

ATHLETE LIFE MATTERS



Athlete Life Programme and Prime Minister's Scholarship Programme

WELCOME

Welcome to High Performance Sport New Zealand. The HPSNZ Athlete Life Programme assists athletes develop a lifestyle for high performance and works closely with the coaches and sports. The role of the Athlete Life Advisor is to work with athletes to maximize opportunities and to assist in minimizing any constraints to their sport performance. Advisors assist athletes develop other aspects of their life without impacting on performance.

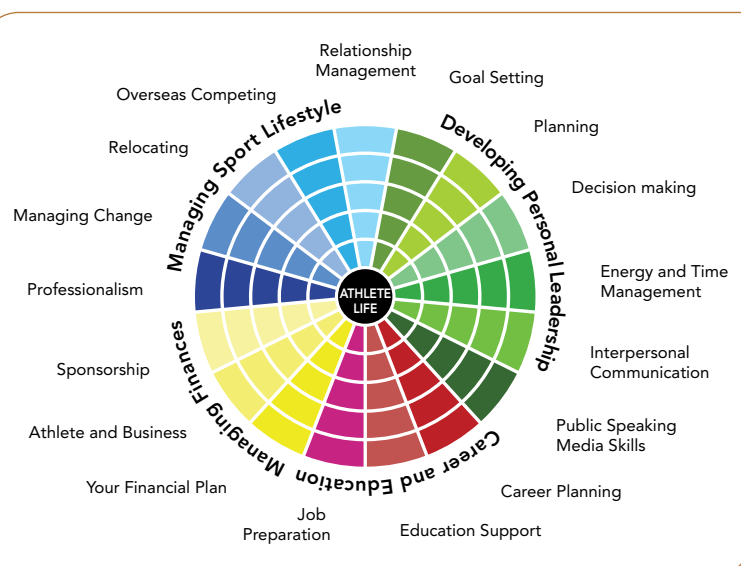
The Athlete Life Programme assists athletes through a process of short and long term planning and decision making focusing on performance enhancement through a performance lifestyle approach. Many skills gained as a high performance athlete can be transferred into life after sport.

Read through our brochure to find out more about the Athlete Life Programme.

OUR KEY SUPPORT AREAS

Athlete Life focuses on four key areas for a high performance athlete. We understand that athletes will have different levels of expertise and requirements in these areas and we tailor our professional development to each individual to provide the highest level of support possible.

- Developing Personal Leadership
- Managing Sport Lifestyle
- Managing Finances
- Managing Career and Education



LISA CARRINGTON Canoe Racing

World Canoe Racing Champion Lisa Carrington has worked with her Athlete Life Advisor Susan Thomason across a wide range of areas. "My Athlete Life Advisor has helped me become capable of managing my sport, university and everyday life," she says. "Working with Susan in the Athlete Life Programme has allowed me to explore my potential in all aspects of my life as an athlete. She has reminded me of the importance of my individual goals, which has allowed me to keep improving as an athlete," she



explains. "The Athlete Life Programme has been beneficial in my life as an athlete," Lisa says.

YOUR ATHLETE LIFE PLAN

Each year, an Athlete Life Advisor will work with you to determine your goals and objectives for the coming year. Your Athlete Life Plan becomes a general "health check" to determine what you need to achieve your performance goals. Athletes evaluate themselves across a wide range of areas and work with us to develop strategies for addressing the areas that will have the biggest impact on their ability to perform as an athlete.

DEVELOPING PERSONAL LEADERSHIP



TIME AND ENERGY MANAGEMENT

Time is something we all have the same amount of. You cannot buy more time than someone else, nor can you get back time that has already passed. You can prioritise your time more effectively than someone else to perform better. You are the only one who is accountable for how you spend time.

PRIORITISE

What is most important for the here and now

NEGOTIATE

Negotiate with those around you that you have commitments with

CHOOSE

Make choices for how you spend your time

ACCEPT

Accept the decisions you have made

STORM URU Rowing

For Storm Uru, trying to reach the top in Rowing meant plenty of hours training and a few sacrifices from one of his passions Surfing. "I've always had a passion for surfing and snowboarding. But with opportunity to be part of the New Zealand Rowing Squad and become a World and Olympic champion, I realised I had to make some sacrifices", he says.

