



Through the Looking Glass

Global trends informing the future of coaching in Australia

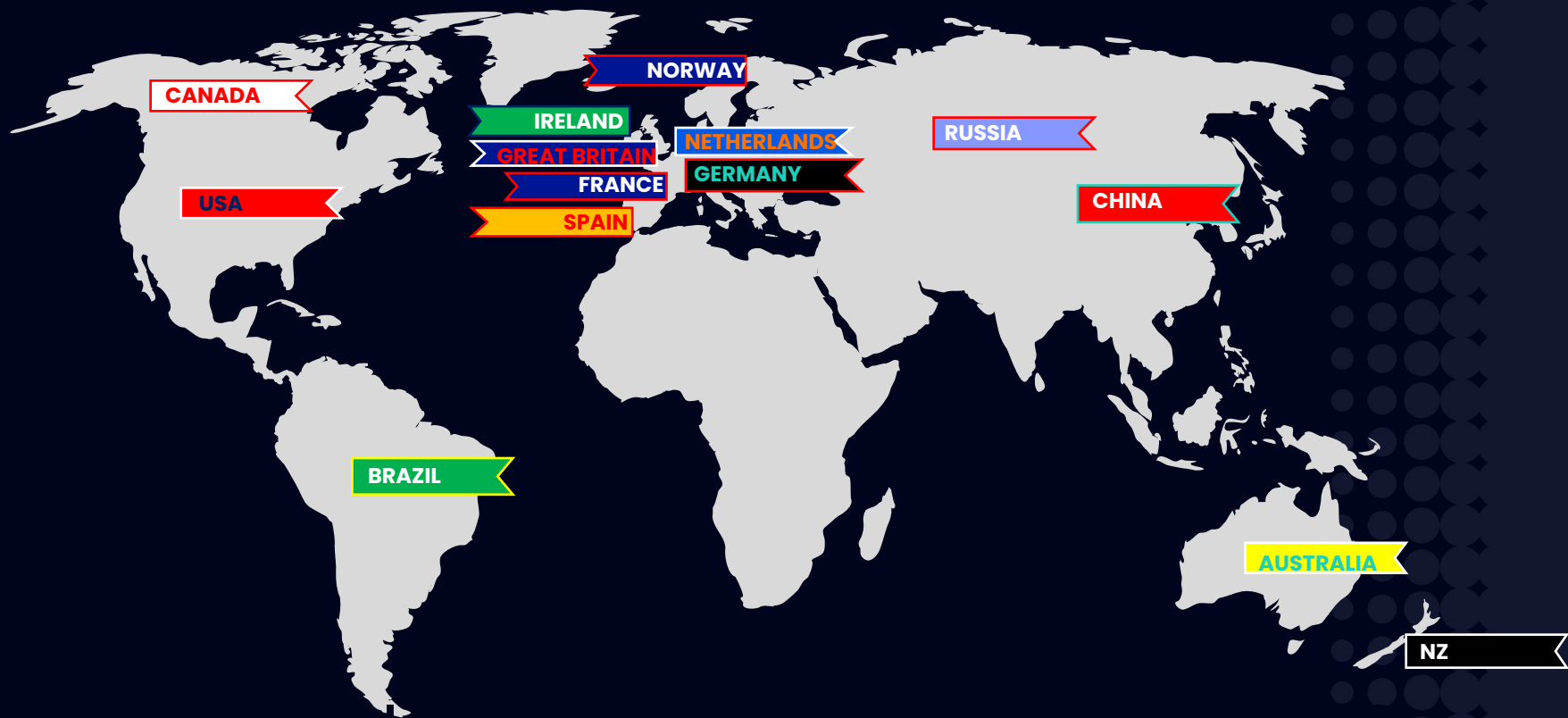
ASC Coaching and Officiating Conference, May 2023

Rips – friends AND foe

We anticipate that the sports landscape is changing forever

- ◆ Driven primarily by sociocultural, economic, technological, and geopolitical forces
- ◆ Sport is a complex system and now more than ever before it does not exist in isolation to the rest of society

