

Personal Development of Elite Athletes



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Presentation Outline

Key focus of the presentation :

- Knowing holistic approach to athlete development and performance
- Knowing types of support essential to athletic development
- Knowing contributing factors for personal development
- Knowing what is personal development
- Knowing what AAS programmes/services provided to support their personal development
- Recent development



Profile :

Full-time athlete

HK's best cyclist

Winning goals in National games;

Asian Games; first Chinese World Champion Cyclist ;

best winner of HK Sports Stars Awards 2007;

Ten outstanding young person.....



If you were Wong Kam Po, what you would like to get support after the end of your sporting life?

Or what kinds of support do you think is important to athletes during their career transitions?



High Performance & Athletes' Personal Development

A Holistic approach to elite
athlete development and
performance

- Encompassing the whole spectrum of athletic career from talent research and development, pre-elite training, elite training and post-elite career and education development



High Performance & Athlete Development

NATURE



NUTURE

◆ **Talent Identification**



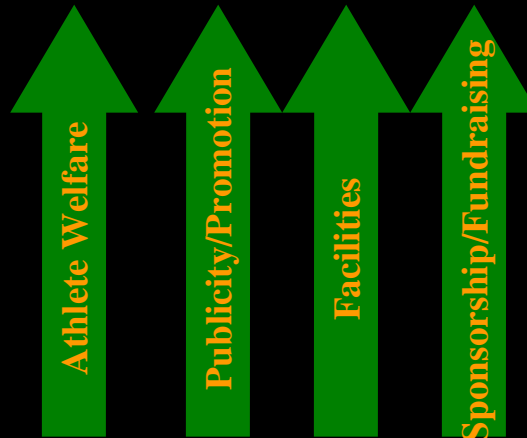
☞ **Coaching/Training**

☞ **Scientific Support**

☞ **Personal & Social Development**

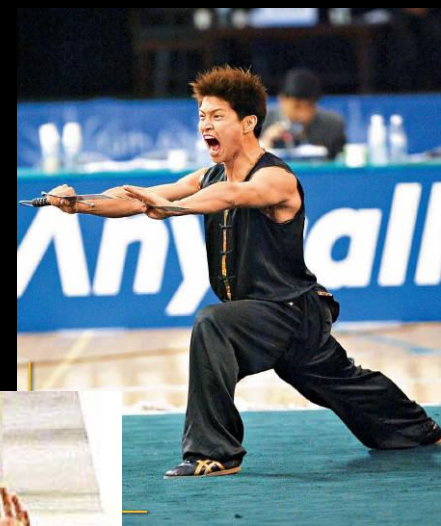
☞ **Education & Career Support**





Support and Development
 Planning, Monitoring, Facilitations, Coordination







Athlete Centered

以人為本

Professionalism

人盡其才



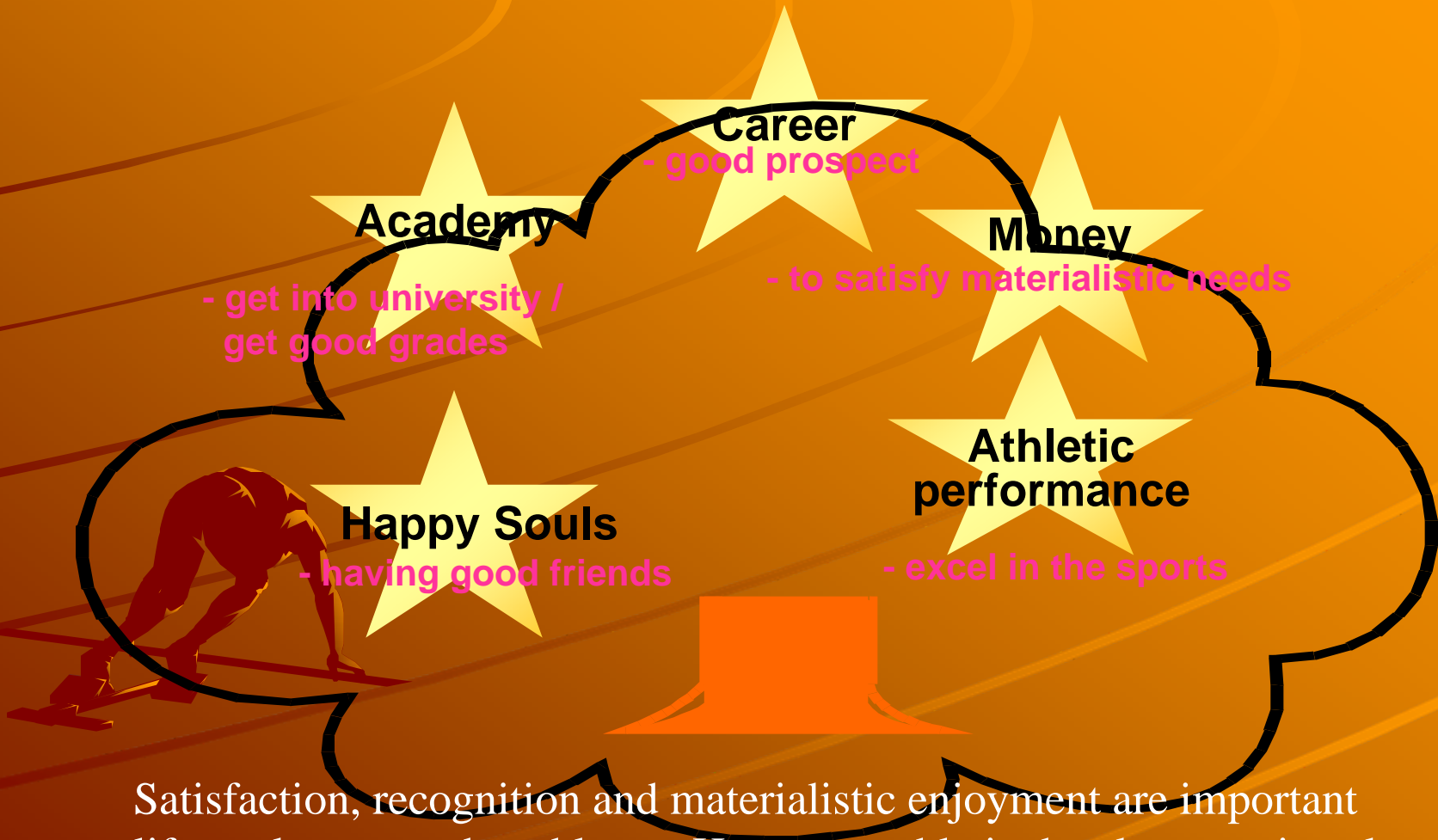
Research Findings

- ◆ Values and Aspiration of the athletes
- ◆ Support required for Athletic Development



