

Game Changer Conference

Ticket Price

2 Day Conference: £100

1 Day Conference: £75

Maximising the Power of Sport to Change Lives



Professor Damian Hughes



Sir Ranulph Fiennes



Liz Nicholl CBE



Tony Adams MBE



Michael O'Neill MBE



Joy Neville

sport
Northern Ireland



Monday 30 September
Tuesday 1 October 2019
Venue: Titanic Belfast

Welcome

It is with great pleasure that we welcome you to Sport NI's Game Changer conference 2019. The conference aims to stretch our imagination in relation to new innovations, fresh thinking and challenging norms in our sports; providing opportunities to hear from the best in the sporting world.

Game Changer's central theme is one of a strong sporting culture, which builds resilience and ensures that well-being is at the heart of all sport. This theme has been central to Sport NI's new draft strategy for 2020-2025 and we are delighted to be launching it for formal consultation at the conference, having listened to our sports and stakeholders on your needs.

Sport NI itself has been on a significant journey as we continue to work through a period of transformation and modernisation. This journey

has placed Sport NI on a strong footing to deliver the best of sport over the next five years.

We are confident that our ambitious and game changing strategy for sport will provide the thought leadership, innovative solutions and support which you have told us you need.

We are committed to working with you and all our partners in the UK, Ireland and globally, to build a shared sporting system, creating healthy sporting bodies and environments where athletes excel and communities thrive.

Thank you for joining us at Game Changer 2019 and we look forward to the debate and ideas it generates as we share our commitment to maximising the power of sport to change lives.

Chair and CEO

George Lucas *Antoinette*



George Lucas
Chair person, Sport NI



Antoinette McKeown
Chief Executive, SportNI

Day 1: Monday 30th September 2019

09.30	Arrivals & Registration					
10.00	Welcome & Introduction			George Lucas Chair Sport Northern Ireland		
Key Note 1:						
10.10	Unlocking the DNA of a Winning Culture: The Barcelona Way			Professor. Damian Hughes Liquid Thinker		
11.15	Tea & Coffee on the Move					
Workshop Rotation 1						
11.30	1A: Optimising Training & Performance in Team Sports (Andy Hudson, Expert S&C Coach & Former EIS/GB Hockey)	1B: Multi-Sports Hubs – Early Concept Development (David Conway, Former CEO, National Sports Campus Development Authority)	1C: A Multi-Agency Approach to Physical Activity: An Exploration of Physical Activity Strategy on both sides of the border (A selection of academic partners)	1D: Principles of Modern Learning – Implications for Coach & Volunteer Development (David Smyth, Michael Cooke & Simon Toole, Sport Northern Ireland)	1E: A Practitioners Guide to Talent Development (Dr. Áine MacNamara, University of Central Lancashire / Grey Matters Consultancy UK)	1F: Wellbeing in Sport - Supporting the mental and emotional wellbeing of those involved in sports clubs and the wider sporting community (Action Mental Health)
12.45	Lunch					
Workshop Rotation 2						
14.00	2A: Athlete Health Concussion in Sport (Dr Chris Bleakley, Ulster University & Dr. Alan Rankin, Sports Medicine NI, Sport Northern Ireland Sports Institute)	2B: Multi-Sports Hubs – Early Concept Development (David Conway, Former CEO, National Sports Campus Development Authority)	2C: A Multi-Agency Approach to Physical Activity: An Exploration of Physical Activity Strategy on both sides of the border (A selection of academic partners)	2D: Principles of Modern Learning – Implications for Coach & Volunteer Development (David Smyth, Michael Cooke & Simon Toole, Sport Northern Ireland)	2E: A Practitioners Guide to Talent Development (Dr. Áine MacNamara, University of Central Lancashire / Grey Matters Consultancy UK)	2F: MindFit - Understanding how our thoughts, feelings, behaviours and physical wellbeing can be affected when we face a setback (Aware NI)
15.15	Transition Break					
Key Note 2:						
15.30	Creating a Strong Sporting Culture			Antoinette McKeown Chief Executive Sport Northern Ireland		
	Changing Culture for Enhanced Team Performance			Michael O’Neill MBE, International Football Manager, Irish Football Association		
16.45	Networking & Depart					

