



**BIATHLON
CANADA
SPORT PARTICIPATION DEVELOPMENT PROGRAM
(SPDP)
-PROJECT GUIDELINES AND APPLICATION FORM
2013-2014**

Overview

The purpose of this program is to increase participation in the sport by removing barriers to the participants, the leaders/coaches and to the clubs involved. The aim of this program is a combination of targeting regions requiring regional development but which have a high potential to achieve success in securing athletes to the program, and the development of biathlon in highly populated regions of the country which can access a large number of people and who have the capacity to do

so in terms of programming levels. The intent is to partner with our Provincial/Territorial Divisions in order to work towards our strategic plan objectives of both increasing membership, and increasing the base of athletes in the system for development of the sport through making biathlon the choice for health and physical activity for all Canadians. The program will also allow access to First Nations peoples, girls in sport and under-privileged children who will gain the opportunity to participate in a sport that is practiced year round.

The intent of this SPDP is to use the NCCP Community Coaching Program and the Biathlon Bears Program as vehicles to increase participation for young participants between 8-14 years of age, create awareness for the sport of biathlon and provide the coach with a tool kit to help athletes hone

and master various skills. This community sport program includes a comprehensive three-tier biathlon skills program and a participant recognition program and goes in line with the LTADM biathlon skills and growth development, particularly in the FUNdamentals stage with continuation of the program into the Learn to Train stage.

All materials, applications and information relating to the proposed projects below will be available in both French and English on the Biathlon Canada website, as well as both copies will be sent to all Division members.

Scope and Partnerships

Clubs/Divisions are eligible to submit an application for SPDP under the proposed projects as outlined below. The chosen clubs will be subsidized for coach training programs, coach honorariums and material costs. This will aid in the initial implementation/continuation of the Biathlon Bears

program and continuation of the local program for a period of 3 consecutive years. It is expected that

a minimum of 20 participants/year per club would be exposed to the Bears program and the program would build from year to year with the expertise and participants involved.

Objectives

1. To increase participation in the sport and to ensure that this participation remains ongoing over the long term in order to build a base of athletes for future movement to the higher levels of the sport. This will be accomplished through recruitment of new participants, retention of current participants, and an increase of athletes graduating from the Biathlon Bears program to existing youth competitive programs.
2. To work in collaboration with current and potential partners such as provincial sport organizations, local clubs, municipalities, educational institutions, and eventually corporate

sponsors to make the Bears program self-sufficient and sustainable in the targeted regions to ensure long term growth in the sport.

3. Regional development in areas of the country that do not presently have thriving Biathlon memberships or programs but which do have the physical infrastructure to support biathlon activities. Examples of this would be inactive biathlon ranges or existing shooting clubs that have access to cross country ski trails.
4. Targeting of First Nations communities, young girls and under-privileged children in order that they can access this year round sport.
5. To leave a legacy of coaching development, program tools and “know-how” that will allow for sustained regional development beyond the time frame of this proposal. This legacy will have an impact on the local club but also on the development of regional and provincial competitive programs as it has done in clubs and regions that accessed our previous SPDP program.
6. Recruitment initiatives will be geared towards children and youth (8-14) with a desired 50/50 distribution in gender. It is expected that a significant gain in ‘Recreational’ or ‘Athlete’ memberships could be achieved in years 1-3.
7. Removal of the key barriers that limit sport development for biathlon. These barriers include:
 - Lack of resources to generate acceptable coach/athlete ratios and regular training schedules (money needed to hire and train coaches)
 - Lack of club critical mass to support the creation of self-sufficient development programs
 - Lack of educated coaches/parents to be able to deliver high-quality development programs
 - Lack of knowledge pertaining to successfully operating a biathlon club

Timelines and Implementation Guidelines

Detailed Timelines:

September 2, 2013 – deadline for applications

September 30, 2013 – announcement of successful clubs/regions

October-November 2013 – 2 subsidized NCCP Community Coaching Courses

October 2013 – August 2014 – *GIVE IT A SHOT* days and commencement or integration of full club programs as per applicable grant

October 2013 - March 2013 – ongoing weekly programming throughout fall and winter months

December 20, 2012 – mid- year report due to Biathlon Canada

April 15, 2013 – year end report with membership details and financial report due to Biathlon Canada

Implementation Guidelines:

2 Community Coaching Gold courses (Bears Leaders course) will be run and subsidized by Biathlon Canada in October 2013 with the intention of increasing the number of Gold Community Coaches which will increase the availability of Bears programs across the country. Clubs wishing to access this grant must send key future Club Leaders to become fully certified. Other clubs not successful at being awarded a grant are encouraged to take advantage of the subsidized course in their regions.

The following major elements will guide the successful implementation of this project:

- The Biathlon Bears Program is an in depth program designed for athlete development at the entry level of the sport (ages 8-14 years). Currently Biathlon Canada has an up-to-date and revised (version 4.0 released in fall 2009) multi-layer tool for coaches and parents to be trained in and to run this program.
- LTAD model introduced to prospective coaches and parents in order to educate the community about the needs and programming required for the ideal development of participants in the sport from the early ages through to the competitive level.
- Divisional/Regional partners will be required to cost share in the program costs such as equipment maintenance or replacement, and some HR resources (coaching honorariums) required for implementation.
- Divisional/Regional partners will be required to commit to conducting the required level of activity to

initiate a minimum of 20 youth to the sport of biathlon and to conducting a minimum level of activity to introduce participants to the program and sustain and retain a minimum of 10 athletes per year to their club the following year.

- Biathlon Canada will oversee the selection of Divisional/Regional partners, develop and provide implementation guidelines and resources accordingly. Biathlon Canada will also conduct a performance measurement at the end of each critical phase of the implementation timeline in order to ensure the highest possible level of success.

