



## **FACT SHEET**

### **What is Own the Podium - 2010?**

Launched in January 2005, Own the Podium – 2010 is a new national sport technical initiative designed to help Canada's winter sports win the most number of medals at the 2010 Olympic Winter Games in Vancouver, and to place in the top three nations (Gold Medal count) at the 2010 Paralympic Winter Games.

The program is a collaborative effort supported by all 13 of Canada's winter national sport organisations (NSOs) and the major winter sport funding partners, including the Canadian Olympic Committee (COC), the federal government's Department of Heritage (Sport Canada), the Canadian Paralympic Committee (CPC), the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), and several corporate sponsors of the 2010 Olympic Winter Games.

### **How did Own the Podium – 2010 begin?**

When the 2010 Olympic Winter Games were awarded by the IOC to Vancouver in the summer of 2003, Canadian sport funding partners (COC, Sport Canada, CPC, CODA, VANOC) in partnership with the winter sport federations recognized that they had to establish significantly enhanced programs to achieve extraordinary success. They developed a national plan by 2004, which included the goal of 'owning the podium', and VANOC and the government of Canada agreed to fund the initiative.

### **What is the focus of Own the Podium – 2010?**

The focus of the initiative is to provide additional resources, leadership and high performance programming to Canadian athletes, coaches and support personnel to help them achieve podium success in 2010.

### **How will Own the Podium – 2010 achieve its goals?**

In order to rank first among nations winning medals in 2010, Canada needs to win somewhere around 30 plus medals. At the 2006 Winter Olympic Games in Torino, Canada had its best ever performance winning 24 medals and placed 3<sup>rd</sup> overall. There are many strategies to achieve the program's goals including athlete recruitment, state of the art research (Top Secret), enhanced sport science and medical services, and increased support to coaches and athletes for training and competition.

### **Who funds Own the Podium - 2010?**

OTP requires new funding of \$110M over five years above the previous funding levels provided by Sport Canada, the COC, and the CPC. The Federal Government committed half (\$55M) and Vancouver 2010 (VANOC) committed to raising the other half through corporate and provincial support. To date, the Government of British Columbia has contributed \$10M for winter and summer sport and VANOC is raising the remainder of the balance from its national partners including Bell Canada, Petro-Canada, the Royal Bank of Canada, HbC, Rona, General Motors and McDonald's. OTP also receives financial and organizational support from the COC and the CPC. The Olympic program receives \$20M and the Paralympic program \$2M annually.

### **What is Top Secret - 2010?**

Top Secret is an innovative, research program designed to give Canadian athletes "the edge" in equipment, technology, information, and training. In past Olympic and Paralympic Games, Canadian athletes have often gone to the starting line with equipment and information that is inferior to other top nations. This Top Secret program will increase our success rate by providing the best equipment and preparation, and thus increased confidence in our athletes' that they are very well supported and prepared.

### **What is Recruitment - 2010?**

In order to be the leading nation at the Olympic and Paralympic Winter Games, we must ensure that a sufficient number of our best athletes are training with the NSOs. The Recruitment – 2010 program searches for individuals with superior athletic ability and skills to determine if they have medal potential in various Olympic and Paralympic sports. For example, a hockey player who is an exceptionally fast skater might excel at speedskating, and a football player might have sprinting power that makes him well suited for bobsleigh. Testing camps are being held across Canada to identify participants for training in the upcoming season.

### **What are PETs?**

Performance Enhancement Teams (PETs) are the sport science and medicine groups that support coaches and athletes. PETs typically include a physiologist, sports psychologist, biomechanist, nutritionist, equipment technician, physical therapists, and a physician. The PETs work daily with the coaches and athletes to ensure that our athletes receive world-class care and support while they are training and competing.

### **Who are the staff of Own the Podium – 2010?**

The OTP staff are experts in international sport who work together with the experts from the winter national sport organizations to plan and evaluate the national team programs. OTP staff recommend to the funding partners the funding recommendations for the year, and continue to work with the winter sports throughout the year. In addition, the advisors manage the Recruitment, Top Secret, PETs, and Games Preparation programs at the national level.

### **How have the NSOs and Canadian athletes already benefited from Own the Podium – 2010?**

Alpine Skiing - Alpine Canada

- Increased sport medicine and science support
- Increased coaching staff
- Added a new development team

- Supported research and development projects
- Began tunnel testing to assess air friction for equipment and body position
- Increased competition support

#### Biathlon - Biathlon Canada

- Increased coaching staff
- Increased sport medicine and science support
- Increased number of athletes supported
- Added base grinding machine and technician

#### Bobsleigh & Skeleton - Bobsleigh Canada Skeleton

- Increased training time and facility access
- Added coaches
- Increased sport medicine and science support
- Initiated wind tunnel practices for athletes
- Purchased competition bobsleds
- Expanded athlete recruitment program

#### Cross Country Skiing - Cross Country Canada

- Increased coaching staff
- Increased sport medicine and science support
- Added base grinding machine and technician
- Performed wind tunnel tests to assesses air friction for equipment and body position

#### Freestyle Skiing - Canadian Freestyle Ski Association

- Increased support for management
- Increased sport medicine and science support
- Increased coaching staff
- Expanded athlete recruitment program
- Increased number of competitions the team could attend
- Implemented research and development projects

#### Ice Hockey - Hockey Canada

- Increased sport medicine and science support
- Added support for women's program
- Added support for men's international program

#### Long Track Speed Skating - Speed Skating Canada

- Increased sport medicine and science support
- Performed wind tunnel tests to assesses air friction for equipment and body position
- Added blade grinding machine
- Increased coaching staff
- Held recruitment camps

#### Luge - Canadian Luge Association

- Added a coach
- Increased training time and facility access
- Increased sport medicine and science support
- Initiated runner testing

#### Short Track Speed Skating - Speed Skating Canada

- Increased training facility access
- Supported timing system R & D
- Increased sport medicine and science support

- Increased coaching staff
- Added blade grinding machine

#### Ski Jumping - Ski Jumping Canada

- Increased number of competitions for team
- Added a coach development team
- Increased sport medicine and science support

#### Snowboard - Canadian Snowboard Federation

- Added quality coaches
- Increased number of competitions the teams could attend
- Increased sport medicine and science support
- Initiated recruitment program
- initiated research and development projects