

# CONVERTING ATHLETES IN THE HIGH PERFORMANCE PATHWAY

# INTRODUCTION

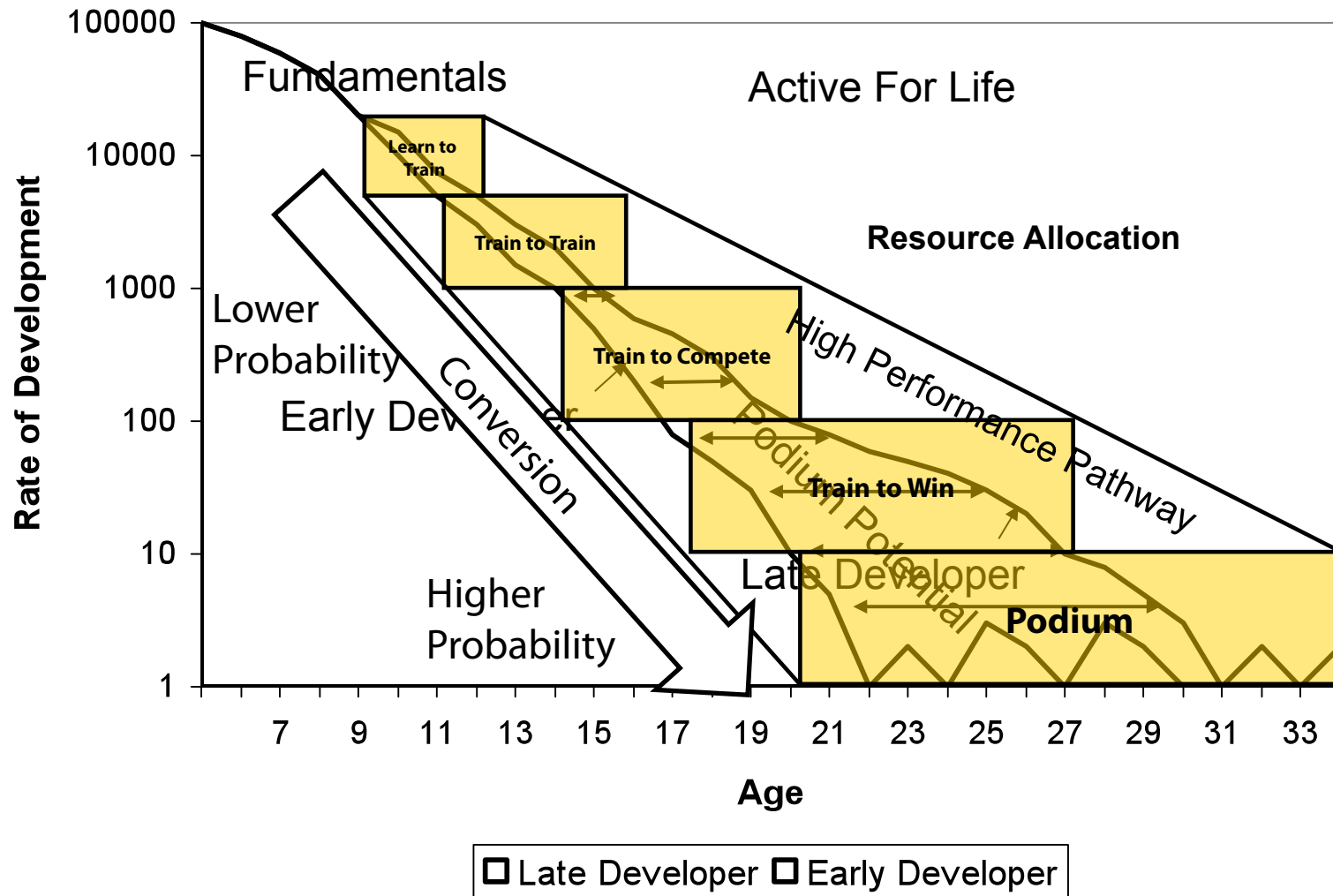
- Defining Conversion
- BC System – Athlete Tracking
- Conversion Rate Analysis
- Best Practices and Conversion
- Benefits, Programs and Services

