

# London 2012: What's keeping us awake at night?

- Executing a plan built on very high ambition
- Building an elite performance system, not just getting results
- People –recruitment and development
- The coherence of our “elite training centres”
- A sense of urgency – we have to move fast!
- Burn-out, or peaking too early



# UK 2012 Performance Strategy: the case we made for funding

1. Research the performance path from talent recognition to Olympic Podium
2. Agree the highest attainable goal given the time available
3. Estimate the number of athletes of sufficient calibre required to establish successful athlete pathways
4. Specify the performance staff, infrastructure and operational costs needs to operate these
5. A logic for maximising the number of medals and medallists from the whatever budget is available
6. Specify the essential national framework, central systems and services needed to pull it all together



# The pathway from Talent to Podium



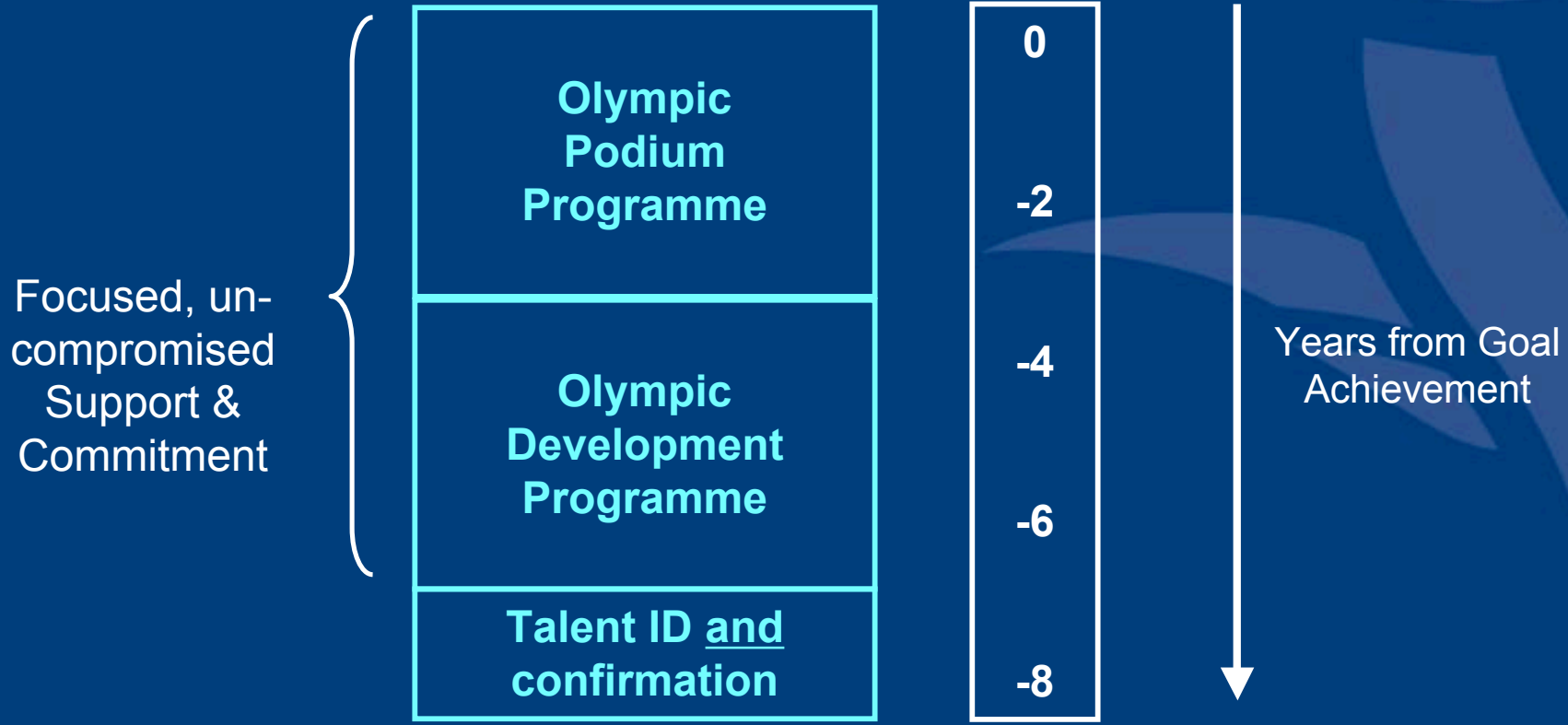
# Olympic Podium Success



The "Traditional" View



## 2012 Olympic Podium Success



## Elite Pathway



# Sydney 2000 Results

Traditional Table			Total Medals			Total Medallists		
rank	nation	total	rank	nation	total	rank	nation	total
1	USA	39	1	USA	97	1	USA	227
2	Russia	32	2	Russia	88	2	Russia	177
3	China	28	3	China	59	3	Australia	167
4	Australia	16	4	Australia	58	4	Germany	116
5	Germany	14	5	Germany	57	5	China	79
6	France	13	6	France	38	6	Netherlands	76
7	Italy	13	7	Italy	34	7	S Korea	73
8	Netherlands	11	8	Cuba	29	8	Cuba	68
9	Cuba	11	9	S Korea	28	9	France	64
10	GB	11	9	GB	28	10	Italy	63
11	Romania	11	11	Romania	26	11	GB	53
12	S Korea	8	12	Netherlands	25	12	Hungary	51
13	Hungary	8	13	Ukraine	23	13	Brazil	46