Day 2: Tuesday 1st October 2019

09.00	Arrivals & Registration					
09.30	Women in Sport Panel Discussion: Resilience and Culture			Female Sport Panel including Liz Nicholl CBE, Joy Neville & others to be announced		
10.30	Dealing with Addictions and Pressures in Sport			Tony Adams MBE Founder Sporting Chance		
11.15	Tea & Coffee on the Move					
Workshop Rotation 3						
11.30	3A: Athlete Health: Relative Energy Deficiency in Sport (Renee McGregor, Trainbrave & Dr Nicky Keay, Sport and Dance Endocrinologist)	3B: Managing & Maximising the Impact of Sports Events (Aine Kearney, Tourism NI)	3C: Untapping the Potential of Technology in Sport: Examples from Participation and High Performance Sport (Mencap NI in partnership with C60 Achitects; and Professor Cathy Craig, INCISIV)	3D: Changing the Game – Creating Sport Offers that Retain or Regain Club Members (Callum Irving, Physical Intelligence)	3E: Building on the Northern Ireland Performance System (Peter McCabe & Richard Archibald, Sport Northern Ireland)	3F: Sporting Chance Clinic: Addressing Addiction in Sport (Alex Mills and Oisín McConville)
12.45	Lunch					
Highlights & Insights: Informal Drop In Sessions						
13.45	An opportunity to pick up the key points from a session you didn’t manage to attend in the morning, or a chance to discuss further elements of the workshops that you did attend in the morning session, in a more informal setting. <ul style="list-style-type: none">Optimising Training & Performance in Team Sports (Sport Northern Ireland Sports Institute Staff)Managing & Maximising the Impact of Sports Events (Aine Kearney, Tourism NI)Untapping the Potential of Technology in Sport: Examples from Participation and High Performance Sport (Mencap NI in partnership with C60 Architects; and Professor Cathy Craig, INCISIV)Changing the Game – Creating Sport Offers that Retain or Regain Club Members (Callum Irving, Physical Intelligence)Building on the Northern Ireland Performance System (Peter McCabe & Richard Archibald, Sport Northern Ireland)Addressing Addiction in Sport: Q&A (Alex Mills and Oisín McConville)					
14.15	Transition Break					
Key Note 3						
14.25	Living Dangerously: A Life of Adventure			Sir Ranulph Fiennes Explorer		
15.25	Close			George Lucas Chair Sport Northern Ireland		
15.30	Depart					

Workshop Themes Key

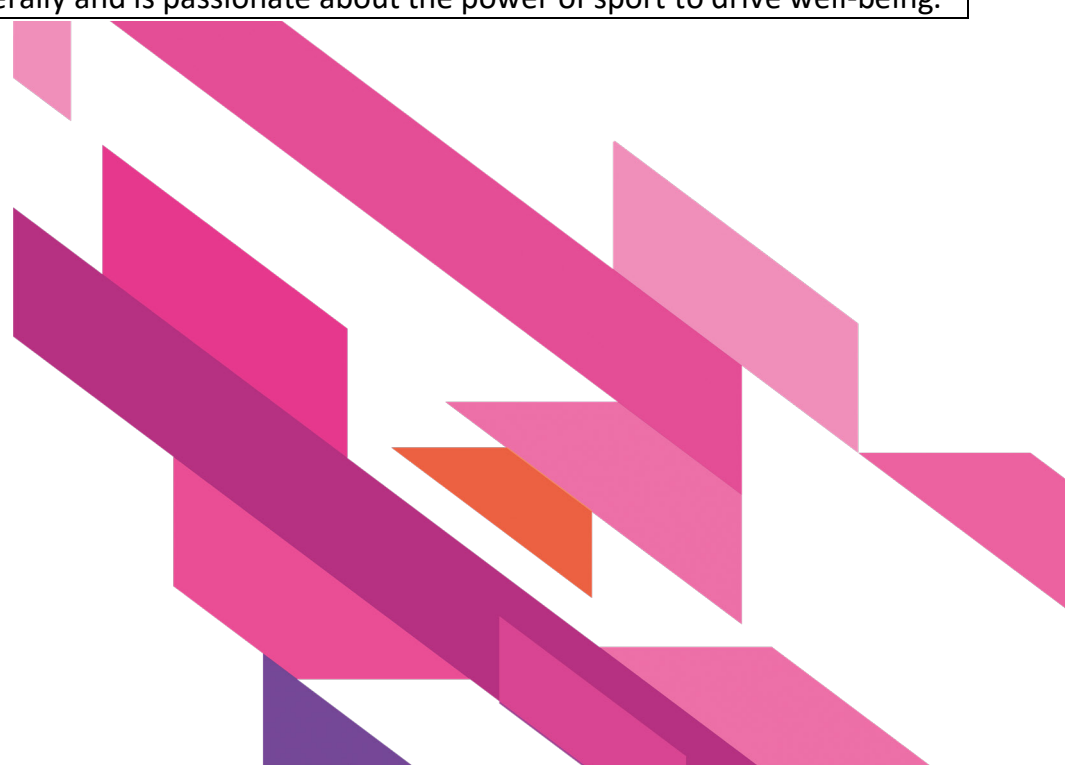
1. Performance Sports Science & Sports Medicine Services	A
2. Infrastructure Development / Events	B
3. Physical Activity & Participation	C
4. Great Sports Club Experiences & a Well-Supported Workforce	D
5. Effective Performance Sport Systems	E
6. Wellbeing in Sport	F

