

CPIISRA STRATEGY



access to sport

- **significant change** in disability sport :
 - Move to and emphasis on **inclusive sport**.
 - **IPC** sports **dominate** funding.
 - **Classification shift** from medical diagnosis to functional ability.
 - CPISRA will soon no longer be an IPC IF.
 - **Declining** CPISRA **membership**.
 - IPC questioning value of IOSDs.
- Timely and **necessary to** review and **plan CPISRA future direction**.

Is CPISRA still needed?

- Great progress made.
- HOWEVER still need:
 - a strong voice to represent CP athletes, particularly within inclusive sports.
 - to educate on CP characteristics and capabilities.
 - to encourage and increase CP participation in sport.
- Health professionals are increasingly emphasising the holistic benefits of exercise and recreation for CPs. Generating a growing need for adaptive sports and recreation for CPs.

SWOT Analysis

Strengths

- Respected organisation.
- CP specialists and knowledge, including classification specialists.
- Existing Membership.
- CPISRA Website.
- Open relationship with IFs, IPC and IOSDs.
- Volunteers.

Weaknesses

- Lack of funding.
- No full time resources, all volunteer.
- Marketing and Communication.
- Lack of clarity on future and deliverables.
- Perceived IPC attitude toward IOSDs.
- No regular “CPISRA” competitions.

SWOT Analysis

Opportunities

- Provide CP expertise to IFs.
- Develop further new sports.
- Encourage CP sport development at national level.
- Help promote CP recreation.
- Provide International Development Games, such as Youth Games and Talent ID events.
- Develop and expand membership.

Threats

- Declining membership.
- Decreasing funding.
- Lack of interest or need from members.
- Reduced influence when no longer an IPC IF.

- Improve sport and recreation opportunities for CP athletes, particularly for high dependency athletes.
- Deliver benefit and value to membership.
- Recognise being low funded and volunteer based, and be realistic in setting goals.
- Be innovative and leverage strengths to maximise services to CP athletes, CP community and membership.

CPISTRA VISION

All people who have CP or related neurological condition have the opportunity to benefit from and participate in sport and recreation throughout the World.

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All people who have CP or related neurological condition have the opportunity to benefit from and participate in sport and recreation throughout the World.

- To **help** all countries to provide CP sporting and recreational opportunities.
- To **increase** CP participation in sports and recreation across the world.
- **Ensure** CP athletes are able to compete on a level playing field in suitable sports.
- Increase and **improve** CP sport and recreational opportunities.
- **Promote** pathways for CP athletes to progress from grass roots participation to elite competition.

- *Be the **premier international sports body** representing and promoting **sport and recreation for CP** and related neurological conditions.*
- *Be **recognised** by member countries and organisations as providing valued services that are **helping to increase CP participation** in sport and recreation.*
- ***Proactively ensure** CP athletes are competing on a **level playing field** in recognised “CPISRA” sports, including IPC events with CP classification categories.*
- *As with Boccia and CP Football, continue to encourage, **facilitate** and support the **development of new and adaptive sports**.*
- ***Facilitate** international **competition pathways** for **CP athletes**, with emphasis on **Youth and High Dependency Athletes**.*

Adopt following themes to rise above funding and resource limitations:

- Focus on **facilitation and information exchange**.
- Leverage the CPIISRA brand to **deliver through partnerships and empower others**.
- **Be more proactive** in enhancing and protecting CP participation in non CPIISRA regulated Sports.

CPISRA Strategic Platforms

Endorsement & Partnership

Sports Development Pathway

World Games and Competitive Pathway

CP Sport Information Hub

Classification Accreditation Scheme

Ambassador & Awards Programmes



CP Community

Extend Membership

Membership

Health
Organisations

CP Individuals

CP Charities

International
Sporting
Bodies

Partnership

Working in partnership to increase and improve CP participation

- *Includes **events, products, services and research.***
- *Partner benefits are:*
 - *CPISRA's international reach and international credibility.*
 - *Enhanced marketing and media credibility.*
 - *Potential for increased participation from wider marketing.*
- *CPISRA benefits are:*
 - *Increased opportunities for CP community.*
 - *Cost effective way of improving standards and fairness of participation for CP athletes.*
 - *Increased products/services provided to members*
- *To be Recommended or Endorsed - must meet relevant CPISRA criteria.*
- *Recommended - CPISRA encourages CP participation, CPISRA has little or no involvement.*
- *Endorsed- CPISRA has jointly reviewed with partner and CPISRA prepared to add its logo.*

