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CANADA
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**Fixing the Broken
Middle... Together**
*Petro-Canada
Sport Leadership 2007*





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Today's presentation...

- A little history
- “Fixing the Broken Middle” paper
- 11 recommendations
- Supporting data
- JP's perspective
- *Gathering your reactions and input*

History

- 2004-2005 Hosting Rotation Review
 - Which p/t should host which future Games
 - Sport Development
 - Games Standards
 - Financing
 - Frequency

History

- Governments adopted rotation cycle
- Current frequency maintained

History

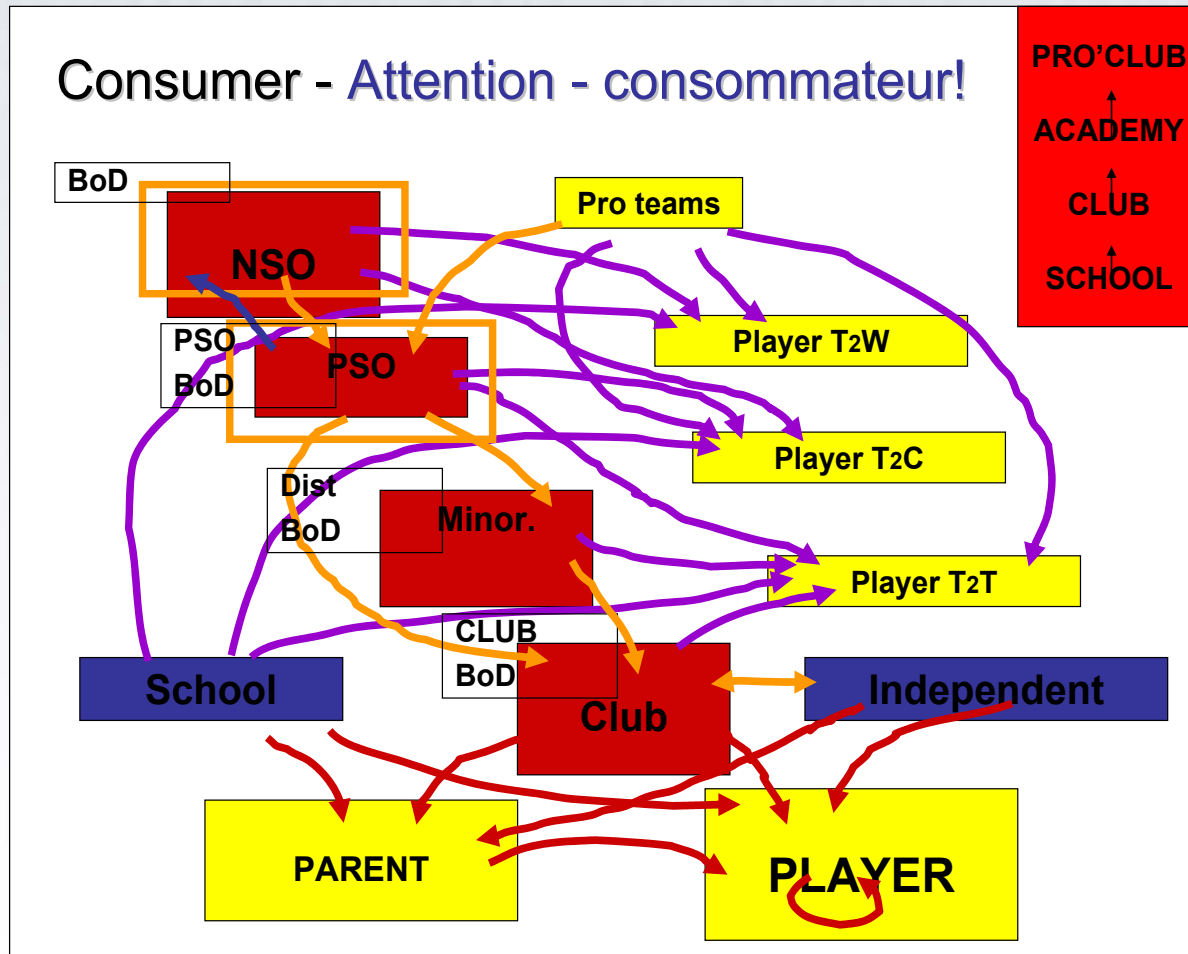
- Concurrent with hosting rotation review: focus on “next generation national team athlete” (CSP, Enhanced Excellence)
- “Next generation” = T2C in LTAD language

History

- Current FPT working group looking at LTAD principles and other fundamental elements of CG (e.g. p/t participation, public interests)
- Policy recommendations early 2008

The Broken Middle...