Session Descriptions & Speaker Biographies

Key Notes

Title:	Unlocking the DNA of a Winning Culture: The Barcelona Way	Speaker Name:	Professor Damian Hughes Liquid Thinker
Session Outline:	Lying at the very heart of their success is how an organisation deals with people and the care and attention given to the environment in which those people are nurtured. This session, through the lens of FC Barcelona – one of the world’s most successful football clubs, will consider the key principles that have defined the clubs success and show how the cultural DNA of a winning team can be successfully applied to any working environment, with dramatic results.		
Speaker Biography:	<p>Professor Damian Hughes:</p> <p>Professor Damian Hughes is an international speaker and best-selling author of eight books who combines his practical and academic background within sport, organisational development and change psychology, to help organisations and teams to create a high performing culture. Within sport, Damian is a change management consultant and sports psychologist for the England and GB Rugby League teams, and Scotland Rugby Union team. Damian’s latest book “The Barcelona Way’ gives a unique insight into this legendary team and looks at how to unlock the DNA of a winning culture.</p>		

Title:	Creating a Strong Sporting Culture	Speaker Name:	Antoinette McKeown Chief Executive Officer Sport Northern Ireland
Session Outline:	This session will outline the organisational culture journey that Sport Northern Ireland has embarked on, look forward towards the road still to be travelled and highlight lessons for the wider audience that can contribute towards the development of a strong sporting culture.		
Speaker Biography:	<p>Antoinette McKeown:</p> <p>Antoinette McKeown joined Sport Northern Ireland as its Chief Executive in 2013. Since then, Antoinette has led the organisation through a period of transformation and modernisation, putting a strong sporting culture and system here at the heart of Sport NI's work.</p> <p>Antoinette has thirty years' experience in public sector leadership. Having worked to transform public services in inner city London, Antoinette returned to NI and became Chief Executive of PlayBoard, Northern Ireland's lead play agency. She was previously Chief Executive of the Consumer Council where she led many consumer rights campaigns and Head of Policy and Development with the Equality Commission for Northern Ireland.</p> <p>Antoinette has a strong track record in successfully leading organisational change and influencing public policy change. She is a keen advocate for enhancing the position of women in sport and in leadership generally and is passionate about the power of sport to drive well-being.</p>		



Title:	Changing Culture for Enhanced Team Performance	Speaker Name:	Michael O'Neill MBE International Manager Irish Football Association
Session Outline:	This session will reflect upon, in a practical and tangible way, how steps taken by leaders can positively impact upon cultural change within an organisation or team. It will also consider how this change can help bring about the achievement of enhanced performance and improved results.		
Speaker Biography:	<p>Michael O'Neill:</p> <p>Michael O'Neill has been manager of the Northern Ireland senior men's international team since December 2011. After a 20-year playing career he first dipped his toe in management in 2005 when he took a part-time role as assistant manager at Scottish side Cowdenbeath, before moving into full-time Manager roles with Brechin City and subsequently Shamrock Rovers. Michael had an extremely successful spell at Rovers, including creating history by becoming the first manager of a League of Ireland team to reach the group stages of a European competition.</p> <p>Michael left Shamrock Rovers in early December 2011 and was appointed manager of Northern Ireland later that month. In this role Michael guided the team to qualification for the European Championship finals in France in the summer of 2016, creating more history by becoming the first fifth seeds to win a European Championship qualifying group. At the end of 2015 Michael won the BBC Sports Personality of the Year Coach Award and the RTE Sports Manager of the Year Award, having early that year been appointed an MBE by the Queen for services to football and to the community in Northern Ireland.</p>		