CPISRA Strategy

Partnership

Working in partnership to increase and improve CP participation

- *Potential examples might be:*

<u>Possible Recommended Events</u>	<u>Possible Endorsed Events</u>
DEFI Sportif Altergo	CP World Games
CP Sport England & Wales National Athletics Championship	IWAS World Games
	RaceRunning International Cup (Denmark)

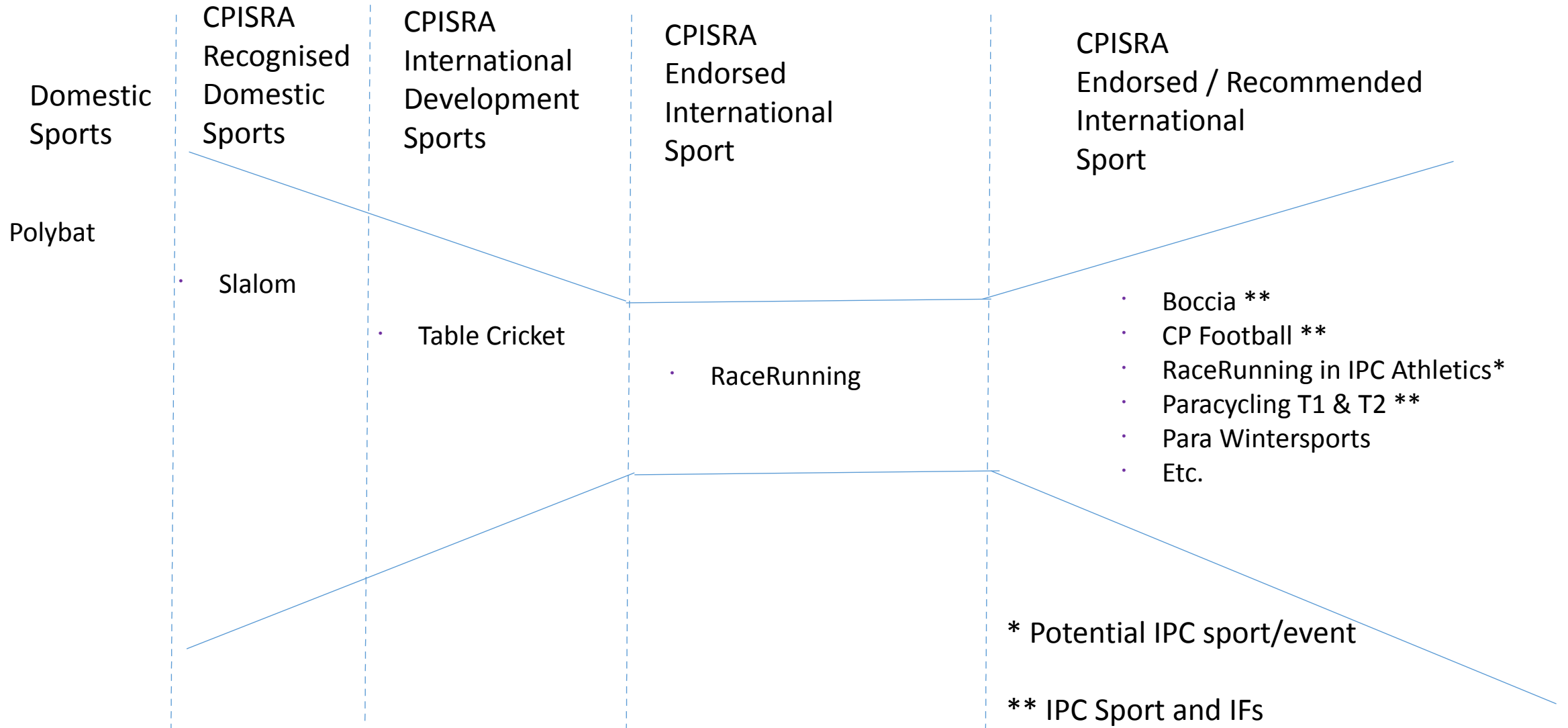
<u>Possible Recommended Products/Services</u>	<u>Possible Endorsed Products/Services</u>
Al Thiqa Club, Sharjah, UAE – Training & Event Facilities	International RaceRunning Annual Camp (Denmark).
Table Cricket – The Complete Guide (CPS England & Wales)	CP Football Promotional DVD
“Swim Start” service – (CPS England & Wales)	www.bisfed.com
IPC Academy	

