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TASS
Northumbria University



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Canadian Sport Centres



Mission, Vision, Values

Mission

To support high performance athletes to achieve podium performances in international competition through a holistic process.



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Vision

…more Canadian athletes pursuing and realizing podium performances at international competitions through a **holistic** process



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Values

Six core values guide our vision, shape our processes and outcomes, and help to secure our continued positive reputation nationally and internationally.

Excellence – Innovation – Leadership
Integrity – Partnership – Fun



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Trends in Performance Sport

- Global – travel/competitions
- Professional – longevity of career; train more, travel more; train earlier, train longer
- Non seasonal
- Performance differences more miniscule
- Performance sport is a business – BIG business



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Support and Resources Available

- Athlete Assistance Program (AAP)
- NSF (varies)– travel, coaching, competition, equipment
- CSI
  - sport science and medicine/daily training environment
  - Life Services – elevate our commitment to looking after the athlete
  - Tutor/study halls/lap tops on road
- Corporate
- Parent



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Status of the Athlete

-Similar studies – 1992, 1997, 2004, 2009 (assess state of athlete support services, training environment and financial support)

-Level of satisfaction is trending up

-More positive about their experiences in sport and support received



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Carding

- The Athlete Assistance Program (AAP), a Sport Canada initiative, provides funding to our country's high performance athletes to offset the costs of living and sport, enabling athletes to focus on training and competing with fewer financial stresses.



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History of Carding

- Introduced in 1977 - 561 carded athletes receiving $768K in AAP funding
- 2010 - 1868 carded athletes receiving over $25,707 in AAP funding per year ($2.4m for tuition and deferred tuition)
  - 267 of 1868 from 23 Para sports
  - women (907) and men (961)
  - 479 winter ($7m)/1,389 summer athletes ($18.8m)



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Process

- Annually, NSOs identify athletes who may benefit from the AAP support and carding criteria to determine which athletes to nominate for funding.
- **NOTE:** Athletes receiving athletic scholarships at foreign post-secondary institutions (i.e. **NCAA** schools) cannot receive AAP funding while attending the school.
- Eligible for funding while actively participating in the National Team training and competition activities and not at school, i.e. during the summer months.



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Process

- Allowances are set in 12 month intervals and paid in advance, bi-monthly
- Different carding levels impact the amount of allowance available:
  - Senior carded athletes have a $1500/month allowance
  - Developmental carded athletes have a $900/month allowance
- Allowances are tax free.



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Primary Funding Streams

1. **Living and Training Allowance** intended to assist the athlete with financial burdens to allow the athlete to dedicate time and resources toward training and competing for Canada.



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Primary Funding Streams

2. **Tuition and Deferred Tuition Support**

- to help Canada's top athletes obtain post-secondary education in preparation for their transition out of sport.
- Capped at $10,000 annually
- Deferred for 5 years after retirement



