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# Powering Podiums Maximizing the High-Performance Pathway

Thursday 27<sup>th</sup> November 2025



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## Land Acknowledgement

- We gratefully and respectfully acknowledge that our workplaces at CSI Pacific exist on the traditional, ancestral, and unceded territories of the xwməθkwəyəm (Musqueam), Skwxwú7mesh (Squamish), Líl'wat7úl (Lil'wat), Esquimalt and Songhees Nations of the Coast Salish peoples.



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# Welcome to Powering Podiums

- Partnership between CSI Pacific and ViaSport
- Our focus today is Maximizing the High-Performance Pathway
- Hear from BC Soccer and BC Hockey
- Discuss next steps and prepare for in person meeting
- Develop future action items



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## Today's Schedule

- 11.00-11.10 Introduction
- 11.10-11.30 David Hill CSI Pacific
- 11.35-11.50 Jeremy Ainsworth BC Hockey
- 11.55-12.10 Gabriel Assiss BC Soccer
- 12.10-12.25 Next Steps-In person Jan 29 in Burnaby
- 12.25-12.30 Recap



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INSTITUT  
CANADIEN  
DU SPORT

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# Jeremy Ainsworth

BC Hockey

Chief Program Officer

Building a Path to Membership  
for Private Academies

Jeremy has been a sport and  
non-profit leader for more than  
25 years

He holds a bachelor's degree in  
Sport and Leisure Studies from  
the University of Victoria.

He is currently the Chief  
Program Officer at BC Hockey,  
where he oversees programs,  
services, and operations.





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# Gabriel Assiss

BC Soccer

Chief Executive Officer

Integration of For-Profit  
Organizations into the Soccer  
Ecosystem

BC Soccer CEO since 2024

His academic foundation  
spans law, human resources,  
and business, complemented  
by advanced credentials in  
sport administration.

FIFA Executive Diploma in  
Sports Management from the  
International Centre for Sports  
Studies (CIES) in Switzerland.





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# Powering Podiums Athlete Pathways

November 2025



## Highlights from last session

- Increasing costs – prohibitive for progression
- Where is the HP money spent – Camps, Competitions, Programming and SSSM Support
- Maximize system efficiencies
  - Safe Guarding BC – Complaint Management
  - Shared services
  - Governance Effectiveness
- Exploring / understanding the pathway
  - Lack of alignment in the pathway
  - What are the opportunities between PSO and NSOs
  - **How do academies (private entities) support the pathway – Risk and Rewards**





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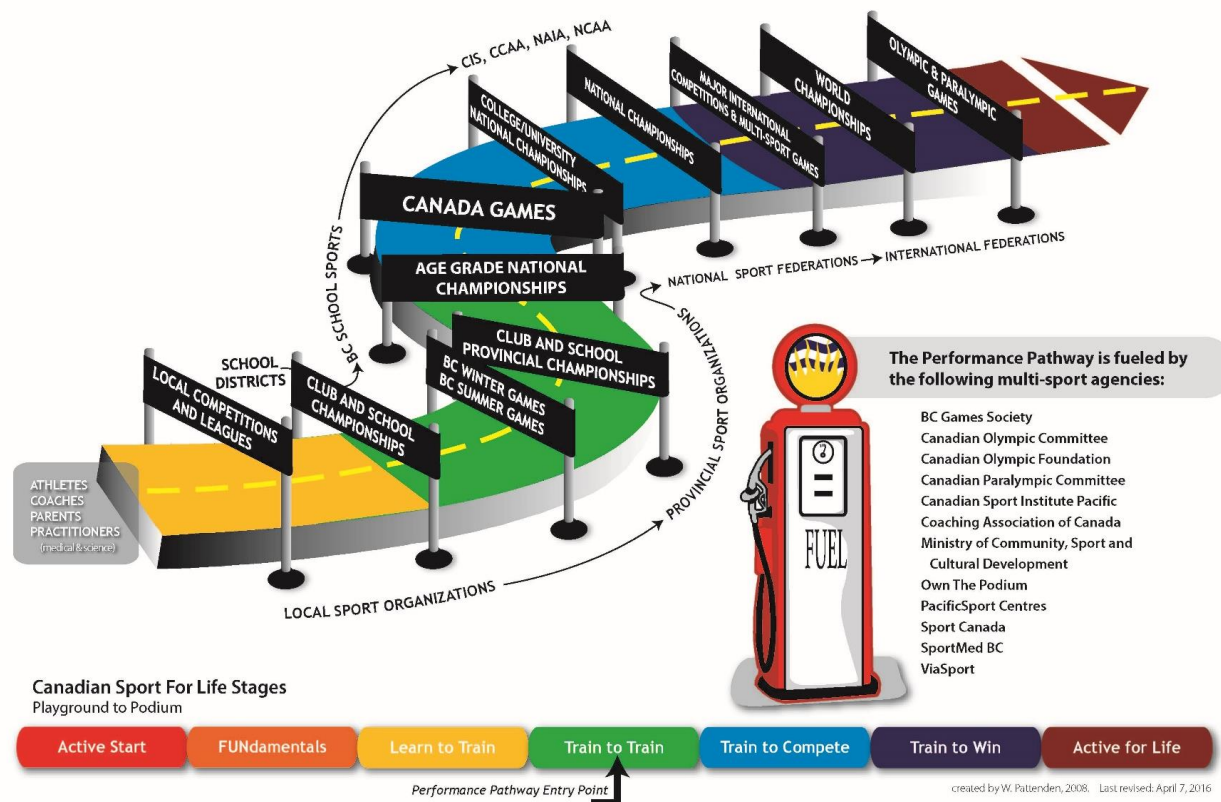
# Enhanced Excellence

