

OTHER IDEAS TO IMPROVE NSO EFFECTIVENESS

1

Find and exploit commonalities between NSO's and service providers

- COC and NSO's need to share and monetize collective assets
 - We need to better define roles and resource allocation between the COC and NSO's
 - Leverage COC position in the public image for the benefit of all.
- Create partnerships to build and promote events
 - Commit to a national strategy to showcase amateur sport nationally on television.
- Utilise CSC expertise for common benefit – how to bring this about?
- Collective approach to sport promotion at the municipal level
 - Unlock facilities and provide cost effective sport programming for kids.
- NSO's share common services to create financial efficiencies.

2

Be Creative/Innovative

- Share best practices amongst organisations
 - Create a "Best Practice" website
- Innovate always and often
 - Create a culture of innovation – reward innovation within your organisation.
- Use technology to your benefit
 - Provide learning and operational resources on the internet.

3

Communication Strategies

- Make the media your friend:
 - Court them like clients
 - Commit to consistency of media communication (timely releases, results follow up, interview opportunities, making athletes available, etc)
 - Commit to staff and athlete/coach media training
 - Create an NSO media award to recognise media annually.

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4

Invest in People (Staff and Volunteers)

- Place a premium on people within your organisation
 - Competency and skill always trump representation
 - Replace committees with working groups that have a mandate for deliverables within a fixed period of time
- Hire the best people always, and provide a strong commitment to professional development:
 - Consider paid sabbatical for CEO/ED's – recharge
 - Create a bonus system for staff
 - Demand the same level of commitment to excellence that you expect from your athletes.
- Integrate athletes into all facets of NSO operations