



The COC and its Place on the Evolving Canadian Olympic Sport Field of Play

Date November 2006



Canadian Olympic Committee
Comité olympique canadien

BACKGROUND



TIMELINE	ACTIVITY
1989 - 2004	NSF Grants – the Formula years, tickets and warm welcomes
2001-2003	Creation of the precursor COC Sport Review Committee
2003	Creation of Canadian Sport Review Panel (CSRP)
January 2005	Creation of Own the Podium 2010 (OTP)
April 2006	COC discusses “Framework for Moving Forward and COC’s Role Therein”
October 2006	Creation of Road to Excellence (RTE)
May – October 2006	COC looks to redefining its core business in light of changing Canadian High Performance landscape
November '06	Presentation to be made to COC Board on proposed revisions to COC Strategic Plan 2005-2012, with particular focus on 2009-2012 Quadrennium



- **GIVEN:**
 1. Changing landscape of HP sport in Canada
 - **Podium Canada (OTP/CSRP/RTE)**
 2. COC Performance Objectives in Strategic Plan
 3. COC no longer a “funding agency” per se
 4. COC has gone to IF qualification for the purposes of both the Winter and Summer Olympic Games Team Selection
 5. COC has chosen to adopt specific Olympic Games and Olympic Winter Games targeted results

IN LIGHT OF THIS CHANGED LANDSCAPE

- **COC must:**
 - Reassess and redefine its core business in order to deliver upon its strategic and performance objectives;
 - Be a value-added partner in the HP sport system and avoid duplication in role, responsibility and programming



- **Olympic Games are “different” than World Cup, World Championships events**
- **Competing and winning at the OG and OWG requires specialized planning, preparation and execution**
- **Olympic Specific Preparation is generally not in our HP sport culture**
- **NSFs need an organization to partner with and facilitate and assist preparation for uniqueness of Olympic competition and environment**



OBJECTIVE 1: Olympic Podium Preparation

- To create and deliver value-added Olympic performance preparation programs for Olympic Podium success, in partnership with NSFs (i.e. converting potential medallists into Olympic Medallists)
 - **Targeted funding of sports (COEF)**
 - **More effectively convert potential medallists into Olympic Medallists by better preparing athletes, coaches, team members (prepare to perform “on-demand” at one competition)**
 - ***“It was our shift in thinking that led to the performance in Torino” – Peter Judge***
 - **Best NOC the world; give athletes/coaches a competitive advantage**



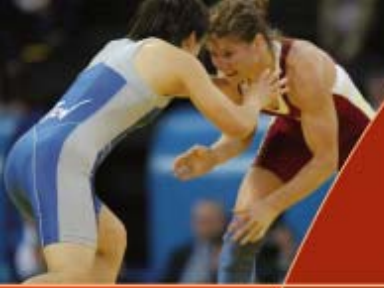
OBJECTIVE 2: Performance Focused Services/Envir't

- To create and deliver a performance centered environment at Olympic and Pan American Games
 - **Although COC already one of leading NOCs in Mission Support, "Good is the enemy of Great"**
Jim Collins
 - **Take Mission Support to the next level; From what is 'acceptable' to what is 'optimal';**
 - **Service mentality to NSFs; 'No' is acceptable only if its followed by 'Problem'**

CONCLUSION



- Amongst all partners and players there must be oneness of vision and goal
- Collaborate, Collaborate, Collaborate, partners to the end
- Our standards must be high, higher perhaps than we believe we can possibly reach: BEST in world and positive impact on ALL
- Everything on the Field of Play of Canadian Sport Excellence must be focused on helping NSFs, and coaches get their athletes onto the Olympic podium
- The day of the generalist partner is gone. Position and Focus
- This approach together with the necessary RESOURCES will get the job done



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A WINNING ATTITUDE A WINNING APPROACH