

ClubMark



ClubMark is all about helping clubs to grow, to be better organised and to assist volunteers with the valuable work done for the benefit of the club.

ClubMark assists administrators to set up processes and systems that will help to ensure proper procedures are in place for future office bearers.

ClubMark is committed to assisting with this process as much as possible and acknowledges that club volunteers are busy people who do not need extra work.

ClubMark encourages communication within the club, with local schools, the wider community and the regional sporting body.

The Process

ClubMark is an easy to follow self accreditation process with three levels of endorsement: Bronze, Silver and Gold

The ClubMark Coordinator will meet with the person or people nominated by the club to facilitate the project. At the initial audit meeting an assessment will identify areas that require further work to reach an accreditation level.

Following the audit the ClubMark Coordinator will forward an action plan to the club; this will outline what is required to achieve an accreditation and who is responsible for doing this work.

The ClubMark Coordinator can provide templates or information to assist the club to reach the required standard. At the follow up meeting the majority of the outstanding components should be in place but if not the club members and the ClubMark coordinator will keep working together until everything is in place.

The presentation of the ClubMark award is made at a mutually agreed time or place.

The club can then start working towards the next level of ClubMark accreditation. The ClubMark accreditation remains valid for two years, after this period a club must be reassessed.

The Benefits

ClubMark signals to the wider community that the club is well organised, well resourced, with systems in place that will assist with all volunteer positions within the club.

Some of the benefits from being part of the ClubMark programme include a better organised club which makes it easier for new office bearers to take on new responsibilities; a well organised financial system that has seamless and open procedures and it encourages clubs to be creative when recruiting, communicating and recognising their volunteers.

All accredited clubs receive letters highlighting the areas in which the club has excelled or has developed as a result of a ClubMark accreditation. These letters can be used with funding applications, sponsorship proposals, and for promoting the club to the wider community.

The Components

ClubMark is a graduated accreditation tool – the Bronze level is attainable by a small club while Gold is pitted at large clubs with a number of paid personnel.

The same areas are addressed at all three accreditation levels but the requirements are more stringent as a club progresses through the stages.

Areas covered include:

Planning for our Success

- Planning
- Finance
- Sponsorship and Grants
- Administration
- Management
- Communication
- Affiliation
- Paid Employees

Looking after our Volunteers

- Recognition
- Communication
- Recruitment
- Vetting

Growing our Club

- School and Community Links
- Recruitment
- Retention
- Inclusion

Developing our Coaches, Referees and Managers

- Coaching
- Referees
- Managers
- Playing the Game

- Development/Youth
- Organisation
- Events

Looking after our Members

- Smokefree
- Alcohol
- Health and safety
- SunSmart
- Facilities
- Nutrition
- First Aid
- Code of Conduct