

# Pan Am Long-Term Development in Sport and Physical Activity

2020

Presented by:

Richard Way,  
Sport for Life

Ron Yeung  
Basketball Canada

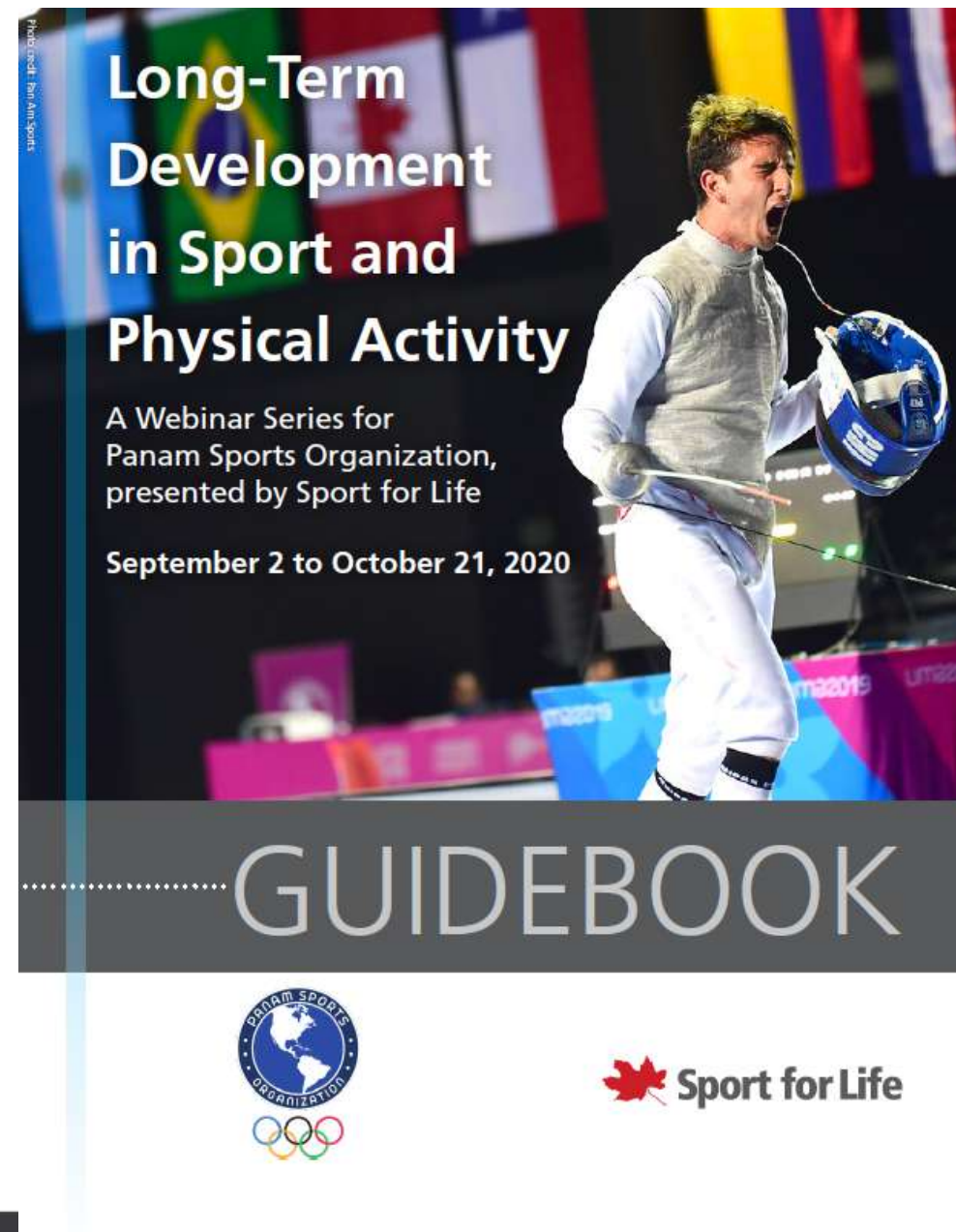


# Overview of the Webinar Series (Tom)

1. Welcome to the 1<sup>st</sup> webinar in this LTD series for PanAm Sports Organization
2. 8 webinars over the next 8 weeks
3. Webinar format – Place Questions and Comments in the chat box
4. Simultaneous Translation
5. Homework will be assigned for upcoming Webinar session
6. Participants will receive two e-learning modules
7. Two examinations – midterm and final exams
8. Each participant should have a Guidebook for reference

# Guidebook

1. Introduction – page 2
2. Definitions – pages 3, 4
3. Module 1 / Overview of LTAD / Athlete Development Matrix – pages 5, 6
4. Module 2 / Key Factors of LTAD – page 7, 8
5. Module 3 / Seven Stages of LTAD – pages 9, 10
6. Module 4 / Quality Sport (LTAD e-learning) – pages 11, 12
7. Module 5 / Training and Competition – pages 13, 14
8. Module 6 / Physical Literacy (PL e-learning) – pages 15, 16
9. Module 7 / Coaching and National Sport Systems – pages 17, 18
10. Module 8 / Bringing it Together – pages 19, 20
11. Information, Weblinks – page 21
12. Notes – page 22



# Today's Webinar

## Long Term Development in Sport and Physical Activity

Presenters:

Richard Way (CEO of Sport for Life) and Ron Yeung (Basketball Canada)

# Richard's Bio



- Richard is the CEO of the Sport for Life Society and an architect of the Long-Term Athlete Development Framework.
- Richard has facilitated the use of Long-Term Athlete Development for over 30 sports in more than 50 countries, and co-authored the book, Long-Term Athlete Development, with Istvan Balyi and Colin Higgs.
- Richard serves on the faculty of the Institute for Global Studies at the University of Delaware.
- A thought leader on physical literacy, Richard is a founding member of the International Physical Literacy Association.
- Additionally, he was the Director of Sport for Vancouver's successful 2010 Winter Olympic Games Bid Corporation, a former commission member of the International Luge Federation, and former executive of the Canadian Luge Association.
- Richard represented Canada in nine Luge World Championships and was an All-Canadian West soccer star for the University of Calgary.

# Ron's Bio

- Ron Yeung is Canada Basketball's Director of Domestic Development.
- Over his 12 years at Canada Basketball, he has served in a number of important roles responsible for the strategic development and implementation of grassroots basketball in communities across Canada.
- Ron worked with the Toronto Raptors Basketball Club from 2000-2006, where he was responsible for the successful growth and operation of the Raptorball Youth Leagues.
- In 2007, he was commissioned by Canada Basketball to design and develop Steve Nash Youth Basketball (SNYB), a national youth development program aimed to grow the game at the grassroots level. Following the guidelines of the Canadian Sport for Life (CS4L) principles, along with researching best practices from other youth sport program models around the world, Ron was able to incorporate his vision to develop SNYB as the foundation of the Canadian basketball development system.
- Currently, Ron oversees a number of other portfolios including: Jr NBA, 3x3, Coach Education, Officials Development, Safe Sport, National Championships, Membership, as well as managing key relationships with important stakeholders in the basketball community.



# Sport for Life Definitions

**Sport for Life** is a movement to improve the quality of sport and physical activity.

**Sport for Life** links sport, education, recreation and health, as well aligns community and national programming.

**Long-Term Athlete Development (LTAD)** is a seven-stage training, competition, and recovery pathway guiding an individual's experience in sport and physical activity from infancy through all phases of adulthood.

**Sport for Life with Long-Term Athlete Development**, represents a paradigm shift in the way to lead and deliver sport and physical activity.