## A brief History



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## Performance Pathway





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# High Performance Sport Definition

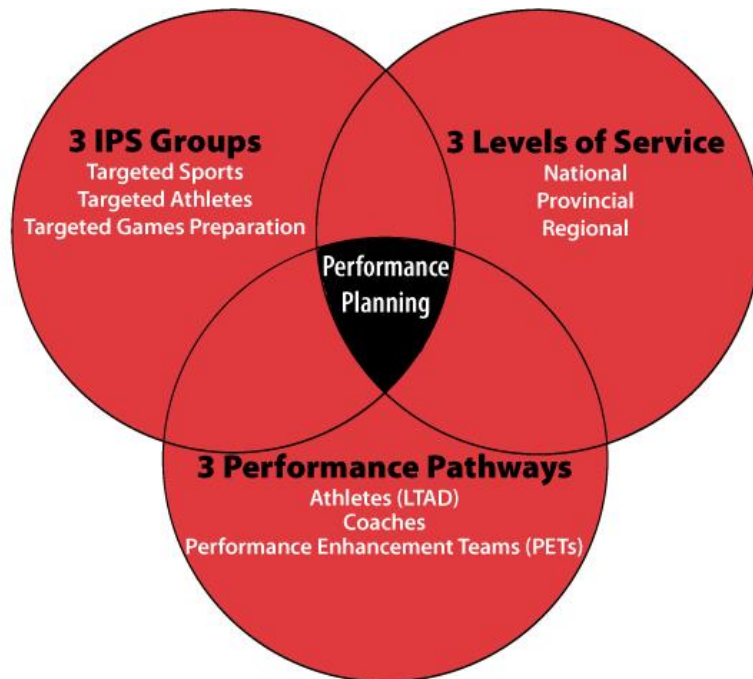


- High performance sport in British Columbia is defined by the LTAD aligned pathway that is athlete-centred and coach-led with optimal support to enable athletes to convert toward national teams and contribute, where possible, to Olympic and Paralympic podiums.



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# Pre-2010 Legacy Funding Integrated Performance System (IPS)



## 2014 - Present



\$1.655M  
25 Sports



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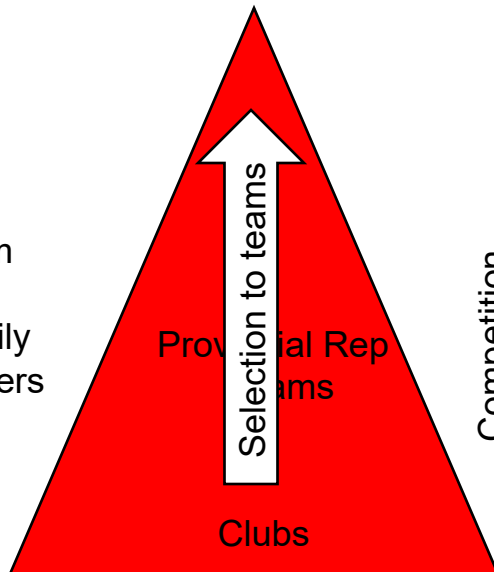
# Targeted Approach

## Performance Participation (Selection approach)

National Team

Talent ID  
based on  
Selection

Best team  
not  
necessarily  
best players

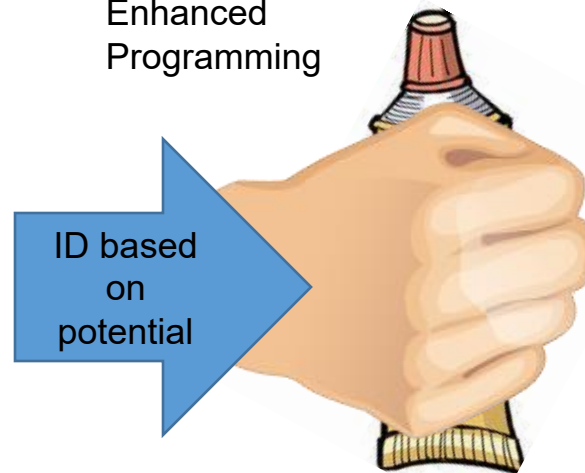


Competition  
Pathway based on  
LTAD

## Targeted Approach (ID approach)

National Team

Supported or  
Enhanced  
Programming



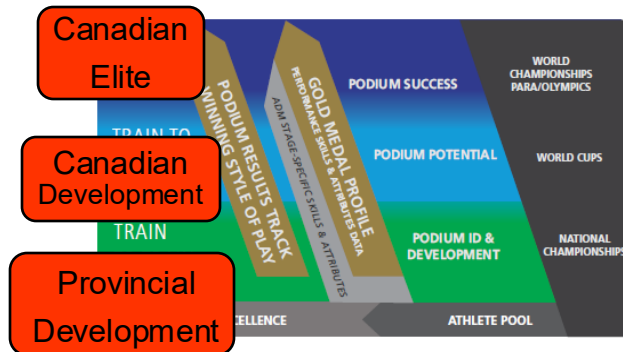
Data informs  
tracking and  
optimal  
support



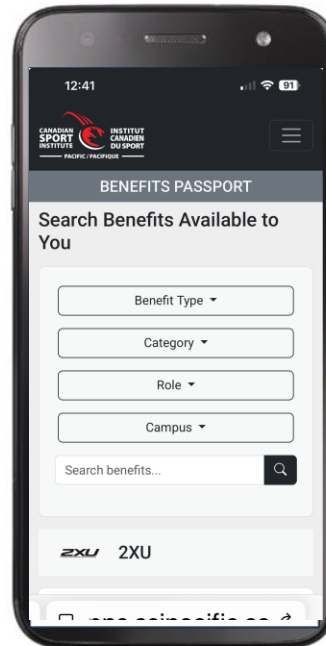
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# System Enhancement = Pathway Support