14	Poland	6	14	Japan	18	14	Norway	44
15	Japan	5	15	Hungary	17	15	Japan	43



# Athens 2004 Results

Traditional Table			Total Medals			Total Medallists		
rank	nation	total	rank	nation	total	rank	nation	total
1	USA	35	1	USA	103	1	USA	235
2	China	32	2	Russia	92	2	Russia	184
3	Russia	27	3	China	63	3	Australia	149
4	Australia	17	4	Australia	49	4	Germany	145
5	Japan	16	5	Germany	48	5	Italy	102
6	Germany	14	6	Japan	37	6	China	96
7	France	11	7	France	33	7	Japan	91
8	Italy	10	8	Italy	32	8	Netherlands	75
9	S Korea	9	9=	Korea	30	9	Cuba	62
10	GB	9	9=	GB	30	10	GB	55
11	Cuba	9	11	Cuba	27	11	S Korea	52
12	Ukraine	9	12	Ukraine	23	12	Argentina	51
13	Hungary	8	13	Netherlands	22	13	France	49
14	Romania	8	14=	Romania	19	14	Ukraine	48
15	Greece	6	14=	Spain	14	15	Brazil	41



# What could be our highest attainable goal?

Top 4 nation in 2012?

circa 16-18 golds 55-60 medals, 120 medallists?

Games	Gold	Medals
Atlanta 1996	1	15
Barcelona 1992	5	20
Seoul 1988	5	24





# The UK 2012 Performance Pyramid



# The traditional funding debates

- “Significant” vs “Minor” Sports/Events
- “Soft” vs “Hard” Sports/Events
- targeting/rewarding Gold vs Silver/Bronze/finals
- Individual vs Team Medals/Sports

## Our Solution ?

An investment strategy that targets athletes capable of becoming medallists, in events where we have a track record of success, in Sports that have the potential to deliver medallists now and in the future



# London 2012: What's keeping us awake at night?

- Executing a plan built on very high ambition
- Building an elite performance system, not just getting results
- People –recruitment and development
- The coherence of our “elite training centres”
- A sense of urgency
- Burn-out, or peaking too early