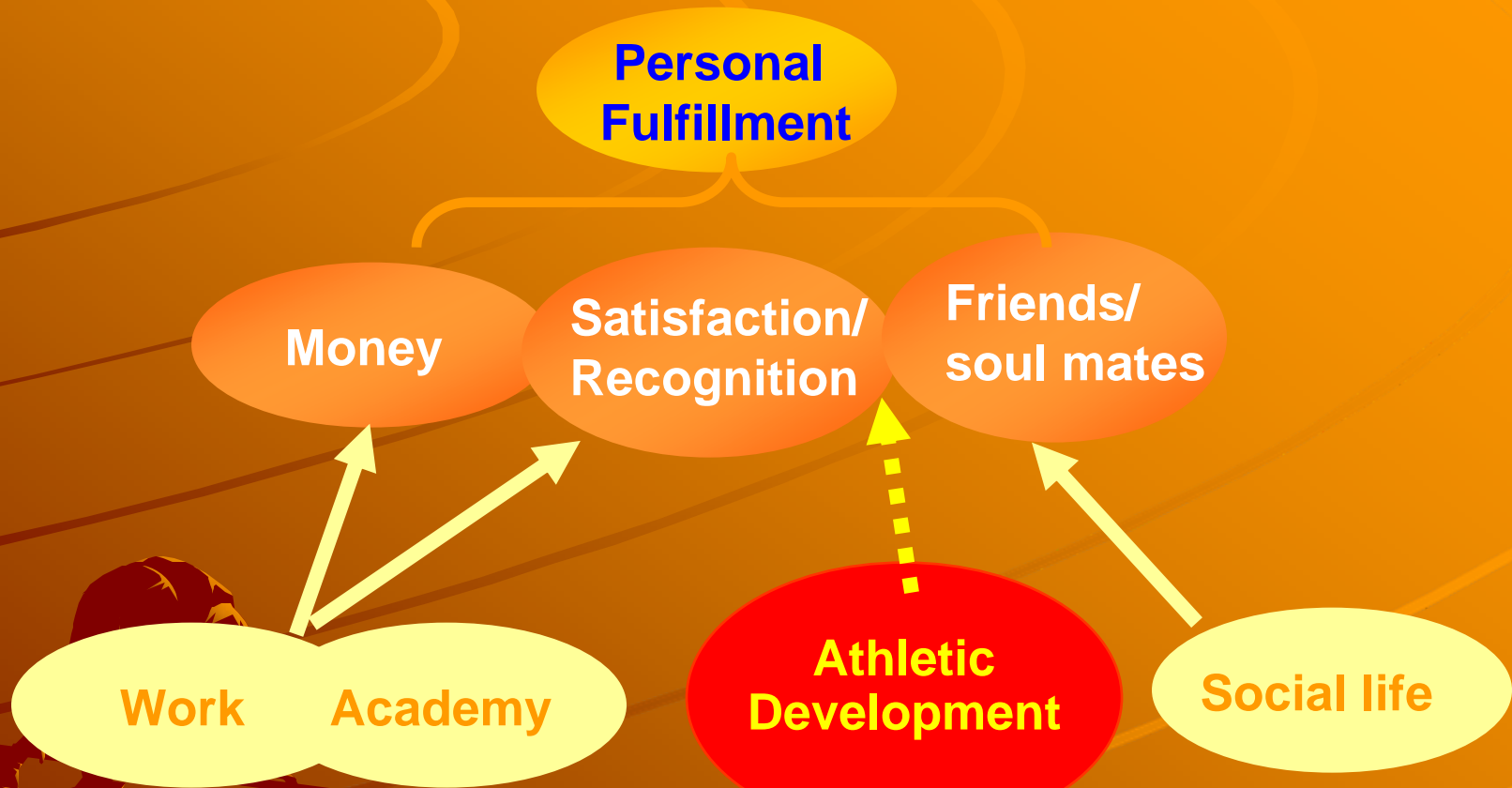
Project Support – Report on Qualitative Research Findings by
AC Nelsen 2005