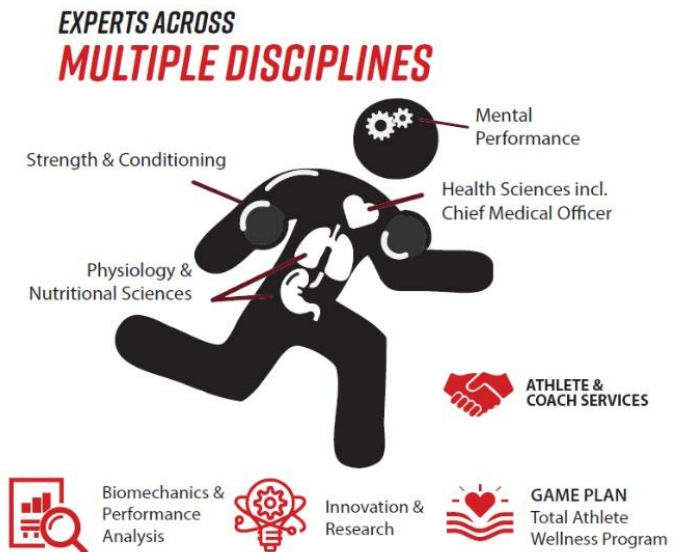
- PSO
- Targeted Athletes
- Targeted Coaches



Benefits - ↓\$



Performance Solutions  
(Enhancement based on science)





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## Return on Investment

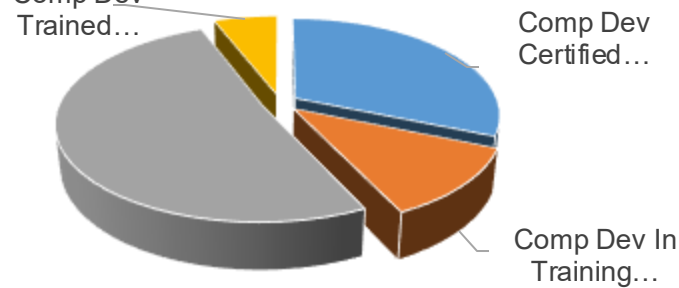
What is the evidence that the system is working?



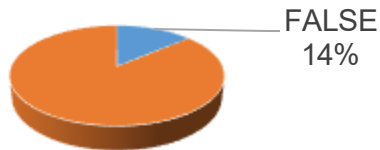


# Coaching Pathway

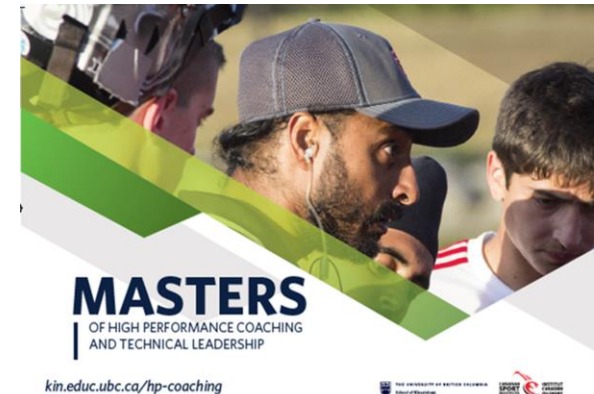
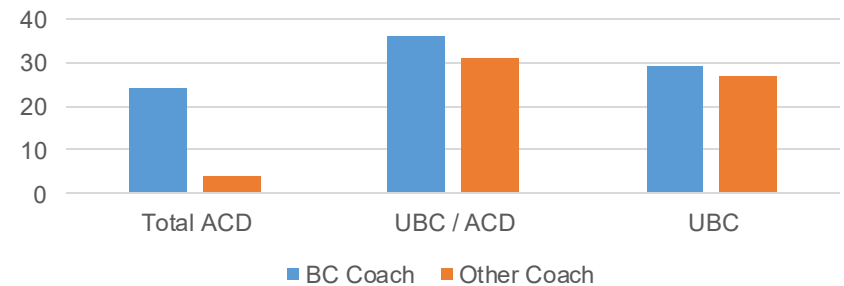
Total Targeted Coaches with NCCP  
Comp-Dev Status (N=758)



Percent of targeted coaches  
completing NCCP SafeSport  
Training 2024 (N=480)



Total coaching completing NCCP ACD or  
UBC Programs (N=159, BC=89)