Consumer - Attention - consommateur!



Today's question...

“If we consider Canada Games purely as an athlete development tool, what changes should we make to enhance the Games as a key event in long term athlete development?”

In other words...

How do we bring the right athletes so they can experience the right level of competition to support optimal athlete development?

Who are the right athletes?

Canadian Sport Policy Objective: Help prepare the next generation of national team athletes.

- *Those who can benefit from high-level national competition.*
- *Those for whom modeling a multi-sport Games will be beneficial.*
- *Factors: developmental age, competitive experience, competition focus...*

Recommendation 1

Align Canada Games participation to just prior to the average onset of high performance (High Performance Threshold, or HPT).

Typically this is within the Train to Compete phase of LTAD.

What's the High Performance Threshold?

- Point in athlete's career where he/she first begins to achieve consistent world-class performances in competition
- Measurement? Data?
- “Age of first carding” – an imperfect index
- First podium? First international Games final?

LTAD

**Training to Win
Chronological Age**

Males: 19 +/-

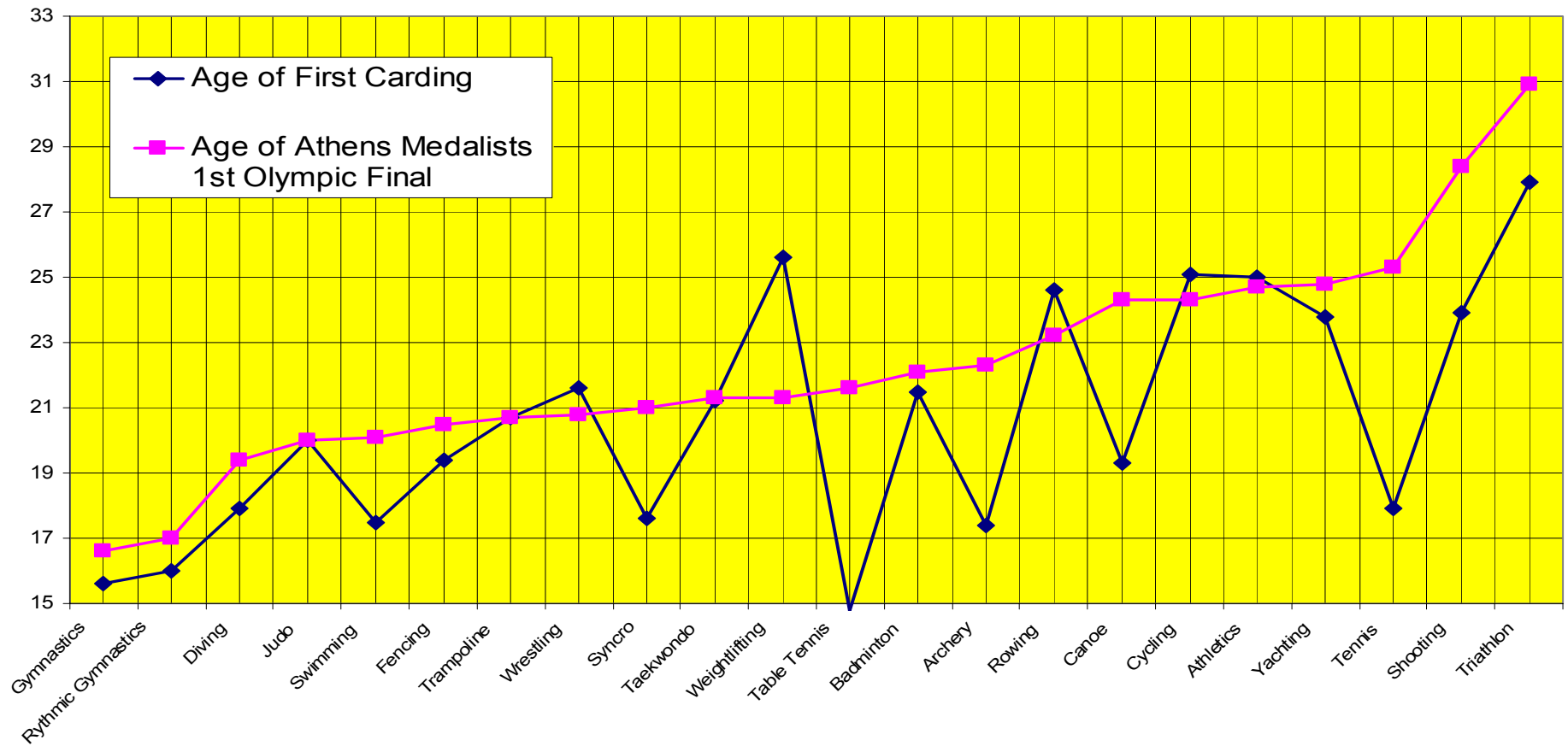
Females: 18 +/-

**First Olympic
Final/World Cup
Podium**

Sport Specific Age Data

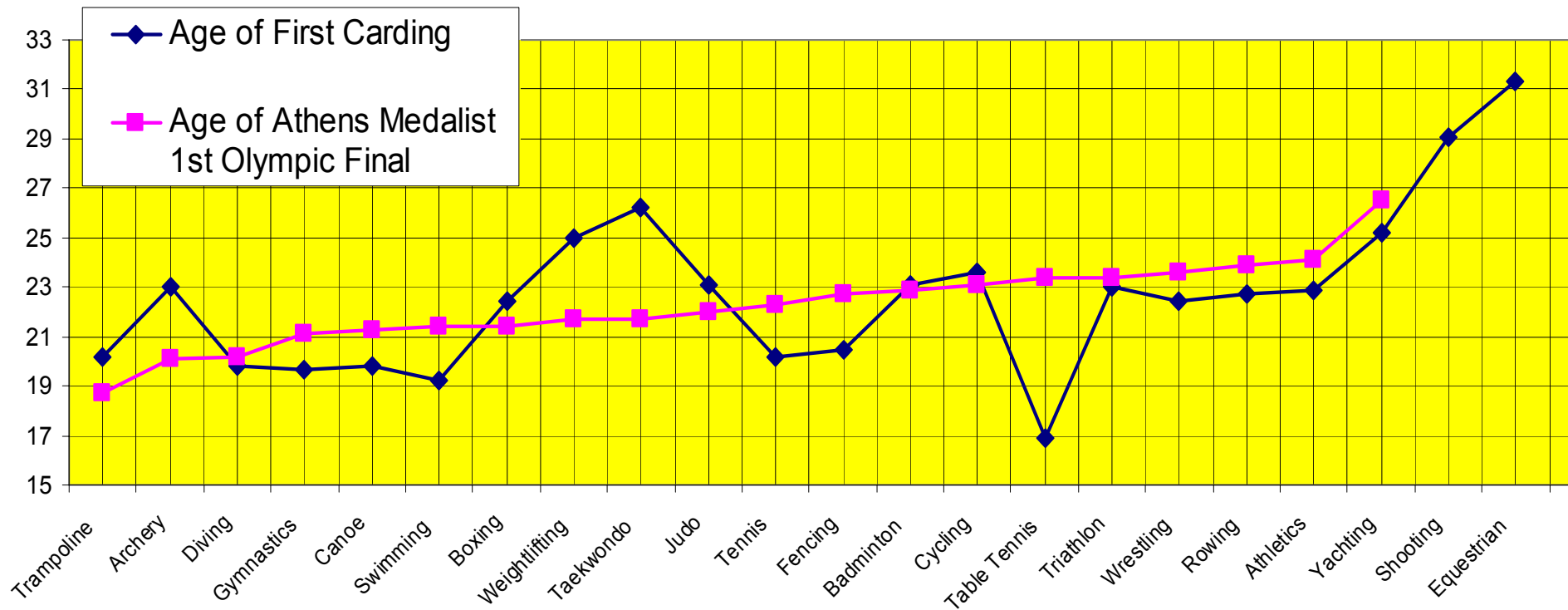


LTAD Summer Sports - Female Beginning Age - Training to Win



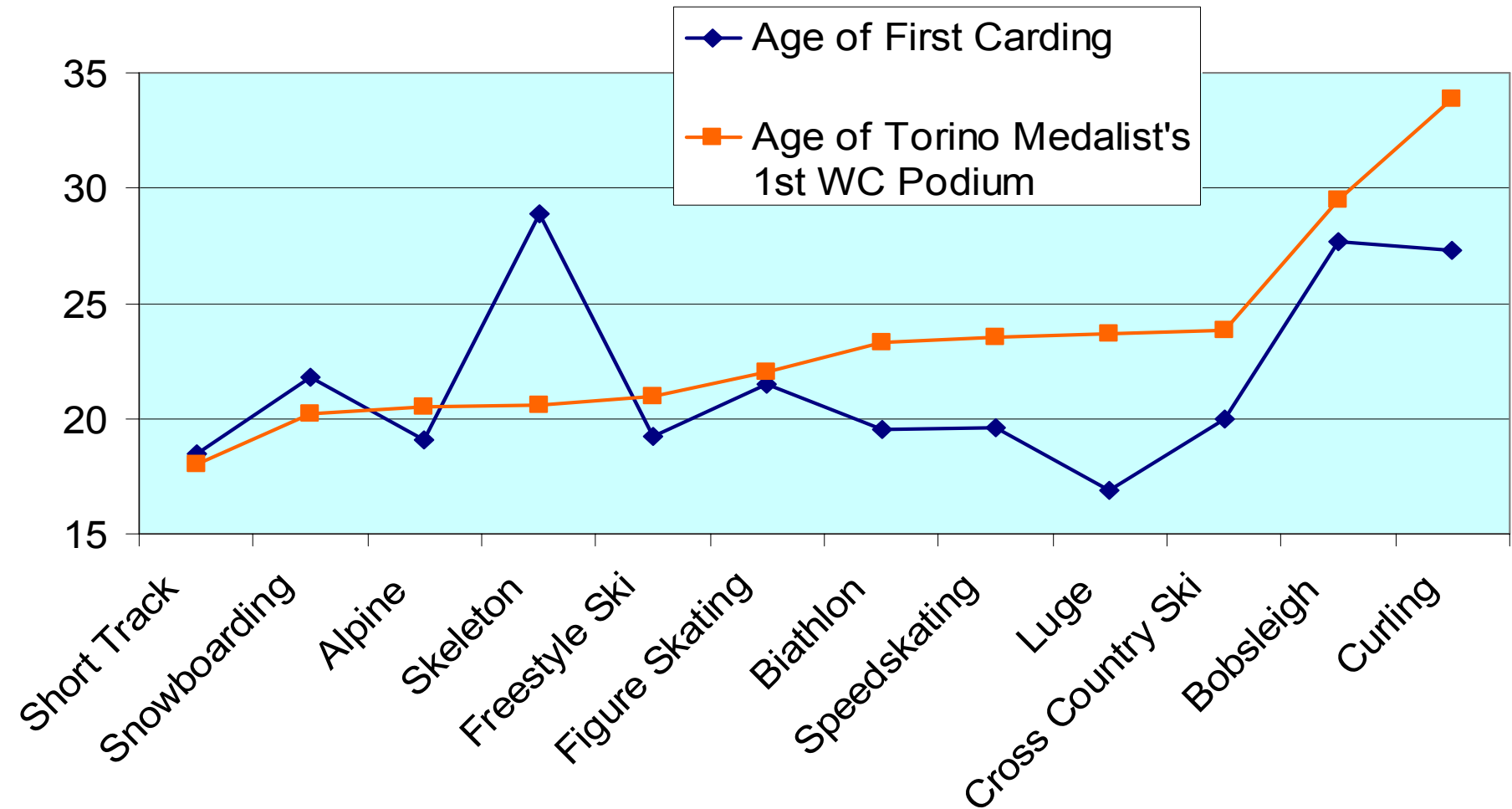
For summer sports, the data is based on the age of Athens' medalists first Olympic final. Since the Olympics occur only every 4 years, it provides only a partial picture as athletes may be ready to be a finalist up to 3 years earlier. Therefore, without better data we should assume the ages of the beginning of Training to Win are 1 to 2 years earlier than 'Age of Athens...' on the pink line.

LTAD Summer Sports - Male Beginning Age - Training to Win



For summer sports, the data is based on the age of Athens' medalists first Olympic final. Since the Olympics occur only every 4 years, it provides only a partial picture as athletes may be ready to be a finalist up to 3 years earlier. Therefore, without better data we should assume the ages of the beginning of Training to Win are 1 to 2 years earlier than 'Age of Athens...' on the pink line.

