





### 2017

Sport Ireland Institute Knowledge Exchange Series

### SYMPOSIUM 4

Performance Analysis
'What is so important that we need to share it?'

Event Date: October 5th 2017

Venue: National Sports Campus,







## **Event Background**

The technological environment within which the sports performance analyst (PA) operates is moving at a faster pace than ever before, the number and functionality of the tools available to the analyst are ever expanding. From the advent of 'big data & data analytics', to the proliferation of wearable technologies, and the advancing applications of machine learning and artificial intelligence in the sports performance context. These are fascinating areas for exploration and one which can challenge the analyst given the wide variety and depth of information. Would you be interested to learn more about and extend your understanding of these emerging themes?

As part of the upcoming Sport Ireland Institute HPX conference, the Sport Ireland Institute will be offering a one-day hackathon targeted at the PA community in Ireland on the 5th October themed around the question:

### 'What is so important that we need to share it?'

#### The Abbotstown Hackathon – Not just for coders!

As part of the conference proceedings and the 1 day hackathon we offer the opportunity for you to connect with and explore a <u>Sport Analytics online course</u> developed by Keith Lyons and colleagues at the University of Canberra that covers such themes are:

- Informatics & Analytics
- Pattern recognition
- Monitoring performance
- Audiences and messages

Our intention is to embed this content into the discussion and to explore what we can share as a nationwide community of practice. At the hackathon, the course content will allow the attendees to explore ideas and practices rather than raw data as you might be expected in the more traditional hackathons. The discussion may go wherever the group wishes to go on the day along these themes.

#### You shape the content: Ask the audience

In preparation for the event please navigate your way through the themes and topics which happen to interest you at this stage of journey along your PA pathway. Ahead of the event we will survey those who have registered to gauge the topics which you would like to see explored during the day.

"It is exciting, the structure of the day will allow us to discuss our working environments and how we 'hack' our way through diverse and sometimes conflicting demands in an agile way"

Professor Keith Lyons, University of Canberra





# SYMPOSIUM PROGRAMME

#### **Key Objectives**

- Create a forum where performance analysts can come together to share ideas and discuss emerging themes relevant to their own operating environment
- Use the analytics online course subject matter to engage in conversations about personal learning environments
- Stimulate discussion around the practical application of performance analysis in the daily training environment and in competition

### **Target Audience**

- · Practicing or aspiring performance analysts and support professionals working within sport
- · Coaches, managers, performance directors and administrators operating in the elite sport environment
- Academics and students with an interest in the application of performance analysis principles and practices in sport

Time	Session
08.45 - 09.30	Arrival & registration
09.30 - 09.50	Alan Swanton, Lead Performance Analyst, Sport Ireland Institute Introduction to event: Setting the scene for the day
09.50 - 10.30	Keith Lyons, University of Canberra, Sports Consultant, formerly AIS & Univ. of Canberra, Australia "The evolution of PA – From cine film & VHS to the cloud & big data"
10.30 - 11.30	Theme #1: Elevator Pitch 3 'volunteers' will be tasked with providing an elevator pitch (3 mins) on the PA related theme of their choice. The audience will decide on which theme they would like to explore in more detail. Keith Lyons draws on the content from his Sport Analytics online course to explore the theme.
11.30 - 12.30	Theme #2: Audience Defines the Content Break into groups and use pre event survey results to define the questions which will guide the discussion in the afternoon session.
12.30 - 13.30	Lunch
13.30 - 15.30	Theme #3: Explore the Content Facilitated by Keith Lyons but driven by the attendees. Use the content, discussion & questions generated from the pre-lunch session to explore each theme in more detail. Keith will draw on his vast online resource to 'flesh out' his thinking to each of the Q's posed by the audience.
15.30 - 15.30	Coffee break
15.30 - 16.30	Panel discussion  Facilitator: Alan Swanton, Lead Performance Analyst, Sport Ireland Institute  Keith Lyons - Sports Consultant, formerly AIS & University of Canberra, Australia  Denise Martin - Lecturer, Institute of Technology, Blanchardstown  Johnny Bradley - Lecturer in Sports Performance Analysis, Institute of Technology, Carlow  Vinny Hammond - High Performance Rugby Analyst, IRFU