# DEFINING CONVERSION

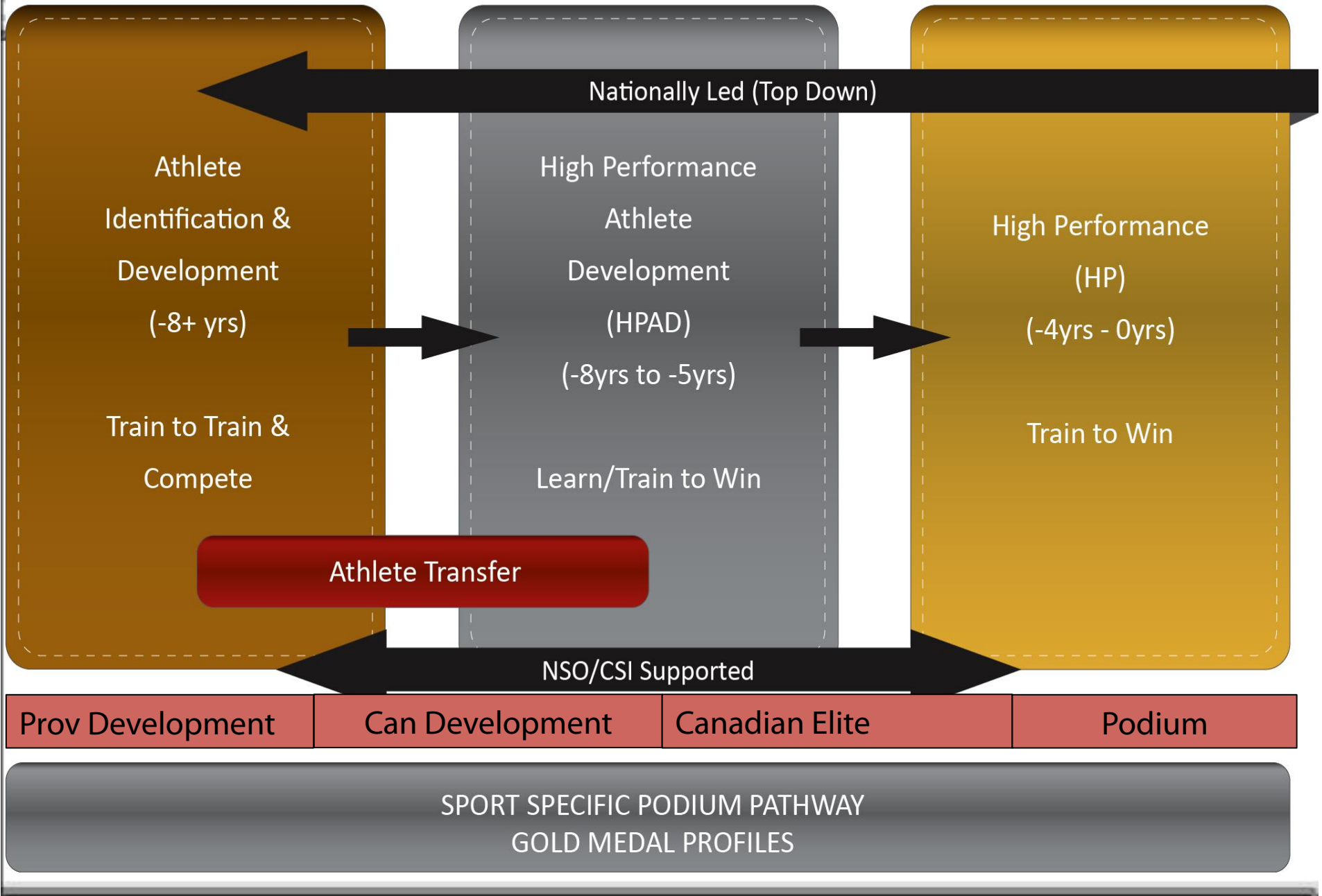
Probability of an athlete medaling based on their current performance tracking and years to medal information (OTP)

**Ability to move from lower to higher levels within Sport System**

# PERFORMANCE ENVELOPE



# PODIUM PATHWAY CONCEPT OVERVIEW



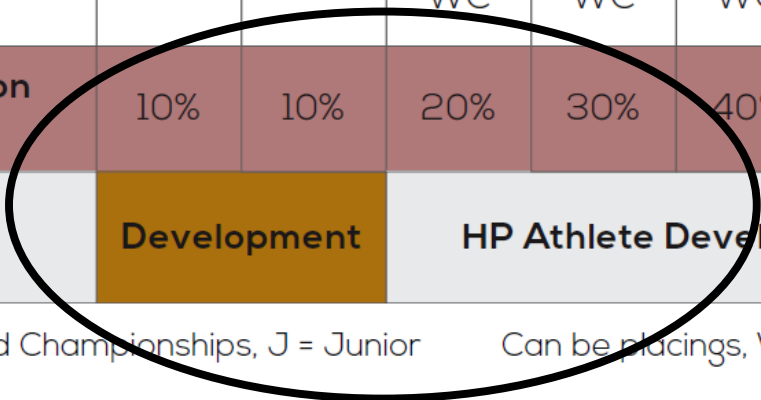
# OTP PODIUM PATHWAY

## PODIUM PATHWAY EXAMPLE

(1) NSO Medal Target 2016 = "x" medal, 2020 = "x" medal

	-9yrs	-8yrs	-7yrs	-6yrs	-5yrs	-4yrs	-3yrs	-2yrs	-1yrs	Medal
<b>Mens Performance (2)</b>	Top 4 JWC	Top 3 JWC	Top 6 U/23 WC	Top 3 U/23 WC	Top 3 U/23 WC	Top 10 WC	Top 7 WC	Top 4 WC	Top 4 WC	Medal
<b>Womens Performance (2)</b>	Top 4 JWC	Top 3 JWC	Top 5 U/23 WC	Top 3 U/23 WC	Top 3 U/23 WC	Top 5 WC	Top 5 WC	Top 4 WC	Top 3 WC	Medal
<b>Conversion Rates (3)</b>	10%	10%	20%	30%	40%	40%	45%	50%	60%	Medal
<b>Program Level</b>	<b>Development</b>		<b>HP Athlete Development</b>				<b>High Performance</b>			

Benchmarking Criteria



NB: WC = World Championships, J = Junior Can be placings, WR or % field based playing