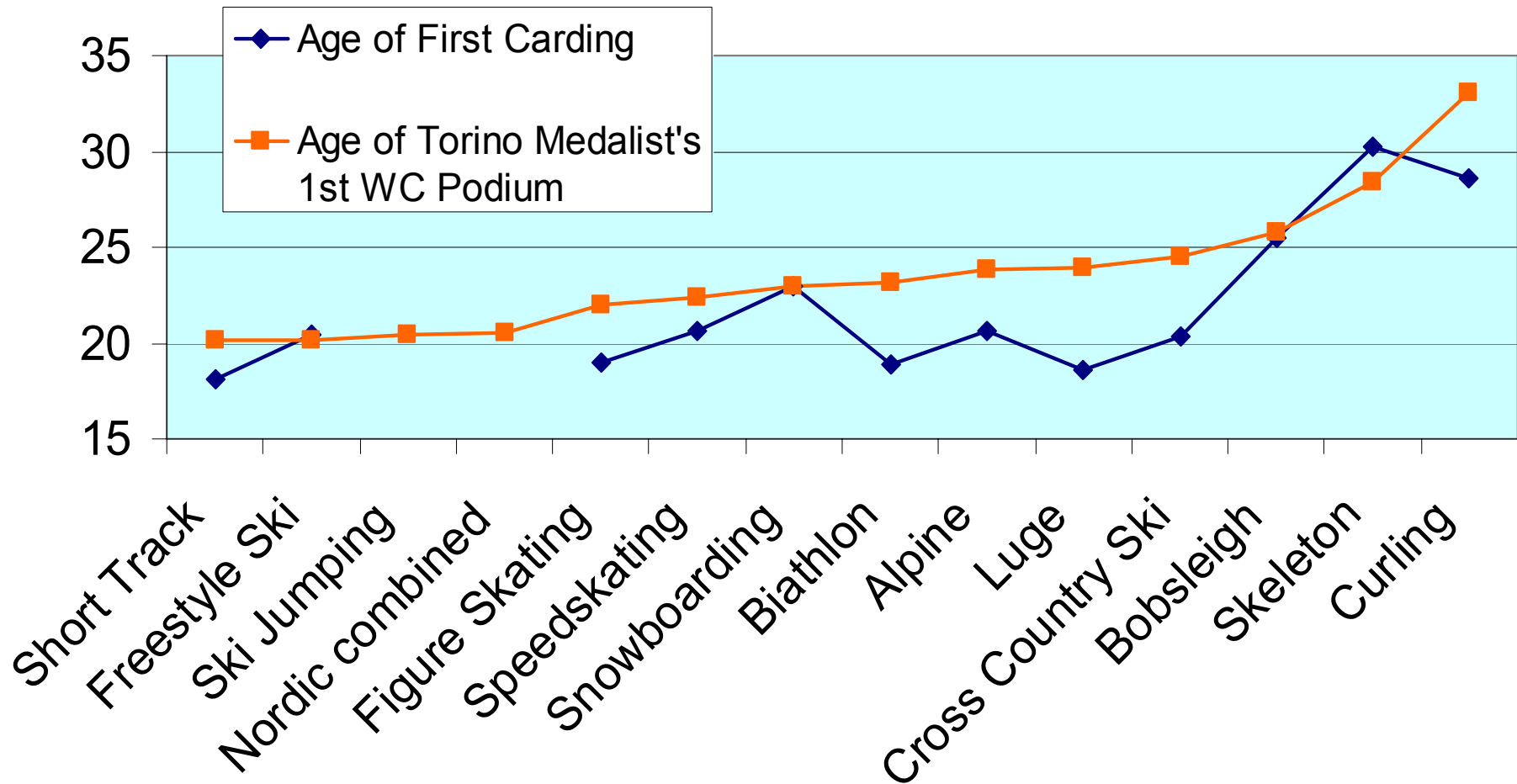
LTAD Winter Sport - Female Beginning Age - Training to Win



Note All these slides indicate when an athlete is first carded, reaching SR1 can be much later.

