

Shells & Sails

Discover Rowing & Sailing



What is Shells & Sails?

- * An initiative designed to increase participation in both rowing and sailing
- * ROWONTARIO & Ontario Sailing Partnership
- * Works with new and existing rowing and sailing clubs
- * Funded, in part, by Ontario Trillium Foundation



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Program Objectives

- To help improve the quality and capacity of programs and services at Ontario rowing and sailing clubs.
- Increase participation opportunities and establish further connections within communities across Ontario.
- Assist in establishing partnership and resource sharing opportunities between rowing and sailing clubs (not mandatory).

➤ To help improve the quality and capacity of programs and services at Ontario rowing and sailing clubs.

* **COAST : Club Operational Asset & Standards Tool**

- * Easy to use assessment tool
- * Provides acknowledgment and recognition to clubs
- * Assist with setting benchmarks, identifying new revenue streams, efficiencies.
- * Ensure clubs are meeting minimum standards
- * Participants met with a common level of service across the province



Club Asset Tool - Standards

Three Streams:

- * **Club Management** – ensure clubs have a clear vision and strong leadership to help them achieve excellence.
- * **Club/Program Development** – ensure clubs deliver a quality sporting experience for all participants.
- * **Personnel Training/Development** – ensure clubs have the best volunteers, staff, coaches and/or officials.

MANAGE YOUR ASSET TOOL



SUMMARY:

[Instructions](#)

[Club Information](#)

[Terms and Conditions](#)

YOUR STAR RATING:



CLUB CLASSIFICATION:

RED

Club Management

Club/Program Development

Personnel Training/Development

- ▶ Governance
- ▶ Financial Transparency & Accountability
- ▶ Practices/Policies/Procedures
- ▶ Revenue Generation/Marketing/Promotion
- ▶ Provincial Sport Organization Participation
- ▶ Environmental Policies & Procedures
- ▶ Community Partnership & Engagement
- ▶ Coach Boat Safety Course

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Club Asset Tool – Achievement Levels



COAST Steps

1. Fill out Application Form in person or online
2. Memorandum of Understanding Sign-off
3. Work through COAST
4. Submit Requested Supporting Documents
5. Receive Achievement
6. Review work plan
7. Access to Shells & Sails member benefits
8. Work towards Improving Achievement Level
9. Upgrade Annually/Renew every Two Years

➤ Increase participation opportunities and establish further connections within communities across Ontario.

- * Mobile Team
- * Co-host *Try-It Days* & promotional events, new community groups, camp programs
- * Pilot Year - 8 Try-It days = 240 participants
- 3 camp weeks = 63 participants



➤ Assist in establishing partnership and resource sharing opportunities between rowing and sailing clubs.

- * Workshops available to Shells & Sails Clubs
 - * Social Media
 - * Website Development
 - * Event Hosting
 - * Marketing, Promotion & Revenue Generation
 - * Human Resource Management
 - * Conflict/Risk Management

(Not Mandatory)



CLUB RESOURCES

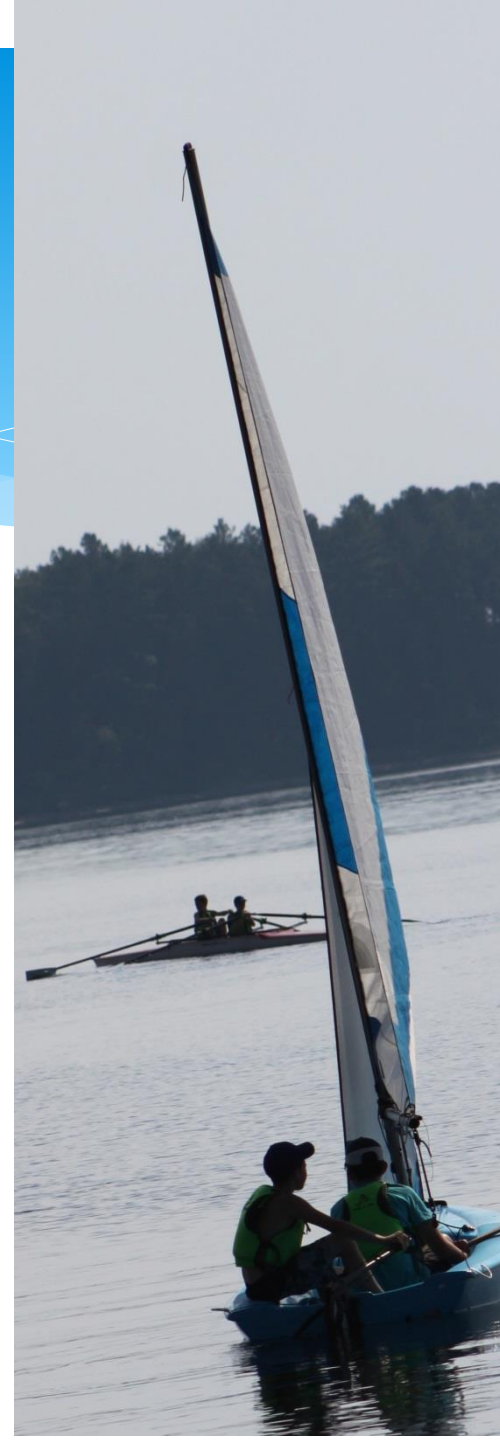
- [Accessibility Standards for Customer Service \(AODA\)](#)
- [Alternative Dispute Resolution Policy](#)
- [Annual Performance Appraisals - Club Coach](#)
- [Appeal Policy](#)
- [Board of Director's Mandate](#)
- [Coach Contract - Club Coach](#)
- [Code of Conduct - Athlete](#)
- [Code of Conduct - Coach](#)
- [Code of Conduct - Parent](#)
- [Code of Ethics - Athlete](#)
- [Code of Ethics - Coach](#)
- [Code of Ethics - Parent](#)
- [Guide to Employment Contract for Coaches](#)
- [Harassment Policy](#)
- [Health and Safety Policy](#)
- [Health and Safety Policy - Continuous Improvement](#)
- [Health and Safety Policy - Emergency Action Plan](#)
- [Health and Safety Policy - Employee Roles and Responsibilities](#)
- [Health and Safety Policy - Injury Incident Investigation](#)
- [Health and Safety Policy - Lockout](#)
- [Health and Safety Policy - Right to Refuse Unsafe Work](#)
- [Health and Safety Policy - Standard Operating Procedures](#)

Overall Shells & Sails Club Benefits

- * Recognition – COAST & Shells & Sails Logos, featured on Shells & Sails website
- * Access to Shells & Sails Mobile Unit
- * Co-host *Try-It Days* with new community groups & camp programs
- * Help with out-reach to new sites & communities
- * Access to Shells & Sails Resources and Staff
- * Priority Access to Administrative Workshop Series
- * Cross sport training & participation
- * Increased efficiency, capacity and revenue

Year 1 – 2012-13

- * Worked with 11 Pilot Clubs
 - * Collingwood, Kingston (2), Mississauga, Ottawa, Owen Sound, Sault Ste. Marie, St. Catharine's, Toronto (3)
- * Mobile Team on the Water 30 Days the Summer of 2013 for Promo Events and Introductory Camps
- * 8 Try-It days = 240 people
- * 3 Camps = 63 people
- * Now working with several new Year 2 clubs



How to Get Started

Year 2 Clubs



- * Initial Shells & Sails Information Session
- * Complete the Year 2 Application Form
- * Board approval
- * Start working through COAST



Questions?

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