This was no more apparent for Storm when, after the Beijing Olympics, he broke his wrist snowboarding. "You have to do everything right to give yourself the best chance to win, which means conserving energy, maximising recovery and minimising injury risks. I still get to have rest and recovery but rather than drop in on a six foot wave at Raglan, it's nine holes of golf," he says.



COMMUNICATION

We have so many different methods of communicating with those around us – in person, via phone, text, email, Facebook, in writing and the internet.

With good communication skills in all these areas, your potential for success as an athlete on and off the sporting arena can be maximised.

Your Advisor can assist you in developing these skills further to assist in your professional sporting career.

Some important things about communicating effectively include:

Communication needs both a sender and a receiver. Listening is active, really try to understand the message the person is communicating

Communicate your message clearly. Choose your words and tone well and also your method.

When communicating consider it from 3 points of view: How you see it, how they might see it, and how at third person might see it

Be open and honest

PLANNING

As a high performance athlete you set goals and objectives and then create a plan about how you are going to achieve your goals. But sometimes your goal can only be achieved if you have a robust and solid alternate plan (Plan B) and you have the skill to adapt to the changes that you are faced with.

How often do you have a plan that has to be changed – an injury, a boat that doesn't arrive in time for a regatta, or a team you didn't get selected for?

Having a robust plan in place for these potential 'de-railings' can help ensure you stay on track to achieve your goal. This sets the great planners apart from the good planners.

OLIVIA POWRIE Yachting

470 sailors Olivia (Polly) Powrie and Jo Aleh were about to embark on their European campaign when only days out from flying to Europe, Polly fell off her bike on a training ride. With a broken collar bone she wasn't going anywhere, but with boats in containers and tickets paid for, Plan B was needed, and fast. "I was four days out from flying to Europe to compete in our first world cup event of the year. We had to sort out what to do pretty quickly. It was fortunate we could get another New Zealand sailor to step in and go overseas while I was out injured," she says. Coach



Nathan Handley says that while they had identified that this sort of thing could happen, they probably hadn't discussed in depth what they would do if it did. "Following this experience, we now discuss in a lot more detail the need to have a Plan B in place and put strategies in place to try to prevent this sort of thing from happening," he explains.

But it wasn't just about a Plan B for getting another crew to step in, but also in planning how Polly would spend her time and rehab over the coming weeks. She spent time with her Advisor looking into possible options including study but took some time out instead. "With no sailing for a few weeks I didn't have much to do. But I settled into a very easy routine of waking up later,

going to the gym and then sitting on the stationary bike," she says. However it wasn't all 'sunshine and roses'. Having to sit at home and miss out racing after training hard all summer was difficult but beneficial. "This year is longer than usual with our World Championships not until much later in the year, so having some sort of time off early in the season has been a bit of a silver lining," she explains.

Usually when there is a need to go with Plan B, it has an impact on your results. There can be some positive outcomes that come out of it so look to use these to your advantage.

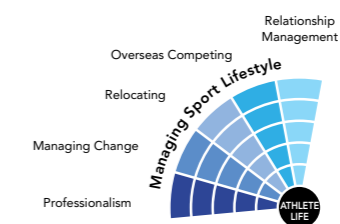
MANAGING SPORT LIFESTYLE

MANAGING RELATIONSHIPS

As an athlete how you manage your relationships can aid in your success on a personal and professional level. Understanding the people around you and how best to work with them will improve the support around you. High Performance competition is demanding not only on athletes but

also the other significant people in an athlete's life – partners, friends, and family. You have strict routines, and programmes that can make others sometimes feel life is all about you. People want to see you succeed but this does not always stop difficulties arising and challenges

presenting themselves. We have seen the improvements that can occur in relationships when the athlete gains **self awareness** and the **communication skills** to better share their experience and challenges more fully with others even when tired and hungry!



MANAGING CHANGE

Change is something that occurs in all our lives and how we manage the change process varies whether the change is planned and desired or less voluntary such as de-selection or injury.

Circumstances outside our control can force us into dealing with change at times in our training / competition cycle that may be less than desirable, but necessary.

We have to adapt our life situation to meet these changes.

FRED TEEAR AND LIAM O'LOUGHLIN Canoeing

Canoe racers Liam O'Loughlin and Fred Tear are part of the CRNZ High Performance Squad and were training to qualify to be part of the World Championships team. They were living in Christchurch and training on the Avon River when the Christchurch Earthquake hit which meant their training environment was no longer suitable. In talking with both it is easy to see just how much of a change they had to make to continue their World Championships preparations.

