



# The New CanSkate Program:

## LTAD Principles in Action





# Agenda

1. Background re CanSkate
2. Background re LTAD implementation phase – aligning CanSkate
3. Program revision process
4. The results – the good, the bad and the ugly
5. Lessons learned
6. Promo video
7. New directions
8. Questions





# Background

- Flagship program
- 127,000 skaters each year
- 1150 clubs
- For all ice sports
- Began in 1965 as NST
- 1983 – officially CanSkate





# How Did We Get Here?

- Sport Canada's mandate for all NSOs re LTAD
- Needed updating (last update 1998)
- Created LTAD model
- Needed to align programming
- LTAD / Sport science principles
  - Windows of trainability for speed, flexibility & basic skills
  - Later intro to sport-specific skills





# How Did We Get Here?

- Curriculum was revised to better match LTAD
- Application of skills = evaluation..competitions
  - 5-7 year-old beginners in fancy costumes
  - Very limited skill ability
  - Placed alone on the ice
  - Coaches spending time teaching them a solo, giving private lessons
  - Travelling to competitions
- Results LTAD-friendly?
- Proposed changes.....





# How Did We Get Here?

Proposed changes – what was best:

- Events & meets instead of “competition”
- Skaters skate separate elements, or a few skills in a row, in a group setting (not a solo to music)
- Skate to a standard of Merit, Bronze, Silver or Gold
- Not ranked 1<sup>st</sup>, 2<sup>nd</sup> 3<sup>rd</sup>...or last
- Reduce #, encourage events to happen in local clubs – no travel required



What happened?





# Our Process

- Jan 2010 – test run in 10 clubs - feedback, adjust
- 2010-2011 – Pilot in 39 clubs - feedback, adjust
- 2011-2012 – Pilot in 39 clubs – feedback, adjust
- 2012-2014 – Soft Launch
- 2014-2015 – Official Launch





# The Results



Coaches and clubs:

- Knew changes were coming
  - Had time to process them
  - Were given time to re-train and educate themselves
  - Able to see it and touch it
    - = more buy-in, positive attitude
- (we had learned from the past...☺)







# The Feedback

Coach testimonials:

- *“We will never go back to the old CanSkate!!”*
- *“There is no better word I can use to describe the new CanSkate program other than it is awesome!”*





# Lessons Learned

- Change management
  - Fear of change
  - Loss of control
  - The feeling of “incompetence”
  - Allowing same learning phase that our athletes go through - Comprehension, Acquisition, Retention - it takes time to feel effective
- “Just try it” – Dr. Seuss





# Lessons Learned

- Perseverance & patience
- Stick to the LTAD principles
  - 25 yrs ago / Traditional views
  - Take a stand / let kids be kids
- Hammer the messages home
- Keep hammering them
- Again!
- With help from national and Olympic level athletes' stories





# New Marketing: Only the Best...



**ONLY THE BEST**  
can bring out their best

Canada's best learn-to-skate program  
Fun, focused skills for all skating sports  
Nationally certified coaches  
[skatecanada.ca/canskate](http://skatecanada.ca/canskate)

PRESENTING PARTNER  


Place your club registration  
and program information here.

SKATECANADA  
**CANSKATE**



**SEULS LES MEILLEURS**  
produisent le meilleur

Meilleur programme d'initiation au patinage au Canada  
Habiletés amusantes et ciblées pour tous les sports du patinage sur glace  
Entraîneurs certifiés au niveau national  
[patinagecanada.ca/patinageplus](http://patinagecanada.ca/patinageplus)

PARTENARIAT PRINCIPAL  


Mettez ici votre inscription de  
club et les renseignements sur  
vos programmes.

PATINAGECANADA  
**PATINAGEPLUS**



# New Brochure

## KIDS LOVE! CANSKATE!

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ius quam uparum con custo.

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Itator porumqui inim haris moluptam ea qui im  
sumetur reiumqui ibercia tilscias nestionseque ipiet  
rerehita excepero eveligent fugitas



Your child will learn important life skills  
apelnihit quodisquia con et essequo erionsequi  
odicat volorro reius, qui officiat de vel et volupis ius  
quam uparum con custo.

Badges and ribbons enforce sense of accom-  
plishment Itator porumqui inim haris moluptam ea  
qui im sumetur reiumqui ibercia



Presenting partner



[www.skatecanada.ca/canskate](http://www.skatecanada.ca/canskate)

**ONLY THE BEST**  
can bring out their best



Barrie Skate Club  
705-123-4567



## CanSkate promo video

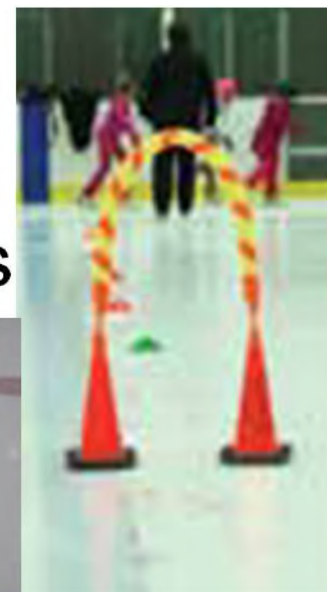
[C:\Users\donna-k\Desktop\CanSkate Promo Full.mp4](#)





# CanSkate's Selling Features

- Fun, active group lessons – learning guaranteed
- CanSkate is different from other programs
  - LTAD based
  - New philosophy of learning
  - 90% continuous movement
  - Circuits
  - Music, teaching aids, variety
  - Stations – B, C, A & FZ
  - Fast Track
  - Taught by trained/certified professional coaches





# Exciting New Directions

- Discussions to expand learn-to-skate
- Partnered initiatives with Hockey Canada and other ice sports
- Working together to help to create more skilled skaters and more opportunities for skaters in Canada







# Questions?