Title:	Women in Sport Discussion Panel: Resilience and Culture	Speaker Names:	Liz Nicholl CBE, Joy Neville, Other Exciting Names To Be Announced
Session Outline:	This panel discussion session will focus on Women in Sport, reflecting upon the resilience demonstrated by high profile female sport personalities' through their achievements and the change they have created; and how the evolving culture of sport can continue to drive forward progress in relation to the prominence of female sport.		
Speaker Biography:	<p>Liz Nicholl CBE:</p> <p>Having joined UK Sport in 1999, Liz Nicholl has played a pioneering role in the development of the elite sport system in the UK. For ten years, Liz led the work of UK Sport's Performance Directorate through the Sydney, Athens and Beijing Olympic and Paralympic cycles as the Director of Elite Sport. Liz became the Chief Operating Officer in 2009 and was then appointed to the CEO role in September 2010. During her tenure as CEO, GB achieved record performances at London 2012, Sochi 2014 and Rio 2016. Liz is also a former international netball player and was CEO of England Netball for 16 years, including a period as Championship Director of a World Netball Championship. Liz received an MBE for services to netball in 2000, an OBE for services to sport in 2005 and a CBE for services to sport in 2015. Liz Nicholl retired from her role as Chief Executive in UK Sport in July 2019 and was then elected as President of the International Netball Federation.</p>		
	<p>Joy Neville:</p> <p>Joy Neville is a former Ireland woman's rugby International Captain and current rugby International referee. As a player Joy represented Ireland both at the 2006 and 2010 Women's Rugby World Cups. In 2013 she was a member of the Ireland women's team to win both a Grand Slam and the Women's Six Nations Championship. Since taking up refereeing in 2014, she has taken charge of the Women's Six Nations, the World Rugby Sevens Series & Sevens Rugby World Cup and the Women's Rugby World Cup, including the Women's World Cup Final in 2017. Joy has also achieved a number of firsts as a female referee in the Men's professional game. Since 2016, Neville became the first female assistant referee for a European Challenge Cup, the first female to referee All Ireland League, Welsh Premier Division, British and Irish Cup, European Challenge Cup and, in February 2018, took charge of the men's Pro14 fixture between Ulster and Southern Kings. In 2017 Neville was named World Rugby Referee of the Year and also Munster Rugby Referee of the Year.</p>		

Title:	Dealing with addiction and pressures in Sport	Speaker Name:	Tony Adams MBE Founder Sporting Chance Clinic
Session Outline:	In this session Tony Adams will reflect upon his personal journey and how this led to the establishment of the Sporting Chance Clinic which he founded in 2000 as specialist addiction and recovery support for athletes.		
Speaker Biography:	<p>Tony Adams MBE:</p> <p>Former Premier League and International Footballer Tony Adams spent his entire playing career of 22 years as a defender at Arsenal. He is the most successful Arsenal Captain of all time and was included in the Football League 100 Legends. With Arsenal, he won four top flight division titles, three FA Cups, two Football League Cups, a UEFA Cup Winner's Cup, and three FA Community Shields. He is the only player in English Football history to have captained a title-winning team in three different decades. Adams made his debut for England against Spain at the Bernabeu in 1987 and played at the Euro 1988, 1996, 2000 and the 1998 World Cup Finals, captaining England through Euro 96. In total Adams appeared 66 times for England, scoring 5 times. In 2000, Tony established the Sporting Chance Clinic which is a registered charity, providing a specialist addiction and recovery facility for athletes. The charity provides support, counselling, treatment, and aftercare to sportsmen and women who are suffering from addictive illnesses.</p>		