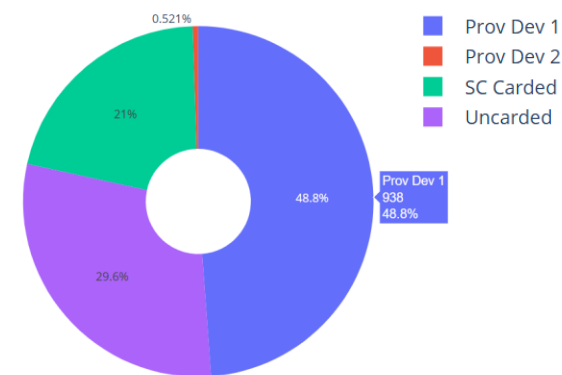
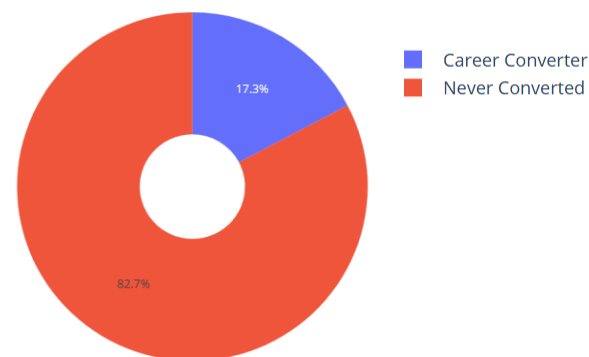
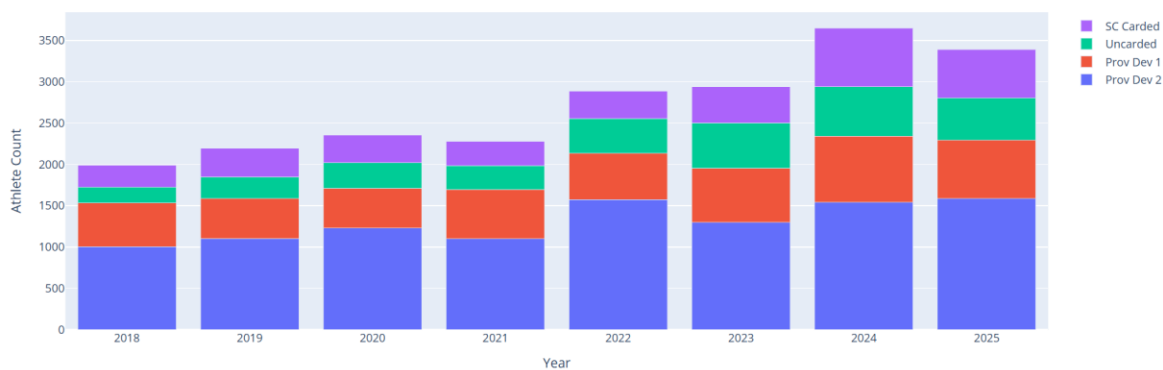
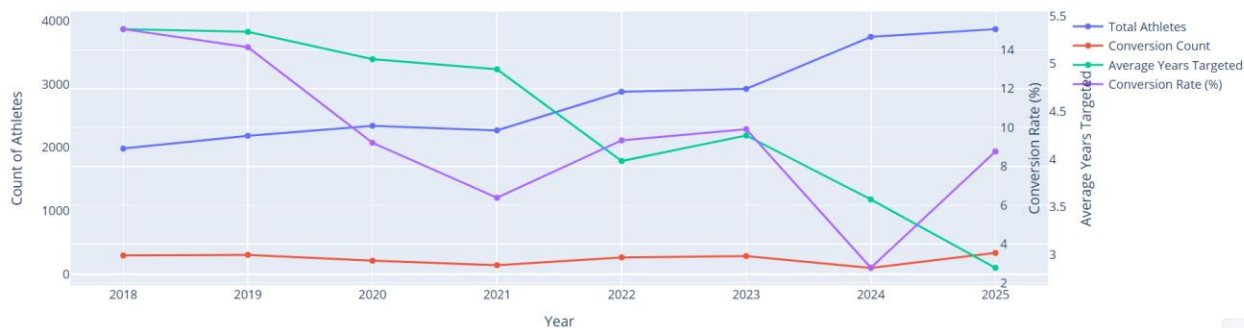






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# Athlete Conversion

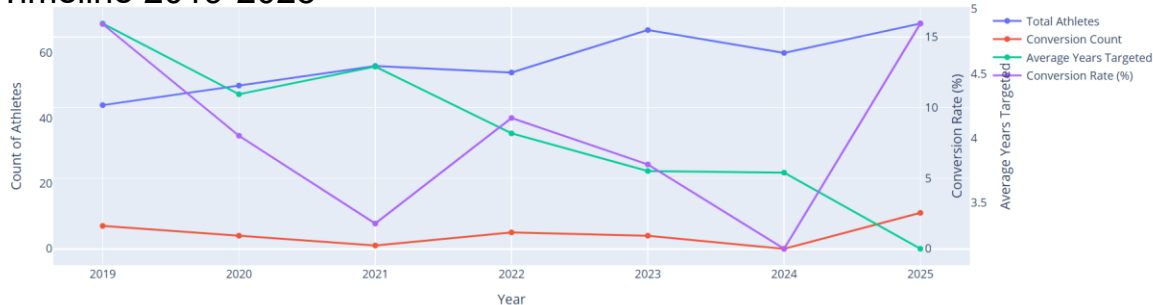




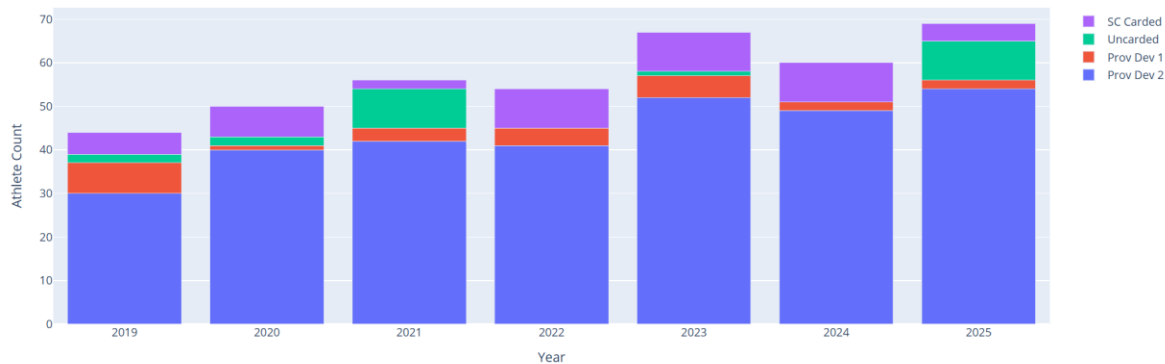
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# Cross Country Skiing Conversion