"These circumstances were of course not conducive to performing at optimal levels," says Teear. "Working with my Athlete Life Advisor I was able to smoothly transition to Auckland. The Millennium Institute of Sport and Health Lodge accommodation was an ideal setup, being close to Lake Pupuke and with the gym and support services at hand. This closely aligned me with the Auckland based national team athletes in terms of conducting squad training and accessing necessary support services" he explains. "The swift and comprehensive assistance provided to me was instrumental in maintaining my training requirements and allowing me the best possible chance to prepare for the World Champs. This assistance is greatly valued and appreciated," he says.



Team mate Liam O'Loughlin agrees. "After the tragedy of the Christchurch earthquakes I was unable to carry on with my regular training so having access to an alternate gave me the opportunity to continue to prepare for

the World Championships," he says. It was nice to be somewhere where the staff were both friendly and welcoming, not to mention having support services being readily available." he says.

PROFESSIONALISM

TAKE OUR QUICK QUIZ ON PROFESSIONALISM

If those around you were asked on a scale of 1-10 how professional you are, how would you score?

Would the score differ from your coach, team mates, opposition, or sponsors?

What score would you be happy with?

How does this affect your ability to perform as an athlete?

As a carded athlete you are required to be professional in your attitude and behaviours through personal management and presentation on your path to achieving sporting success. It brings expectations and responsibilities as well as a chance to be a World Champion or an Olympian.

Some of the competencies you develop to manage yourself as a high performance athlete include:

- being reliable, responsive, and respectful within the high performance system
- presenting yourselves appropriately to sport management, media and fans
- adapting to change and accepting constructive criticism
- taking responsibility for yourself and doing what needs to be done
- using feedback and working constructively with others.
- communicating clearly and appropriately in the right context

"Achieving in sport is as much about the person as it is about the training"

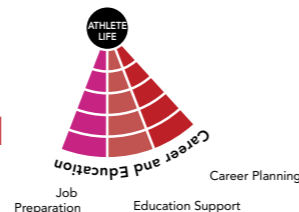


KATIE HOYLE Football

One athlete who is the consummate professional is 23 year old Football Fern Katie Hoyle. Katie has been looking into the possibility of playing professionally for a couple of years now and has had various prospects in the pipeline. She has done extensive planning with her Athlete Life Advisor, Carolyn Donaldson around how she would fit into her sporting and academic/career plan so when the offer came from a German club post the FIFA World Cup, she had plans in place that she had already worked through, so it was just a matter of putting these into action.

Always on the 'ball', plans a long way in advance, responsive to email, and always on time are just a few of the qualities her support team see in her on a daily basis. After only being overseas in a new professional contract with a German club for two weeks, she had already been in touch with her support team, friends and family back home updating them on her progress so they can follow her journey with her. "Your support team is there for a reason, so use them! I really enjoy working closely with my support team and find the best way to do this is through frequent and open communication. I have found over the years that the closer I work with the team the easier my life becomes as an athlete," says Hoyle.

MANAGING CAREER AND EDUCATION



CAREER

As an athlete you have a wide range of skills that allow you to perform at the top in your sport, alongside managing your life and the logistics and challenges that go with this. These skills can be transferred to other careers you may pursue in the future. In 2006, Victoria University (Wellington) surveyed Employers to identify the 10 most requested skills and attributes they look for in new graduates. In the majority they are skills that you, as an athlete practice consistently in your sporting life.

ADDITIONAL SKILLS

Additional skills and attributes identified by employers included:

- being well-rounded (a balance of study, work and other interests)
- social employees that get on well with others, organisational skills and learning agility.
- Organisational skills
- Learning agility

(ref: http://www.victoria.ac.nz/st_services/careers//resources/employment_skills_survey.aspx).

CAREER PLANNING TO ENHANCE PERFORMANCE

What gives you confidence when you are on the start line of your pinnacle event?

The hundreds of hours and the intensity of application you've spent in training?

The nutrition and recovery strategies you've employed?

The performances and results from past events?

What thought would you have given to your career past that pinnacle event?

Do you aim to continue competing, begin study or begin a working career?

