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## Coordinator

**FH JOANNEUM**

International Management  
Eggenberger Allee 11  
8020 Graz; Austria

[rene.wenzel@fh-joanneum.at](mailto:rene.wenzel@fh-joanneum.at)

Tel.: +43 316 5453 6828

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How to lead a sport club  
to a successful future



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## 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 semiprofessional 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

Pilot trainings will be held in all six partner countries. Following topics will be covered in the training:

- ✓ HR Management
- ✓ Project Management
- ✓ Marketing
- ✓ Event Management for Sport Clubs
- ✓ Finance
- ✓ Legal Framework

The training programme has a duration of **30 hours**. Attendees will get a certificate of attendance.

## 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