

## 8. CLUB MARK PROJECT

<b>Officer responsible</b> Alistair Graham, Leisure Manager	<b>Author</b> Alan Bywater, Team Leader Leisure Planning, DDI 941- 6430.
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The purpose of this report is to inform the Committee of work being carried out by officers to develop the 'Club Mark' Scheme.

### INTRODUCTION

Some of the significant issues identified in the preparation of the Physical Recreation and Sport Strategy concerned the difficulties sports clubs have in providing quality recreational experiences as a result of limited financial resources, reduced volunteer time and changing societal trends. One of the strategies identified to address this situation in the Physical Recreation and Sport Strategy was to develop a level of standards, 'quality mark' for sports clubs and associations to encourage good practice.

Members of the Committee raised similar concerns about sports clubs in their discussion about outcomes for the Committee over the next three years.

Following discussions with Community and Public Health and Sport Canterbury, a partnership was formed between the Council, these two agencies and the Accident Compensation Corporation and Hauora Matauraka. The purpose of the partnership is to develop the Club Mark described in the Physical Recreation and Sport Strategy.

### CLUB MARK

The Club Mark project aims to increase participation in sport through clubs and encourage clubs to provide a healthy, safe and injury free environment for its members.

It will operate by clubs being assessed against a set of criteria covering the sorts of practices they need to have in place in order to be able to operate in a successful, sustainable way and what they need to do to ensure they are providing a healthy environment.

Clubs that meet enough criteria will receive the Club Mark at either bronze, silver or gold levels. This quality mark will inform members, potential members, funders and other stakeholders that the club concerned has its business practices in place and provides a healthy and injury free environment for its members.

The criteria cover areas such as strategic planning, health and safety, financial planning and resources, management, communication with members, volunteers and coaches. It will also cover health issues such as being smokefree, responsible use of alcohol, injury prevention, healthy food, a sun smart approach and blood borne infections.

Clubs will be required to self-complete an assessment sheet related to these criteria from which their scoring will be determined. If the clubs score sufficiently well a Club Mark at one level or another will be awarded. For those clubs reaching the Club Mark standard occasional audits are planned to ensure that actions at the club matches the self-assessment.

For clubs that do not reach the required standard or wish to progress towards a gold award a comprehensive support package is available. This will provide templates for some areas and direct clubs to the assistance that is available through Sport Canterbury, Community and Public Health or ACC for other issues.

### CURRENT POSITION

The agencies involved have spent some time identifying what the key elements are that contribute to sports clubs being effective organisations with healthy, injury free environments. Criteria to assess clubs have been developed from these key elements and a draft assessment system piloted with 12 clubs in Christchurch. Based on the results of this pilot, the assessment system has been further refined.

## **THE FUTURE**

There are an estimated 900-1200 sports clubs in Christchurch who could potentially become part of the Club Mark scheme. To process the scheme for even a minority of this number will require administrative resources. Healthy Sports Clubs Christchurch is currently seeking funding for a co-ordinator to manage this administrative load with the intention to launch the scheme in July 2003.

Healthy Sports Clubs Christchurch is keen to work closely with the regional sports associations in promoting and rolling out the Club Mark scheme and will be working with them to this end.

The Club Mark will also provide some potential benefits to funders of sport clubs by providing a ready mechanism for them to identify which clubs have the necessary systems in place to make good use of their funds and provide a healthy and injury free environment. Healthy Sports Clubs Christchurch will be working with funders with the aim of adding the Club Mark scheme to funding assessment procedures.

To date the Council's contribution to the Club Mark project has been staff time in developing the concept into a useable tool and some limited operational budget to develop a logo, promotional material etc.

### **Chairman's**

**Recommendation:** That the information be received.