The Skills	Just some of the ways you might use these as an athlete...
1. Strong Interpersonal Skills	Working with trainers, Advisors, coaches
2. Strong Verbal Communication Skills	With team mates, sponsors, media etc
3. Strong written Communication Skills	Your websites, blogs, reports for your NSO
4. Flexible and Adaptable "Can Do" Attitude	Fitting in other aspects of your life
5. Sound Academic Achievement	Studying whilst training and competing
6. Self-Motivated/Self-Starter	Training at 5am, twice daily or before / after work
7. Team Player	Constantly working with others
8. Energy and Enthusiasm	The drive to succeed
9. Problem Solving Skills	Logistical, organisation, financial or other
10. Analytical and Conceptual Skills	Tactical analysis of your performances

Next time you are considering other careers, think smart. You could well have at least 9 out of the 10 skills most sought after by employers.

It can be hard to see past such a big goal like the Olympic Games, Commonwealth Games or World Championships, but the closer they get the closer the moment comes where you need to think about what comes next. Why not apply those skills and processes that gave you confidence to achieve in your sport, to your career planning?

"Having completed a post graduate qualification in Finance during the previous Olympiad I was confident about my next career options. I knew going into the Games I had done enough work on my studies and networking that I had options post the Olympics to take advantage of whatever opportunities I wanted to grab. It also meant all my time in the final build-up was focused on getting the best from that moment rather than stressing about things outside of my



ultimate goal of an Olympic medal. I took a lot of confidence into racing from that."

Nathan Twaddle
New Zealand Rower
and Olympic medallist

EDUCATION

As an athlete you may still want to be able to pursue your educational goals and we can help assist in finding a pathway to do this for you. This can include part time study, short courses, or needing to complete exams whilst overseas with your sport.

Whilst competing, many athletes work through apprenticeships, short courses, on the job work experience or studying at a tertiary level, both in New Zealand and overseas.

Many students study part time or extra-murally to allow the minimum disruption to their training and competition plans. Your Athlete Life Advisor can assist in finding the right mix for you.

ATHLETE FRIENDLY TERTIARY NETWORK

A network of NZ Universities who agree to support NZ's high performance athletes has been developed by HPSNZ. Massey University led the way to sign the 'Athlete Friendly Tertiary Network' agreement followed by Victoria University, AUT University and the University of Waikato, Waiariki Institute of Technology and Otago Polytechnic.

While many tertiary institutions are already providing flexibility to athletes in a case-by-case manner, the Athlete Friendly Tertiary Network will enable a more structured and effective system for both athletes and tertiary staff.

Athlete Life Manager Susan Thomason says: "We have already seen a very positive impact from this network on the discussions for athletes balancing sport and study."



CATH CHEATLEY Bike

When you are based overseas for a large amount of time each year, education options can seem a challenge. Cyclist Cath Cheatley has managed the juggle of studying and competing at the highest level using support around her and the Prime Minister's Athlete Scholarship Programme. She studies extramurally at Massey University completing a business degree. "I think it's really important to have a healthy balance in your life. I can't train 24/7 so I find study is a good way to keep my mind

going," Cheatley says. "Not having to worry about paying course fees is a huge benefit to me. I already have a student loan from my first teaching degree and as much as I love being a fulltime cyclist it's not going to make me a millionaire so without a Prime Minister's Athlete Scholarship I wouldn't be able to study as I am. It certainly isn't easy studying when you are on the road racing a lot and feeling tired. Lugging texts books around the world can cause a few excess baggage charges but most papers are online which is very helpful (except when you can't get good internet!)," she says.

MANAGING FINANCES



A key element of sporting success is having an unshakeable belief in your ultimate goal, understanding how close you are to it and doing the work required to reach it. While managing your finances can be a frustrating challenge regardless of the stage of sporting development, it is worth using the same goal orientated approach that drives your success in sport to your financial goals.

Consider the table below which contrasts business and athlete development models. What stage do

you think you are in? If you are still working towards 'Training to Win', then you are 'investing' in your future potential to succeed and earn, just like a business.

Your Athlete Life Advisor can help identify which stage you are in and how best to use your capital (time, talent, money) to reach the next financial level in your sporting career.

SOME QUESTIONS TO CONSIDER:

How would you rate your ability to plan and stick to a budget?

How would you rate the financial knowledge of those who give you advice?

What stage of your sporting career are you in?

What financial resources can you realistically target at your current level?