# ATHLETE TRACKING



# NETWORK LANDSCAPE



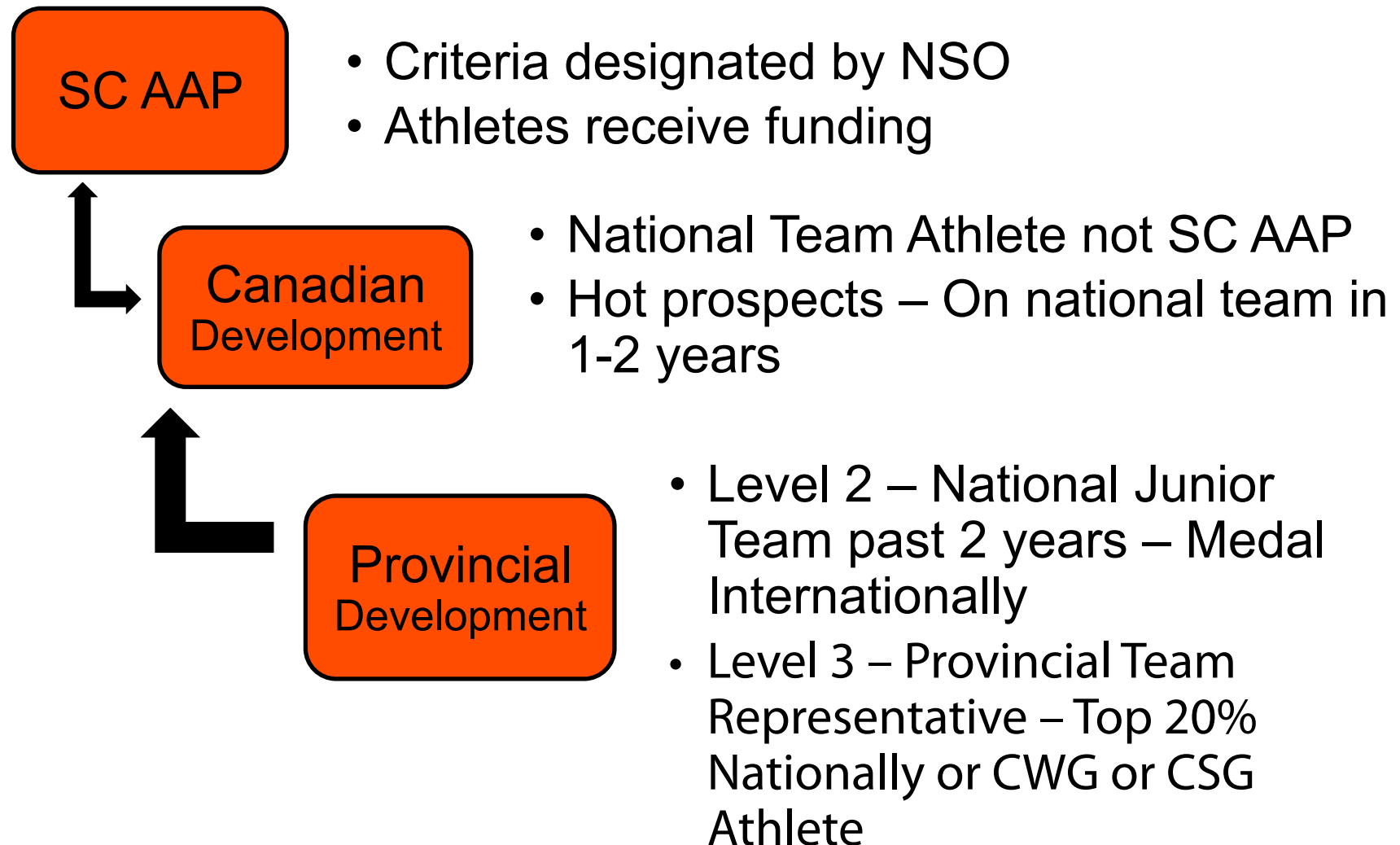


# NOMINATION PROCESS



CSI Pacific & PacificSport	Athlete Level	Access	How Do I Know If I Qualify?
<b>PODIUM</b>	Tier 1	All Centres	Appear on the Own The Podium Tier 1 List
<b>CANADIAN ELITE</b>	Sport Canada (SR) Sport Canada (SR-1) Sport Canada (SR-2) Sport Canada (C-1) Sport Canada (D)	All Centres	Appear on the Sport Canada Carding List. Contact your National Sport Organization (NSO) for criteria.
<b>CANADIAN DEVELOPMENT</b>	Identified national performance athletes not receiving Sport Canada AAP funding (Level 1 and Level 1A)	Within Centre of registration	Nominated by Provincial Sport Organization (PSO) and received letter confirming eligibility. Contact your PSO for sport-specific criteria.
<b>PROVINCIAL DEVELOPMENT</b>	Identified provincial performance athletes (Level 2 and Level 3)	Within Centre of registration	Nominated by Provincial Sport Organization (PSO) and received letter confirming eligibility. Contact your PSO for sport-specific criteria.

# GENERIC CRITERIA



- Objective 4.2: Athletes have more opportunities to achieve excellence in sport to inspire great participation in their home communities
- Performance Metric 7: Percentage of BC athletes on national teams

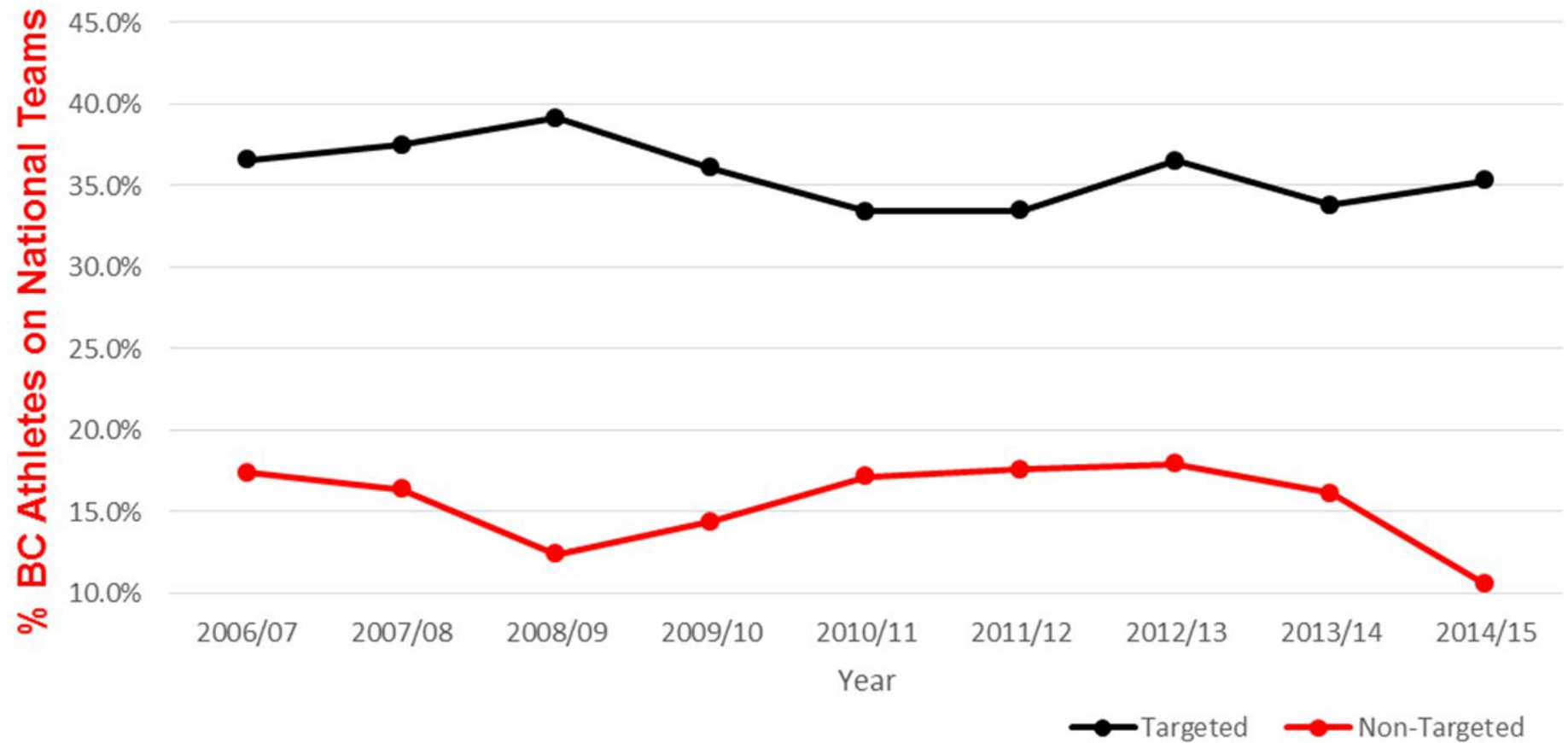
Ministry of  
Community, Sport and Cultural Development