Title:	Living Dangerously: A Life of Adventure	Speaker Name:	Sir Ranulph Fiennes Explorer
Session Outline:	In this session Sir Ranulph will offer a personal journey through his life, from his early years to the present day. Both light-hearted and strikingly poignant, he will reflect upon his childhood and school misdemeanours, his army life and early expeditions, right through the three-year Transglobe Expedition to his current Global Reach Challenge, in which he aims to become the first person in the world to cross both polar ice caps and climb the highest mountain on each of the seven continents. Sir Ranulph Fiennes' many endeavours have pushed his endurance levels to the very limits, inspiring generations and making him a pioneer of exploration with an unparalleled story to tell.		
Speaker Biography:	<p>Sir Ranulph Fiennes:</p> <p>Sir Ranulph Fiennes is recognised as 'The World's Greatest Living Explorer'. Ranulph Fiennes was born in 1944 and educated at Eton College. He served with the Royal Scots Greys before joining the SAS. In 1968 he joined the army of the Sultan of Oman and was later awarded the Sultan's Bravery Medal by HM the Queen. Having led 22 major expeditions to remote parts of the world, including both Poles, Ranulph Fiennes is the only man alive to have travelled around the Earth's circumpolar surface. He was the first explorer to completely cross the Antarctic continent unsupported, and in 2009, aged 65, climbed to the summit of Mount Everest becoming the oldest Briton ever to do so. Since 1969, when he led the British Expedition on the White Nile, Ranulph Fiennes has been at the forefront of many ground breaking exploratory expeditions.</p>		

Title:	Welcome, Open and Close	Speaker Name:	George Lucas Chair Sport Northern Ireland
Session Outline:	As chair of Sport Northern Ireland, George will offer a warm welcome to delegates, set the context for the conference and deliver closing remarks.		
Speaker Biography:	<p>George Lucas:</p> <p>George Lucas has operated at board level for over 30 years. He was previously Managing Director of Corus Steel Ireland and Chair of Steel Company of Ireland. George is also a previous Chair of the Health and Safety Executive Northern Ireland, and the Chair of the Ulster Branch of Tennis Ireland. Mr Lucas brings a range of business, change management and sport experience to Sport Northern Ireland.</p>		

Workshops

Workshop 1A

Title:	Optimising Training & Performance in Team Sports	Speaker Name:	Andy Hudson Expert S&C Coach
Session Outline:	In this session Andy will explore how training and performance can be optimised in team sports from a strength and conditioning perspective.		
Speaker Biography:	<p>Andy Hudson:</p> <p>Andy Hudson spent over 15 years at the English Institute of Sport as a Senior Strength and Conditioning Coach. He ran the GB and England Hockey physical performance programme, and previously worked with England Netball, Paralympic sports and GB Athletics sprinters. He has also worked as a National Mentor for the EIS, supporting practitioners across the Olympic high performance network and provides consultancy support for the F.A., Premier League and international football clubs. Andy has also been UKSCA Course Tutor and Assessor for over 10 years.</p>		

Workshop 1B & 2B

Title:	Multi-Sports Hubs – Early Concept Development	Speaker Name:	David Conway Former CEO National Sports Campus Development Authority
Session Outline:	This workshop will focus on the early stages of development of the National Sports Campus at Abbotstown Dublin, early stages of concept development, construction and the operation of the National Sports Campus as a multi facility hub. The session will also reflect upon the potential benefits this approach to capital development may deliver to local Governing Bodies of Sport and sports clubs in Northern Ireland.		
Speaker Biography:	<p>David Conway:</p> <p>David Conway is Chief Executive Officer of Limerick Twenty Thirty DAC and charged with delivering the single largest programme of investment in real estate outside of Dublin. The Limerick native is former CEO of the National Sports Campus Development Authority. A former teacher, MBA graduate and Project Manager, David was previously involved with the developments and operations of Sports Facilities at the National Sports Campus including the National Aquatic Centre and National Indoor Arena, University of Limerick as their Sports Administrator; as Head of Sports at Dublin City University.</p>		

Workshop 1C & 2C

Title:	A Multi-Agency Approach to Physical Activity: An Exploration of Physical Activity Strategy on both sides of the border	Speaker Name:	A selection of academic partners involved in the study of physical activity strategy including: Ulster University, DCU and the University of Cork.
Session Outline:	This workshop will reflect on the current physical activity landscape on both sides of the border. Furthermore, the session will reflect on the cross cutting benefits that flow from strong activity levels and examine how a multi-agency approach impacts on the quality and range of physical activity available to populations.		
Speaker Biography:	On the day a selection of prominent academics with expertise in different areas of physical activity will examine the key issues faced both sides of the border. Building on research pieces that have been joint funded on both sides of the border between Sport NI, Sport Ireland and academia, each speaker will offer a unique reflection on the role physical activity plays in healthy societies and how each partner involved can maximise positive outcomes for all.		

