



Evaluation of Centre Performance and Accountability

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Dale Henwood

Overview of Presentation

- The importance of Centre accountability
 1. To the funding agencies
 2. To the Centre “clients”
 3. To overall sport community
- How do we evaluate the performance of the Centre (tools/processes)?
- Impact of Centre evaluation on staff

Planning Process

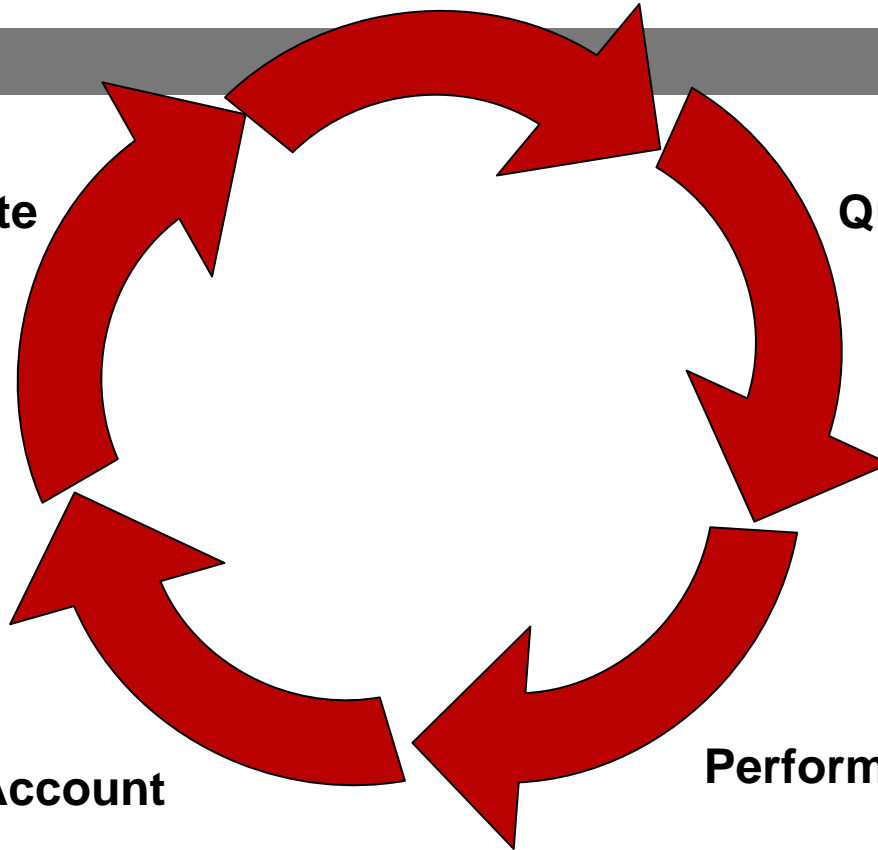
Plan/ Set Goals/Prioritize

Monitor/ Evaluate

Quantify the Goals

Account

Perform



Why do we evaluate the performance of Sport Centres?

- ✓ Funders want a return/accountability
 - Are we creating value?
- ✓ Manage performance
 - Monitor and assess progress toward goals/targets



The Importance of Centre Accountability

1. To the funding agencies

- Alignment of goals of partners
- ROI – meet expectations



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The Importance of Centre Accountability

2. To the Centre “clients”
 - Who are our ‘real’ clients?



- Those who provide our resources



Athletes/coaches are the vehicle we use to provide our clients what they want – results

Clients of CSCC

- We provide the athletes what they require to win (fair and ethical)
- We determine what that is
- Need input from athletes (not control)
- We make the decisions – we need to satisfy the clients who finance our organization (ROI)

The Importance of Centre Accountability

3. To overall sport community

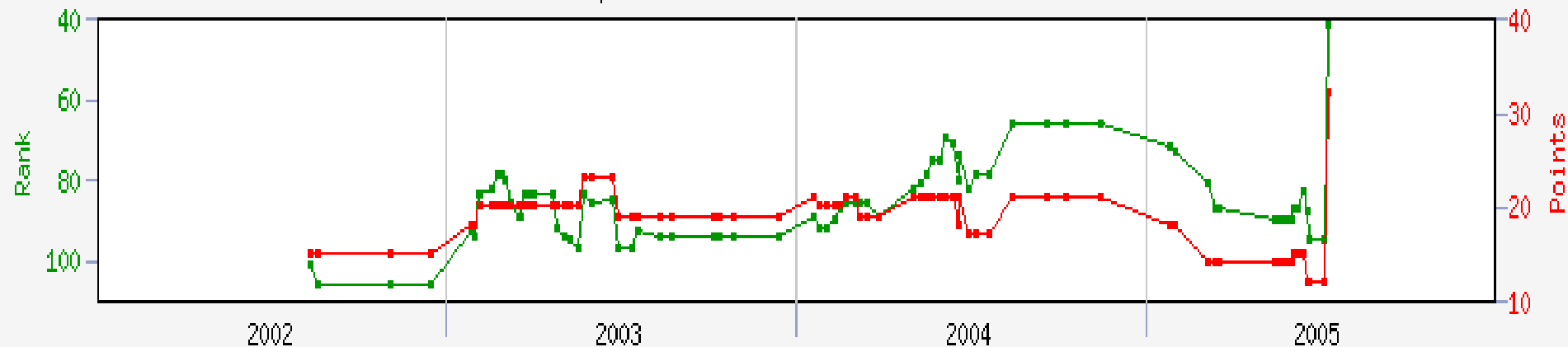
- Youth and families
- Public
- Corporate



How do we evaluate our performance?