2014/15 – 2016/17  
SERVICE PLAN

February 2014



# % BC ATHLETES ON NATIONAL TEAMS



**\*Provincial Benchmark is 25%**

**\*2013-14 Actual is 33.7%**

# TARGETED SPORT STRATEGY



## Integrated Performance System (IPS)

### 19 Targeted Sports

- 6 Winter
- 13 Summer
- 4 Team
- 9 Individual
- 2 Para Sports

Annual Sport Review

Regional Coach Funding

Alpine  
Para-Alpine  
Athletics  
Basketball  
Canoe/Kayak  
Diving  
Field Hockey  
Figure Skating  
Freestyle Skiing  
Gymnastics  
Rowing  
Rugby  
Sailing  
Skeleton  
Snowboard  
Swimming  
Triathlon  
Wheelchair Rugby  
Wrestling

# CONVERSION RATES

Predicting the unpredictable

# PURPOSE

- Examine the extent to which athletes convert to higher levels
- Determine how long athletes remain targeted
- Identify the optimal number of athletes targeted vs converting

# METHODS

Which method do you prefer?



# METHOD 1

## Athletes Converting to Higher Level (2 or 3 year window)

Athlete	2008	2009	2010	2011	2012	2013	2014
X							

Was Targeted? (a)

Was at higher level (b)

$$\text{SPORT} \quad \frac{\text{Sum Converted b}}{\text{Sum of Total (a) "3 year pool"}} = \frac{\% \text{ conv (year)}}{\text{Year Converted}}$$

**Measures Across 19 Targeted Sports**

**1. Average Number Targeted**

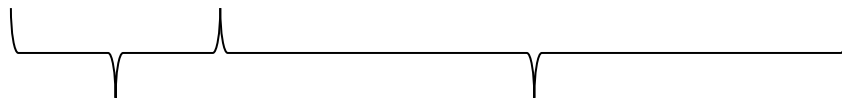
**2. Average Number Converted**

**3. Total Years Targeted**

# METHOD 2

## Athletes Converting to Higher Level (1 or 2 year window)

Athlete	2008	2009	2010	2011	2012	2013	2014
X							



Was Targeted?  
(a)

Was at higher level  
in next 2 – 3 years  
(b)

$$\text{SPORT} \quad \frac{\text{Sum Converted (b)}}{\text{Sum of Total (a) "Targeted List"}} = \frac{\% \text{ conv (year)}}{\text{Year Targeted}}$$

**Measures  
Across 19  
Targeted  
Sports**

**1. Average  
Number  
Targeted**

**2. Average  
Number  
Converted**

**3. Total  
Years  
Targeted**

# VOTE

## METHOD 1

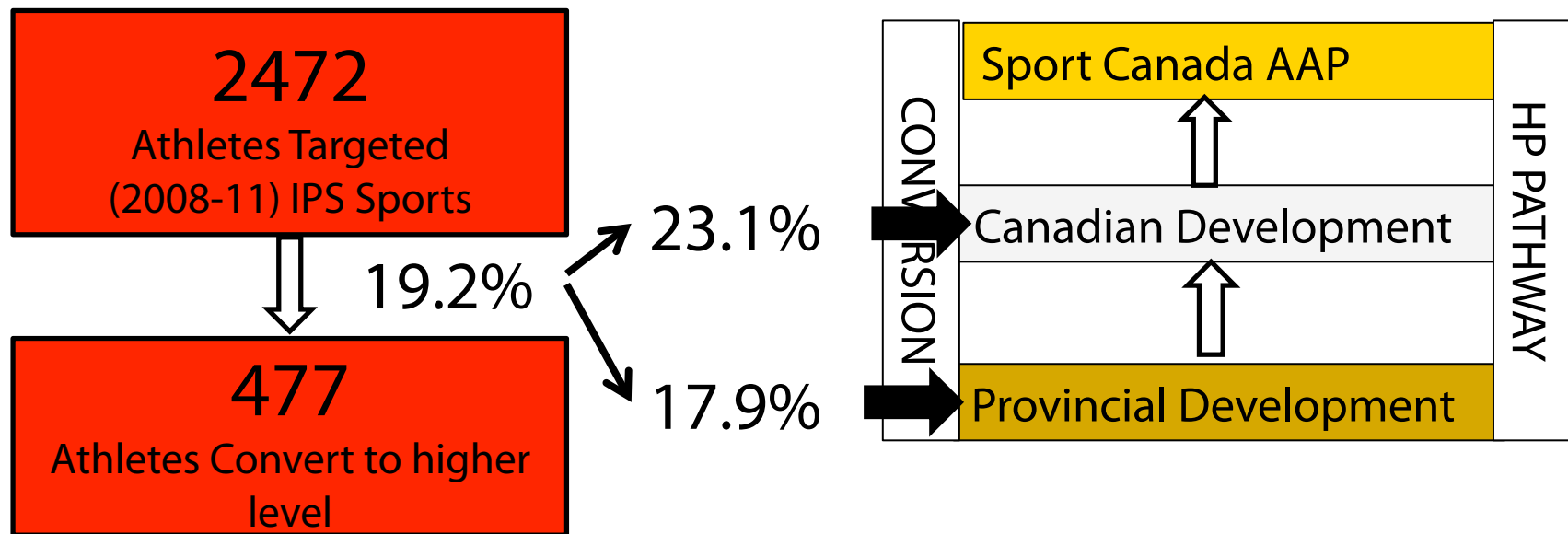
- Multi year pool
- One year conversion window
- “If I was targeted in 2-3 years prior, did I convert in year X”

