



Association of Sport Performance Centers  
Seven Year Plan  
For consideration by the  
International Olympic Committee  
*[Draft for discussion August 25, 2015]*

**1. Preamble**

The Association of Sport Performance Centers (ASPC) has made significant progress in establishing working relationships with the International Olympic Committee (IOC). Based on a very productive meeting on April 23, 2015 in Lausanne between ASPC Executive members and IOC sport department staff there is an opportunity to further engage the IOC. The ASPC presented an outline of a Seven Year Plan to IOC officials and has committed to providing further details related to the specifics of that plan.

As the IOC begins to implement its “Olympic Agenda 2020: the strategic roadmap for the future of the Olympic Movement”, the ASPC would like to examine opportunities to further improve our relationship with the IOC. Each organization (IOC and ASPC) recognizes that “sport has the power to change the world” so over the next several years we wish to advance our relationship with the IOC to help, inspire and support changes in our centers as well as our host countries.

Key topics that we share and will focus on together over the next several years include; clean and safe sport, youth and community engagement in Olympic sports, supporting the launch of an Olympic Channel for television and to improve our role as centers that support sporting activities on many levels - development to elite, community to national and host country to the world thus establishing a global training center system.

**2. Overview of Actions**

**a. Recognition by the IOC**

The ASPC already supports, indirectly, many of the key programs the IOC is working on for its Olympic Agenda 2020. This is why the ASPC will begin the process to become an organization recognized by the IOC under the “Sports Equipment and Facilities” category (or other appropriate category of recognition). This will help ASPC members know that we, the IOC and the ASPC, are focused on our plan to work together to change and improve the Olympic sports experience around the world. Sharing of expertise and best demonstrated practices is a signature piece of the ASPC.

Currently the ASPC has been working with Olympic Solidarity on reviewing and providing feedback to developing countries as they start to establish their own training centers. This was accomplished two years ago in Rio with 7 countries participating and is expected to also take place this year in Puerto Rico with approximately 5 nations. We feel that the ASPC has been able to share best practices with these venues and help these countries and centers to accelerate their development as they endeavor to better support athletes and coaches with the host country.

We would like to discuss the expansion of this program and, with the support of Olympic Solidarity, provide not only a formal review process but, also include a follow up meeting with these centers one or two years after they have been provided ASPC feedback to assess where the site is with change and then if needed provide further advice to ensure the progress continues.

#### b. Anti-Doping

Working with the IOC, the ASPC would help establish a clear delivery system to consistently and continually distribute the message about the importance of “clean sport” and related anti-doping educational information. Our ASPC centers would be an excellent avenue to present information on “safe sport” education to athletes and their coaches. At our respective ASPC sites there are many athletes and coaches at an elite level and they can become the advocates to disseminate WADA and IOC information and could be a focal point for educational materials on clean and safe sport. We look forward to new opportunities to engage IOC and the athletes and coaches to gain a better understanding and respect for clean sport and to help the IOC drive the change that is needed in sport to keep it fun, safe and fair.

Additionally, new information on the protection and support of the clean athlete would be developed including protection from doping, match fixing, unfair practices; manipulation, abuse, and corruption.

#### c. Increased Participation

Working together we can establish programs to engage youth in Olympic sport and help increase participation and interest in the Olympic movement. Our programs could be modeled after the very successful “Olympic Day “celebration to a share the dream program that could teach youth about a healthy, active life styles and good nutrition. Additionally, a program to put sport and science together highlighting new concepts in sport technology created by youth. These programs could be hosted at ASPC centers with the support of the IOC where we could work together creating new strategies that connect youth to the Olympic concepts.

#### d. Olympic Channel

A relationship with the IOC allows the ASPC to further enhance the profile of training centres/institutes around the world. With the advent of the new Olympic channel and the desire to find new and compelling content, the ASPC, and member organizations, are perfectly suited to the showcase the athlete journey, the daily training of the athletes and their coaches as they prepare for their Olympic competition. In most cases, these journey occur through the high performance training centres. Controlled and easy access to the centres could be provided.

As the IOC implements plans for the creation of a new Olympic Channel, the ASPC sites would be the ideal partner that provides content for new and exciting stories on athletes and coaches and how they prepare for the Olympic Games as well as other major competitions. Working with the ASPC, the IOC could connect through the global Training Center system with a number of sports working with a large number of athletes at different skill levels. Stories could include: the athletes’ journey, their back story, and how the athletes are striving for success; the coaches working with athletes trying to bring the best out of their training and daily preparation; athletes overcoming obstacles and adversity; athletes pursuit of the dual career etc. These would clearly demonstrate to the public the true message of Olympism – fellowship through sport.

Stories of the athletes’ journey, connecting athletes to the local community, especially to our youth; educating the population about the Olympic values; motivate youth to play sport and to understand the values and benefits of sport can all be accomplished through the Olympic Channel and an association with the ASPC. There is tremendous opportunity to provide year round visibility to sport and what sport can do for the individual, community and society. High Performance Training

Centres are the opportune way to ensure that the Olympic values resonate with the next generations and to engage and inspire youth everyday – not just in the few weeks leading to an Olympic Games every 2 or 4 years.