# Think and Do Different

## Richard Way

# Canadian Long-Term Development in Sport and Physical Activity Pathway



Olympic  
Excellence

measured  
by medals

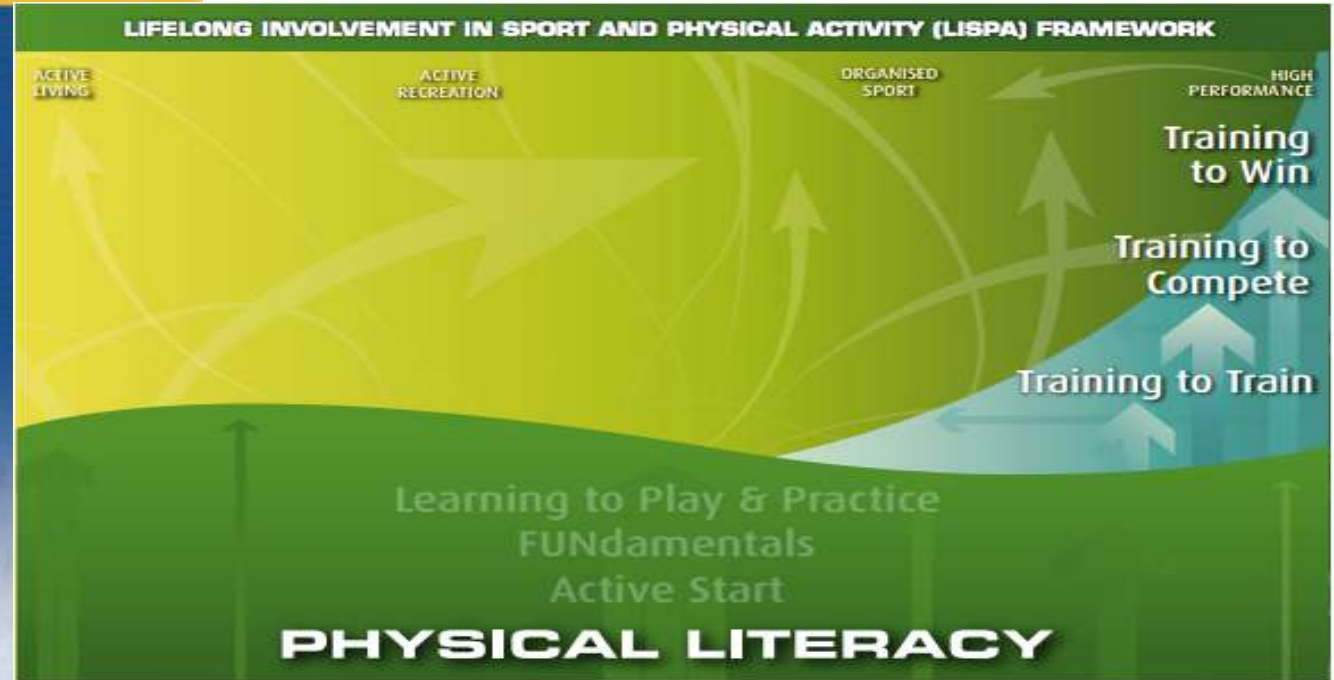
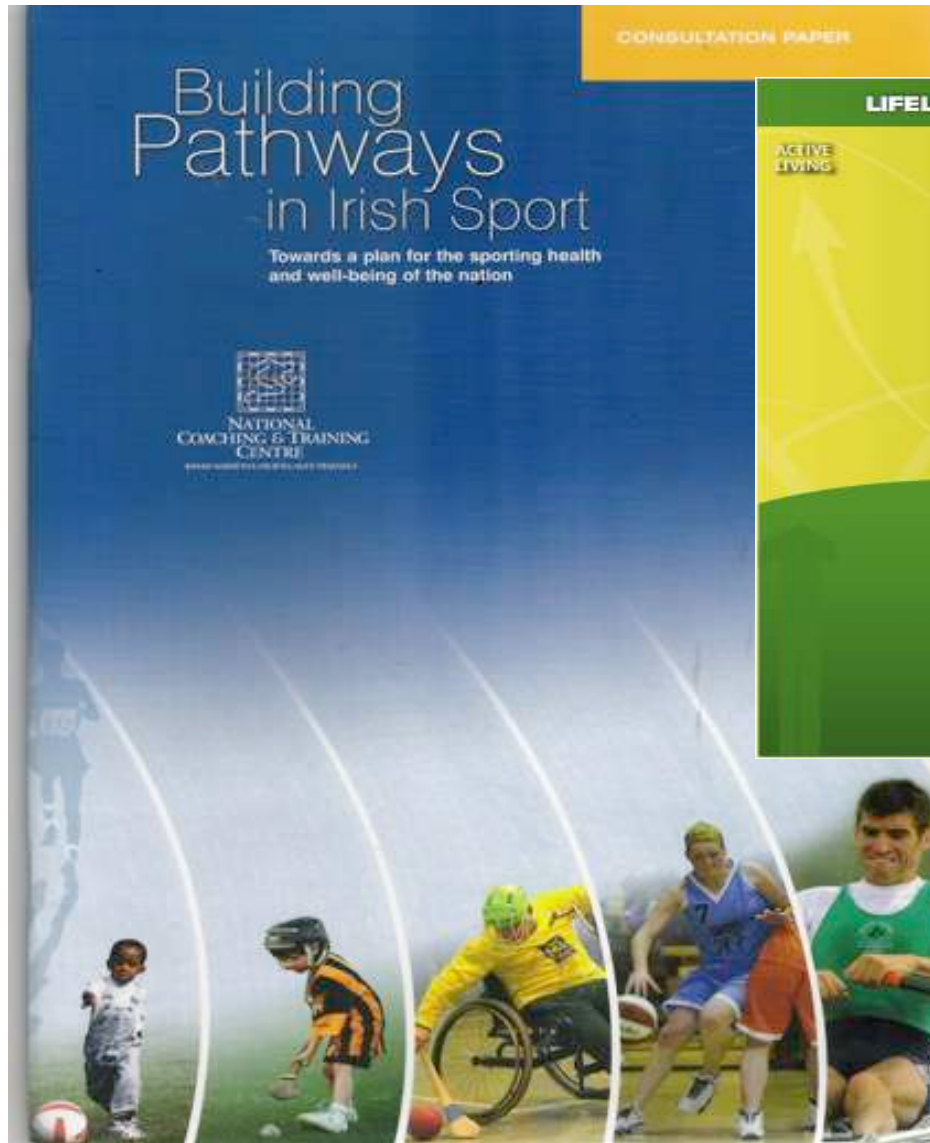
|    | Country       | 1998+2000 | 2002+04 | 2006+08 | 2010+12 | 2014+16 |
|----|---------------|-----------|---------|---------|---------|---------|
| 1  | USA           | 106       | 135     | 135     | 140     | 149     |
| 2  | Russia        | 107       | 103     | 93      | 92      | 89      |
| 3  | China         | 66        | 71      | 111     | 99      | 79      |
| 4  | Great Britain | 29        | 32      | 48      | 66      | 71      |
| 5  | Germany       | 85        | 85      | 70      | 74      | 61      |
| 6  | France        | 46        | 44      | 50      | 45      | 57      |
| 7  | Japan         | 28        | 39      | 26      | 43      | 49      |
| 8  | CANADA        | 29        | 29      | 43      | 44      | 47      |
| 9  | Netherland    | 36        | 30      | 25      | 28      | 43      |
| 10 | Italy         | 44        | 45      | 38      | 33      | 36      |
| 11 | Australia     | 59        | 52      | 48      | 38      | 32      |
| 12 | South Korea   | 34        | 34      | 42      | 42      | 29      |



**New WHO-led study says majority of adolescents worldwide are not sufficiently physically active, putting their current and future health at risk**

22 November 2019 | News release | Geneva, Switzerland

# Ireland



# Bahrain



الرياضة البحرينية من أجل الحياة

*Bahrain Sport* **for**  
**Life**

# South Africa

## SPORT FOR LIFE

South African Model for  
**LONG-TERM PARTICIPANT  
DEVELOPMENT**





## 5 STAGES TO A BETTER SPORT EXPERIENCE

**STAGE 5**  
Thrive & Mentor  
Age: For Life

5

**STAGE 4**  
Excel for High  
Performance  
Age: 15 +

**STAGE 4**  
Participate  
& Succeed  
Age: 15 +

4

**STAGE 3**  
Train & Compete  
AGE: 13 - 19

3

**STAGE 2**  
Develop & Challenge  
Age: 10 - 16

2

**STAGE 1**  
Discover, Learn & Play  
Age: 0 - 12

1





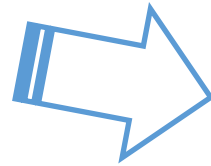
## Canadian Long-Term Development in Sport and Physical Activity

# SPORT FOR LIFE THREE KEY OUTCOMES

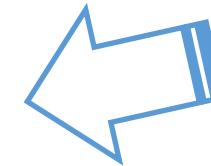
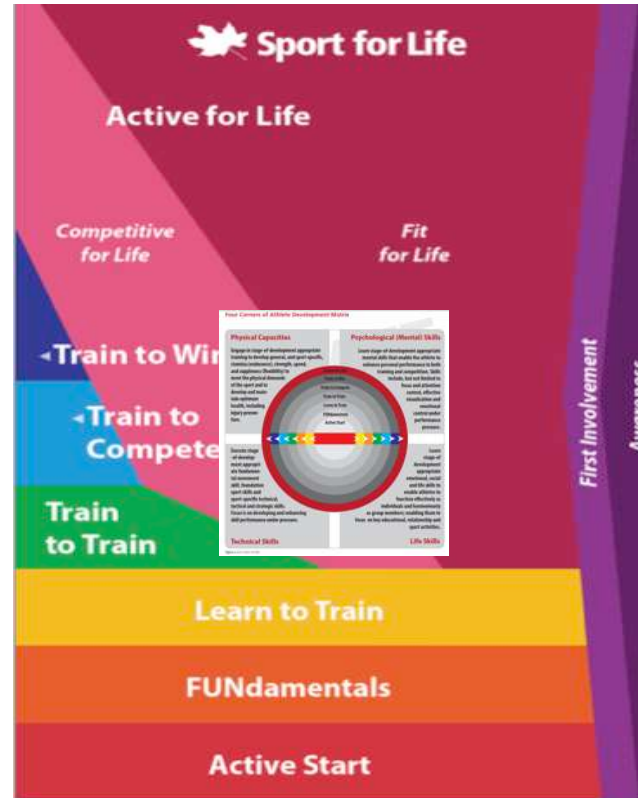
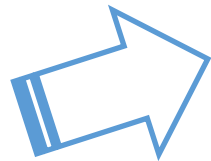


# Athlete Development Matrix

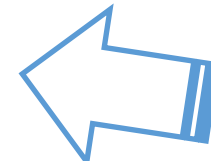
*Physical Capabilities*



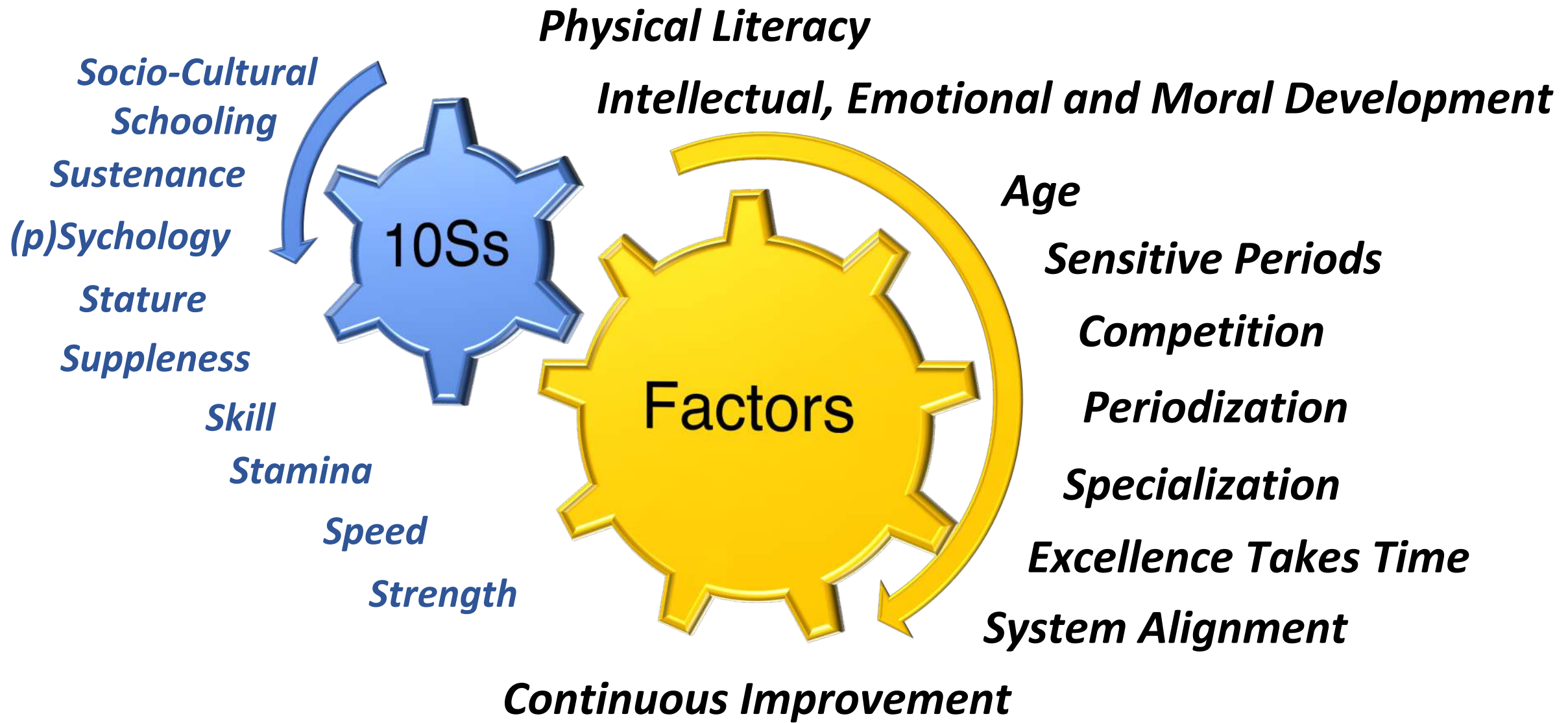
*Technical Skills*



*Technical Skills*



*Life Skills*



# Stages of the Pathway



**BUILDING A SOLID  
FOUNDATION:  
THE FIRST THREE STAGES**



**THE ADOLESCENT  
PARTICIPANT:  
TRAIN TO TRAIN**



**TRAINING, RECOVERY AND  
MEANINGFUL COMPETITION:  
PODIUM PATHWAY**



**ACTIVE FOR LIFE:  
FIT OR COMPETITIVE  
PHASE**



Figure 1: Seven Stages of Long-Term Development

# From Sport to Quality Sport



# Physical Literacy Evolving

1. From early stages to across the lifespan
2. Connecting sport, recreation, education and health
3. Research proving the value