## METHOD 2

- One year Pool
- Multi year conversion window
- “If I was targeted in Year X, did I convert in the next 2-3 years”

# RESULTS METHOD 2

## Overall



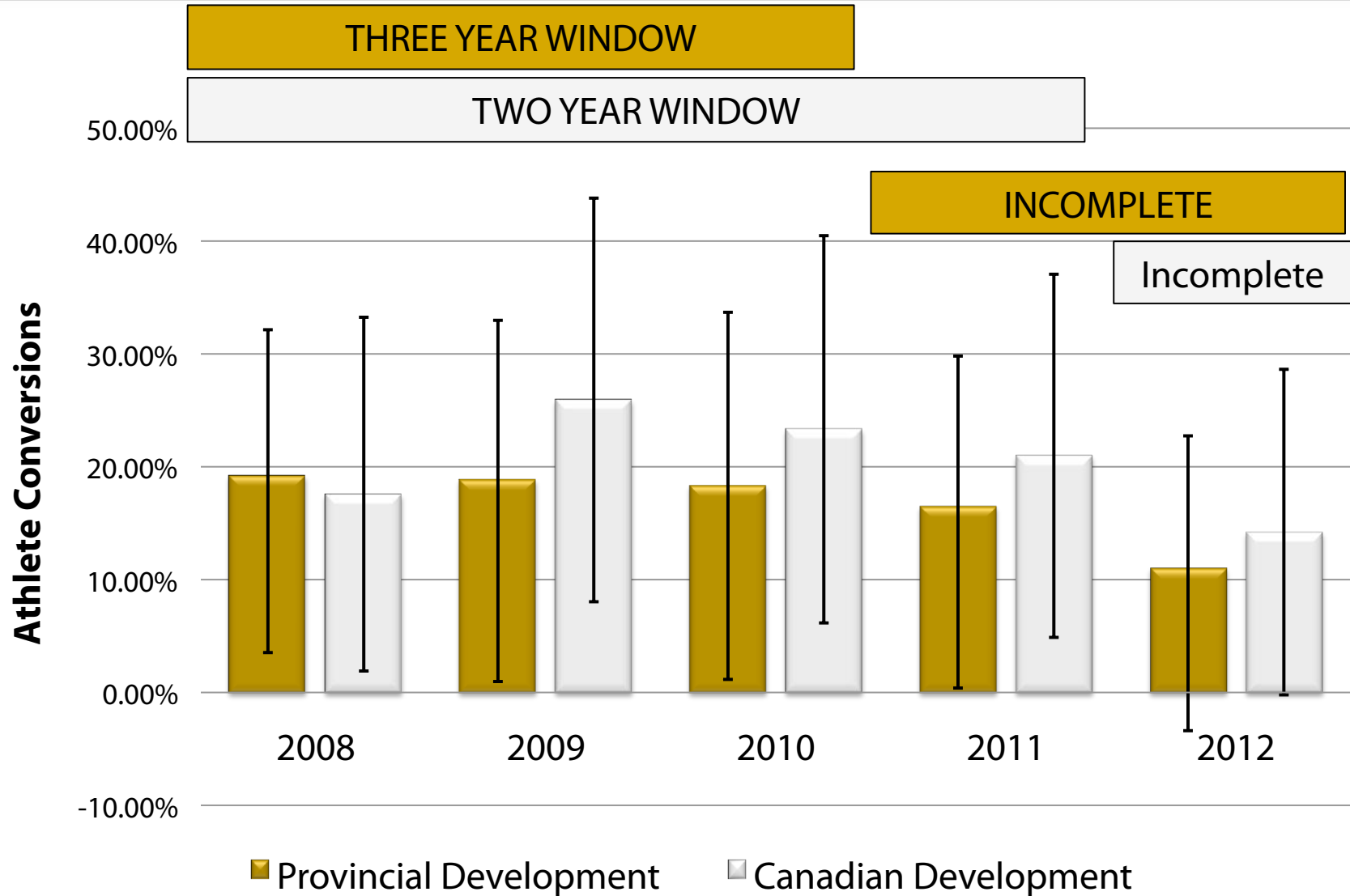
Remained Targeted

For average

2.66

years

# YEAR BY YEAR AT EACH LEVEL



# COMPARISON (NCAA PRO SPORT)

Student Athletes	Men's Basketball	Women's Basketball	Football	Baseball	Men's Ice Hockey	Men's Soccer
High School Student Athletes	538,676	433,120	1,086,627	474,791	35,198	410,982
High School Senior Student Athletes	153,907	123,749	310,465	135,655	10,057	117,423
NCAA Student Athletes	17,984	16,186	70,147	32,450	3,964	23,365
NCAA Freshman Roster Positions	5,138	4,625	20,042	9,271	1,133	6,676
NCAA Senior Student Athletes	3,996	3,597	15,588	7,211	881	5,192
NCAA Student Athletes Drafted	46	32	254	678	7	101
HS to NCAA	3.3%	3.7%	6.5%	6.8%	11.3%	5.7%
NCAA to Pro	1.2%	0.9%	1.6%	9.4%	0.8%	1.9%
HS to Pro	0.03%	0.03%	0.08%	0.5%	0.07%	0.09%
Professional						