Goals & Ambitions of Athletes



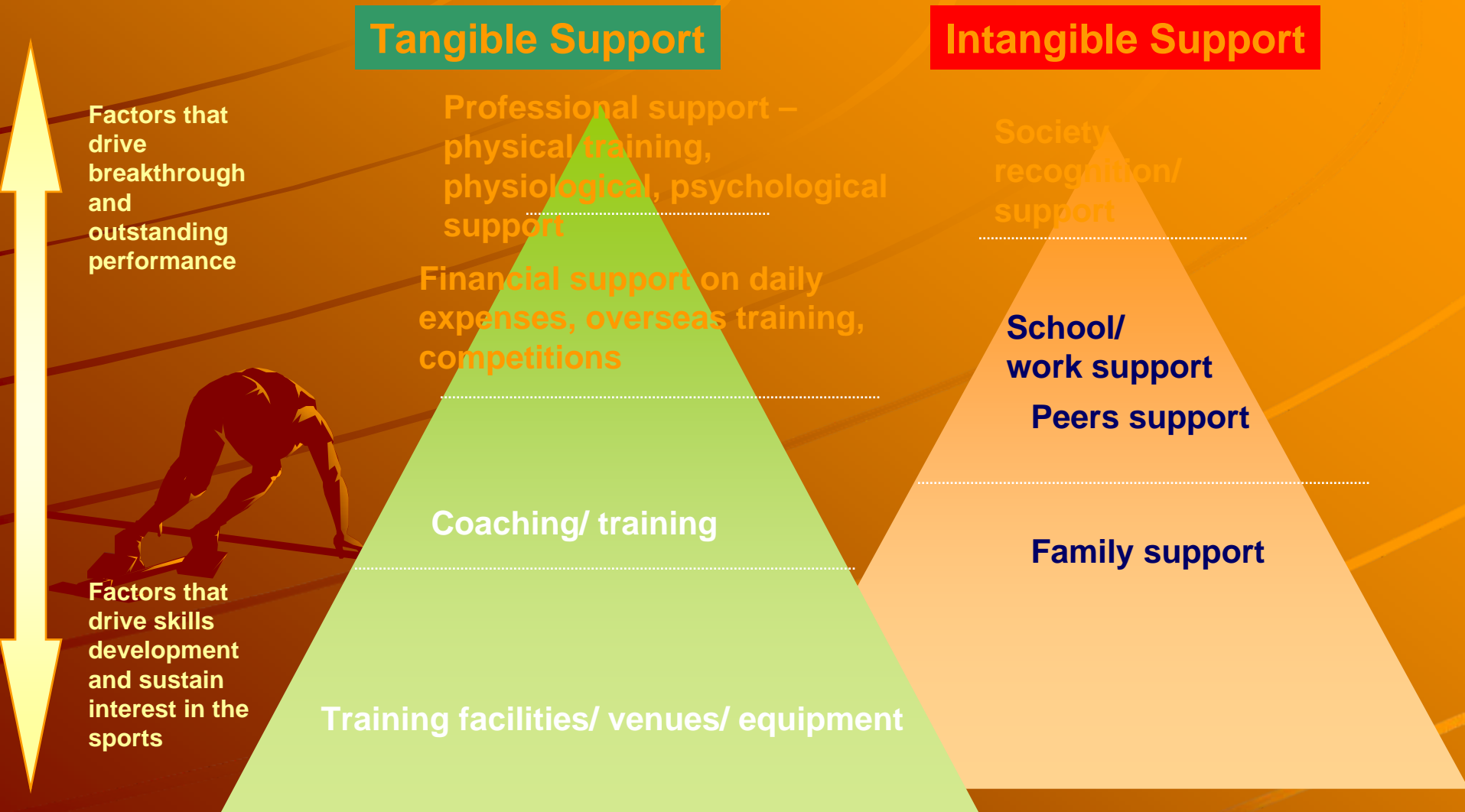
Satisfaction, recognition and materialistic enjoyment are important life goals among the athletes. However, athletic development is only seen to be making partial contribution to the achievement of their goals.