<u>Possible Recommended Research</u>	<u>Possible Endorsed Research</u>
Charley Heritage Clinical Services – CP exercise	

Sports

Increase CP sport & recreation opportunities

- *CPISRA development pathway for new and adapted sports.*



World Games & Competitive Pathway

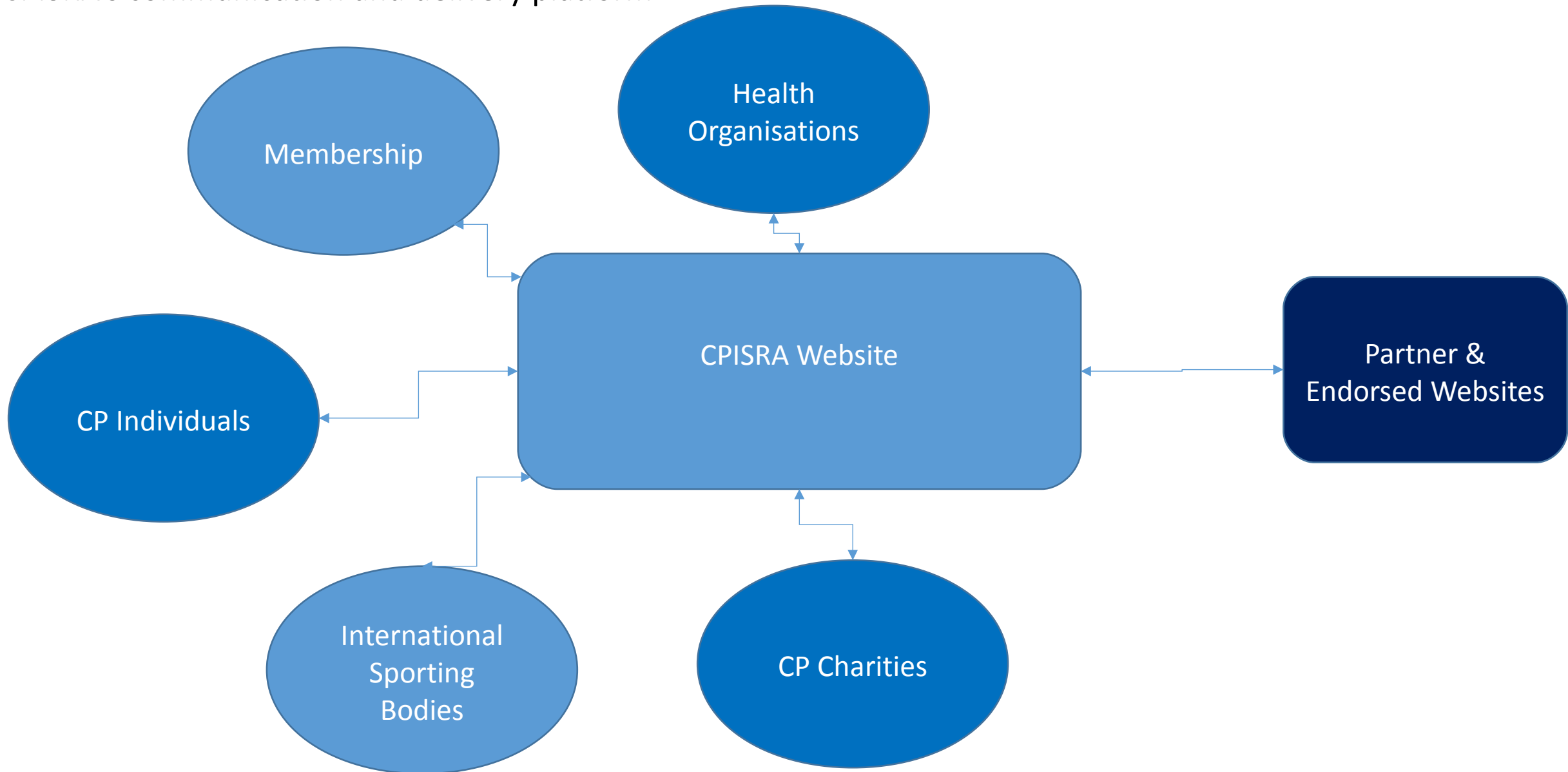
Increase international development opportunities for CP athletes.