Workshop 1D & 2D

Title:	Principles of Modern Learning: Implications for Coach & Volunteer Development	Speaker Names:	David Smyth, Coaching Consultant; Michael Cooke, Coaching & Club Consultant; Simon Toole Acting Lead Officer for Performance People & Pathway Development Sport Northern Ireland
Session Outline:	This session will outline ten principles for the creation of a modern learning approach and consider how this might impact upon how learning is designed and facilitated for coaches and volunteers. The session will include practical tools and tips for implementation by those in a position to create coach and volunteer learning experiences.		
Speaker Biographies:	David Smyth: David joined Sport Northern Ireland as a Coaching Consultant in 2008 after six years in local authority sports development. In this role he works with a range of partners to develop and support coaching systems, leads the SportMaker Awards and manages club and workforce related investment in five governing bodies of sport.		
	Michael Cooke: Michael joined Sport Northern Ireland in 2009 as a Coaching & Club Development Consultant with a particular focus in the North West Region. The main focus of Michael's role include supporting development of coaches, officials, volunteers and clubs in the North West as well as managing club and workforce related investment in three governing bodies of sport.		

Workshop 1E & 2E

Title:	A Practitioners Guide to Talent Development	Speaker Name:	Dr Áine MacNamara, Reader in Elite Performance, University of Central Lancashire / Grey Matters Consultancy UK
Session Outline:	This workshop will draw upon the latest evidence to dispel myths about talent development and offer practical advice on designing and optimising the talent pathway, including the recruitment process and optimum development environments.		
Speaker Biography:	Áine is currently a Reader in Elite Performance and Coaching at the University of Central Lancashire having joined the university in January 2010. Her background is in physical education and coaching, and she has worked with young people in a range of sporting environments as an educator, coach and sports psychology consultant. She consults widely with NGBs, schools, and sport organisations supporting the implementation of coach education and talent development pathways. Áine's research focuses on talent development processes and youth coaching in sport and other performance domains. She completed her PhD in Talent Development in 2010 and has published over 50 papers and book chapters focusing on psychological characteristics of developing excellence and biopsychosocial perspectives on talent development, as well as co-authoring the book 'Talent Development: A Practitioners Guide'.		

Workshop 1F

Title:	Wellbeing in Sport	Speaker Name:	Beth Gibb, Action Mental Health
Session Outline:	This workshop offers an interactive session focusing on how the mental and emotional wellbeing of those involved in sport can be supported. The workshop will explore attitudes, challenging stigma and misconceptions around mental health; identifying positive coping strategies, support networks and signposting to sources of support.		
Speaker Biography:	Action Mental Health is a local charity which works to enhance the quality of life and the employability of people with mental health needs or a learning disability in Northern Ireland. As part of the Wellbeing in Sport Action Plan (2019-2025) Sport NI, in partnership with the Public Health Agency, have engaged with Action Mental Health to offer an interactive session that supports the mental health and emotional wellbeing of those involved within sports clubs and the wider sporting community. We welcome Action Mental Health to provide an insight to their 'Wellbeing in Sport' workshop that is currently available to all sports via Sport NI. This is a positive and interactive session designed to support individuals in the area of mental and emotional wellbeing.		

Workshop 2A

Title:	Athlete Health: Concussion in Sport	Speaker Names:	Dr. Chris Bleakley, Ulster University; & Dr. Alan Rankin, Sports Medicine NI, Sport Northern Ireland Sports Institute
Session Outline:	This workshop will provide an overview on concussion research in sport. It will also provide information on how to recognise, manage and return athletes with concussion using ConcussionNI		
Speaker Biographies:	<p>Dr Chris Bleakley: Dr Chris Bleakley qualified as a Physiotherapist in 2000 before completing his PhD at Ulster University. He has subsequently held clinical and academic positions at: the Sports Institute of Northern Ireland; High Point University (North Carolina); and Ulster University. Dr Bleakley has participated in 63 academic conference presentations and has published over 100 original research publications (h index 37). He has also published 6 book chapters, 3 international consensus statements on diagnosis and management of acute ankle sprain, and in 2011, was the lead author developing clinical guidelines on acute soft tissue injury management in collaboration with the Physios in Sport UK. He is a Fellow of the Higher Educational Academy, UK and enjoys teaching Research Methods and Musculoskeletal Injury Assessment/Rehabilitation to undergraduate and post graduate students. Dr Bleakley now works in the School of Health Sciences at Ulster University, and his current research interests include: safety in youth Rugby Union; rehabilitation of acute soft tissue injuries; and meta-research involving the Physiotherapy and Sports Science literature. Since 2014, Dr Bleakley has been part of the RISUS research group, which is one of the largest injury surveillance projects ever undertaken in youth rugby. Now in its 4th season of data collection, RISUS has analysed data from over 2000 youth rugby players in Ulster.</p> <p>Dr. Alan Rankin: Alan is a Consultant in Sport & Exercise Medicine working in the optimisation of athlete health and management of illness and injury. He provides Sports Physician services to the Sport Northern Ireland Sports Institute. With a keen interest in concussion, Dr Rankin was involved when Sport NI launched the ConcussionNI website in 2018. He co-opened Sports Medicine NI in 2018 and the company has developed a unique sports medicine and wellness clinic at Castlereagh in Belfast to offer active individuals and athletes new and innovative services for injuries and health issues, including a specialist concussion clinic in partnership with the University of Pittsburgh Medical Centre.</p>		