# National Elite Sport Funding



# A brief history of the UK Elite System

1998

National/Central Sports Institute

~~1995-6~~

State/Region Sports Institutes

2002

1998

National Sports Bodies

Elite Clubs/Teams

1972

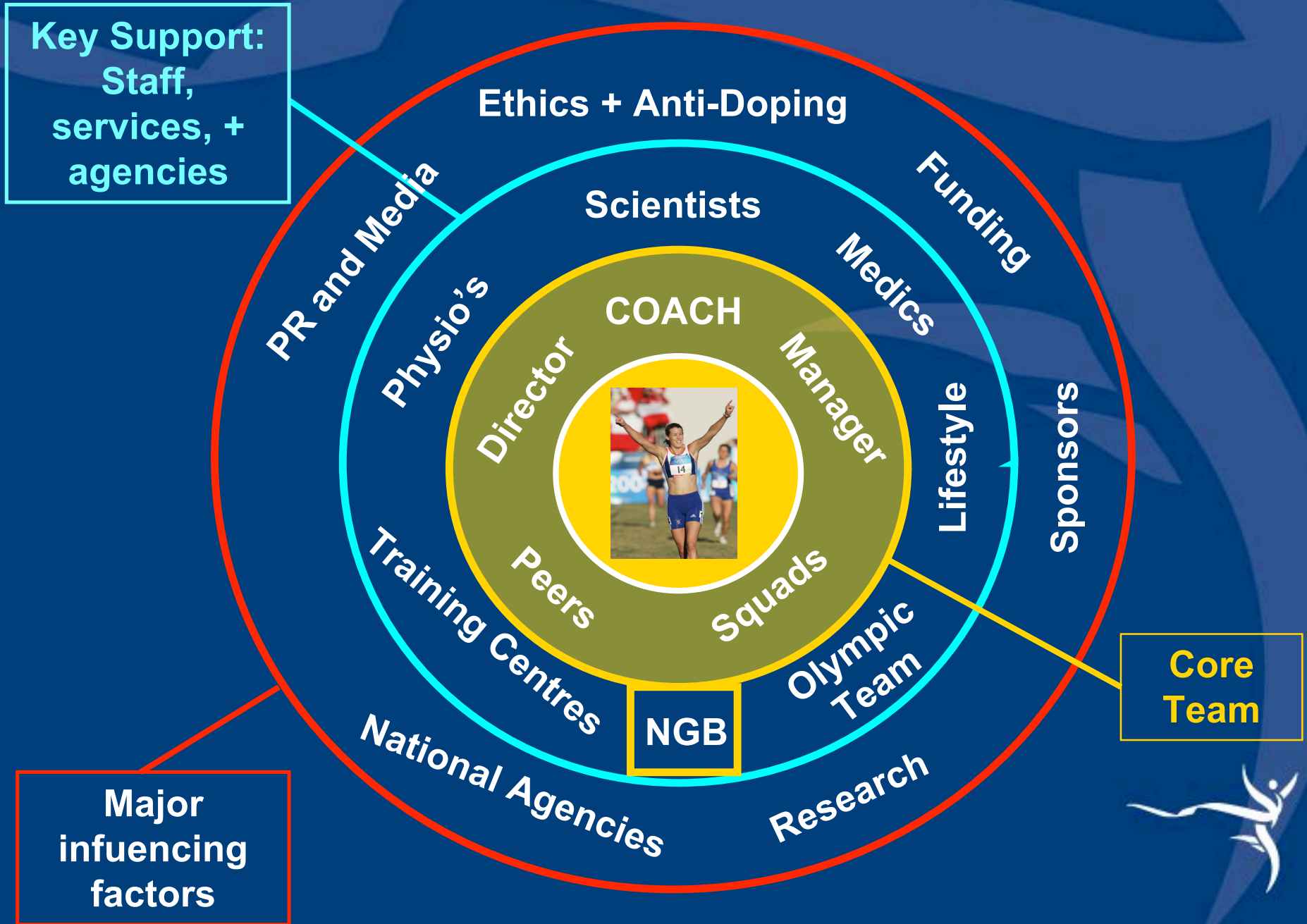
1997

Athletes

Coaches



# The UK Performance Environment



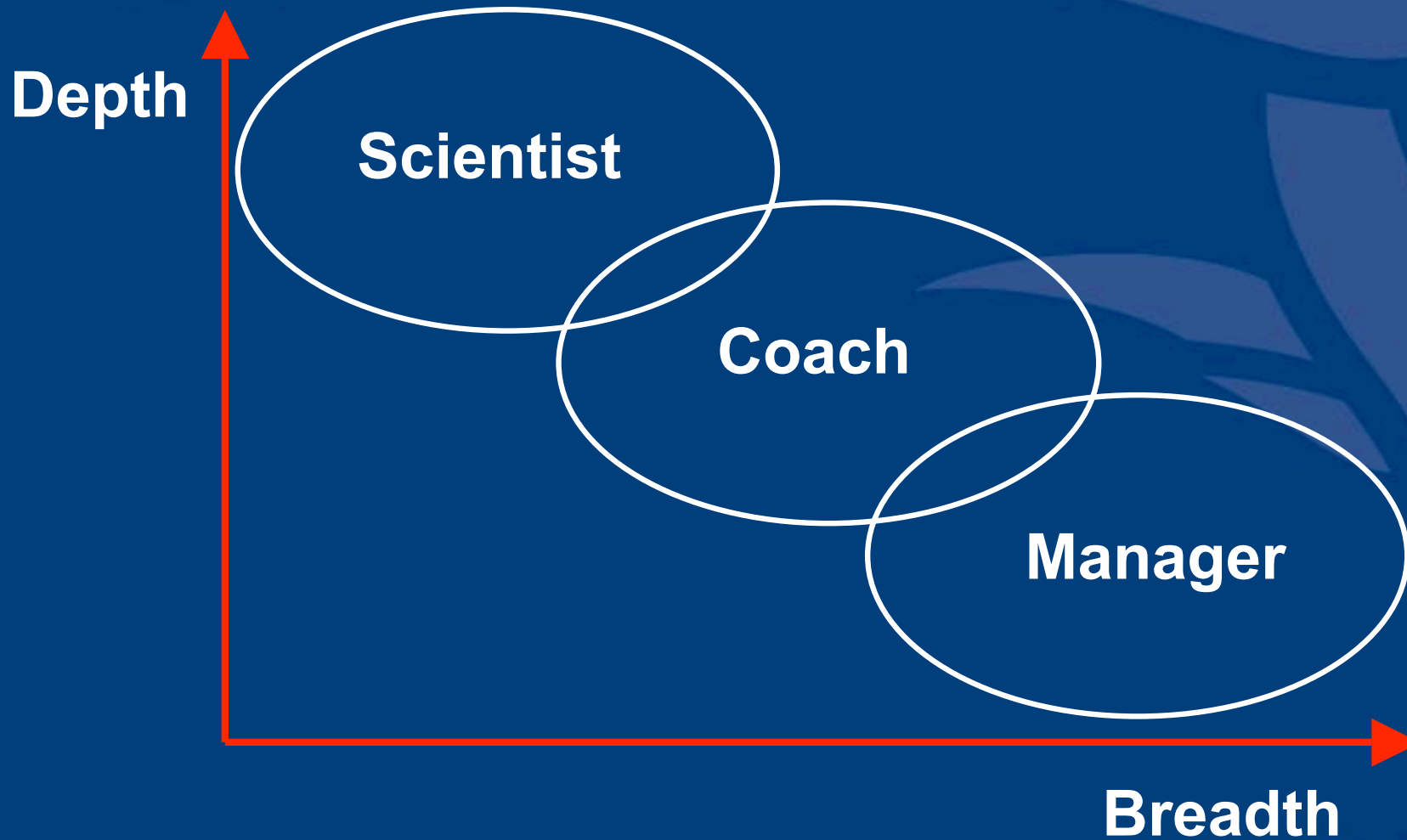
# London 2012: What's keeping us awake at night?

- Executing a plan built on very high ambition
- Building an elite performance system, not just getting results
- People –recruitment and development
- The coherence of our “elite training centres”
- A sense of urgency
- Burn-out, or peaking too early





# Getting the right people in the right job *and* developing them



# London 2012: What's keeping us awake at night?

- Executing a plan built on very high ambition
- Building an elite performance system, not just getting results
- People –recruitment and development
- The coherence of our “elite training centres”
- A sense of urgency
- Burn-out, or peaking too early



# UK Elite Training Centres