What relationships can you develop to advance your finances to the next stage?

Do you understand your tax and ACC obligations?

PRIME MINISTER'S ATHLETE SCHOLARSHIP

The Prime Minister's Athlete Scholarship (PMAS) programme is a government initiative managed by High Performance Sport NZ (HPSNZ). Scholarships are aligned to SPARC's and HPSNZ's High Performance Strategy and must impact SPARC's high performance mission: More New Zealanders winning on the world stage. The purpose of the scholarships is to enable emerging and talented New Zealanders to concurrently pursue tertiary study and elite level sport development. This assists with retaining talented athletes in their sport in NZ and helps transition our athletes into a career pathway.

The Programme incorporates a Gold Level Scholarship which may be available to athletes when they are

de-carded or retire from international competition whichever occurs first.

Scholarships have been used by athletes to gain a wide range of tertiary qualifications including undergraduate degrees, diplomas, certificates, apprenticeships, work place training, short courses and post graduate qualifications.

A maximum of up to \$10,000 per year is available (including GST if applicable) for academic fees per scholarship. Athletes who meet the minimum EFTS (equivalent Full Time Study) may also receive a Living Allowance.

Scholarships are awarded annually and applications must be completed online

at www.hpsnz.org.nz Applicants need to be familiar with the accountabilities associated with the Scholarship and these, along with details regarding eligibility, endorsement, and the administration processes are available in the Programme Guide which can be viewed and downloaded via the HPSNZ website: www.hpsnz.org.nz

For help with your scholarship or to find out more information, contact your Athlete Life Advisor or one of your Scholarship Managers.

COMPARISON OF THE BUSINESS VERSUS ATHLETE LIFE CYCLES

BUSINESS LIFE CYCLE				
Conception	Development	Growth	Maturity	Decline
Product idea	Business set up	Revenue and customers	Established Profit	Product service replaced
Little cost but no income Business ideas done in personal time	Costs high, no income Self & family funded Activities focus on business	Sales grow Costs outstrip income Quality & quantity of firm staff improves	Income greater than costs Profits grow, costs stay static	Competitors outperform, customer interest shifts or declines. Owners interest shifts to new conception phase

ATHLETE DEVELOPMENT MODEL				
Learn to Play	Learn to Train	Train to Compete	Train to Win	Transition
Sport for participation	Age group development	International competition	International medals	Working career development
Self and family funded. Self-determined, costs local, charitable funding through support of clubs for equipment & competition	Self-funded Rely on family support May need other sources of income, i.e. work	Funding improves, PEGs & charitable or sponsor support Expenses partly covered	Funding may result in profit. Greater event selection. Multiple income sources, PEGs, sponsors etc	Initial income drops Income from coaching, speaking, sponsorship Change to income from job, own business, profession.

SPONSORSHIP

Your Athlete Life Advisor can assist you in creating a sponsorship strategy. It's important to determine needs versus wants and the phase of your career. As you gain success and potentially more sponsors want to be involved, the pressure to balance sponsor relationships

with training, recovery and competition also increase. It is important to consider the value of a relationship before you commit, for example would you consider a pair of running shoes for 5 speeches per year too much or a fair deal? That is all time that could be spent training and recovering. However if there is potential

for the relationship to develop as your results improve and the exposure for the sponsor increases, it may be worth it. This should be considered in both short and long term scenarios. Your Athlete Life Advisor can help you consider these issues and help with strategies to get supporter on board.



CAMILLA LEES Netball

Netballer Camilla Lees is one such athlete to benefit from the Scholarship Programme as she works her way through a Medical degree whilst playing top level sport, for the Central Pulse since 2009.

"The Prime Minister's Athlete Scholarship (PMAS) has been such a huge help to me financially over the years. It has enabled me to continue studying medicine and play netball. Now in my 5th year of studying full time I owe a lot to the PMAS; unlike many other students with ever-increasing student loans I am so grateful that I can focus on my training and study and not have to worry about how to manage my school fees," she says.

■ MPAL (MAXIMISE POTENTIAL ATHLETE LIFE) SUPPORT AND RESOURCES TO LEVEL 1 CARDED ATHLETES



HPSNZ has created the Maximising Potential Athlete Life (MPAL) programme with the aim of delivering a high level service, and personal and professional development opportunities tailored for New Zealand's leading athletes. Led by former rower, Olympic medallist and World Champion Nathan Twaddle, MPAL is delivered through access to a network of businesses, providers and experts across the full range of athlete life competencies. The network will ensure Athlete Life can maximise any opportunities for an athlete to strengthen the team that supports their sports lifestyle.