Life Values of Athletes

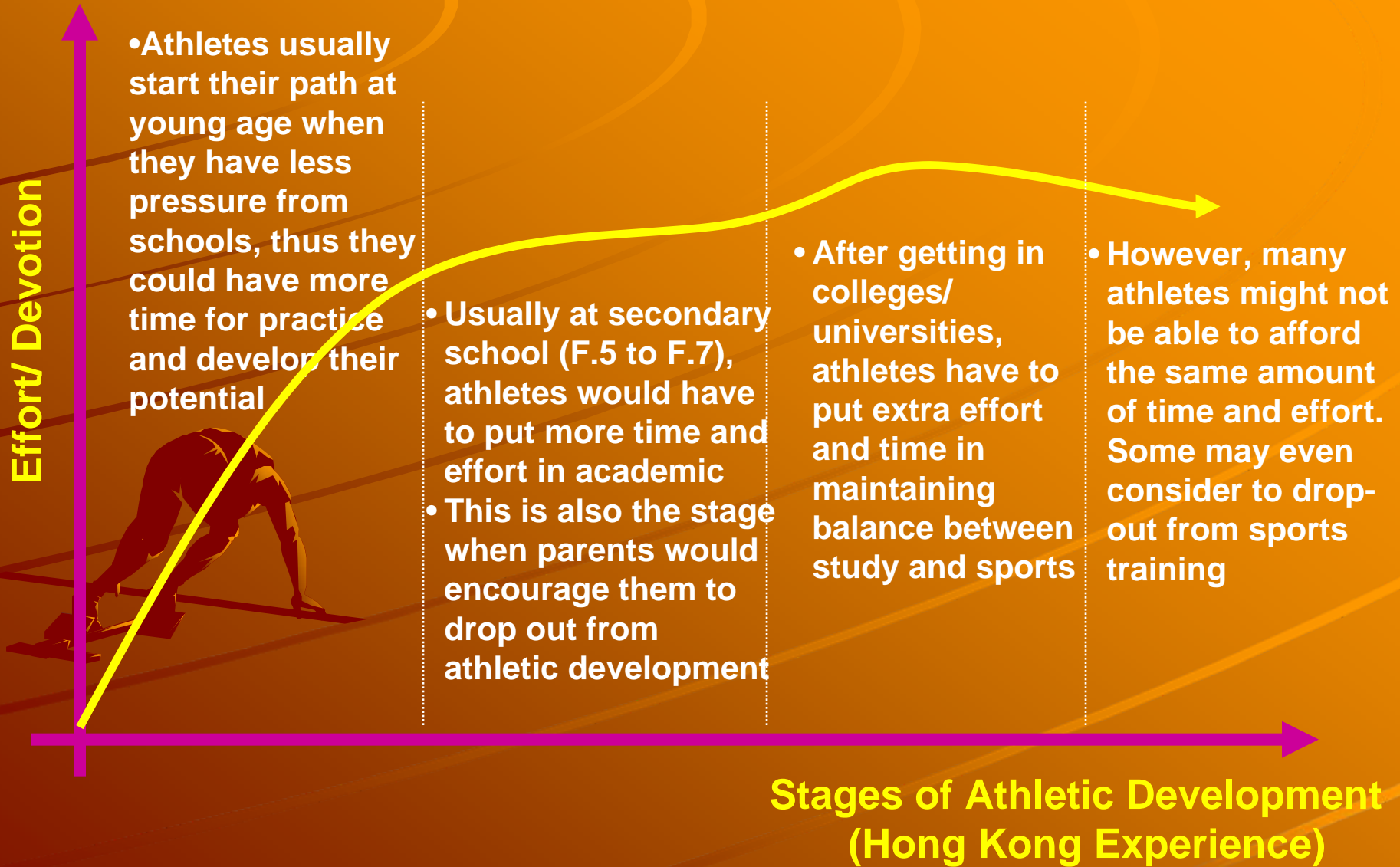


Potential elite athletes believe that their **athletic** development gives ‘ them a weak link towards the success and satisfaction in life in the long term. Hence, they do not consider it as long term career. Besides, they could not fully focus their efforts on athletic development without attending to the academic and career path.

Support Required for Athletic Development



Athletic Development Overview



Contributing Factors of Athletes' Personal Development

Sport Level

Training and competition opportunities

Technical Support

Funding

Training facilities

Coaching

ATHLETES

Education Pathway

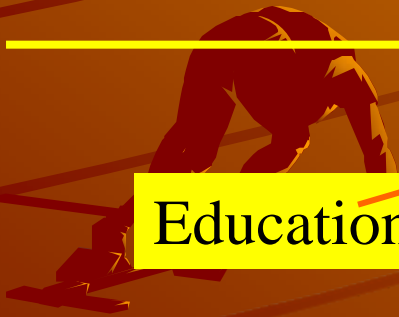
Family & peer Support

Social Recognition

Career Pathway

Personal Development

Personal and Social Level



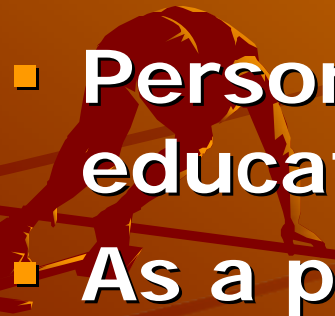
Personal Development

- Also referred to as self-development or personal growth, development of yourself, self-improvement – covering a broad set of areas to improve.
- Usually is about improving yourself mentally, emotionally, physically and spiritually.

➤ It is important to help athletes to prepare for life after sport, as well as life in sport.



Approaches to Personal Development

- Education or training
 - Counseling and coaching transformation
 - Personal development plan as an education and career plan
 - As a professional career
- 

Athlete Affairs Department

Vision

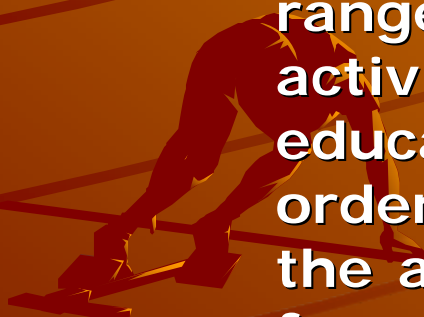
- To be a significant contributor to athletes' balanced/all-round development.



