

# Peformax

an introduction and case studies



# peformax: Agenda

- Introduction
- Key Principles
- An Enterprise Solution

## Case Studies

- Western Australia Institute of Sport
- High Performance Centre Pretoria
- Questions and Answers



# Introduction

- The **peformax WEB BASED** Sport Enterprise Solution utilises best practice and good management principles – based on the framework used in corporate, medium and emerging (small) businesses over the past 15 years :
  - 48 organisations across the world ranging from small to organisations employing more than 45,000 people
  - Internationally the peformax solution is used by 220,000 peformax users
- **In Sport – being used by:**
  - **Cricket South Africa:** Sport Federation in South Africa
    - Manage all players from under 13 to National Team (72,000 players)
    - Coaches (5000 coaches)
    - Clubs (600 clubs)
  - **Tuks Sport:** Based in Pretoria in South Africa. Developmental and High Performance Focus. 10 different Sport Codes
  - **WAIS:** Based in Perth, Australia. Focus on High Performance. 34 Sport Codes



# Key principles

## **Relationship with key stakeholders:**

- Working in Partnership with our Clients
- Integration with 3<sup>rd</sup> Parties

## **Various User groups: Different Needs**

- Athletes; Coaches; Professionals; Administrators etc.

## **Holistic Approach to performance and development management**

- Range of drivers delivers sustainable performance

## **Understanding of the drivers for implementation:**

- Content
- Process
- Technology



# Peformax Solution

One **integrated database of information** on all sporting programmes and athletes



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# WAIS: case study

- State based institute within the Australian National Institute Network
- Located in the World's most isolated state capital city - 2 million people
- Based at a Multisport facility training and competition venue
- 34 Sports
- 50 staff
- 320 athletes – 12 current world champions across 5 sports

## Philosophically Guided and Strategically Managed:

- *Champions* are successful in Sport and in Life.
- Coach led *multidisciplinary* approach to maximising athlete performance.
- High performance teams make decisions based on high quality *information*.
- High performance team members are *accountable* for their contributions.



**Challenge: Sustained success from a small population**

**Strategy: Maximise our conversion ratio**



**Multi factorial elements to manage**

- Sports are unique
- Athletes are unique
- Athlete Performance level
- Multiple inputs and user groups