Workshop 2F

Title:	MindFit	Speaker Name:	Aware NI
Session Outline:	<p>This workshop will be an interactive session on understanding how our thoughts, feelings, behaviours & physical wellbeing can be affected when we face a setback. This light and interactive session will look at 'Take 5 Steps to Wellbeing'. It teaches this through physical activity, group interaction and information that will support education around resilience and factors that affect our mental health.</p>		
Speaker Biography:	<p>AWARE NI believe in a future where people can talk about their mental health openly, access services appropriate to their needs and have the skills and knowledge to maintain positive mental health. The charity deliver mental health and wellbeing programmes to communities, schools, colleges, universities and workplaces. As part of the Wellbeing in Sport Action Plan (2019-2025) Sport NI, in partnership with the Public Health Agency, have engaged with Aware to offer an interactive session that supports the mental health and emotional wellbeing of those involved within sports clubs and the wider sporting community. We welcome Aware NI to provide an insight to their 'MindFit' workshop that is currently available to all sports via Sport NI. The workshop addresses understanding how our thoughts, feelings, behaviours and physical wellbeing can be affected when we face a setback; it focuses on building resilience to allow us to:</p> <ul style="list-style-type: none"> • Enjoy our successes • Enjoy the good things in life • Deal with the difficult things as and when they happen • Build on our ability and capacity to bounce back 		

Workshop 3C

Title:	Untapping the Potential of Technology in Sport: Participation & Performance Examples	Speaker Names:	Mencap NI in partnership with C60 Architects; & Professor Cathy Craig, INCISIV
Session Outline:	<p>This session will highlight how sport can more effectively engage with technology to enhance sports participation and sporting performance. The participation example will be drawn from Mencap NI's, Sport Northern Ireland funded, partnership project with C60 Architects which has delivered the 'World Around Us' virtual reality platform. This project has brought significant benefits of people with disabilities, particularly those with learning disabilities by replicating the environment, activity and processes involved in taking part in sport, enabling individuals to experience a particular scenario before taking part in it for real. The performance example will showcase the work of Professor Cathy Craig and her organisation INCISIV, who are world leaders in sports performance Virtual Reality and decision making. INCISIV combine in-game Virtual Reality, motion sensors and sophisticated data analytics to measure and challenge a player's ability to act in the right way at the right time. This supports better decision making and ultimately the achievement of better results.</p>		
Speaker Biographies:	<p>Mencap NI: Mencap is the voice of learning disability, offering advice, support and assistance to people with learning disabilities, their families and carers.</p>		
	<p>C60 Architects: Belfast Architects, C60 use the most advanced Building Information Modelling and virtual reality visualisation tools to communicate building designs. The organisations services include virtual reality and 3D visualisation, town planning, project management and conservation.</p>		
	<p>Professor. Cathy Craig: Cathy Craig is a professor of experimental psychology at Ulster University and the CEO and Founder of INCISIV Ltd. She has published over 80 scientific papers and is the go-to global expert in using Virtual Reality (VR) to understand and improve decision making in sport. Building on 20 years' research, she is developing products that combine Virtual Reality (VR) with motion sensors to measure and develop a player's ability to make the right decision, at the right time and execute it in the right way. INCISIV's first product to market is Clean Sheet, designed to help goalkeepers make more saves so teams win more games. Clean Sheet will allow coaches to profile a player's ability, give players an opportunity to train smarter and help injured players return to play.</p>		