# Coaches Will Always Coach to The Competition System



The Change We Need

| Lead                                                                                             | From                                         | To                                             |
|--------------------------------------------------------------------------------------------------|----------------------------------------------|------------------------------------------------|
| <b>System</b> (governments, NOCs, Multisport Service Organizations etc.)                         | Exclusionary development models (pyramid)    | Inclusive development framework (rectangle)    |
| <b>System</b>                                                                                    | Goals for sport                              | Goals for society                              |
| <b>System</b>                                                                                    | Separate systems                             | System alignment                               |
| <b>System</b>                                                                                    | Physical activity                            | Physical literacy                              |
| <b>System</b>                                                                                    | Working alone                                | Working together                               |
| <b>Organizations</b> (refers to National, Provincial/Territorial, and Local Sport Organizations) | Chasing wins                                 | Meaningful competition                         |
| <b>Organizations</b>                                                                             | Exclusion/cutting                            | Inclusion/transfer/tiering                     |
| <b>Organizations</b>                                                                             | Age-based coaching, training and competition | Stage-based coaching, training and competition |
| <b>Organizations</b>                                                                             | National team single-sport periodization     | Stage-based periodization                      |



Table 5: The Change We Need

# A Catalyst for Cultural Change

| Who                 | Responsibility                                                                 | To Promote                                    | Leading to                             | Resulting in                                               | Outcomes                                                     | Long-Term Development Impact |
|---------------------|--------------------------------------------------------------------------------|-----------------------------------------------|----------------------------------------|------------------------------------------------------------|--------------------------------------------------------------|------------------------------|
| Governments (F-P/T) | Long-Term Development pathway and physical literacy policies                   | Sport for Life Framework at F-P/T levels      | Sector and system alignment            | Sport for development and physical literacy strategies     | Sport for Life contributing to community health and wellness |                              |
| Organizations       | Long-Term Development frameworks (for all participants)                        | Good: leadership governance policy staffing   | Quality programming                    | Developmentally appropriate activity and competition       | Greater retention of athletes and participants               |                              |
| Leaders and coaches | Long-Term Leadership and Coaching Development framework and education strategy | Stage-based coach/ leader training curriculum | Stage-based periodization and training | Developmentally appropriate training and physical activity | Planned meaningful competition                               |                              |

Table 3: A Catalyst for Cultural Change

# National Governing Bodies' Pathways

## Plans for Change (Improvement)

# BASEBALL CANADA

LONG TERM ATHLETE DEVELOPMENT



**Canadian Leader in Throwing, Catching and Hitting**

# A PATHWAY FOR OUR SPORT

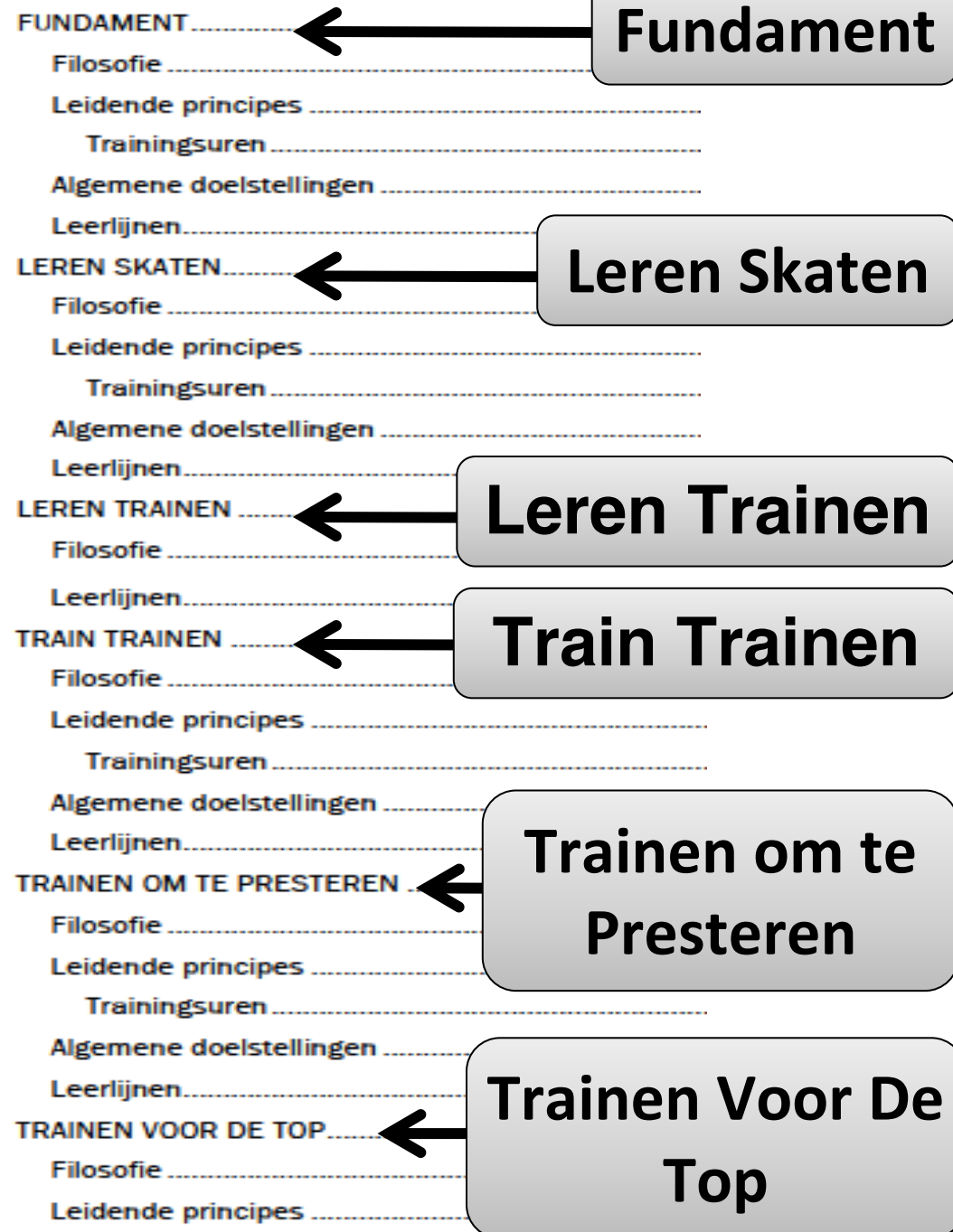
|                  | MALES  | FEMALES |
|------------------|--------|---------|
| TRAIN TO WIN     | 19+    | 18+     |
| TRAIN TO COMPETE | 16-23+ | 15-21+  |
| TRAIN TO TRAIN   | 12-16  | 11-15   |
| LEARN TO TRAIN   | 9-12   | 8-11    |
| FUNDAMENTALS     | 6-9    | 6-8     |
| ACTIVE START     | 0-6    | 0-6     |