# RELATING CONVERSION TO OTHER METRICS?

IPS Best Practice

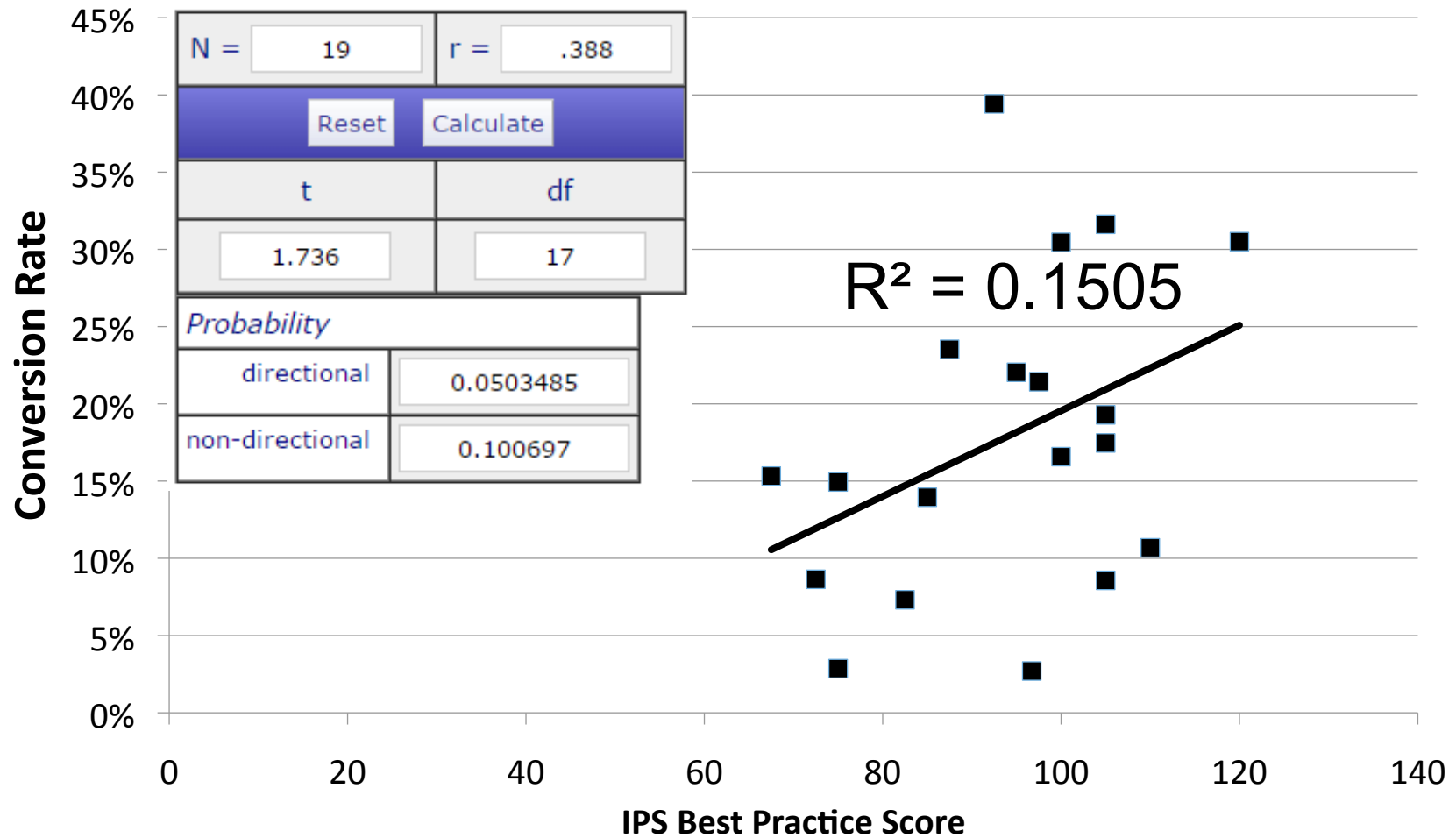
# BEST PRACTICE CRITERIA

- High Performance System (20%)
  - Athlete List / Athlete impact / Athlete Tracking / Athlete Pathway / Coach impact / IST impact / Competition System
- Organizational Readiness (10%)
  - On-time Deliverables / Strategic Plan / Organizational Policies / Succession Plans / Coach Admin Support / Corporate History
- Coaches (of Athlete or Coaches) (10%)
  - NCCP L3 or Comp Dev / Experience / Contract / LTAD Referenced Plan / Ongoing PD / Targeted Athlete / Monitoring / Admin Support
- Performance Enhancement Services (10%)
  - Gap Analysis / Consistency / Monitoring / LTAD referenced / Planned / Sharing / Implementation / IST team
- Medical and Para Medical Services (10%)
  - As above plus Health Screening / Concussion Management / Injury Management



# IPS BEST PRACTICES

### IPS Targeted Sports: Conversion Rate vs IPS Best Practice



# WHAT DOES THIS TELL US?

Brainstorm and identify...  
All possible factors that impact  
conversions

# FACTORS

- Quit Sport
- Convert to other (CIS)
- Injury
- Moved away
- Moved to rec stream
- Coach change
- Not enough time to develop
- University / College
- Poor selection / targeting
- Finite spots to convert into
- Smaller / larger target pool (denominator)
- Changed criteria
- Time at higher level
- Change in Sport Canada Criteria
- Just guessing

# WHAT CAN WE DO WITH THE DATA?

- Examine Talent Transfer opportunities?
- Help sports develop their Talent Development Environment – What factors we can control versus those we cannot?
- Provide motivation or milestone in athletes pathway “I am a registered athlete”
- Engage coaches in quality programming

# FOOD FOR THOUGHT

*“...talent needs trauma and, thus, purposeful provision of such challenge at appropriate levels is an essential feature of any TD system.(p 908)”* , <sup>4</sup> Collins, D. MacNamara, Áine (2012).