# EXPERT SPEAKERS



# Professor Keith Lyons, Sports Consultant, formerly AIS & University of Canberra, Australia

I have had the good fortune to be involved in rugby union from the 1970s. After retiring from playing in Wales and in England, I coached student rugby in England. I have also coached lacrosse and canoe slalom. I was a national coach for canoe slalom in Wales from 1998 to 2002. I was fortunate to be at the start of the use of video in sport and in the 1980s developed an interest in the observation and analysis of sport. In the 1990s I was performance analyst for the Welsh Rugby Union. I started the Centre for Notational Analysis in Cardiff in 1992. This later became the Centre for Performance Analysis in 1997.

I moved to Australia in 2002 to be the founding coordinator of Performance Analysis at the Australian Institute of Sport. I moved to the University of Canberra in 2009 as the founding director of the Institute of Sport Studies. I have had a link with the University to the present. I am a Fellow in Teaching and Learning and an Adjunct Professor in Sport Studies.

Since 2013, I have been involved in a critical friend project with the Rugby Football Union and the England and Wales Cricket Board. There are twenty-three high performance coaches in the project (11 rugby, 12 cricket). The aim of the project is to support each coach's flourishing and wherever possible to connect coaches with shared interests.

Specialties: Elite sport performance; coach education and development; teaching, coaching and learning; educational technology; lifelong participation in physical activity and sport. If you would like to learn about Keith's background and his current interests you might like to have a look at this link <a href="https://github.com/2622NSW">https://github.com/2622NSW</a> or you can find him on Twitter @520507



### Alan Swanton – Lead Performance Analyst, Sport Ireland Institute

Alan has been working in elite performance sport in Ireland for the last 10 years. He is responsible for the planning, delivery and implementation of performance analysis services within Sport Institute Ireland, delivering service within boxing, Paralympic swimming and cycling across both the London and Rio Olympic/Paralympic cycles.

In knowing that at its core PA is a coaching tool and given the rapid development of sports related tools & technologies, he is interested in exploring how these can be integrated into the everyday activities and operating environment of the analyst. He has witnessed the growth and evolution of PA in Ireland over the last decade and is keen to explore the potential of building a PA community of practice in Ireland.







#### Denise Martin - Lecturer, Institute of Technology, Blanchardstown

Denise has worked in the applied performance analysis field for fifteen years with a variety of sports and organisations including Elite Sports Analysis, Sports Institute Northern Ireland, Athletics Ireland, IRFU and the GAA.

Since 2010 Denise has been lecturing in PA at the Institute of Technology, Blanchardstown while in recent years delivered on the MSc Sports Coaching and Performance in UCD and supervised PA thesis on the MSc Sports Performance Analysis in IT Carlow.

Denise recently engaged in PhD study in UCD which focuses on defining the role of the applied performance analyst. Other research interests include investigating performance indicators in hurling and Gaelic football. In the past year Denise has worked with the GAA to design and establish a pilot Quality Assured Accreditation process for GAA performance analysts.



### Johnny Bradley – Lecturer in Sports Performance Analysis, Institute of Technology, Carlow

Johnny is a highly experienced performance analyst who has worked with elite athletes from a wide range of sports at numerous major championships. Johnny was Performance Analyst at the Sports Institute Northern Ireland for 10 years before moving to work as a lecturer in Sports Performance Analysis at Institute of Technology in Carlow. He has provided support to elite athletes from a wide range of sports including hockey, triathlon, rugby union, gaelic football, hurling, netball and swimming.



### Vinny Hammond - High Performance Rugby Analyst, IRFU

Vinny has worked as performance analyst across the age grades with the IRFU for more than a decade and has been high performance analyst since 2009.

He has a BSc Sports management at Univ. College Dublin, has completed an MSc performance analysis at Cardiff Metropolitan University and is currently undertaking a PhD at Univ. College Dublin. He was part of the analyst team for the recently tour of the British and Irish Lions to New Zealand, 2017.





# **BOOKING**

The cost of attending the conference is €50.

Places can be booked by clicking



A limited number of places will be available so it is advisable to book at your earliest opportunity.

#### For further information please contact:

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# **VENUE**

The conference takes place at Irish Sport HQ on the Sport Ireland National Sports Campus in Dublin 15.