**GOLF  
FOR  
LIFE**

**USA Golf World # 1**

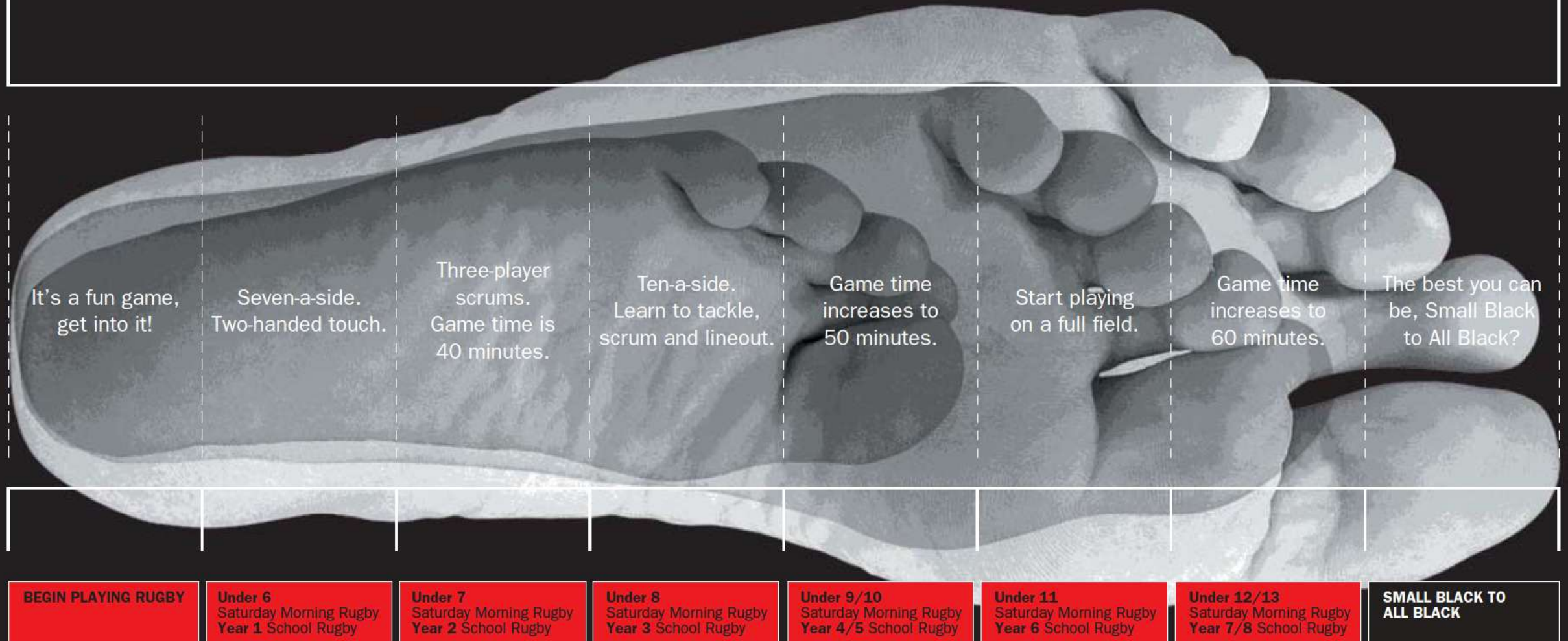
# MEERJARENOPLEIDINGSPLAN INLINE-SKATEN

## Netherland Skating World # 1



# New Zealand Rugby World # 1

## Small Black to All Black : as you grow your skills grow





USA Men's Teams

USA Women's Teams



USA Men's Teams

USA Women's Teams

Youth Development

Foundational

Performance

Introductory

Advanced



## Player Development Curriculum

The USA Basketball **Player Development Curriculum** has been established to help coaches and players, and the people that coach them, through a level-appropriate system of basketball development. The curriculum was developed by coach educators Istvan Balyi and Richard Way, and founded in 2013, USA Basketball has designed a practical, functional and sequential curriculum to take the game to a player.

The **Player Development Curriculum** consists of four levels of development: **Introductory**, **Foundational**, **Advanced** and **Performance**. Each level takes the player through progressive development techniques based on

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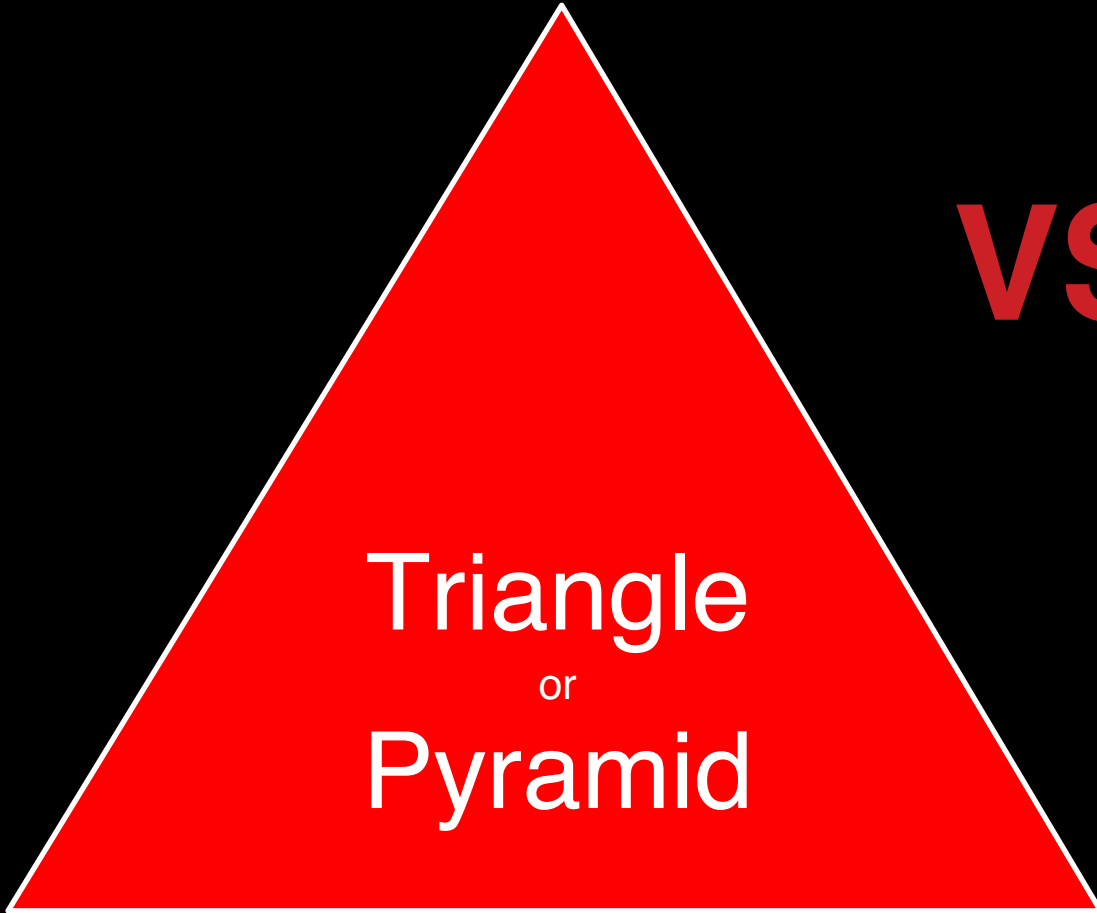
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# Frameworks

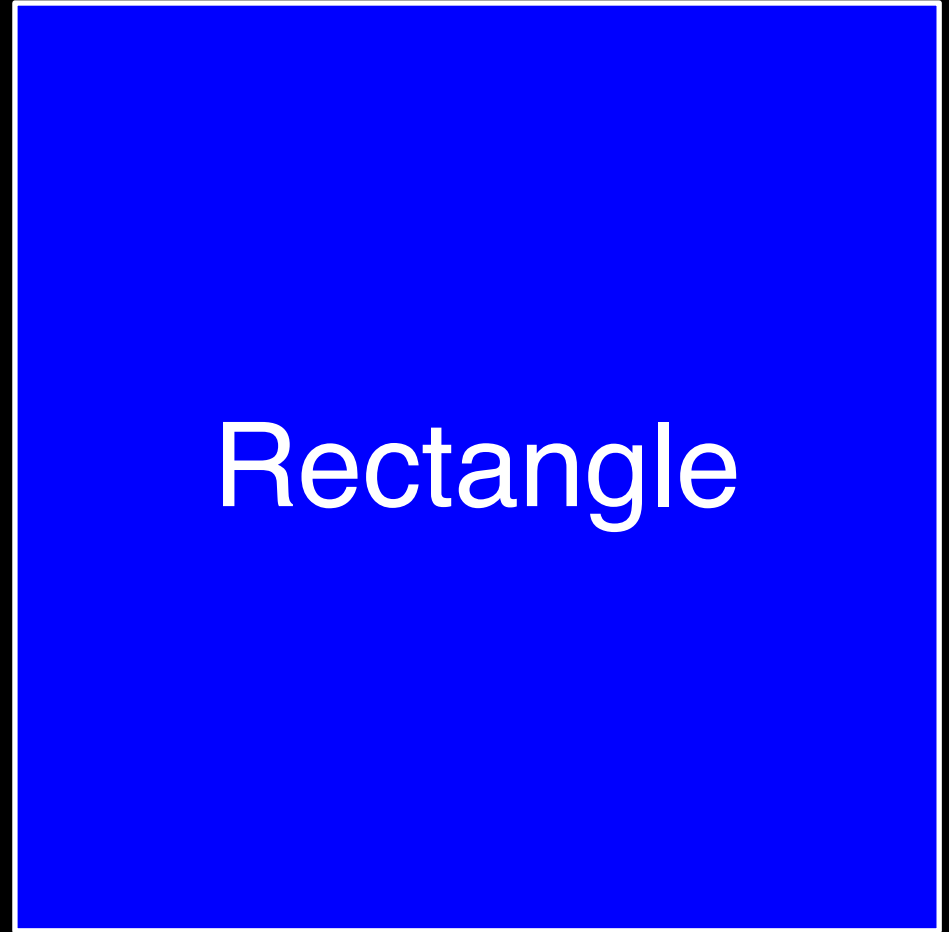
Start with new thinking!