MPAL is accessible to all level one athletes on a case by case basis. Please contact your Life Advisor if you are interested in learning more about what is being offered and to see how you can take advantage of the MPAL programme.

Examples of how Athlete Life will leverage resources for carded athletes include:

1. Athlete Professionalism: relationship, time and energy management
2. Athlete as a business: media, finances and sponsorship
3. Career development: transition support and career mentoring
4. Access to a specialist referral network: external experts in finance, media, careers and sport lifestyle



AMAKA GESSLER Swimming

Swimmer Amaka Gessler was on the hunt for some sponsorship and funding and after working with her Athlete Life Advisor was referred to Nathan Twaddle for specialist assistance. Nathan worked with Amaka to establish a plan to support her current campaign and ensure that she knew how to maintain

and grow that support as her career progresses.

"He has a real willingness to help out, and gets things done straight away," said Gessler. "The experience that he has had as an Olympic athlete gives me a lot of confidence in working with him. Because he has been there he can offer the exact advice we need to create our own paths to the top." Amaka ensured

she had established good relationships and set up some strategies to ensure they remained strong without overloading her with work. "With Athlete Life I am much more capable in keeping my sport/life balance in order." As a result of the consult and her own hard work, Amaka achieved the funding needed and is now able to focus on the London Olympics with confidence.

■ IOC ATHLETE CAREER PROGRAMME

The International Olympic Programme (IOC) Athlete Career Programme has been specifically tailored to help elite athletes leverage their unique skills and find alignment between their sporting and workplace aspirations.

Adecco is an international recruitment agency which has partnered with the

IOC to support athletes looking for employment. As well as having a range of high profile employers on their books, Adecco also offers an e-learning package. Whether you are looking for a temporary position, a new or change of career, Adecco can assist you. To get started, contact your Athlete Life Advisor.

Barbara Kendall delivers workshops annually, looking at how to achieve your goals and visions drawing on her success as an Olympian.

■ HOW WE WORK WITH SPORTS AND COACHES

The Athlete Life Programme is not just about working directly with Athletes, but also integrating with sports and coaches to help athletes maximize their performances on and off the field. This includes meeting with coaches to find out how we can assist the programme more effectively to help minimize any constraints you might have on your pathway to success.

In the Swimming programme, Lead Advisor Susan Thomason is on the pool deck weekly chatting with athletes in their environment. In a team sport such as Football the support team work closely together. This includes Lead Athlete Life Advisor Carolyn Donaldson being in constant contact with the Coach, Strength and Conditioner, as well as fulfilling a dual role as one of the Team Nutritionists which allows integration to work successfully. In Yachting, Lead Advisor Karin Adelinger-



Smith has been working with the programme for 10 years and has the trust of the Sport and National Programme Director to 'help their athletes and get the job done'. In

Hockey and Netball, Tracey Paterson is in dual roles as both the Athlete Life Advisor and Support Services Manager. These are just a few examples of how our programme integrates with sports.

■ WELLINGTON PHOENIX

The Wellington Phoenix is New Zealand's professional football team competing in the Hyundai A League. The players' professional interests and development both within and away from football are safeguarded via the "My Football Career" programme which encourages players to be proactive life/career managers.

It is delivered in Wellington by HPSNZ Athlete Life Advisor, Helen Regan. In addition to participating in generic workshops and programmes (delivered to all Hyundai A League clubs), the players work with Helen on their interests and life outside football.

"Off the field, the players are engaged in a number of business ventures as well as charities and other personal interests. They bring the passion and commitment that makes them successful football players to anything they do, so it's easy to see why they do well," Helen says.



THE ATHLETE LIFE TEAM

High Performance Sport NZ has Advisors spread from Auckland to Invercargill. Within our Team we have ex-elite athletes in a number of sports, career specialists, counsellors and mental skills qualified personnel. One of the ways we work with athletes in a Sport Life coaching role is using 3D tools which provide a sport life coaching approach to supporting the athlete achieve sustained optimal performance lifestyle. Advisors and athletes work together to establish supportive rituals and routines that are the winning combination for sport and life.