- *Maintain and promote an annual calendar of international competitions open to CP athletes.*
- *Help fill the international gap between domestic and IPC competition.*
- *Emphasis on competitions providing international experience for Youth and High Dependency Athletes.*



CPISRA Website: The CP Sport Information Hub

CPISRA's communication and delivery platform



Classification Accreditation Scheme

Educate & advise classification, improve understanding of CP

- *Provide following **online training modules**:*
 - *Introduction to CP athletes.*
 - *Introduction to classifying CP athletes.*
- *Provide **advanced course** on classifying CP athletes.*
 - *On completion - an accredited CPISRA Classifier, able to provide advice on classifying CP athletes. Where a classifier is both a sport classifier (e.g. Swimming) and an accredited CPISRA classifier then that person will be well placed to educate, review, conduct and advise CP classifications within that specific sport.*

Classification Accreditation Scheme

Educate & advise classification, improve understanding of CP

- *Maintain a register of CPISRA accredited classifiers.*
 - *Accredited classifiers may be asked by CPISRA to advise on classification related matters.*
 - *Accredited classifiers key to ensuring CP athletes are fairly classified and compete on a level playing field.*
- *CPISRA to conduct tri-yearly classification reviews of endorsed and approved sports.*
 - *To ensure CP athletes are continuing to be fairly classified.*
 - *Review preferably conducted with the approval of the specific sporting body.*

Ambassador & Award Programmes

Encouraging and Communicating

- ***Appoint up to six CPIISRA ambassadors from across the World.***
 - *Help promote CP participation, particularly to the youth.*
 - *Role may range from answering questions on facebook to media interviews, from encouraging others at competitions to representing CPIISRA at functions, from visiting clubs with CP athletes to attending sport organisation meetings. Most of all it will entail being a great role model for aspiring CP athletes.*
 - *Be 16 to 26 years in age. Appointment for a 2 year period.*

Ambassador & Award Programmes

Encouraging and Communicating

- *Annual CPIISRA Awards : to encourage athletes, volunteers and organisations to excel.*
 - *CPIISRA Young Athlete of the Year*
 - *CPIISRA Athlete of the Year*
 - *CPIISRA Volunteer of the Year*
 - *CPIISRA Organisation of the Year.*
- *Programmes provide additional media and marketing opportunities.*
- *Corporate sponsorship/donations to be sought*

CPISRA Strategic Platforms

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CP Community Extend Membership

Membership

Health
Organisations

CP Individuals

CP Charities

International
Sporting
Bodies

Implementing the Strategy

Making it Happen

- *Changes to CPISRA EC structure:*
 - *CPISRA EC to reflect Strategic Platforms, with each strategic platform being assigned to an EC member.*
 - *With need for expertise and broadening of membership:*
 - *at least one EC member to be from the medical profession with CP expertise.*
 - *at least one EC member to be a former/current CP athlete or a current experienced coach of CP athletes.*
- *In addition to “Register of Accredited Classifiers”, further networks to be formed:*
 - *CPISRA Physiotherapist Network*
 - *CPISRA Coaches Network*
 - *CPISRA Athletes Network*

Implementing the Strategy