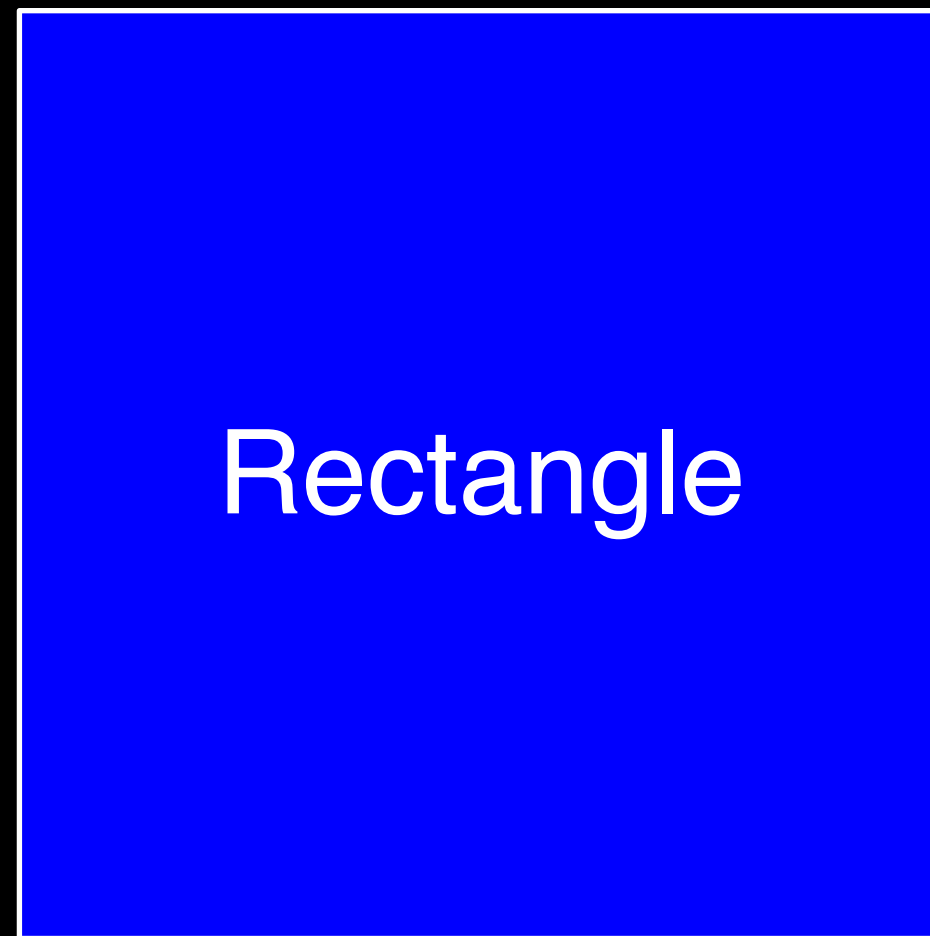
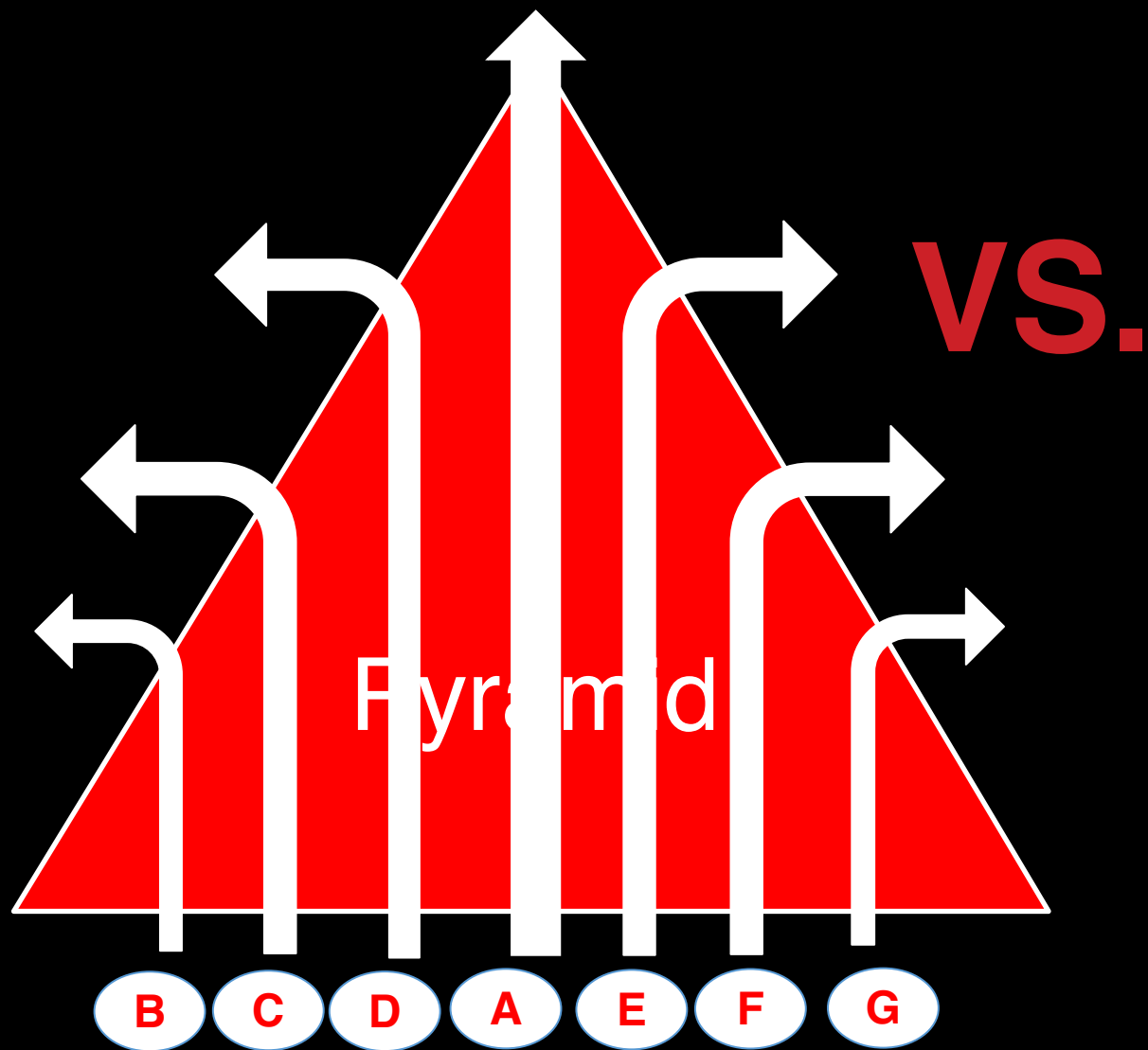
# Athlete Development