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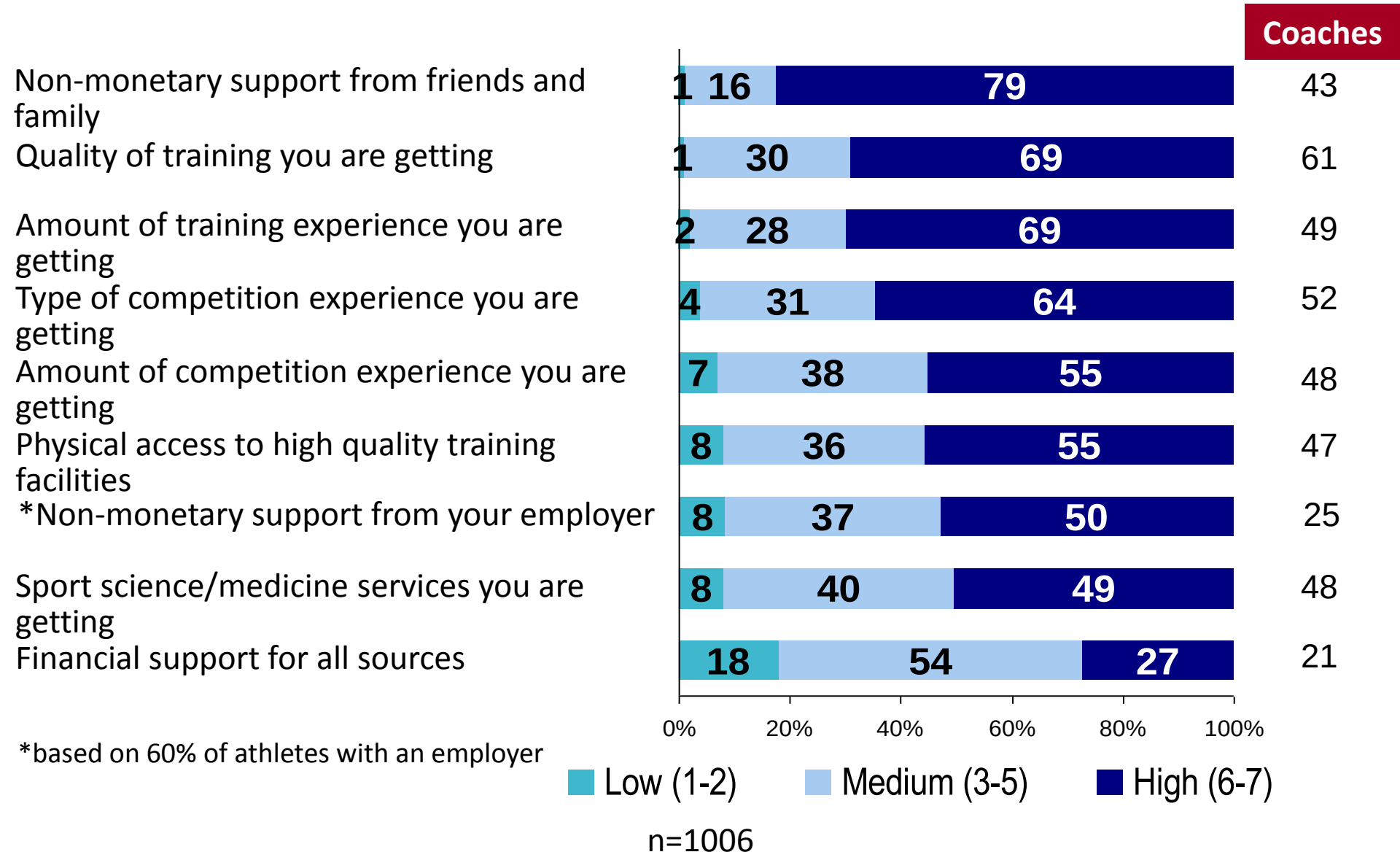
Primary Funding Streams

3. **Special Needs Assistance**
   -Relocation (max $500; available twice)
   -Child Care – max $1,000 per year
   -Retirement - up to 3 years/income based