# MORE CHEWING?

*The talent pathway should not be a comfortable place to be; rather, it should offer a variety of lessons to be learnt through both explicit and implicit means.*

*The provision of skills, formally taught but also developed through a variety of parallel interacting routes such as coach modelling, TDE structure and competition is essential; such development should not just be left to chance or the serendipity of supportive home backgrounds (p 912) Collins, D. MacNamara, Áine (2012).*

# THE INSTITUTE ADVANTAGE



Behind the scenes support crew

Provider of benefits, **INFORMATION**, tools, facility access etc



The connector, liaison, sport system interpreter



The Educator, event planner, communicator



# BENEFITS PROGRAMS & SERVICES



	PROVINCIAL DEVELOPMENT	CANADIAN DEVELOPMENT	CANADIAN ELITE	PODIUM	COACH
<b>CORE BENEFITS</b>					
Athlete Performance Health Handbook	✓	✓	✓	✓	✓
Community Supporters	✓	✓	✓	✓	✓
FoodStuff™	✓	✓	✓	✓	✓
GymWorks™	✓	✓	✓	✓	✓
Performance Points Subscription	✓	✓	✓	✓	✓
Approved Vitamins / Supplements	✗	✗	✓	✓	✗
Athlete Logbook	✓	✓	✓	✓	User Pay
Canadian Athlete Insurance Program (CAIP)	User Pay	User Pay	By Application*	By Application*	User Pay
FliteKit™	User Pay	User Pay	User Pay	User Pay	User Pay
Field Testing Kit	✗	✗	✗	✗	✓
Grants & Bursaries	By Application*	By Application*	✗	✗	May be available for some programs
Language Training (Rosetta Stone)	✗	✗	✓	✓	By Application*
MRI / CT Scans	Discounts	Discounts	Discounts	✓	✗
Sport Nutrition: Custom Fuel™	Discounts	Discounts	Discounts	Discounts	Discounts
<b>PERFORMANCE SERVICES</b>					
Career Transition / Game Plan	Fee For Service	Fee For Service	By Application*	By Application*	Fee For Service
Medical Services			OR	OR	OR
Mental Performance			OR	OR	By Application*
Nutrition			OR	OR	OR
Performance Analysis			Performance Service may be delivered through Training Group LOU.	Performance Service may be delivered through Training Group LOU.	Performance Service may be delivered through Training Group LOU.
Physiology			Performance Service may be delivered through Training Group LOU.	Performance Service may be delivered through Training Group LOU.	Performance Service may be delivered through Training Group LOU.
Strength & Conditioning					
<b>PROGRAMS</b>					
Talent Development (Canadian Sport School, IGNITE™, NextGen)	By Application. Eligibility and pre-requisites do apply and vary by program.				Advanced Coaching Diploma / International Coaching School
Talent Transfer (PODIUM SEARCH™)					
Sport Education / Events	✓	✓	✓	✓	✓

\* Please contact your Athlete Coach Services representative for specific information regarding application process



# BENEFITS PROGRAMS & SERVICES

Delivering **world-leading** benefits, individualized support services, and programs to targeted athletes and coaches to enhance sport performance.



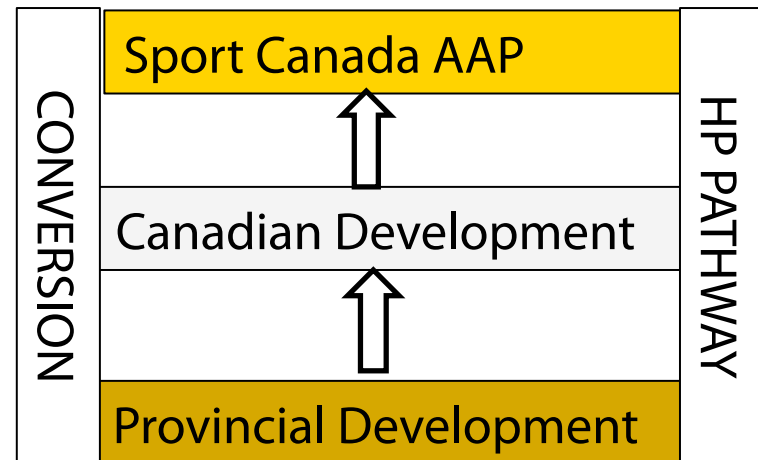
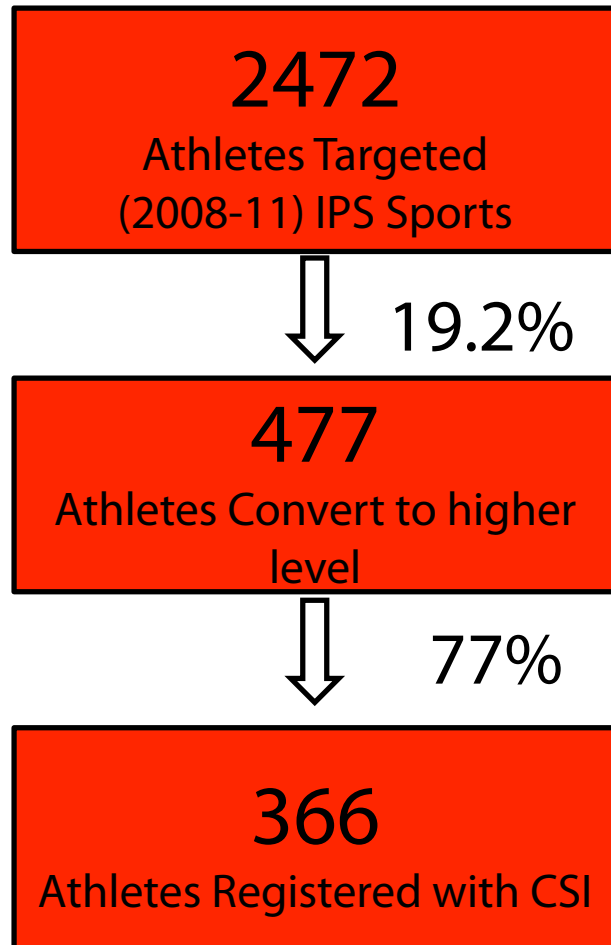
- MEDICAL RESOURCES <
- COMMUNITY SUPPORTERS <
- FOODSTUFF™ <
- GRANTS & BURSARIES <



