behind the scenes footage' and share your experience
- ☐ Support a cause and connect with that brand or initiative



# Determine your brand


Search Facebook

Katie Home


Create a Page

Create a Facebook Page to build a closer relationship with your audience and customers.


Pages I Like Pages I Manage




Local Business or Place




Company, Organization or Institution




Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

About Create Ad Create Page Developers Careers Privacy Cookies Ad Choices Terms Help

## Entertainment

Join your community on Facebook.

Choose a category

Choose a category

Album

Amateur Sports Team

Book

Book Series

Book Store

Concert Tour

Concert Venue

Fictional Character

Library

Magazine

Movie

Movie Character

Movie Theater

Music Award

Music Chart

Music Video

Performance Art

Radio Station

Record Label

# Develop Content STRATEGY



**Q:** Consider WHO, WHAT, WHERE, WHEN to share \*and how/ why

- ☐ Daily/ weekly routine (blog, post, etc.)
- ☐ Scheduling (HootSuite)
- ☐ Share great media links
- ☐ Personal vs. Public page







# *Content Brainstorm*





# Highlight your Club Members



## Photo Day





# Promo Poster/ Event Creation



katieozolins



Your designs

Shared with you

Notifications

Learn to design

Get design inspiration

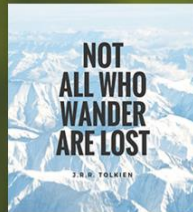
Upgrade



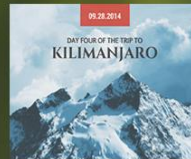
Empowering the world to design

Create a design

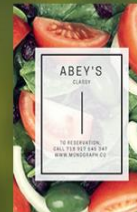
Use custom dimensions



Social Media



Presentation



Poster



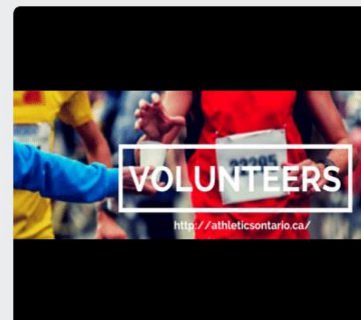
Facebook Cover



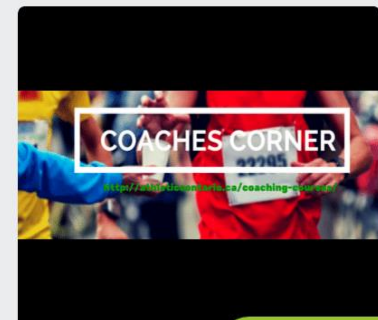
More...



2016 TRAINING CAMP!



VOLUNTEERS



COACHES CORNER

Need Help ?

# Promo Poster/ Event Creation



The Evite logo, featuring a green '@' symbol followed by the word 'vite' in a green, lowercase, sans-serif font.

**Create Private Event** [X]

You're creating a private event. To protect the privacy of guests, you won't be able to change it to public later.

Event Name

Location

Date/Time    [+ End Time](#)

Description

☒ Guests can invite friends

[Cancel](#) [Create](#)

[Going](#) [Maybe](#) [Can't Go](#)

DECEMBER 2015

**LIV Learning Series: Training Tools and ...**  
Wednesday, December 2 at 6:30pm  
PowerWatts Toronto  
Tascha Piciga and 12 other friends are going  
[Invite](#) [Share](#) [Edit](#) [+11](#)





# Brand/ Identifier



MB PERFORMANCE

Like Comment Share

Nick Grosdanis and 14 others like this.

Write a comment...

**MB PERFORMANCE** with Nick Grosdanis and 6 others.  
November 15 at 2:06pm · Edited ·

Our Holly Jolly 5km crew after some speedy racing to end a successful fall season!

**RESULTS**  
Tara Brown takes her second WIN of the season in 19:05 followed by:  
Shane Dolgin - 19:28... See More

**VIDEOS**

**ew halance** toronto  
Brendan... 28

**ew halance** toronto  
... 24

**VISITOR POSTS**

**Lizzie Mingay**  
October 22 at 10:34am  
#tbt to the best running season, what a blast! At the heart centr... See More  
Like · Comment 46 2