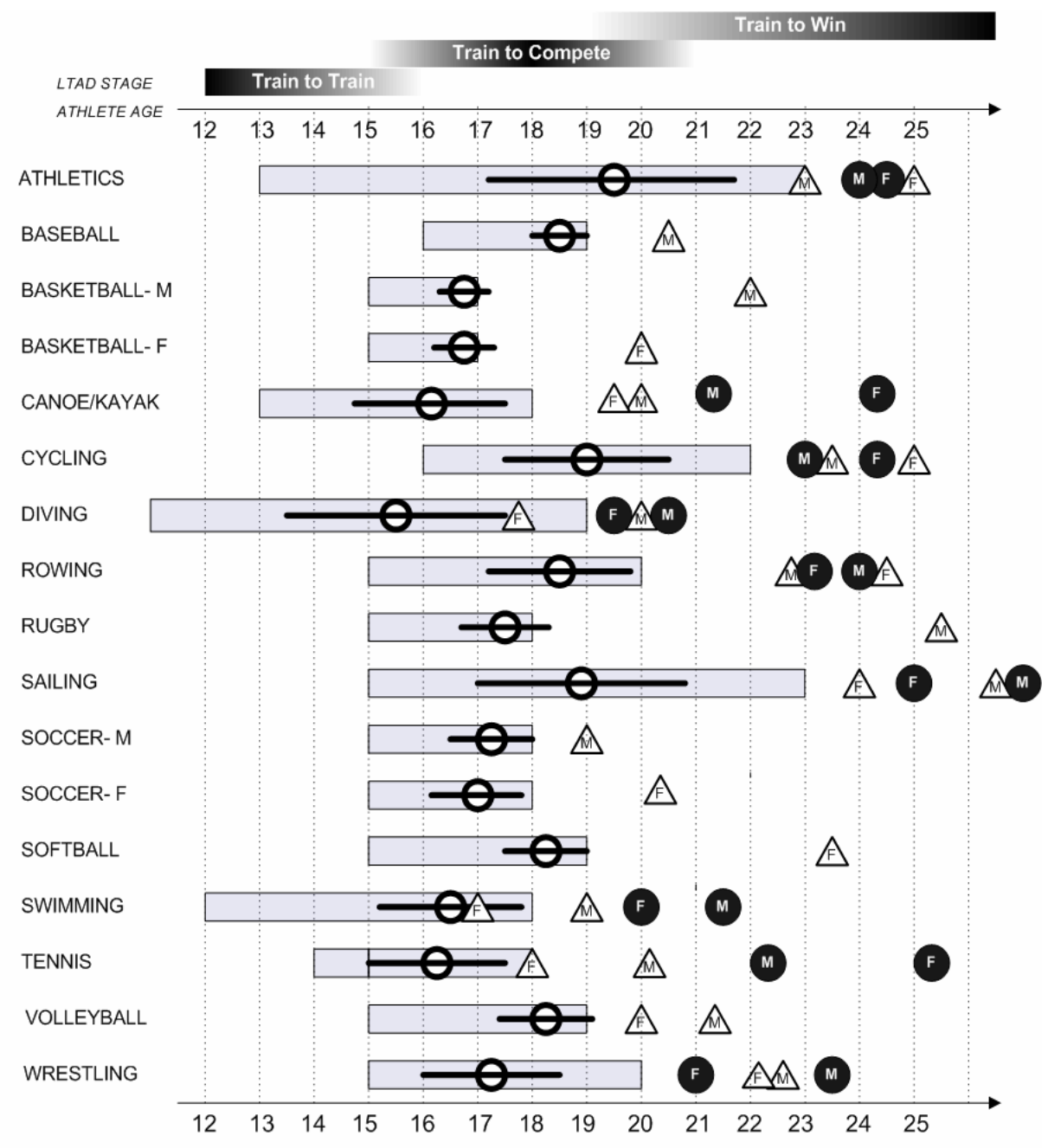
LTAD Winter Sport - Male

Beginning Age - Training to Win





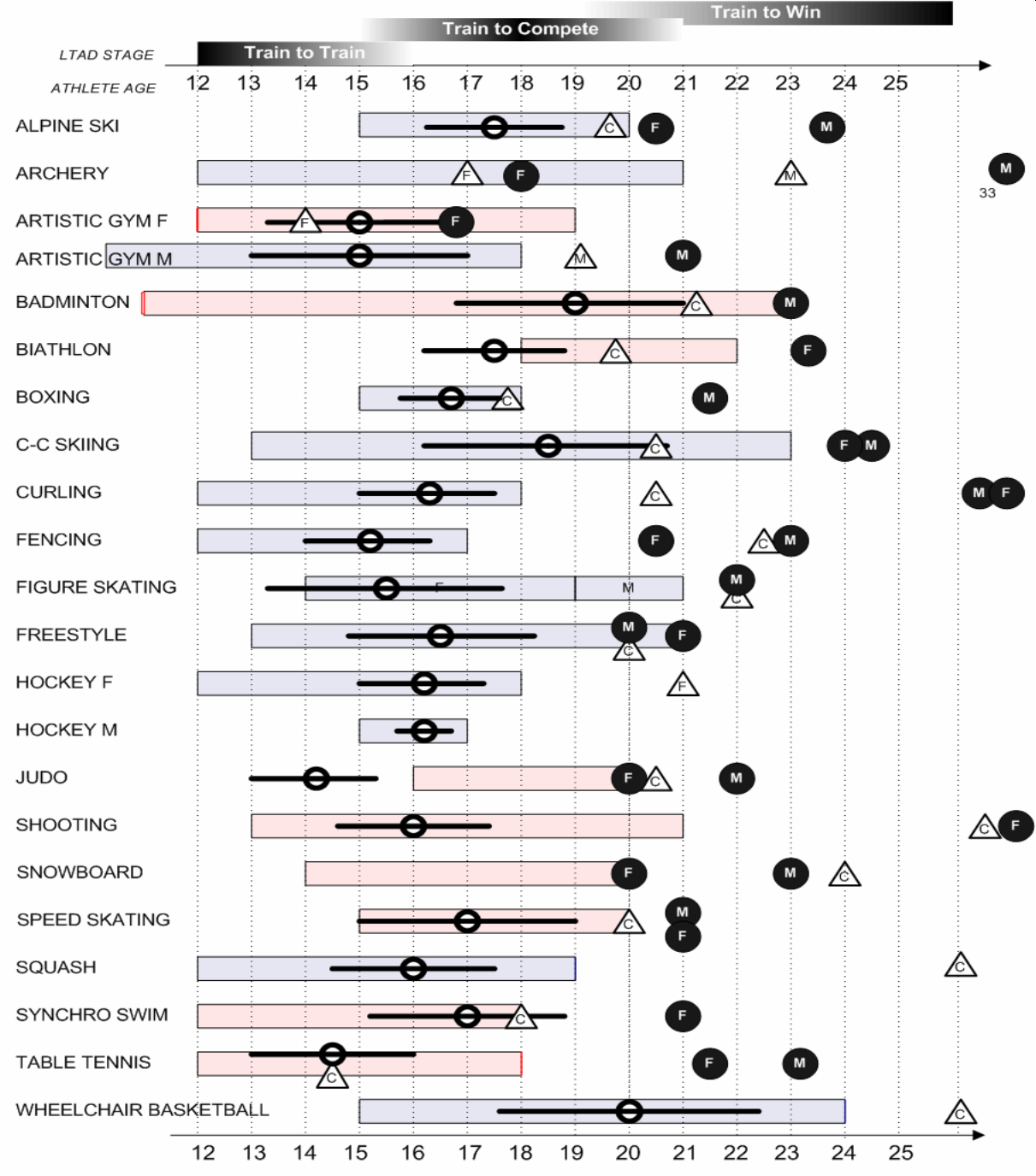
Canada Games-
aligned
3 years
before
HPT?



LEGEND: [Shaded Box] = 05 CAN GAMES AGES [Circle] = 05 AVG AGE [Triangle] = AVG AGE 1ST CARD M, F [Solid Circle] = AVG AGE 1ST OLYM FINAL M, F



Canada Games-
aligned
3 years
before
HPT?



LEGEND: [Grey Box] = 07 CAN GAMES AGES [Circle] = AVG CG AGE 03 [Triangle] = AVG AGE AT 1ST CARD [Square] = AVG AGE 1ST OLY/WC FINAL M,F

Recommendation 2

Remove ability restrictions.

A missing generation...

- Only 38% of carded athletes have attended the Games
- Those who don't go...
 - 20% due to ability restrictions
 - 20% due to age eligibility restriction (missing generation)
 - 20% due to diverse reasons, ie
 - Didn't want to go
 - P/T quota too small
 - Conflicts with NCAA, etc
 - Immigration issues

Recommendation 3

Add a wild card system in individual sports to bring the next best athletes in Canada that are not selected for their P/T quota.

Wild card options...

- Reduce each PT team quota in individual sports by ~10%. Create a number of wild card places equal to the reduction in quota places.
- Use unfilled capacity for wild cards. (Actual participation is ~ 80%. Host societies are expected to accommodate 85%. Additional spots could be granted to wild cards up to the 85% participation rate. Result: 70-110 wild card places.)
- Reduce the number of sports in the sport selection process. Give those places to wild card entries.

Recommendation 4

Award the Canada Games every 18 months (alternating winter and summer) based upon a rotation of Provinces/Territories that engages more Canadian communities in the Canada Games Movement.

More frequent Canada Games?