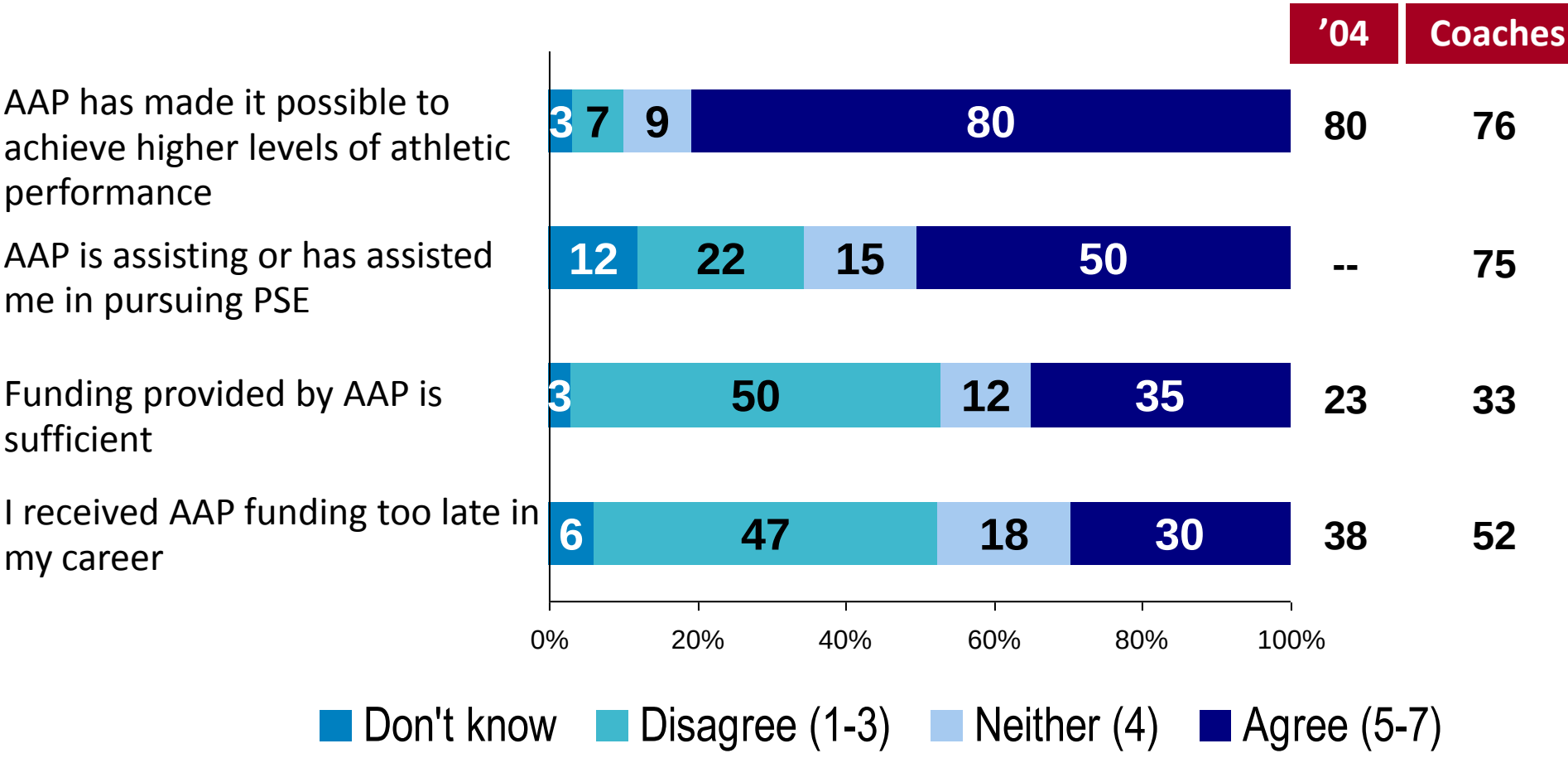
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Adequacy of support



*based on 60% of athletes with an employer

AAP Positive/Negative Aspects



n=1006

Focus

- **Athlete first**/student second
  - performance at top international level
  - 6-8 years to complete degree
  - support outside and beyond sport
  - Coach – input/advice/influence athletes



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Good

- Training facilities linked to Universities
- Research (applied?)
- Succession plans for expertise



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Bad

- Professional sports are “top of mind”
- No institutional commitment to excellence as defined by an Olympic/Paralympic medal; just another student; a “hassle”
- No expectations of faculty/staff/grad students to be involved
- No (cash) financial commitment



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What Canadian Universities could do:

- Institutional and cross Canada support for the pursuit of excellence – as defined by hp sport. – Institutional policy
- Understand the demands and pace of training
- Understand/encourage/support /allow flexibility in class schedules, exams, labs
- Use sport to promote their institutions
- Support services – a friendlier atmosphere – first answer is usually NO; dedicated staff to assist athletes navigate the system; tutors; more on line support



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Benefits to the University

- International profile – athletes/coaches, Service Professionals
- Connection to the community
- Excellence – sport has vivid examples of excellence (for University, for society)
- Holistic development (part of the University experience; a life project-excellence in sport, life and academics)
- Stimulate academic environment for students/faculty



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Benefits to the University

- High Performance hub is a “draw” for prospective students
- Funding/staff/equipment
- Research opportunity for faculty and graduate students
- Professional development on site
- Practicum opportunities



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Implications and Messages

- Elite - A few from the many
- Better, holistic, more connected environment for athletes
- Quality/competent coaches are the key to incorporating program content in quadrennial plans
- Providing flexibility at the high school level now.
- Less time for studies as progress up the performance system
- Learn from other ballet/arts or music
- Special advisors – illness/aboriginal, other "special populations"



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Implications and Messages

- Sport at the University level needs to be re-born
- Substantial change is in the offing



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Thank You



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