# Goal: Systems Linking philosophy to operations



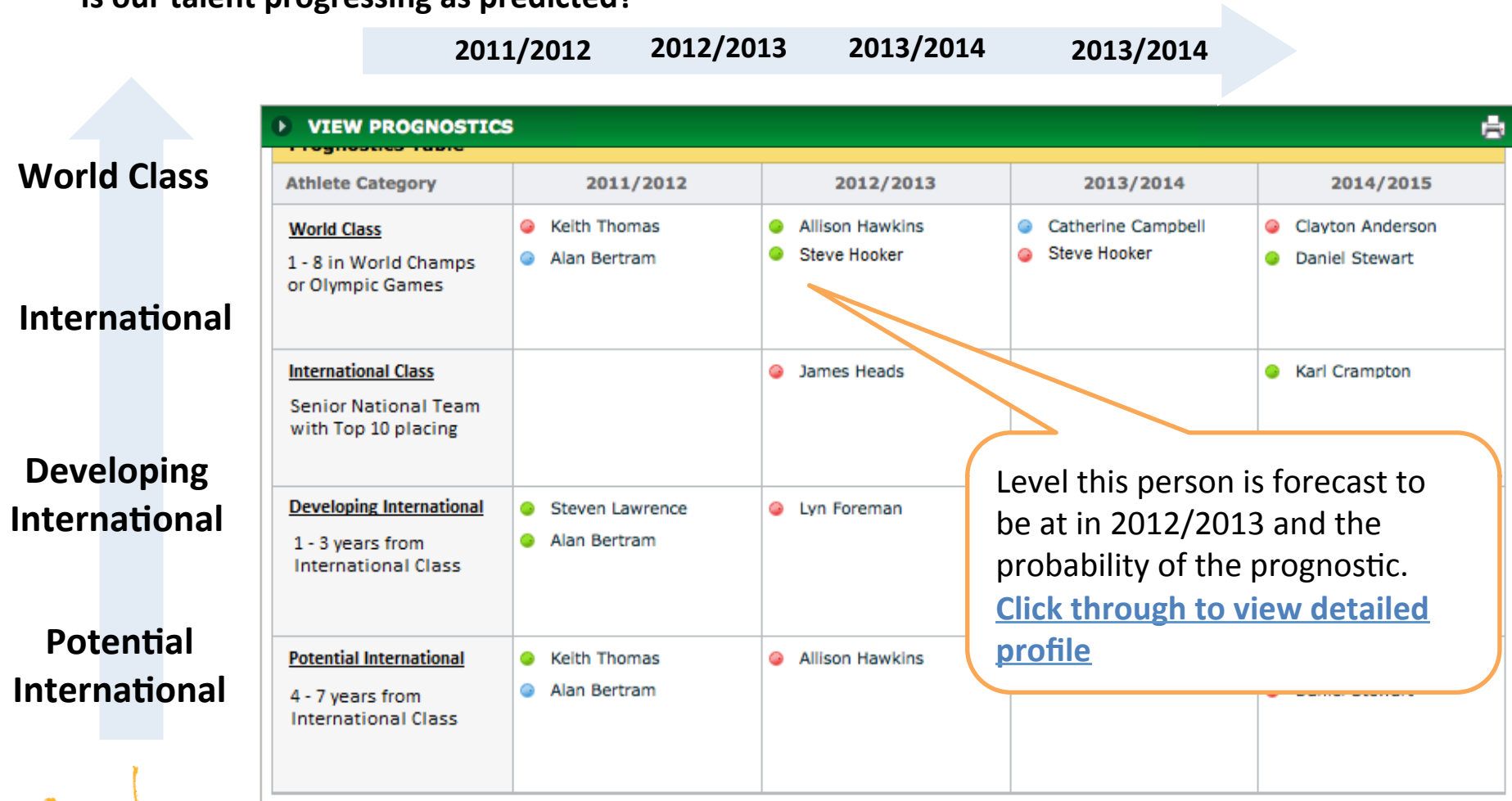
Content	Process	Technology
Information required to make informed decisions	Accountability Evidence to make informed decisions	Integrated end to end solution
<b>Performance Profiles:</b> <ul style="list-style-type: none"> <li>•For Athletes</li> <li>•For Sport Programs</li> </ul> <b>Differentiation</b> across levels	<b>Regular performance reviews</b> against: <ul style="list-style-type: none"> <li>•World Class Benchmarks</li> <li>•Targets</li> <li>• Action Plans</li> </ul> <b>Athlete, Coach, Service team</b> able to: <ul style="list-style-type: none"> <li>•Track progress</li> <li>•Identify areas that need attention</li> <li>•Justify resource allocation</li> </ul>	<b>A holistic view</b> of an athlete to make <b>informed decisions</b>  <b>Multiple usergroups</b> have access to relevant information