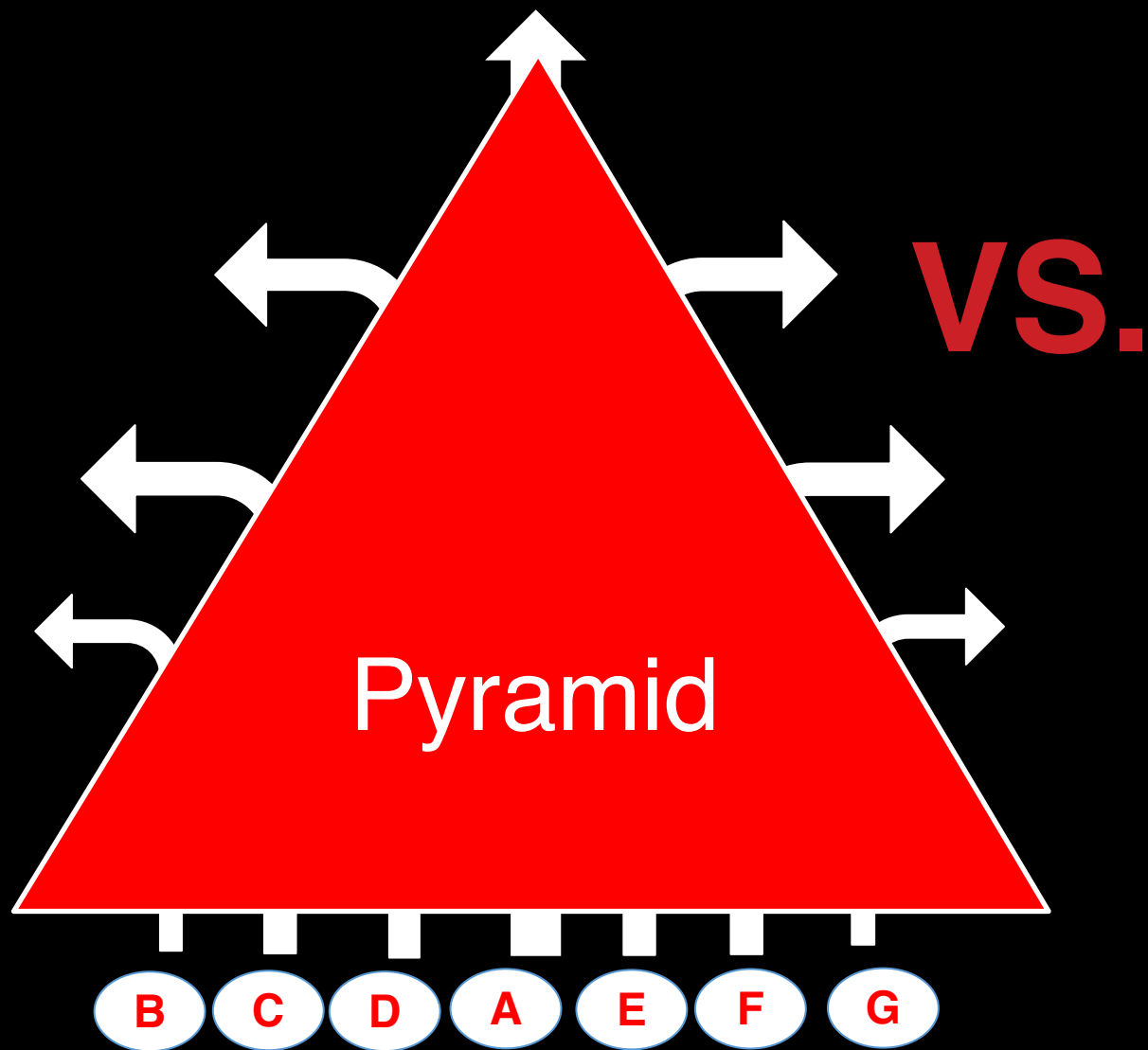
**VS.**



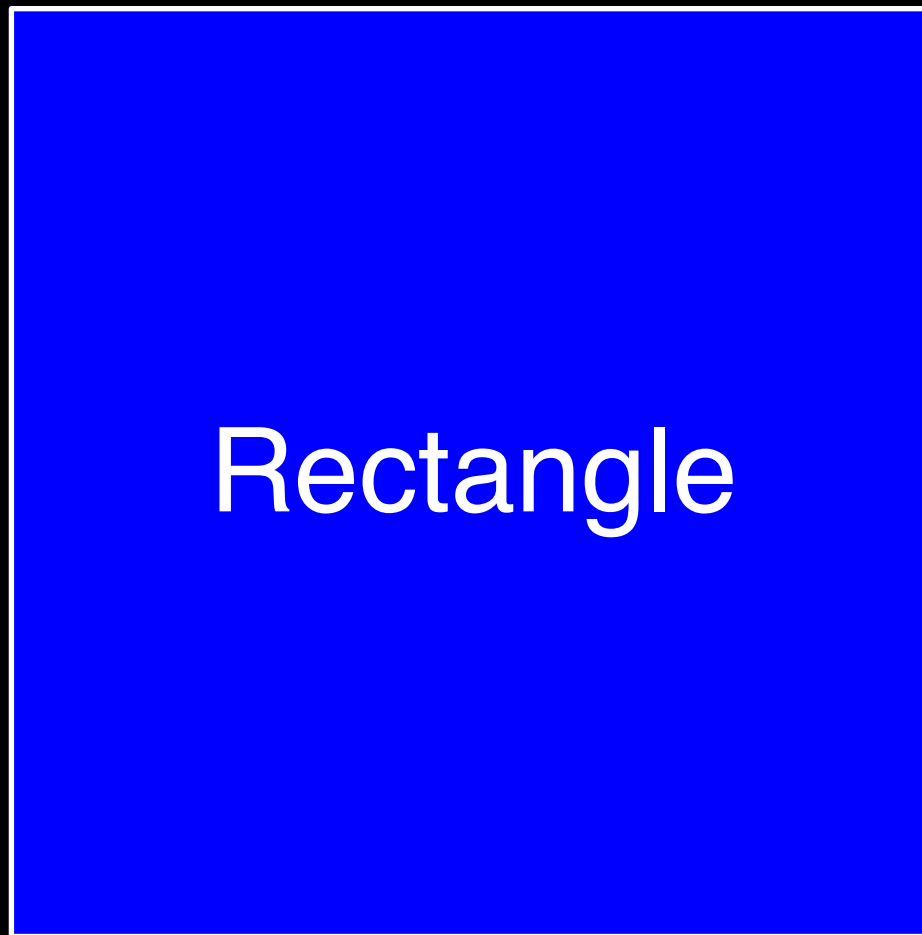
Rectangle



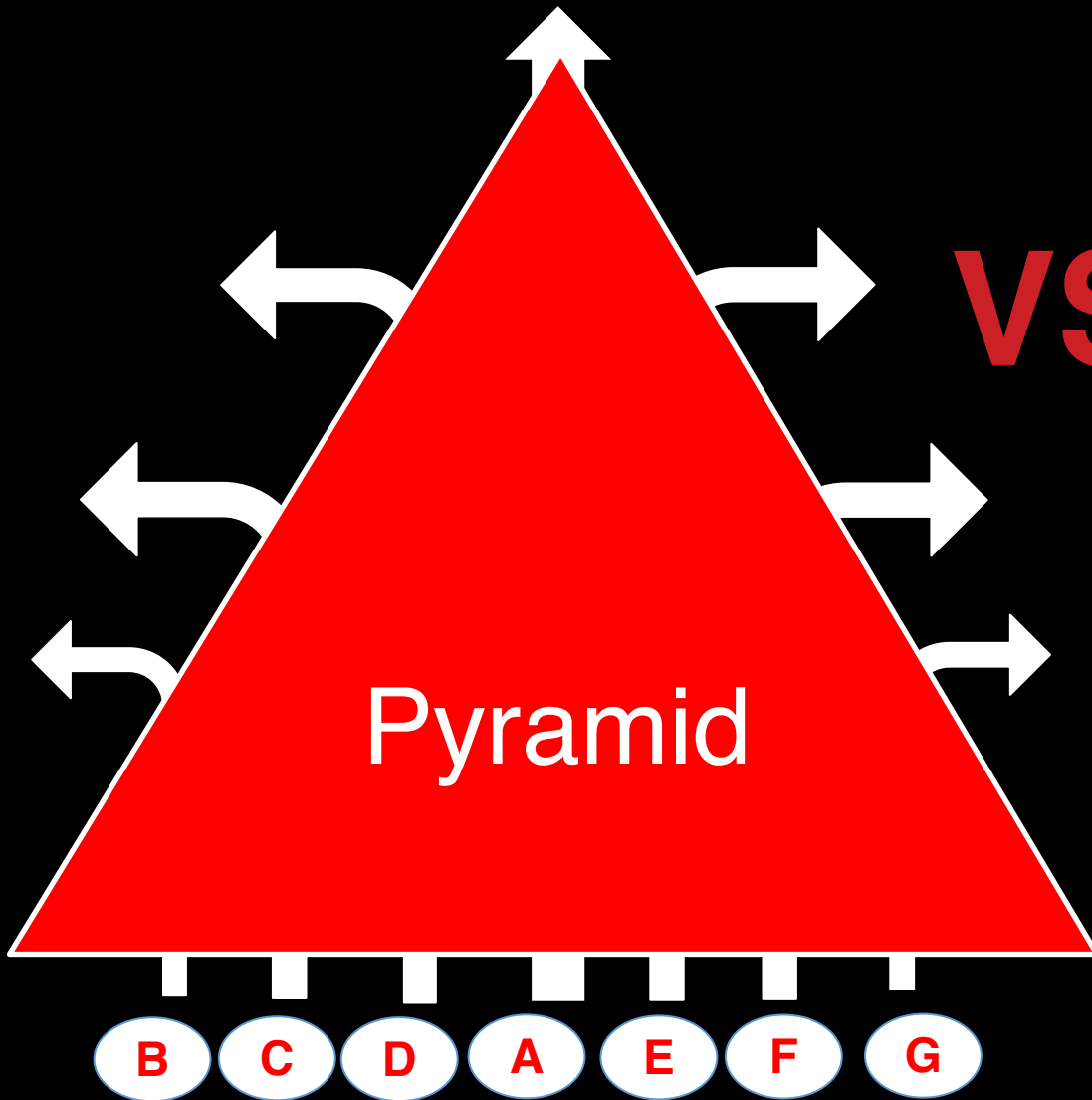




**VS.**

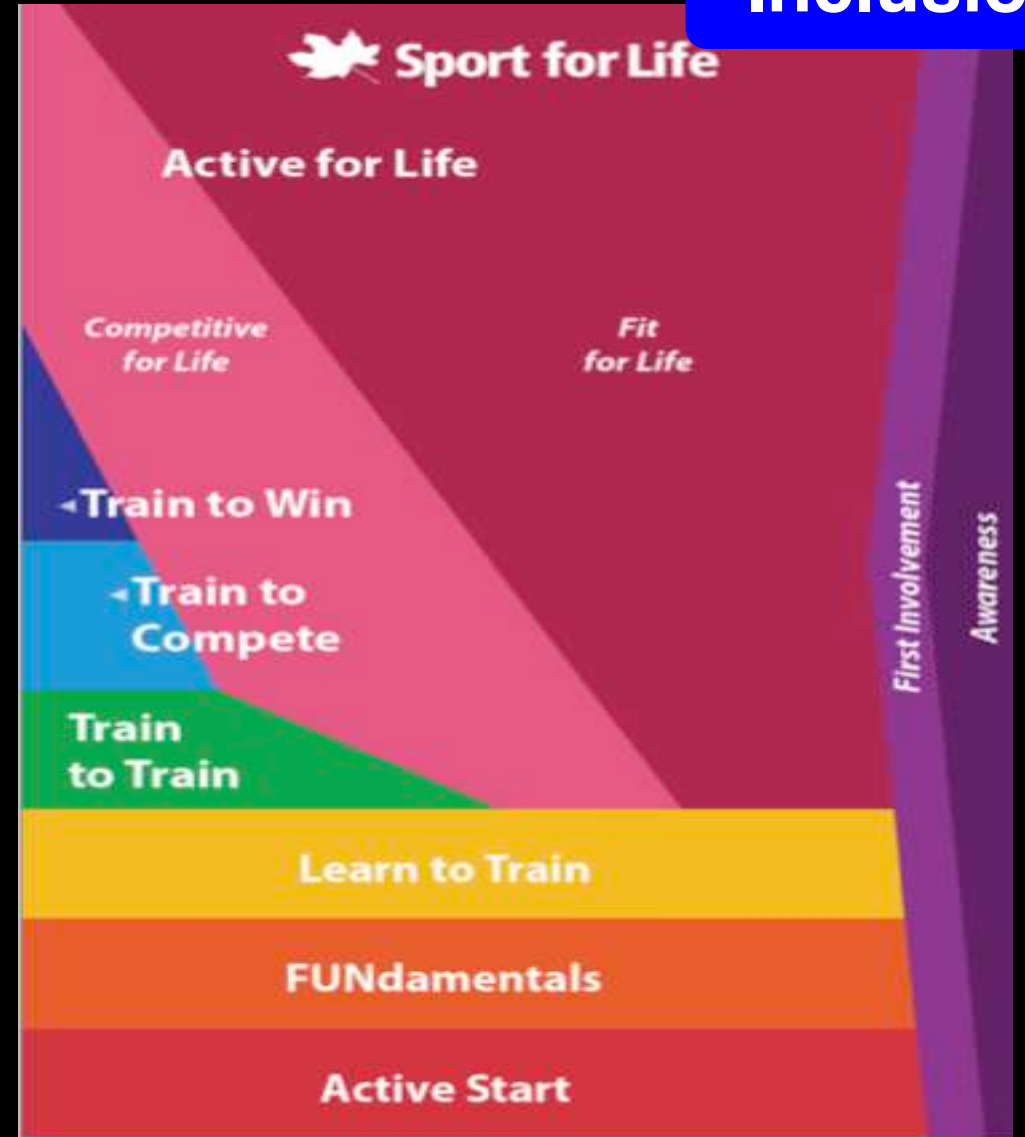


Exclusion



VS.

Inclusion



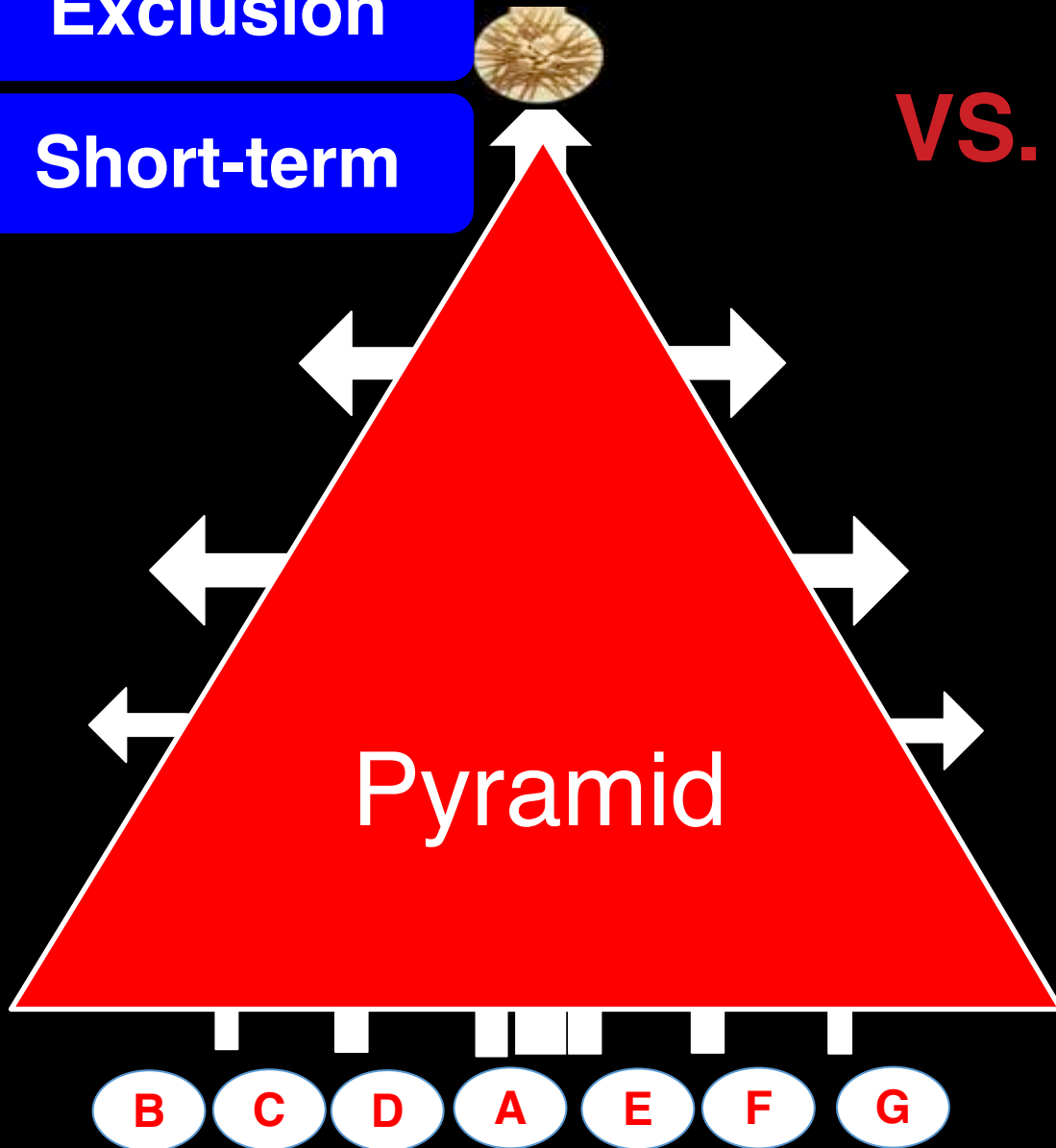
Exclusion

Short-term

VS.