- What performance are we evaluating?
- How do we define success?
- Present practices

FIE * Épée - Dame - Senior * Catherine Dunnette



Do we simply define ourselves by Medals?



Accountability

Impact of our interventions

- Athlete
- Coach
- Providers
- Administration



How does my contribution to the team improve performance?

Tools/Systems/Processes

- ✓ Zoomerang
 - Athletes, coaches, NSFs, service providers
 - 360° process required
 - Satisfaction v. impact on performance (contribution service to performance of athlete)
- ✓ Monitoring and performance results
- ✓ Mindset
- ✓ Best practices – other service industries
- ✓ Balanced Scorecard



Balanced Scorecard



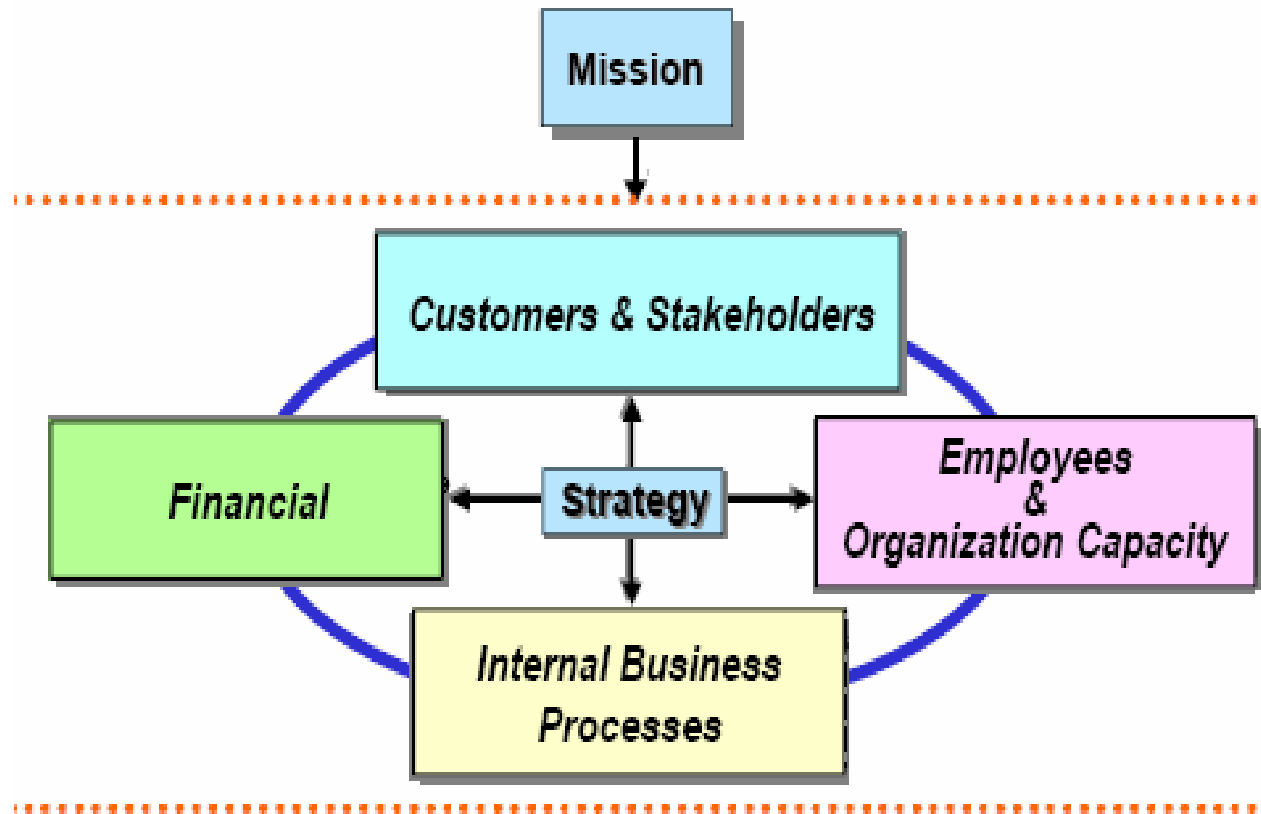
What it is:

- Performance Management System
- Used in any size organization
- Measure financial and customer results, operations, and organization capacity

What it's used for:

- Alignment
- Manage/evaluate business strategy
- Monitor operation efficiency
- Build capacity
- Communicate progress

Balanced Scorecard



Research

- Theoretical - I think it is good therefore it is good
- Anecdotal – a group of people tell us it is good
- Scientific Based Research – academic study

Summary

- ✓ Culture of analysis - Corporate DNA
- ✓ Clarity on end result
- ✓ All contribute to end result
- ✓ Capital goes to performer
- ✓ Tools are helpful – starting point is people
- ✓ Tolerate ambiguity as we push for answers

Questions

Comments

Reaction

Thank You - Merci