# Performance Prognostic

Who is our talent and what is their potential?

Where are our talent gaps?

Is our talent progressing as predicted?



# Athlete Focus

Integrated Portfolio for each athlete:



Personal Data



Competition Results: April 2011

Personal Best:  
Highest Performance:  
Current Status:

- Highlights:
- Gold at the 2008 Beijing Olympics (5.90m)
  - Gold at 2009 World Athletics Championships (5.90m)
  - Gold at 2010 IAAF World Indoor Championships (5.90m)
  - Gold at 2010 Commonwealth Games



Results and Upcoming Events

HOOKER

Trainer: John Black  
Trainer: Alan Whitmore  
Trainer: Laura Goodman  
Trainer: Matt Doyle  
Trainer: Jenny Marsh

Events

Compete in: 2011/2012



World Championship (Singapore)  
Olympic Games (London)\*



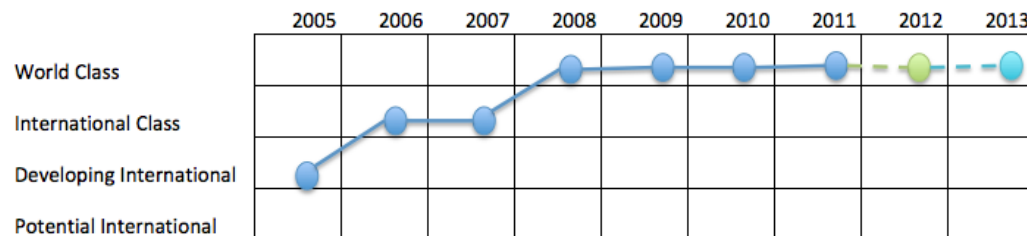
# Athlete Focus

Integrated Portfolio for each athlete:



## Prognostic and summary of scholarship benefits

Athlete categories and prognostic for the next 2 years



● Previous Scholarship Categories  
 Probability ● >80% ● 60 - 80% ● <60%

Summary of benefits made available for athlete

YEAR	INVESTMENT
2007	AUD 60 000,00
2008	AUD 54 000,00
2009	AUD 67 000,00
2010	AUD 74 000,00
2011	AUD 80 000,00
<b>TOTAL INVESTMENT</b>	<b>AUD 335 000,00</b>

# Athlete Focus

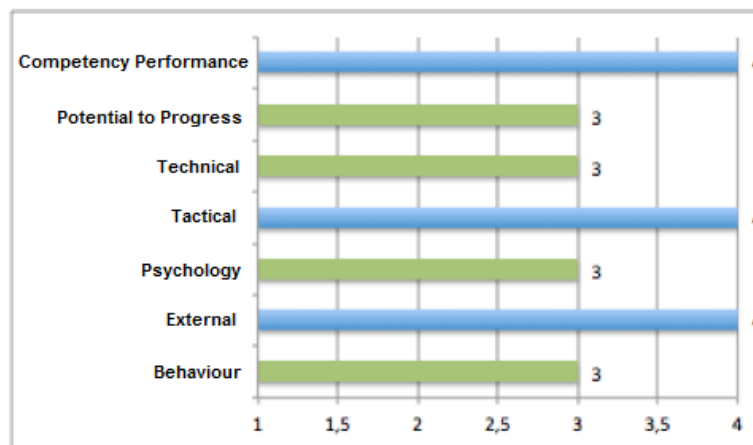
Integrated Portfolio for each athlete:



Performance Overview against all factors and over a period

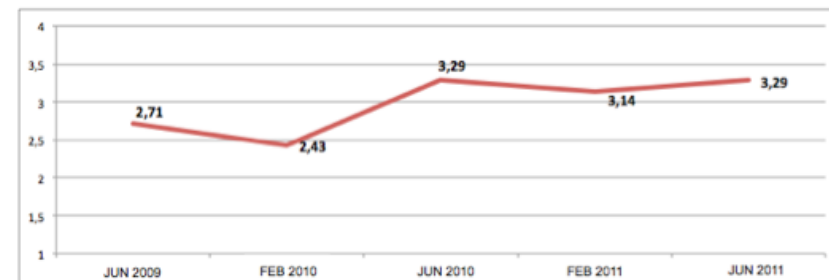
## Performance Assessment: Oct 2010

Overall Score 3.65



## Period Summary: 2009 – 2011

Overall Rating achieved in Key performance factors over a period of 3 years

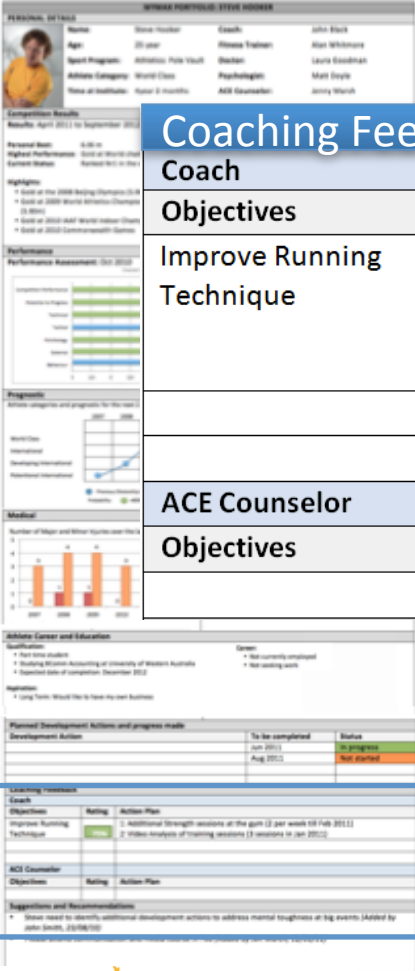


WADA


IX  
UTIONS

# Athlete Focus

Integrated Portfolio for each athlete:



Coaching Feedback on Issues and Strategies				
Coach				
Objectives	Rating	Strategies		Accountability
Improve Running Technique	75%	1 Additional Strength sessions at the gym (2 per week till Feb 2011) 2 Video Analysis of training sessions (3 sessions in Jan 2011)		Pete Black  Gill Barnett
ACE Counselor				
Objectives	Rating	Strategies		Accountability





# Athlete Focus

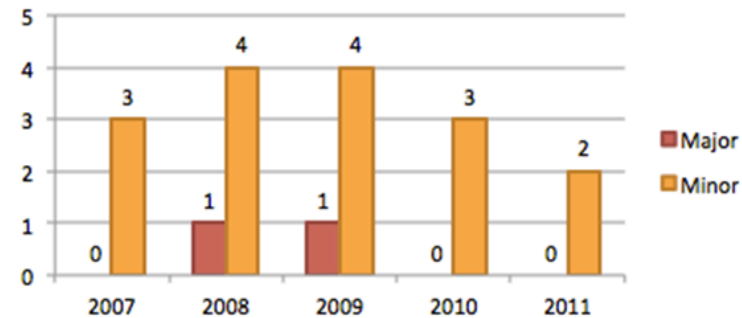
Integrated Portfolio for each athlete:



## Summary of injuries

### Medical

Number of Major and Minor Injuries over the last 5 years



Summary of Major Injuries:

- 2008: Groin Injury (3 weeks unable to train)
- 2009: Knee Injury (2 days unable to train)





# Athlete Focus

Integrated Portfolio for each athlete:



## Career and Education Goals

### Athlete Career and Education

#### Qualification:

- Part time student
- Studying BComm Accounting at University of Western Australia
- Expected date of completion: December 2012

#### Career:

- Not currently employed
- Not seeking work

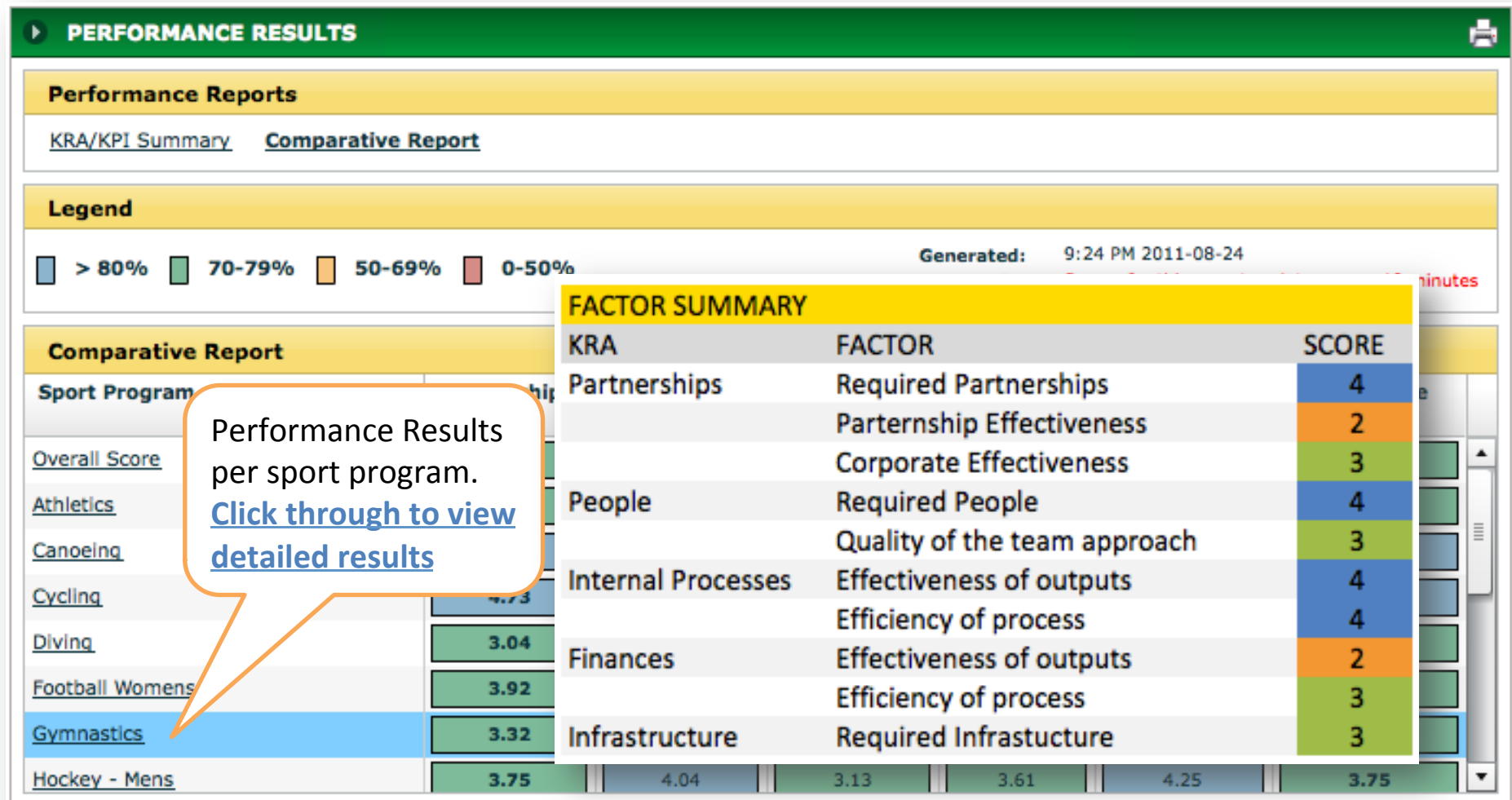
#### Aspiration:

- Long Term: Would like to have my own business





# Strategic Management



# peformax: Agenda

## Introduction to Braxton and Peformax

- Overview
- Philosophy
- Key Principles
- Questions and Answers

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# HPC case study

## WHO WE ARE?

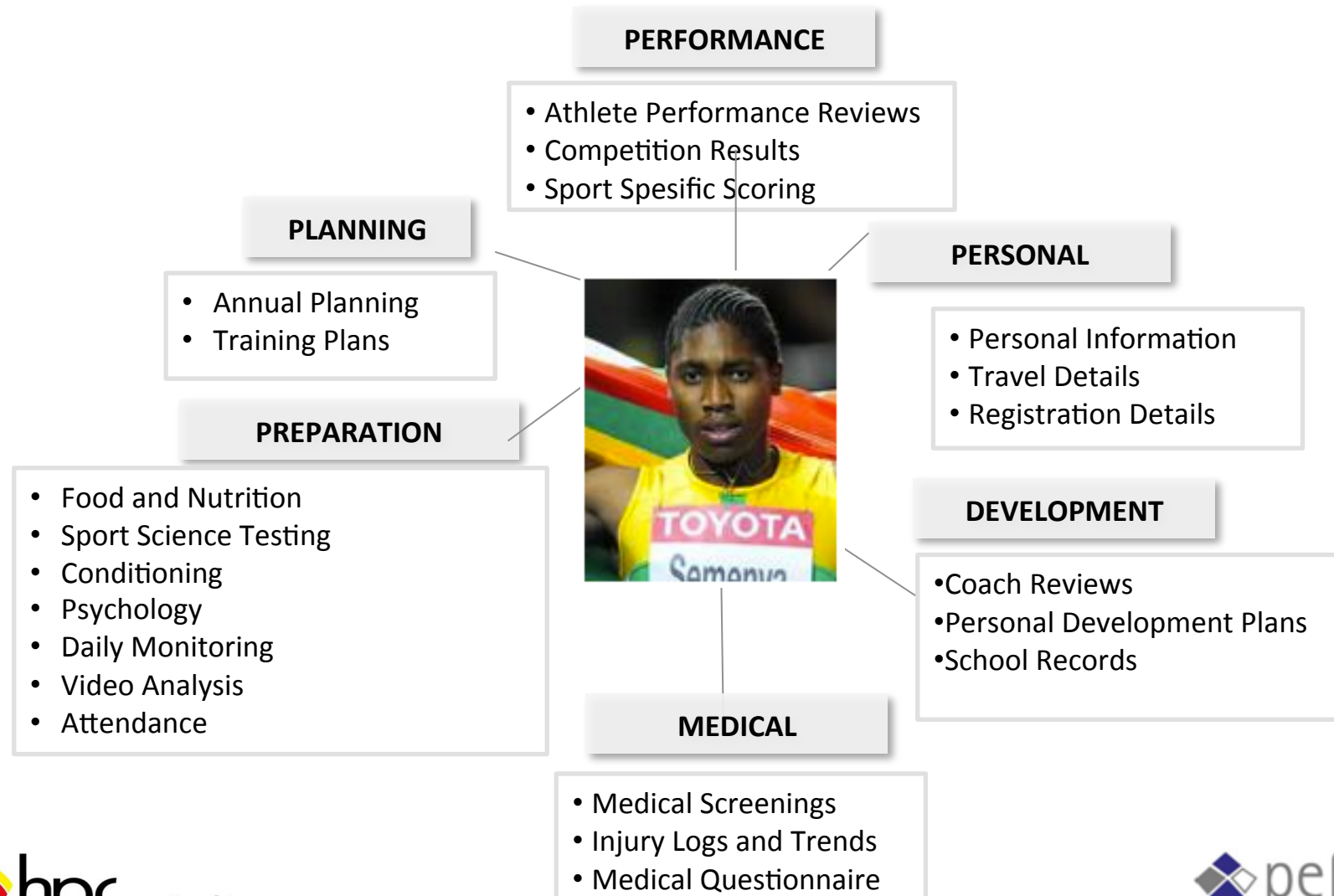
- High Performance Centre in a Developing nation – Need relevant solution for our specific needs
- We also run a school – need to manage more than just the athlete performance but the whole person

## CHALLENGES WE FACE:

- Need to enable solutions for a **Developmental and a High Performance Centre**
- One **integrated database of information** on all athletes: **Obtain a holistic view** of athlete's school performance, performance on the field, parents information, medical history and allergies, training and developmental information;
- Development of **individualised training plans** for each athlete and yearly planners that take school obligations into account;
- **Develop all staff and in particular coaches** in order to compete at a world class level.

# HPC case study: Athlete View

**Peformax Sport** met the challenges that HPC faced in the following ways:



# HPC case study

**Peformax Sport** met the challenges that HPC faced in the following ways:

## Automating our ATHLETE ADMINISTRATION included:

- All important information of athletes is one place
  - Parent Details
  - Medical Fund
  - Special Medical Conditions /Allergies
  - Passport and Travel Details
  - Special Arrangements
  - Educational History

The screenshot shows the 'EDIT DETAILS' page for Johan Botha. The 'Personal Information' section includes fields for First Name (Johan), Last Name (Botha), ID Number (8205029624088), Race (Afrikaner), Gender (Male), Nationality (South African), Home Language (English), and Marital Status (Married). The 'Contact Details' section includes Work Tel (011 447 5688), Home Tel (011 548 1111), Cell (072 948 5732), Fax (011 447 5688), Email (johan@botha.co.za), Physical Address (615 Main Road), and Postal Address (615 Main Road). The 'Medical Information' section includes fields for Medical Fund, Special Medical Conditions /Allergies, and Special Arrangements.