Inclusion

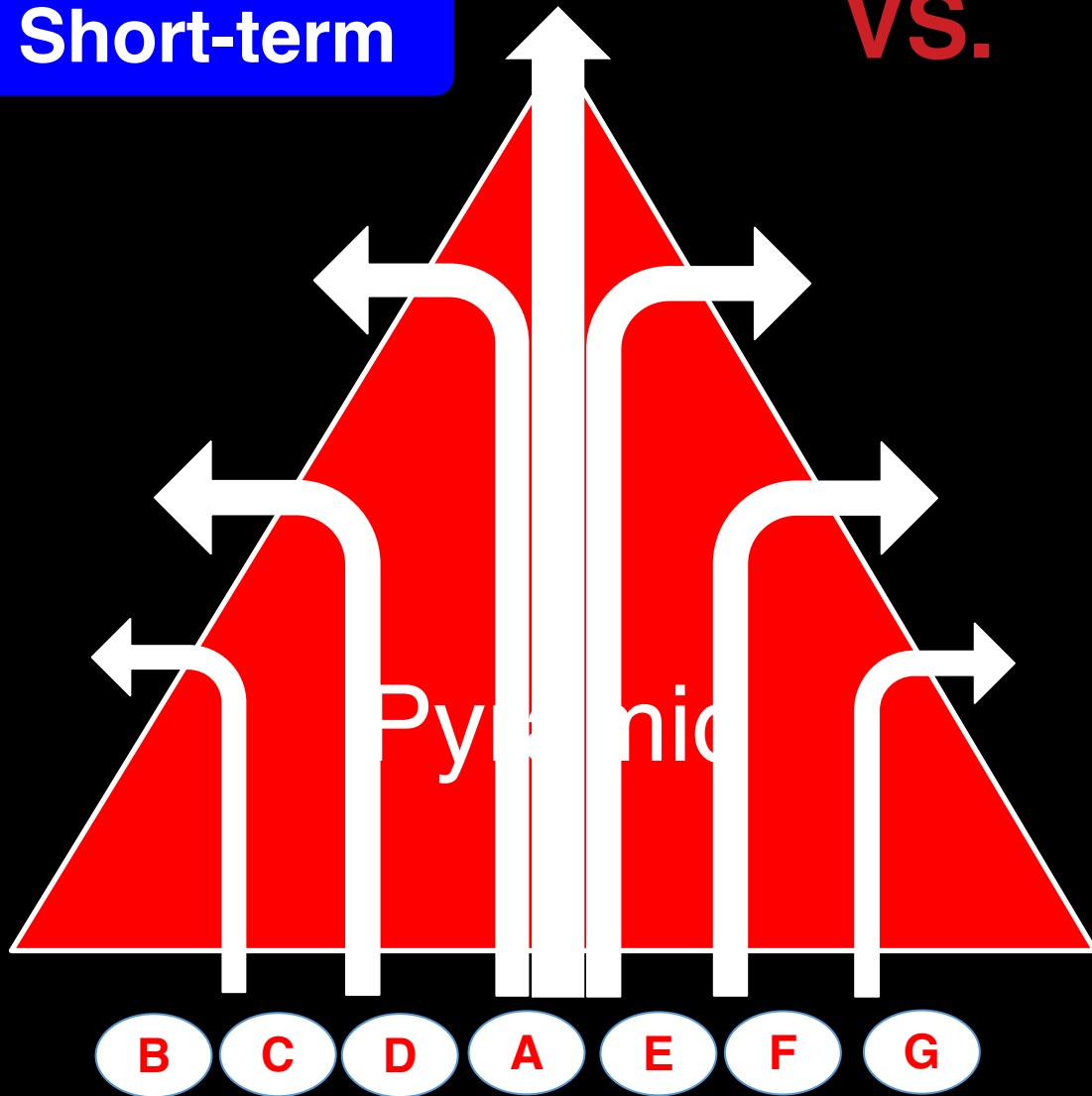
Long-Term



Exclusion

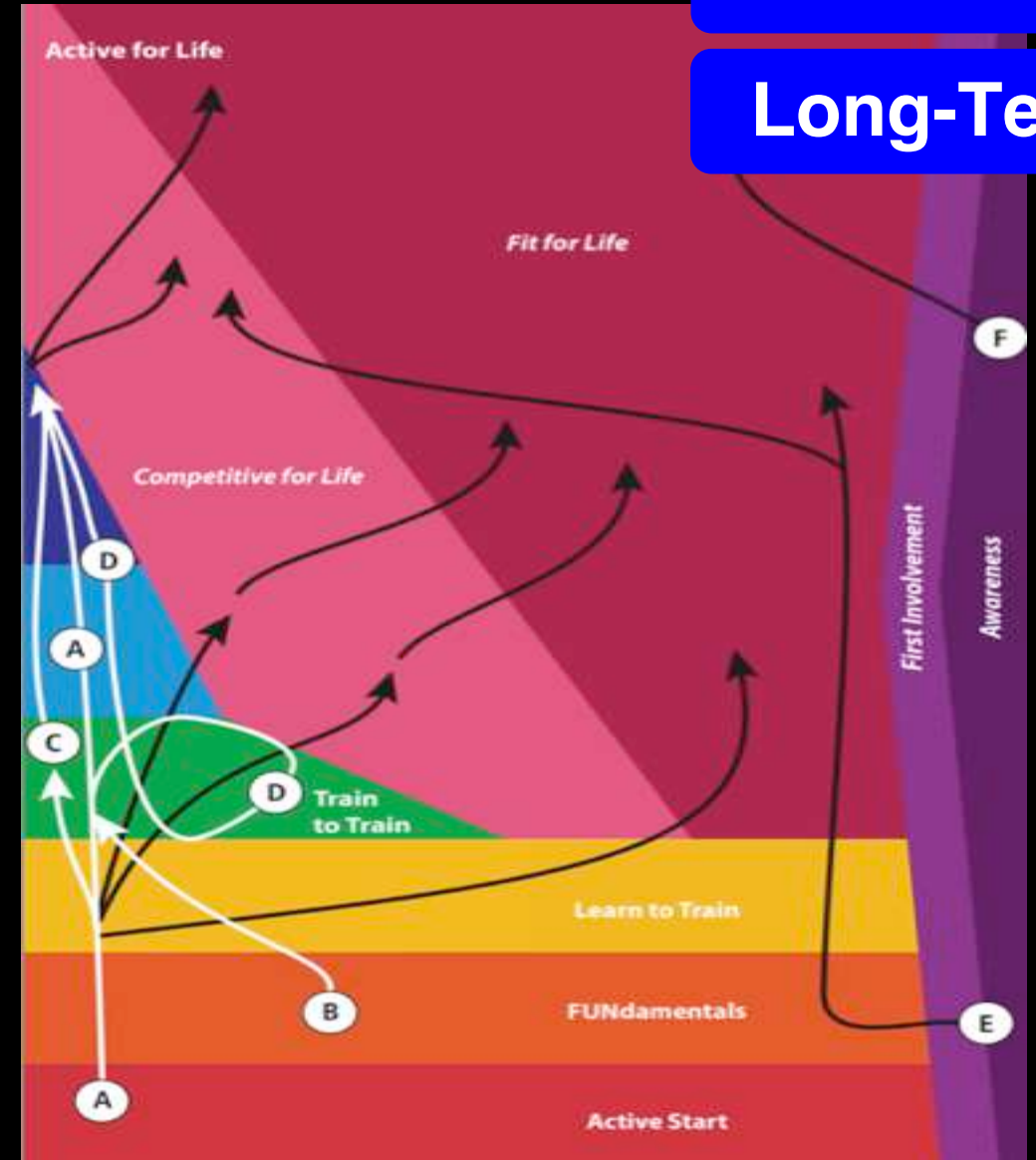
Short-term

VS.



Inclusion

Long-Term



Exclusion

A moment

Age

Cut

Alone

For 1 Sport

Pyramid

VS.

