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Contact

Coordinator

FH JOANNEUM

International Management
Eggenberger Allee 11
8020 Graz; Austria

Rene.wenzel@fh-joanneum.at

Tel.: +43 316 5453 6828

www.sportgo-project.eu



How to lead a sport club
to a successful future



Co-funded by the
Erasmus+ Programme
of the European Union



sportGO at a glance

Sport is one major pillar of health in our society. Sport clubs – on every level of professionalism – take a leading role in offering grassroots sports activities to European citizens and therefore contribute to public health.

Semi-professional sport clubs can be compared to companies. Sport clubs provide services for their members and non-members with scarce resources (e.g. sport facilities, coaches, financial resources) like companies do.

The main difference to companies can be found in the acting persons. While companies are (mostly) led by professional managers with respective education, semi-professional sport clubs are mostly governed by volunteers.

Therefore sportGO supports the management of semi-professional sport clubs by developing a practical training program to enhance the governance skills of semi-professional sport club officials, employees and managers.

Main objectives of the sportGO project

The main sportGO objectives are:

-improvement of available structures and implementation of cost-efficient governance of semi-professional sport clubs

-fostering grassroots sport activities by supporting semi-professional sport clubs in governance and enabling good conditions for their active members

-strengthening national and regional sports governing bodies by increasing their training offers and their capacity in training representatives of sport clubs.

-exchanging and transfer of knowledge and knowhow related to governance and management of sport clubs from higher education institutions to sports clubs and vice versa.



Project results

The main results of the sportGO project are:

- ✓ *sportGO* Training Curriculum
- ✓ *Being a Successful Semi-Professional Sport Club Manager* Training Material
- ✓ Training course for "*Being a Successful Semi-Professional Sport Club Manager*"

The training

Following topics will be covered in the training:

- ✓ Management Skill and Basic Introduction
- ✓ Management Tools for a Successful Future
- ✓ Sponsorship – How to acquire funding?
- ✓ Insurance and Legal Issues
- ✓ Leadership and Human Resource Management (including recruitment of volunteers)
- ✓ Best Practice Examples on how to manage a sport club successfully

The target groups

sportGO aims to reach three different target groups

- ✓ *Managers and officials* of semi-professional sport clubs
- ✓ *Regional and national* sport governing bodies
- ✓ Training providers