Athlete Affairs Department

Mission

AAS's primary function is in line with the HKSI's mission of striving for sporting excellence while enhancing athletes' balanced/ all-round personal development, through the provision of our comprehensive range of athlete-specific programmes and activities, particularly in the areas of educational and vocational development; in order to enable athletes to benefit most from the athletic life as well as transitional support for athletes that enhances their positive sense of community at HKSI.



Athlete Affairs Department

Goals

To provide and coordinate programmes/activities addressing athletes' educational & vocational needs and facilitating their personal development .

To provide care and support to help athletes cope with their concerns and difficulties, be they emotional, interpersonal, career, residential or financial.

To form strategic partnerships with parties within and outside the HKSI for opportunities, support and resources in line with HKSI's mission and goals.



Athlete Affairs

In summary, we provide

- **HKSI Scholarship holders with career, education and professional development services as well as transitional support for athletes.**



Athlete Affairs



Education Guidance and Information

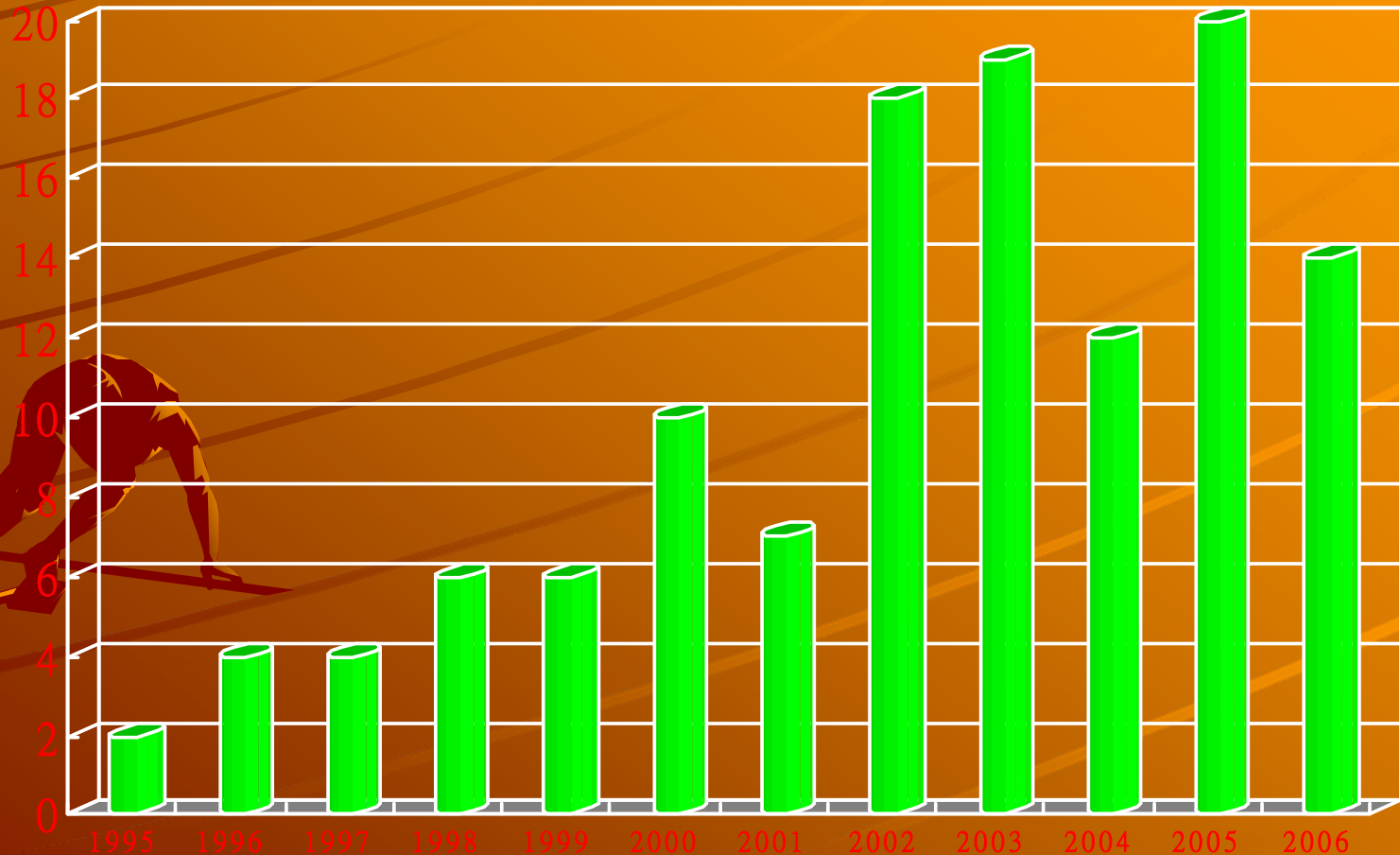


Athlete Admission Programme

- ❖ Sports Scholarship Programme - HKU
- ❖ Sports Scholarship Programme – CUHK
- ❖ Outstanding Sportsmen Recommendation Scheme – PolyU
- ❖ Student Athlete Admission Scheme – CityU
- ❖ Guarantee Admission Scheme – HKBU
- ❖ Self Nomination Scheme (Sports) - IVE



Athlete Admission to Universities 1995 - 2006



Learning Resource Support :Multi-learning Centre



Financial Assistance and Incentive Support

- ◆ Hong Kong Athletes Fund
- ◆ Athletes Education Subsidy
- ◆ Special Incentive Fund
- ◆ Outstanding Junior Athlete Awards
 - Athlete Incentive Awards
 - Direct Financial Support....



Athlete Amenities Management and Athlete Activities



Athletes Development Programme – Personal Development training courses



Social & Community Involvement



New Development :

**Role of HKSIL in
personal development of athletes :**

**Focusing on current HKSIL Scholarship athletes
and their overall education and personal-social
development needs**



Background

Following the successful implementation of the enhanced direct financial support for athletes in April 2007 and development of career support by Sports Federation and Olympic Committee (“SF&OC”), 21% increase in full-time athletes in 2008/09 financial year