Workshop 3D

Title:	Changing the Game: Creating an Offer to Retain or Regain Club Members	Speaker Name:	Callum Irving Director Physical Intelligence
Session Outline:	This session will use sport-specific insight to consider some of the challenges facing sports clubs to retain members and investigate how the theory of behaviour change can be used in a practical way to help clubs retain and regain members. Delegates attending will be able to reflect upon their own sport and how current practice may need to evolve in order to grow and sustain participation.		
Speaker Biography:	<p>Callum Irving: A sports consultant and behavioural specialist, Callum currently works for clients across the UK and Asia on participation, business models, marketing and commercial development. Formally with the FA and Sport England and a former professional Rugby League player and Head Coach. Callum now applies behavioural theory to research projects, helping governing bodies, clubs and commercial partners understand their markets better, generate 'real world' solutions and help them to better monitor and evaluate their work. Callum's current clients include the Irish FA, Chinese FA, United Arab Emirates FA and the Arabian Gulf League.</p>		

Workshop 3E

Title:	Building on the Northern Ireland Performance Sport System	Speaker Names:	Peter McCabe, Interim Director of Performance Sport; & Richard Archibald, Head of Performance Programmes Sport Northern Ireland
Session Outline:	This session will reflect upon lessons from within the Northern Ireland performance sport system, and consider how these can be built upon within and beyond the current cycle. The session will include a discussion opportunity for delegates to engage in regarding future developments in the field of performance sport.		
Speaker Biographies:	<p>Peter McCabe: Peter is the current Interim Director of Performance Sport with previous experience in the role of Head of Performance Programmes. Prior to that, in his role as Athlete Services Manager, Peter was one of the initial group of staff that developed the Sports Institute within Northern Ireland. Peter is a FIH (High Performance) qualified coach in hockey with significant experience of coaching at both senior international and club level.</p> <p>Richard Archibald: Richard is the current Head of Performance Programmes at Sport Northern Ireland, with lead responsibility for the organisations performance sport investments. Richard joined the organisation in 2008 as a Performance Coordinator at the Sports Institute. Prior to joining the team at the Institute Richard was an International Rower, competing at both the Athens 2004 and Beijing 2008 Olympic Games and twice medalling at the World Championships.</p>		

Workshop 3F

Title:	Addressing Addiction in Sport	Speaker Names:	Alex Mills, Sporting Chance Clinic Oisín McConville, Sporting Chance Clinic and Wellbeing in Sport Ambassador
Session Outline:	Sport Northern Ireland has engaged with Sporting Chance Clinic to offer a Lifestyle Education Seminar. This seminar will introduce you to information and tools needed to avoid the pitfalls and destructive behaviour patterns that can develop in sport. It is currently being delivered to professional sports in the UK and is now available to clubs in NI through Sport Northern Ireland. We invite Alex Mills and Oisín McConville from Sporting Chance Clinic to deliver an insight to this seminar with a focus on addressing addiction in sport.		
Speaker Biographies:	<p>Alex Mills: Alex joined Sporting Chance Clinic in 2016 and is responsible for supporting the administration and education function of the charity alongside managing specific areas of work for key stakeholders. He has been pivotal in establishing the charity's service providing support for adult survivors of sexual abuse in sport. Alex's interest in sport and often encyclopaedic knowledge was nurtured by his father who was a leading UK sports journalist.</p>		
	<p>Oisín McConville: Oisín McConville is an Irish former Gaelic footballer who played for Armagh in the 1990s and 2000s. He won an All-Ireland Senior Football Championship medal, seven Ulster Championships and a National League title with the county. He was also awarded two All Stars. Oisín played club football for Crossmaglen Rangers and won six All-Ireland Senior Club Football Championships, ten Ulster Senior Club Football Championships and 16 Armagh Senior Football Championships with the club. According to Oisín, gambling is an addiction that's easily hidden. For 16 years, no one knew the extent of his problem. Now, however, he has confronted his demons and is enjoying life. Oisín is committed to his role as a Wellbeing in Sport Ambassador and works as an addiction counsellor for Sporting Chance Clinic.</p>		

Contact us:

Sport Northern Ireland
House of Sport
2a Upper Malone Road
Belfast
BT9 5LA

Game Changer Conference:

T: (028) 9038 1222

E: Gamechangerconference@sportni.net

W: www.sportni.net