Administrator can generate custom reports with any selected data

## PERSONAL

- Personal Information
- Travel Details
- Registration Details

## DEVELOPMENT

- Coach Reviews
- Personal Development Plans
- School Records

- Injury Logs and Trends
- Medical Questionnaire

# HPC case study

**Peformax Sport** met the challenges that HPC faced in the following ways:

## PLANNING

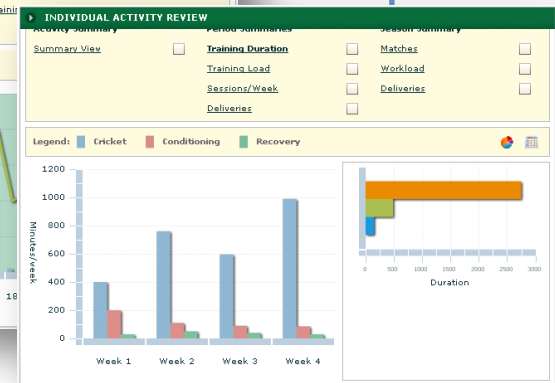
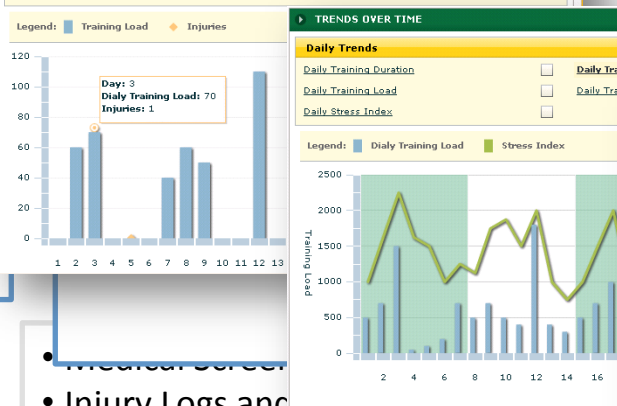
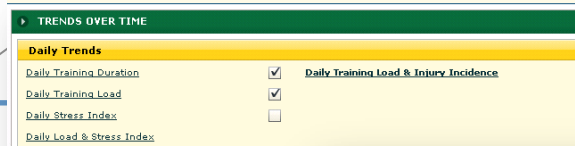
- Annual Planning
- Training Plans

## PREPARATION

- Food and Nutrition
- Sport Science Testing
- Conditioning
- Psychology
- Daily Monitoring
- Video Analysis
- Attendance

## TRAINING

- Allow coaches to **track participation and attendance** to all planned training sessions
- Attendance
- Duration of training sessions
- Trainign Execises completed
- Coach feedback



# HPC case study

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## PLANNING

- Annual Planning
- Training Plans

## PREPARATION

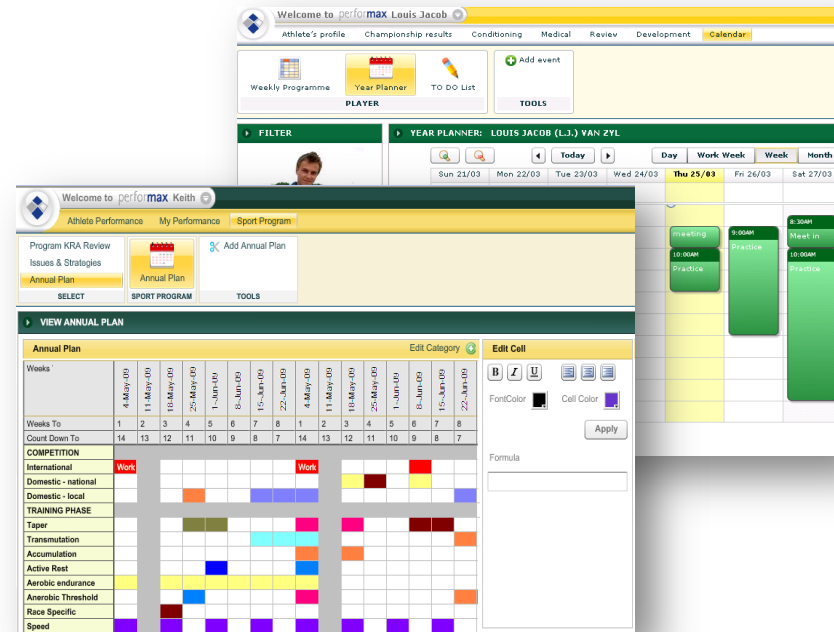
- Food and Nutrition
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- Athl
- Com
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## PLANNING

An **annual plan** allows all coaches and athletes from the different sport programmes to do yearly planning in terms of training phases, competitions, leave, holidays etc.

Develop, monitor and revise a specific **training plan** for **each individual athlete** customised to his/her needs.



THANK YOU