- ◆ Organisations should set their sail according to the forces that are most **likely**, **impactful** (size, velocity and scope) and **malleable**
- ◆ Sensing weak signals is key - forewarned is forearmed





RUGBY AU

SASI



MILLFIELD



LA TROBE UNIVERSITY

Queensland Academy of Sport



VICTORIAN INSTITUTE OF SPORT



NTNU

Norwegian University of Science and Technology

NORGES IDRETTSFORBUND



TIS



ALTIS



Premier League

BEAUTIFUL GAME GROUP

AIS



DIVING AUSTRALIA



AUSTRALIA ECU UNIVERSITY EDITH COWAN

LTA BRITISH TENNIS



INSTITUT CANADIEN DU SPORT



METTLE GLOBAL



EDITH COWAN UNIVERSITY

LTA BRITISH TENNIS

TRIATHLON CANADA



Cycling AUSTRALIA



CRICKET AUSTRALIA



uk sport

ACU AUSTRALIAN CATHOLIC UNIVERSITY

VICTORIA UNIVERSITY



UFC

THE UNIVERSITY OF QUEENSLAND AUSTRALIA



Water Polo AUSTRALIA

wais

nswis NSW INSTITUTE OF SPORT

BUURTZORG



THE ROYAL BALLET COVENT GARDEN

HIGH PERFORMANCE SPORT NEW ZEALAND

swimming australia

Australian Sailing



COMBAT AUS



BREAK AWAY GAINS group



Gymnastics Australia

Gale force 7

The 33 forces projected to act as a headwind or tailwind in the next decade can be aggregated into 7 areas



Power

The capacity or ability to direct or influence the behaviour of others or the course of events



Economics

Relating to the production, distribution, and consumption of resources, goods, or services



Sociocultural

Common traditions, patterns, habits, and beliefs present within a specific human population



Technology

The application of knowledge for achieving practical goals in a precise, reproducible way, often taking advantage of scale



Environmental

Relating to the natural world and the impact of human activity on its condition



Legal / Ethical

Legal: Pertaining to a set of rules created and enforceable by social or governmental bodies to regulate behaviour

Ethical: A system of beliefs that examines 'what ought one to do'



Coaching

Trends in the research and delivery of coaching within performance environments

Force ranking

Tier 1 forces are seen as strategic imperatives to address / harness

Tier 1 forces require: likelihood is highly likely AND two out of three other assessment criteria are red

- **Tier 2** forces are seen as the next most salient
- **Tier 2** forces require at least two of the four assessment criteria to be amber or red
- **Tier 3** forces may need to be addressed on a case-by-case basis
- **Tier 3** forces are those forces that do not need tier 1 or 2 entry criteria



The big 10

	Likelihood	Impact	Scope	Malleability
Mental health, performance & WB (T1)	Red	Red	Red	Orange
Rise of WiS (T1)	Red	Red	Red	Orange
Funding size, allocation & stability (T1)	Red	Red	Red	Green
Athlete empowerment (T2)	Red	Orange	Orange	Orange
Changing expectations of younger coaches – purpose & belonging (T2)	Red	Orange	Orange	Orange
Tech-driven data availability (T2)	Red	Orange	Orange	Orange
Youth, minors & safeguarding (T2)	Red	Orange	Orange	Orange
Effecting performance teaming (T2)	Orange	Orange	Orange	Red
Increased noise around coaches (T3)	Orange	Orange	Orange	Orange
Data governance (T3)	Red	Green	Green	Orange

Key takeaways

- ◆ Coaching requires you to be a coach, facilitator, resource allocator, performer, mentor, mentee.
- ◆ Mental performance and wellbeing are the next big frontiers (for athlete and coach).
- ◆ Challenges seen around the world about how to have critical conversations.
- ◆ Tech accelerates everything and brings both opportunities and challenges.
- ◆ Safeguarding is a major priority with increased compliance as a result.
- ◆ Being pre-headline is better than being post-headline – forewarned is forearmed.



Thank you




Contact

David Joyce

High Performance Strategy Advisor

 david.joyce@synapsing.co

 +61 (0) 415 994 440