Projects available for application:

PROJECT A : COMMUNITY COACHING COURSES

2 Biathlon Community Coaching Gold Courses led by 1 instructor per course will be run in September/early October and will be subsidized by Biathlon Canada. These locations will be selected by Biathlon Canada as pockets that could benefit from having this training available. There will be subsidies for participants to attend this course. Once an individual is certified as a Community Coaching Gold coach, they can not only lead their own Bears program, but facilitate Community Coaching Bronze and Silver courses. The material package and registration fees will be waived for the participants. There will also be some subsidy to attendees who must travel greater distances to attend one of the courses. This will be provided on a case by case basis through the application process. Clubs and Divisions are encouraged to provide financial resources to help identify potential participants to attend the courses.

PROJECT B : “ GIVE IT A SHOT!” PROMOTIONAL DAYS

“GIVE IT A SHOT!” days are promotional days that will be held by clubs across the country. Each division will be provided with approximately 100 promotional items and the division will be responsible for allocating to eligible clubs. By providing a tangible keepsake, we are increasing the exposure and visibility of the Biathlon Bears program. These promotional days don't need to consist of a biathlon competition format; they can be games, relays, and skill stations that focus on FUNdamentals. Each division will need to fill out a simple accountability report to Biathlon Canada indicating where these events were held, how many participants attended, gender breakdown, and additional information about the activities held. By creating a promotional flyer or promotional activity page for participants, marketing the sport, the program, and the accessibility/opportunities etc. which divisions can distribute at various events like tradeshow, championships, schools or additional “GIVE IT A SHOT” days. This will not only provide visibility and exposure, but allow for the participant to link directly to a full time biathlon program throughout the fall and winter with the goal of increasing the retention of new participants and members.

PROJECT C : BIATHLON BEARS PROGRAMMING

5 x \$2,500 grants and 5 Biathlon air rifles (S400 MPR) for Club programs targeting First Nations communities, school groups, summer camps and members in local shooting clubs. As well, certain large urban centres may be targeted by Biathlon Canada in conjunction with the local clubs in order to capitalize on the larger population and ongoing interest in those areas e.g. Greater Toronto Area to respond to the demand from interested people in that area and from the largest population centre in Canada or, in interior BC where future Canada Winter Games will be hosted in 2015.

Eligible expenses for the projects include:

Administration: Funding is available to support expenses such as general administrative costs, promotional materials, etc.

Staff Salaries / travel, room & board expenses, Course Expenses: Support is available towards expenses such as coaching salaries/honorarium, accommodation, travel expenses for Biathlon Bears Leaders, coaches, and administrative staff.

Operations/Programming: Support is available towards activities, programming and equipment being undertaken by the club to run the Demo Days, Summer Biathlon events and Biathlon Bears

program in accordance with its strategic and operating plans (e.g. Biathlon Bears material subsidy, Equipment subsidy Marketing / publicity / recruiting subsidy)

PROJECT A

Community Coaching Gold Course (Deadline for submission is September 2nd, 2013-2014)

Club(s) hosting the event	
Contact person(s) for this event	
Contact person email(s)	
Contact person telephone number(s)	
Date(s) of the event(s)	

Please describe in detail why your club/region should host a Community Coaching Gold Course.

How many coaches are interested in receiving the training:

M: _____ F: _____

Please provide a detailed budget for this event including any supplemental grants or funds that you may have access to.

Revenues:	
Biathlon Canada	LF honorariums, travel, course packages, some travel subsidies
Other?	
Expenses:	

This form must be returned to the National Office **by September 2, 2013** to Christie Boyd cboyd@biathloncanada.ca

PROJECT B

GIVE IT A SHOT Application Form for Clubs (Deadline for submission is September 2nd, 2013-2014)

Club(s) hosting the event	
Contact person(s) for this event	
Contact person email(s)	
Contact person telephone number(s)	
Date(s) of the event(s)	

Please describe in detail the event that you are planning to promote the sport, the opportunity that each participant will have to try the sport, the coaching and volunteer supervision in place and any other details that you can.

Please provide a detailed budget for this event including any supplemental grants or funds that you may have access to.

Revenues:	
Biathlon Canada	Participation prizes
Other?	
Expenses:	

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cboyd@biathloncanada.ca

PROJECT C

BIATHLON BEARS PROGRAMMING APPLICATION FORM (Grant application for \$2,500 + one air rifle)

1. Club name: _____ Division: _____

2. Are you able to establish a partnership with your division:

YES ____ NO ____

What will the financial level contribution be from the Club? _____ From the Division? _____

3. Brief history of the Bears Program in your club:

Do you have any active Gold coach(es) leading the program?

Yes _____ No _____

If yes, how many kids have been exposed to the Bears Program: _____

What year did you started implementing the Bears Program: _____

4. Coaches (Bears Leaders) who will be responsible for the implementation of the Bears Program 2012-13:

Name	Address	Telephone	E-Mail

5. What specific groups are you targeting with this project? E.g. women in sport, aboriginal /First Nations peoples, under-privileged youth etc.

6. Please provide a detailed financial and operational plan for the 2012-13 program that you are applying for.

Expenses	Amount
Administration	
Coach Honorarium	
Operations/programming	
Biathlon "Demo Day"	
Other: describe	
Total	

7. You must submit beyond 2012-2013 a sustainability plan and budget that will allow you to support this program for a minimum of two subsequent years. Please describe the plan and partnerships that will enable your club to maintain the program and continue to integrate new participants into the sport:

Title	Year 2-3 (annual amount allocated to program)	Details on sustainability plan
Administration	\$	
Coaching honorarium	\$	
Operations / Programming	\$	
Total	\$	

In year 2 and 3, the Club and/or Division are responsible for the sustainability of the program.

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