**REVIEWS**

**5.0** ★ 5.0 of 5 stars  
2 reviews

**Susie Sue** ★  
June 14, 2015 ·  
Like · Comment

**Aayiz Abbasi** ★  
November 20, 2014 ·  
Like · Comment

**FINISH**

Like Comment Share

Nick Grosdanis, Michelle Pearlman and 77 others like this. Top Comments



# BUILD YOUR CONTENT & WINDOW SHOP TO LEARN



**Q:** *Is it all about you?*

- ☐ *Share other's content with your own twist/ ideas/ thoughts*
- ☐ *Share compelling content/ stories*
- ☐ *Be careful what you post*
- ☐ *Videos, Tweets, Support!*





# USE IT AS A TOOL, NOT A TOY



**Q:** *Who can see it, who is your audience?*

- ☐ *Friends*
- ☐ *Coaches*
- ☐ *Athletes*
- ☐ *Officials*
- ☐ *Race Organizers*
- ☐ *Schools*

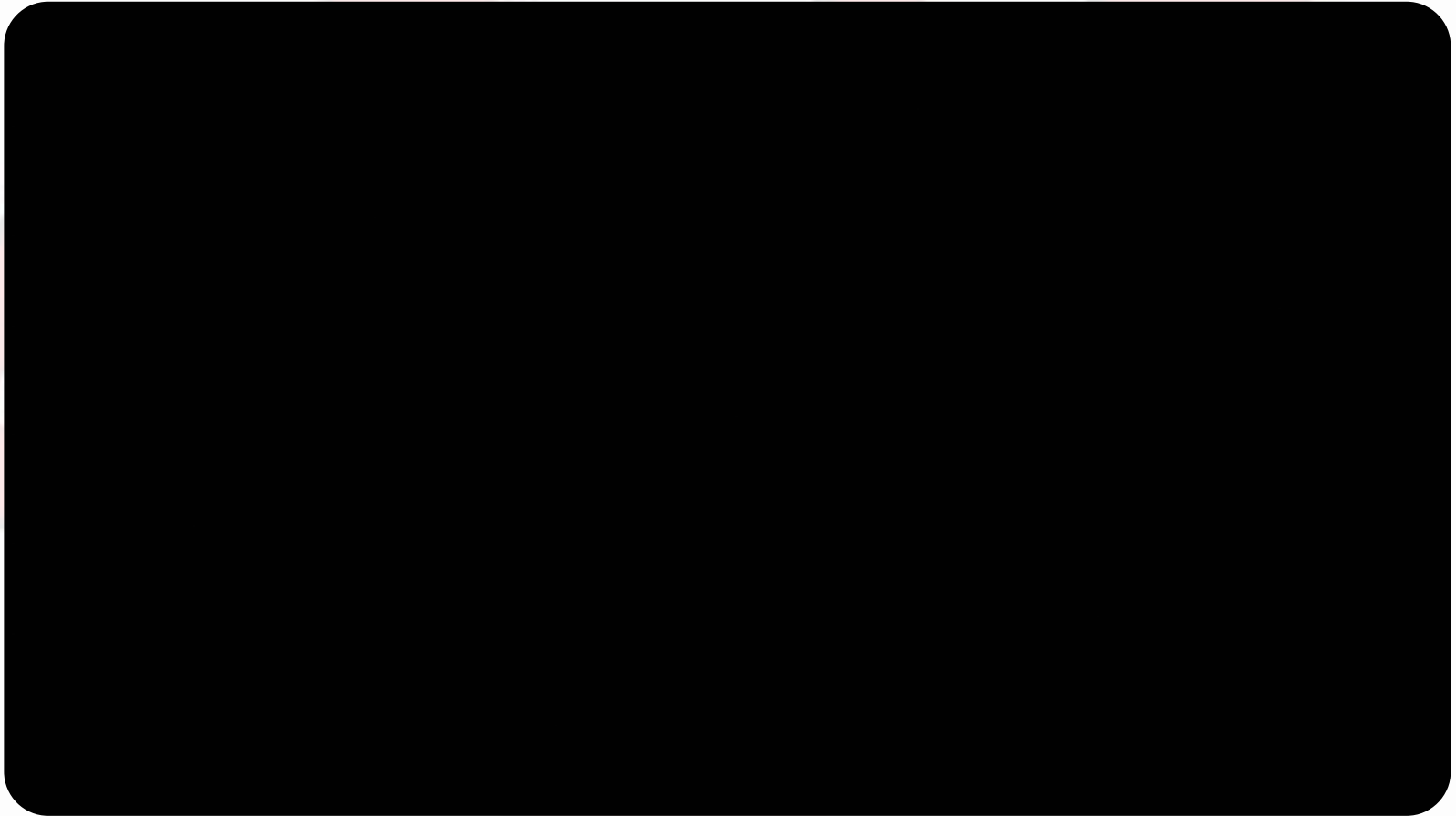


# Run Jump Throw Wheel

November 22, 2015

Jim Catton, Coordinator- Run Jump Throw Wheel  
Athletics Ontario & Athletics Canada

What is **Run Jump Throw Wheel**?