REFERRAL NETWORK

Athlete Life also has an external referral network that athletes can access to utilize professionals in accounting and tax, sponsorship, media, or career planning. We can refer you to expertise for IT help and setting up a website, creating publications and newsletters for your supporters or employment and recruitment specialists. For more information contact your Athlete Life Advisor.

COMMUNICATING WITH YOUR ATHLETE LIFE TEAM

Athlete Life uses different methods of communicating with its athletes. You can get in touch with your Advisor on email, phone or skype. But also use our website or Facebook as a way of keeping updated with your fellow athletes, links to athlete interviews, news and information on upcoming workshops, forums and more.

www.hpsnz.org.nz

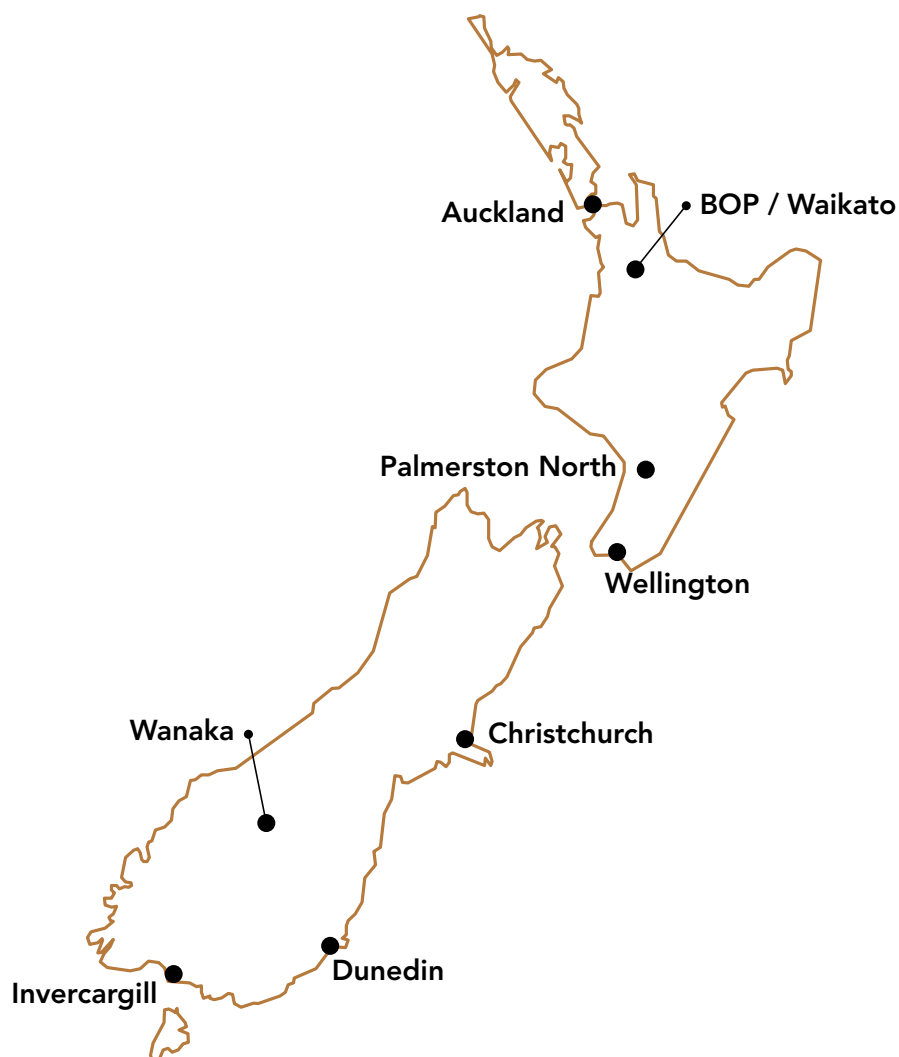


"The Athlete Life team are an amazing group of advisors who strive for the best for the athletes and coaches they support. They work together in sports aligned under a lead advisor and drawing on the strengths and talents in the team. They bring passion and commitment to their work, always willing to go the extra mile when needed. The work is often unheralded and the best work is when an athlete feels they have done it!"

Susan Thomason
Athlete Life Manager



ATHLETE LIFE TEAM LOCATIONS



For contact details of the Athlete Life Team go to www.hpsnz.org.nz