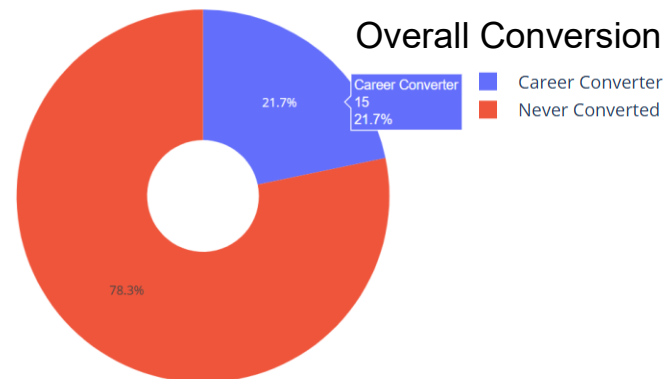
## Timeline 2019-2025



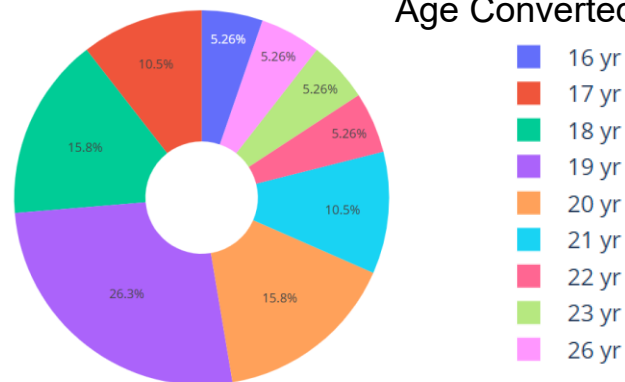
## Timeline 2019-2025 Volume of Athletes