Working with the ASPC and the established training sites across the world, easy access would be provided to these world class venues as well as world class athletes. As this is a new endeavor to the IOC we are sure that there are many details that must be flushed out however we feel that the ASPC could be a cost effective way to find quality programing content.

e. Training Opportunities

Through the ASPC there is a wide scope of members that encompass many different types of training venues, systems and skill levels of athletes and whose goal is to help see Olympic sport grow and increase. Through Olympic Solidarity the ASPC sites could be better utilized to increased support to a wide range of athletes. Both organizations need to be open to working together to improve the support available to athletes. The IOC, through its Sport and Solidarity divisions' is encouraged to reach out to the ASPC sites with new and challenging ideas and opportunities that sees athletes, coaches and sport teams develop, improve and grow. The ASPC would be a value add partner that can guarantee a quality training and preparation experience much like one gets at an Olympic village during a Games.

f. Coaching and Coach Education

To achieve sustainable success, the priority needs to be, first and foremost, on quality coaches with quality daily training environment (DTE) support in quality facilities (where high performance is a priority). Succinctly, the best athletes and best coaches in premier training facilities.

The success of a high performance system is dependent on the athlete/coach tandem. Quality coaches make the difference. When we improve the coaching practice we enhance the athletic experience for the athlete. We inspire the next generation of champions through excellent coaching.

There is no question that specific expertise and synergies are created when all elements of athlete and coach assistance are housed under one roof. This occurs at High Performance Training Centres where quality coaching, at all stages of the athletes' development, is provided and where customized coach education happens.

Sport science and medicine as well as coaching are great “anti-doping” tools. If athletes enjoy their athletic experience and we offer good information and advice, they will realize they do not need to turn to unethical practices.

There are also opportunities to access ASPC and/or individual member expertise to offer on line training and education sessions for athletes and coaches (i.e., Athlete Learning Gateway). A wide variety of expertise exists within the ASPC members that could be involved in offering remote training, through audio and video conferences. The ERT, Expert Remote Training experiences, would be aligned with existing programs such as the ALG and Olympic Channel. These formal academic presentations or insights could be offered to athletes/coaches while training and competing.

g. Professional Development for Athlete Performance Staff

Investigation of the delivery of courses for performance support staff. The goals of these courses would be to:

- i. Identify and develop the next generation of support staff.
- ii. Provide revenue streams to ASPC members

- iii. Keep cost effective for the delivery of educational information from the IOC to the athlete, coaches and NOC's that they serve.
- iv. Share current IOC information in a location that sets an Olympic feeling of fellowship in sport.
- h. Internationally Recognized Training Sites

ASPC sites are the places where the exchange of ideas, culture and friendship grows and strengthens the Olympic ideals and spirit. Having this global training center system would make booking and coordinating training and conditioning experiences a simple process for the IOC.

As a separate opportunity, and part of a long term strategy, consideration could be given to the establishment and designation of the first IOC "International Training Centre". Based on world class standards (in progress), the International Training Centre would attract athletes from around the world.

As an example, our information suggests that the USOC will soon (January 1, 2017) release operations and control of the USOC Chula Vista Training Centre back to the City of Chula Vista. It is therefore, recommended that the first such designated Centre be Chula Vista, California, USA. Such designation is based on the reputation and the current status of the Chula Vista Training Centre. Chula Vista has been a training site for many international federations and NOCs, it has a warm weather climate, is easy to get to, has world class training venues and the related amenities needed by today's Olympians and aspiring Olympians. This site would be used by the IOC for international outreach and enhanced use of existing IOC programming such as OS scholarships.

- i. Education of Athlete Entourage

As part of this long term plan, and related to the Dual Career project, the ASPC would be interested in the development of an educational plan (or series of courses/programs) related to individuals that are in regular contact with the athlete and that are often embedded in the athletes daily training environment. Initial emphasis would be placed on the sport science and sport medical personnel that directly impact and influence the athlete as well as the next generation of such personnel. ASPC sites have direct access to the sports, science and medicine experts, research and the athletes.

### **3. The Path Forward**

Over the next several years it is our desire to work with the IOC team to develop key strategies in each of the eight (8) key areas discussed above where both organizations gain and benefit from the collaboration. The ASPC is also receptive to discussing emerging issues where the ASPC may be able to provide added value to the IOC. Strategies with specific annual actions and measurable outcomes would be needed to be discussed and developed.

It is suggested an annual, in person working session be scheduled to:

- Review our common goals and challenge each other to create the change that will lead us to excellence.
- Determine priority actions with roles and responsibilities.
- Establish appropriate timelines, annual key milestones for this seven year plan and the measurable outcomes.

During this time we can establish a core communication process, develop and expand our current relationships and set new goals to help each other provide better support to the athletes, coaches and sports that we both serve.

The ASPC looks forward to making these steps in unison with the IOC. Working together we can forge a partnership that will continue to grow well past the seven year time period and long into the future. This will be done for the betterment of sport and the athletes that participate in it.