- > ANTI-DOPING INFORMATION
- > ATHLETE RESOURCES & LANGUAGE TRAINING
- > EDUCATION OPPORTUNITIES
- > GYMWORKS™

# INSTITUTE IMPACT

## Overall



Approximately 60% of all nominated athletes across all sports register

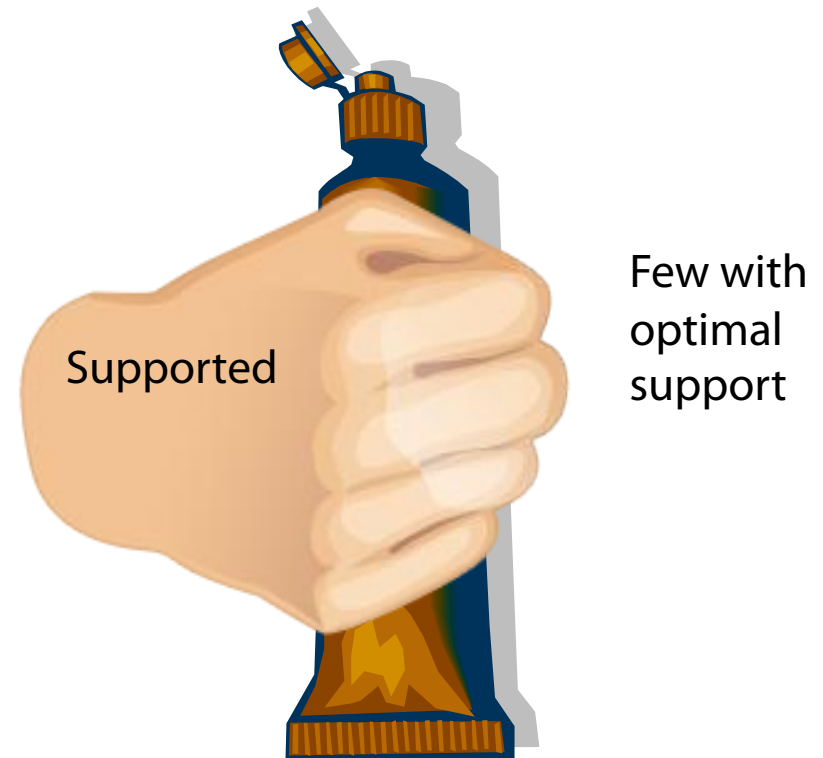
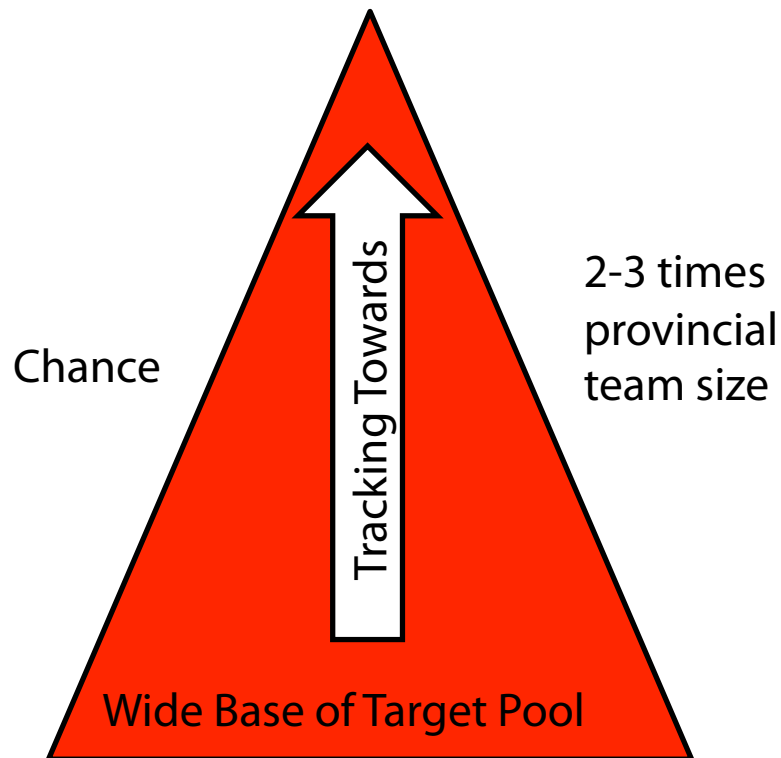
# A TARGETED APPROACH

## Provincial Development

## Canadian Development

Canadian Development

National Team



# SUMMARY

- Converting is tough and difficult to predict
- Consider absolute over relative numbers
- More targeted  $\neq$  More Converted
- Know your athletes and enhance programming
- Keep them in the pathway longer
- Take advantage of support along the way

# THANKS

- Drew Todd – ACS Coordinator Victoria
- Bianca Di Silva – Intern
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- Ryan Brodie – Performance Analyst
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