Inclusion

A lifetime

Ability

Transfer

Together

For Society









CHAMPIONS

#CWC19

NISSAN

oppo

MRF  
TYRES

Booking.com

Emirates

#CWC19

Mowat Group

BIRA9

Uber

Coca-Cola

Sun Country

SAFARI  
SUNSHINE

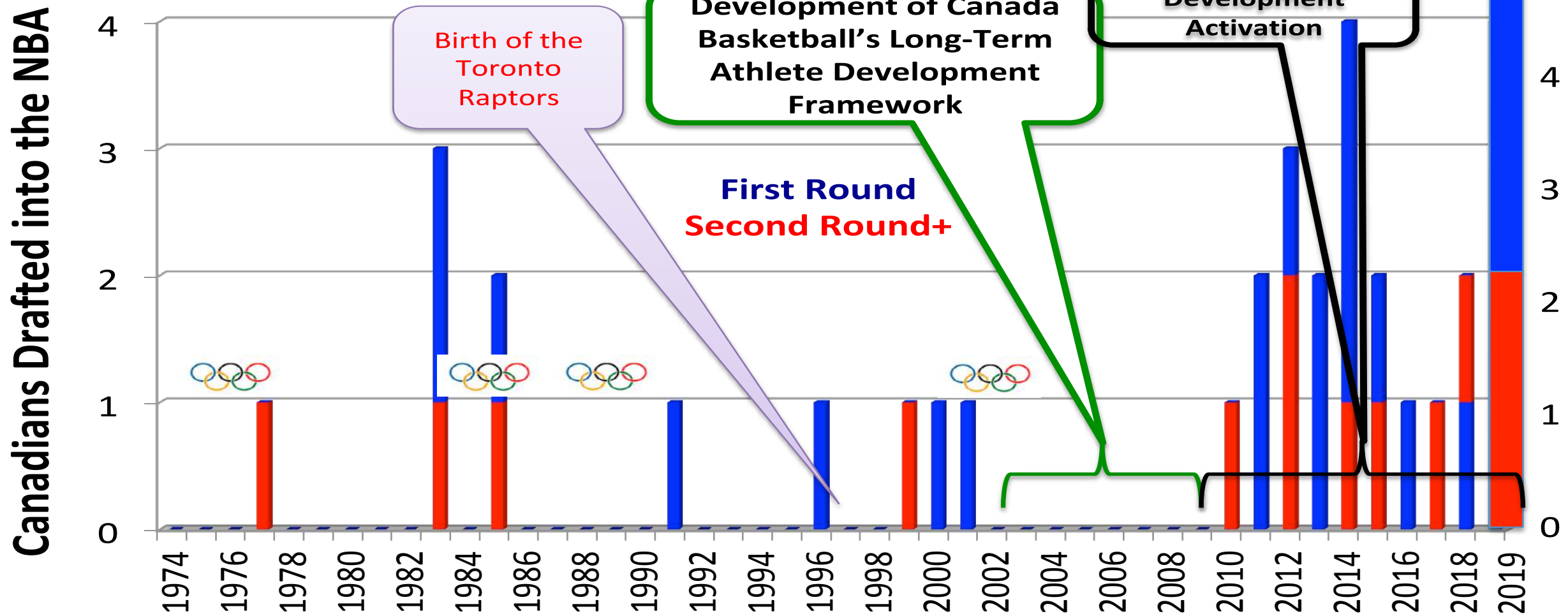




Photo  
National Post

Canada's Frank Dancevic, left, Denis Shapovalov, centre, and Felix Auger-Aliassime

# Canada Basketball's Athlete Development

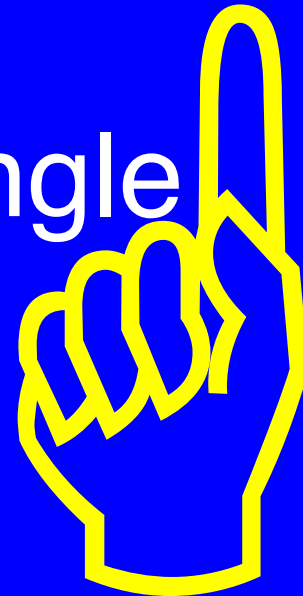


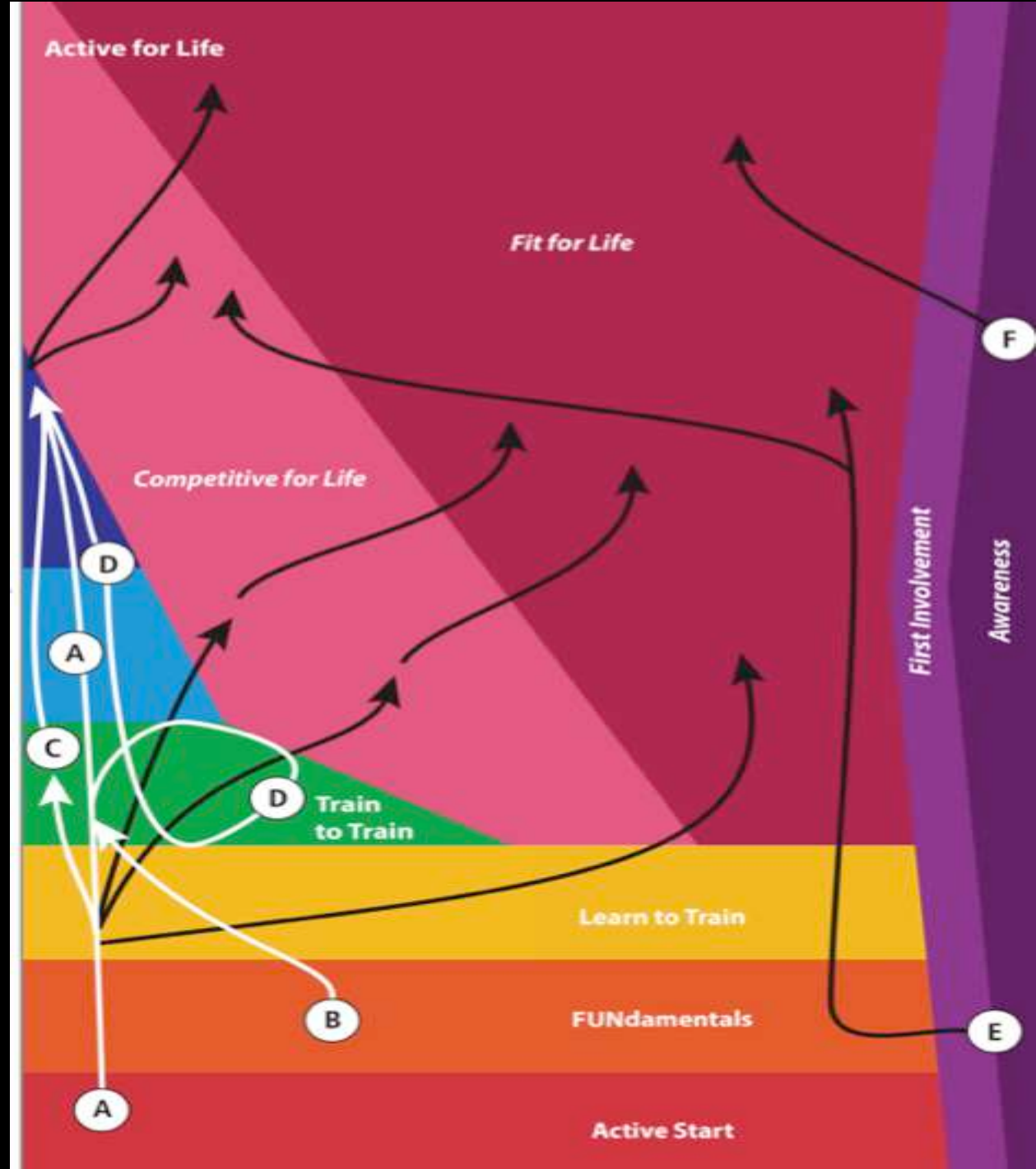
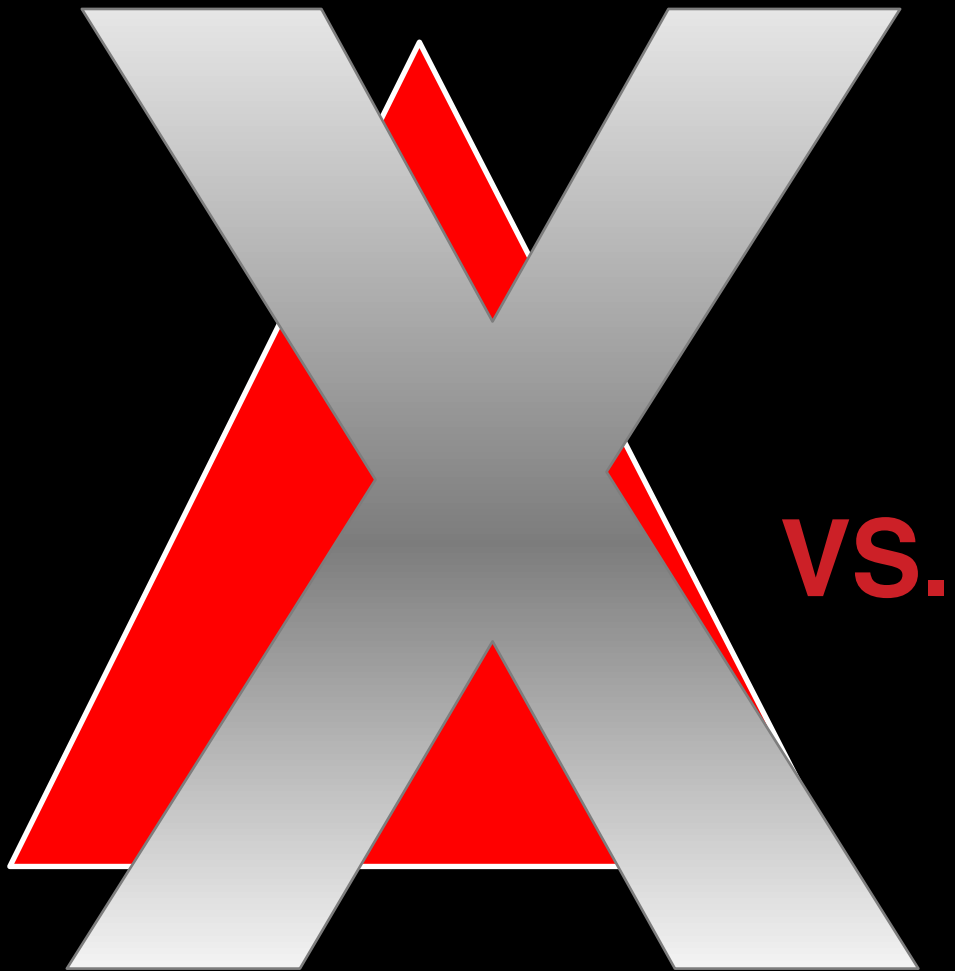
Canada Basketball's Long-term Athlete Development framework included many initiatives including a country wide move to FIBA rules.



vs.

Rectangle





# The Change We Need

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Table 5: The Change We Need



# Guiding Principles

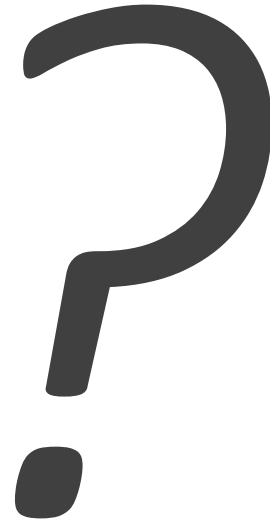
1. **Quality** is key
2. **Optimal** programming is critical
3. **Inclusion** is non-negotiable
4. **Collaboration** makes the system better



# Basketball Canada

Ron Yeung

# Questions and Answers



# Wrap Up

- Homework for next week:
  - Read module 2 (Key Factors of LTD) in the Guidebook
  - Do a google search on the Key Factors
- Reminders
  - Midterm Exam (week 4) and Final Exam (week 8)
  - E-learning
    1. Introduction to Long Term Development
    2. Introduction to Physical Literacy



# Thank You