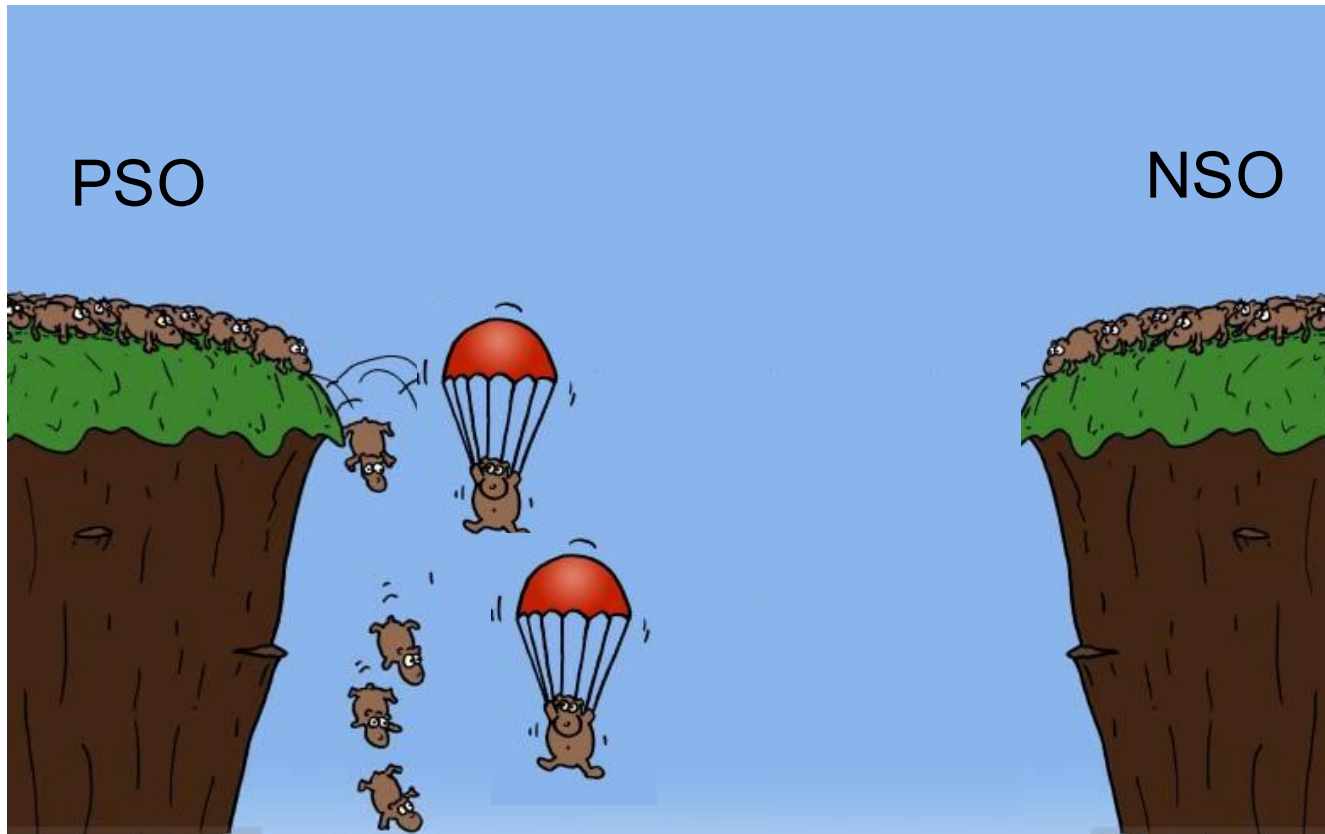


## Overall Conversion



## Age Converted

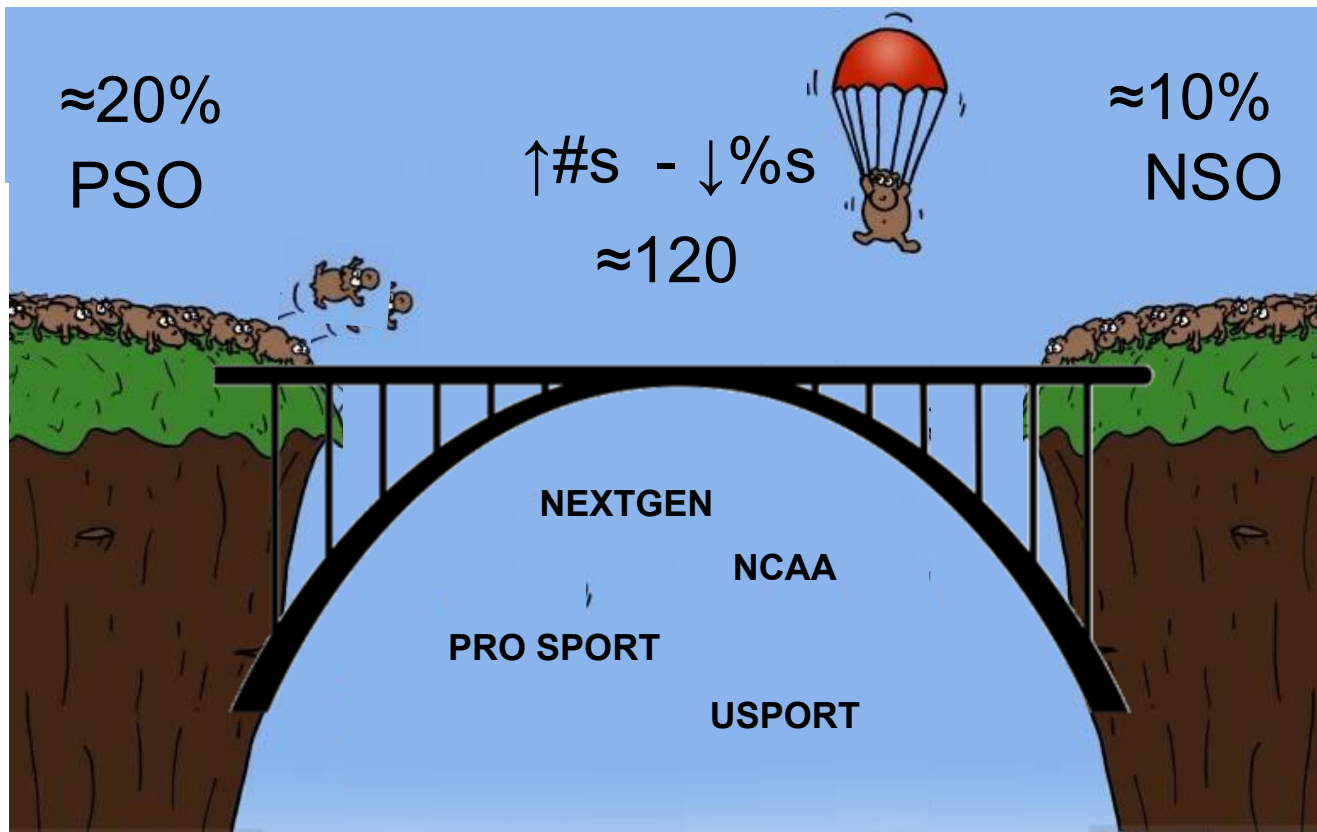




INNOVATION  
IN SPORT



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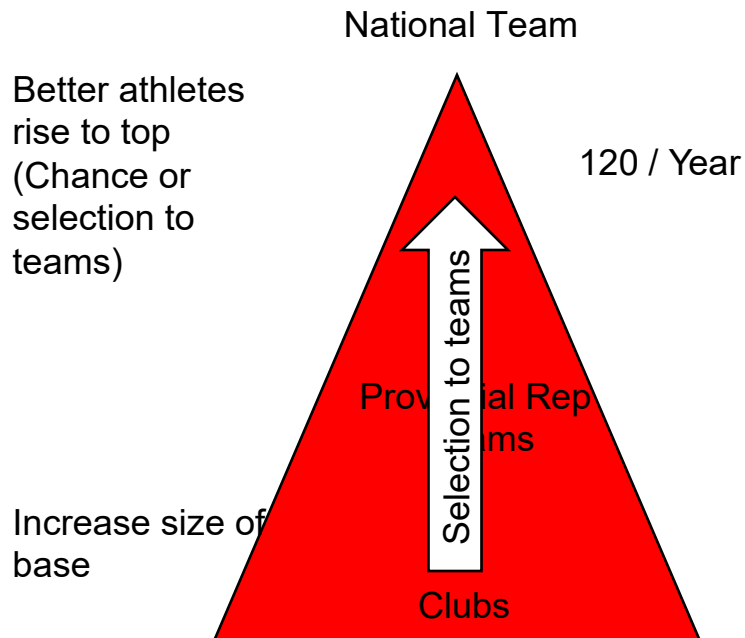