- RJTW incorporates track and field inspired games, activities and skill challenges that serve as a strong foundation for all sports .





- It is lead by instructors specifically trained to teach the fundamentals of running, jumping, throwing and wheeling in a progressive, fun and effective way.



# What can **Run Jump Throw Wheel** do for my club?

1. grow your **participation** numbers
2. help develop club **coaches**
3. provide **practice plans**
4. provide a '**feeder**' **system** for your competitive club
5. provide **employment** opportunities for your members
6. connect you with new **partners**
7. create new **revenue** streams
8. be a ton of **fun**



# Deliverables from 1 - 8



# What can **Run Jump Throw Wheel** do for my club?

## 1. **RJTW can grow your participation numbers**

- Broader recruitment base
- Younger siblings of competitive club members can participate
- Parents are looking for programs that will help develop athleticism in their children
- Can connect take advantage of other sport's off seasons for physical literacy development because it can be done year-round.
- Parents of younger children are connected with like-parents and will help recruit for you
- Parents can use the provincial and federal participation tax credits



# What can **Run Jump Throw Wheel** do for my club?

## 2. RJTW can help develop club coaches

- Athletics Ontario provides RJTW Instructor Training designed for track clubs.
- RJTW Instructor Training is a one day NCCP course that provides new coaches with training in
  - Long Term Athletic Development
  - Fundamental Movement Skills
  - Progressive Skill Training for Track & Field Athletes
  - Practice Planning and Execution
  - Safety Practices
  - Ethical Behaviours





# What can **Run Jump Throw Wheel** do for my club?

## 3. RJTW can provide practice plans

- RJTW Instructors receive a Teacher's Resource Manual that has 40 ready-to-go practice plans for running, jumping and throwing.
- RJTW Instructors receive training on how to develop their own practice plans using the 5 parts of a practice
  - Intro
  - Warm Up
  - Skill Development
  - Culminating Activity
  - Cool Down





# What can **Run Jump Throw Wheel** do for my club?

4. RJTW can provide a 'feeder' system for your competitive club
  - Participants that have enjoyed their athletic development while participating in your RJTW Club are likely to continue with your club as they develop and mature
  - The best part is...you have taught them the FUNDAMENTALS and can spend more time on higher skill development and performance coaching



# What can **Run Jump Throw Wheel** do for my club?

5. RJTW can provide employment opportunities for your members
  - Your RJTW Club can be delivered by your experienced club members. Your current club members can deliver a once-a-week program or weekend program or maybe a summer camp?
  - Experienced club members can become Learning Facilitators and teach new RJTW Instructors the course.
  - RJTW Experts can provide in-service programs, after school programs and try event in their communities



# What can **Run Jump Throw Wheel** do for my club?

## 6. RJTW can connect you with new partners

- RJTW is a physical literacy program that develops fundamental athletic skills.
- You can develop partnerships with non-traditional sports (i.e. football, hockey, field hockey, soccer, basketball, tennis, etc.) to provide off-season training that will contribute to a young athlete's athletic development and skill acquisition
- RJTW is a nationally recognized physical literacy program. Having a this program in your club can assist in opening doors into schools, community centres, and municipal programs.



# What can **Run Jump Throw Wheel** do for my club?

## 7. RJTW can create new revenue streams

- More participants
- Funding and grant opportunities because of the nature of the participant and the focus of physical activity
- Programming opportunities
  - Summer camps
  - Specific developmental camps
  - After school programs
  - In Servicing
  - Try Events



# What can **Run Jump Throw Wheel** do for my club?

8. RJTW can be a ton of fun
- Watch young participants develop into athletes
  - Your session will end in high-fives and hugs



# How will Athletics Ontario Support my **Run Jump Throw Wheel** Club?

- Provide you with RJTW Instructor Training
- Provide a program in-service to help you through your first program sessions
- Provide you with programming templates and options, designed for your club and market
- Provide you with additional marketing resources like flyer and pamphlet design and web portals.
- Provide training and practice tools like videos, plans, etc.
- Provide you with your first RJTW Partner