The newly revised programmes will provide

➤ **Alternative pathways to the athletes’ educational and vocational development**

➤ **To ensure alignment with HKSIL’s mission – a focus on full-time training**

Considerations

Summary of key features of the programmes :

- Differentiated level of support to full-time and part-time athletes
- Differentiated level of support to athletes with senior vs. junior level of achievements
- Consideration of basic support to attract young athletes to continue sports training
- Consideration of pre-retirement support to full-time senior athletes with a longer period of service



Considerations

- **Synergy of Coach Education Programme and Apprenticeship Programme to support the pursuit of a career in elite sports coaching**
- **HKSIL will collaborate with the SF&OC to facilitate the smooth transition of retiring athletes into the SF&OC network**
- **External advisors for continuous enhancement & development of the programmes**



Enhanced Programme Summary

- **Athletes Tutorial Support – part-time vs. full-time**
- **Athletes Education Subsidy – ranging from \$10,000 to \$20,000 per an approved study programme**
- **Athletes Exchange Programme – Sports Exchange Activities with counterparts from Mainland China**
- **Coach Education Programme – Support athletes to become accredited coach**
- **Coaching Apprenticeship Programme – on-the-job Training in elite sports coaching**



Conclusion

Personal development of athletes

We aim at enhancing athletes' positive attitudes, abilities and skills in personal and social aspects.



We hope athletes shall achieve the following targets:

- *able to make better choices in life, to have a stronger sense of responsibilities and higher self-esteem*
- *able to face challenges in life more effectively*
- *develop a more harmonious relationships with others*
- *develop a positive attitude towards life*



**Athletes
HKSI**

NSA
talent search & development;
elite training and coach education

HAB
policy and
funding

Commercial Sector
sponsorship and
career development

LCSD
facilities and
junior development

Community
district sport clubs

**Mainland &
International
Counterparts**
professional exchange

Tertiary Education
athlete education and
career development

**Education and
Manpower Bureau**
education and
career support

Schools
talent search
and development

SF&OC
coach education
and athlete support

THANK YOU!!