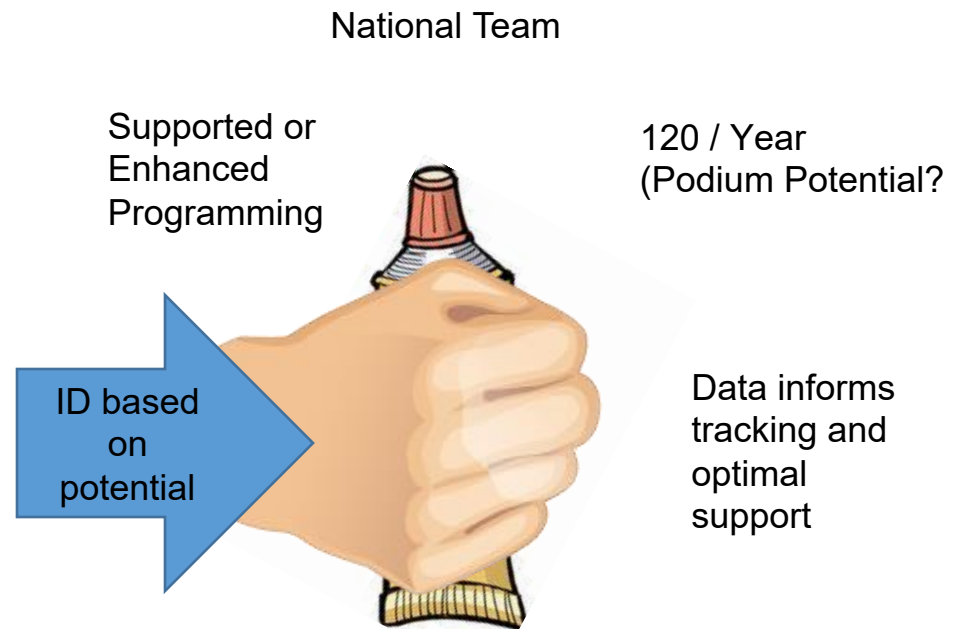
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# Targeted Approach

## Performance Participation (Selection approach)

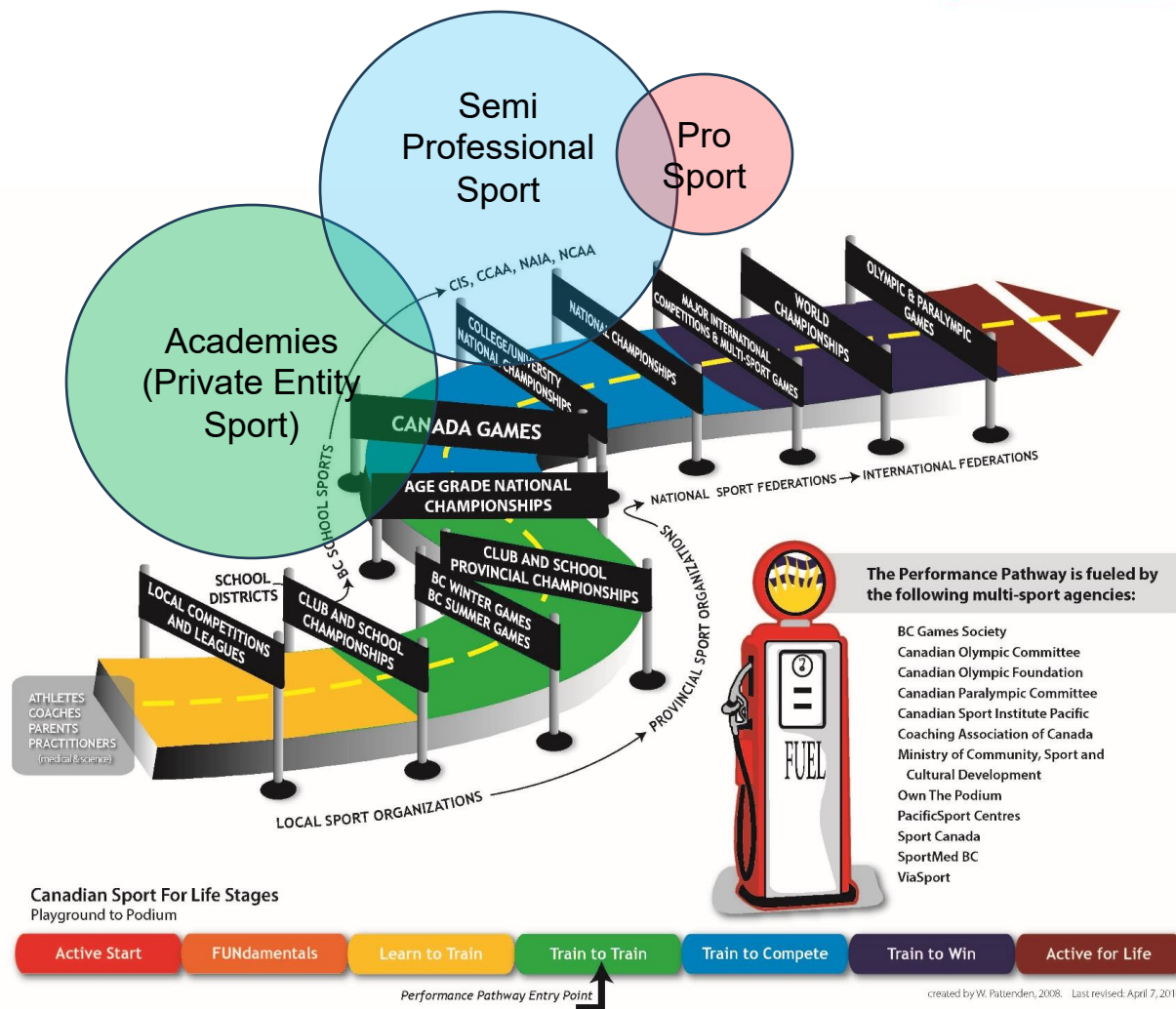


## Targeted Approach (ID approach)





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# Accredited School Programming