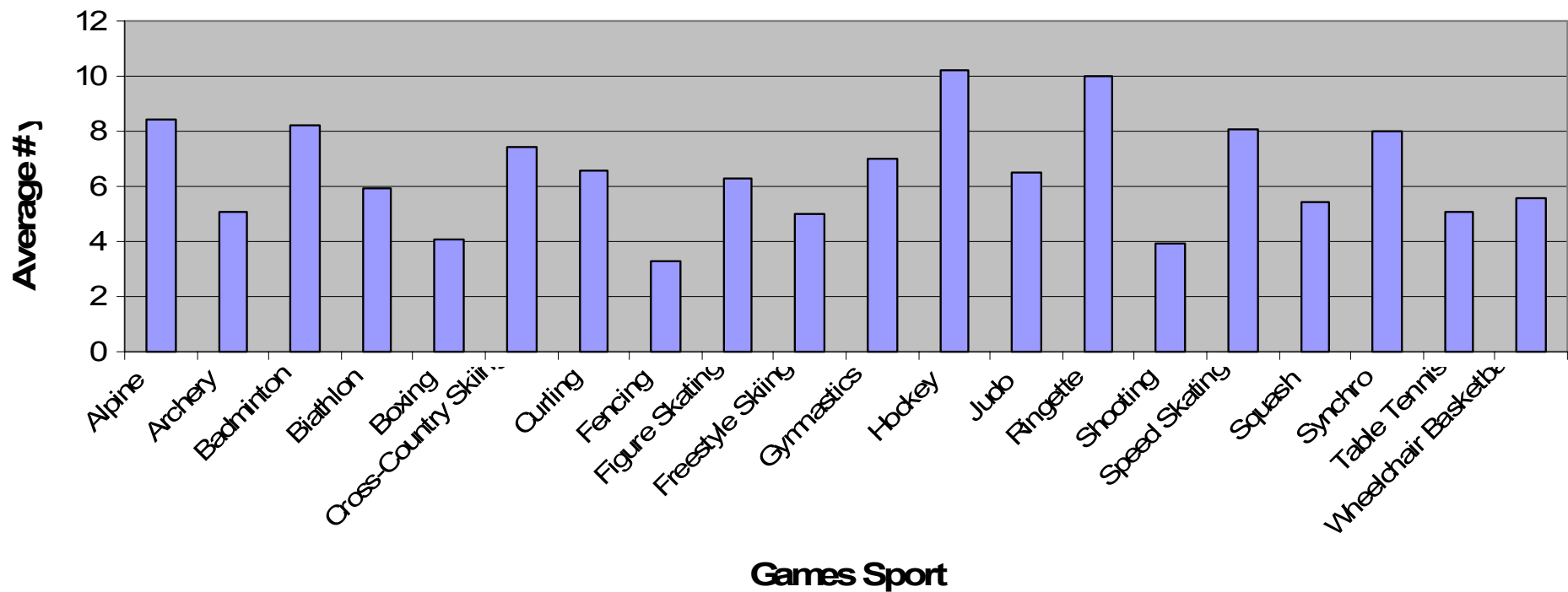
- Reduce missing generation effect
- Adds 3 Games over a 23-year hosting cycle
- Cost implication

Recommendation 5

**Remember the Ten Year Rule;
work toward sending a
narrower band of late Train to
Compete athletes to Canada
Games.**

Experienced enough?

Number of Competitive Years in Games Sport



Recommendation 6

Optimize the value of Canada Games by ensuring athletes participate in context of a periodized annual plan.

Only 56% of athletes at the 2003 CWG had received an individual training program (Gendron and Hodgins, 2003)

Recommendation 7

Align P/T, Regional and Canada Games.

Are these Games stepping-stones to Canada Games? Or “replacement” Games to offset the missing generation effect? Age and stage implications?

Recommendation 8

Investigate tiered competition and/or fewer, targeted sports.

*Closer competition with fewer “blow outs” improves the development value of the Games.
Use of competition pools or pre-qualifying events?*

Recommendation 9

Consider using LTAD-linked performance standards for Games selection.

How to select on LTAD stage-readiness rather than chronological age? Revision of every sport's own divisions?

Recommendation 10

Measure conversion rates.

- *Longitudinal analysis*
- *P/T/regional Games alumni selected to Canada Games*
- *Canada Games athletes graduating to carding & senior National Teams*
- *Canada Games alumni who convert World Championships medals to Olympic medals*

Recommendation 11

Use Canada Games as a paradigm for Competition Development coach preparation.

All Canada Games NSFs use Canada Games as a key model for their NCCP Competition Development coach education.

Fixing the Broken Middle

- Ensure all Games including Canada Games meet specific system-linked athlete development goals
- Leverage Games for longitudinal data collection and analysis
- Integrate P/T, Regional, Canada and International Games into a development continuum
- Make each level of Games a focus for a NCCP context.



& Games

LTAD ^ is the border collie of sport system building!

“Henry! Our party’s total chaos! No one knows when to eat, where to stand, what to Oh, thank God! Here comes a border collie!”



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Thank you!