Jeremy Ainsworth

BC Hockey

250.652.2978

[jainsworth@bchockey.net](mailto:jainsworth@bchockey.net)







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# Elite Stream Overview

Minor Hockey Associations – local community sport

BC Elite Hockey League – AAA (highest level of minor hockey)

Junior Hockey

Hockey Canada Accredited Schools





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# HCAS Key Features

Accreditation

Integrated Schedule – Player Development / Academic Excellence

League Play - Western and Eastern - CSSHL



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# BC Hockey HCAS Programs

Burnaby Winter Club

Delta Hockey Academy

North Shore Hockey Academy

Okanagan Hockey Academy

Pacific Coast Hockey Academy

RINK Hockey Academy

Shawnigan Lake Hockey Academy

St. Georges Hockey Academy

Yale Hockey Academy



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# Risks ? Benefits?



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# Membership Requirements

## Application Process

## Quality Observation Process



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Jeremy Ainsworth  
250.652.2978  
[jainsworth@bchockey.net](mailto:jainsworth@bchockey.net)





# Integration of for-profit organizations into the soccer ecosystem

November, 2025

- Review of ecosystem
- Integration Process
- Key Outcomes



- 91+ sanctioned competitions annually across BC
- Presence and active activations in all 5 Regions of the province: Lower Mainland, Vancouver Island, Northern Interior, Kootenays and Okanagan.

## Membership

- Full Active Members: 15 Youth District Associations and 10 Adult Leagues
- Associate Members: 25 Leagues
- Players: 117,000+
- Coaches: 15,000+
- Match Officials: 4,500+
- Affiliated Clubs and Communities: 100+
- Volunteers and Administrators: 25,000+



# BC SOCCER



# Integration Process

## By 2000s

- Soccer in BC was primarily governed by **non-profit clubs** with minimal commercial involvement
- Growth in youth participation attracted entrepreneurs and private organizations

## By 2010's

- Demand for additional training, sport travel and tourism
- Diversification of audience and increase of competition
- Rapid growth of professional soccer, visibility and exposure

## By 2020's

- Introduction of standards-based programs to classify and differentiate soccer organizations based on programs delivered.
- National recognition and connection to level of competition
- Standardization of evaluation process and equal rights and responsibilities within the ecosystem

# Key Outcomes



Potential for increased pay-to-play pressures

Risk of competitive imbalance

Administrative burden

Resistance from some traditional clubs

Diverse business models

Potential dilution of volunteer-based model

Financial sustainability concerns

Need for robust conflict-of-interest framework

Creates a unified player development pathway

Improves talent identification

Expands access to quality training

Aligns all organizations with standards

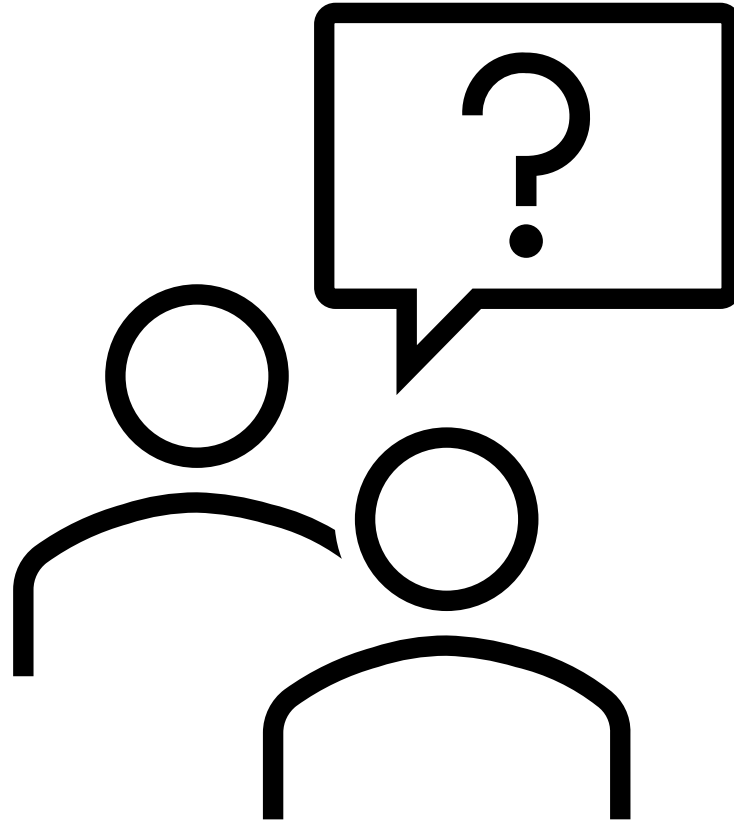
Supports modern, flexible soccer pathways

Strengthens competition structures

Encourages investment in facilities and innovation

Creates more choice for families and players

# Questions





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# Question and comments



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## Next Steps

- In person Powering Podiums
- Thursday 29<sup>th</sup> January
- Burnaby Delta 1pm-4pm
- Facilitated by CSI Pacific and viaSport
- Discussion topics
- Intention, purpose and goals
- Actionable Take Aways



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# Thank You

- Many thanks to our two presenters
- Slides and recording will be posted next week
- Looking forward to seeing you all in 2026
- Best wishes over the holiday season
- Thank you for your continued efforts to support BC Athletes and Coaches