



NEWSLETTER

Specialists in Long Term Athlete Development

Email: info@movementdynamics.com or globalpd@ozemail.com.au
Web: movementdynamics.com

Welcome to our June 2006 newsletter. The aim of our newsletter is to not only keep people informed of recent developments at Movement Dynamics (MD), but to continue to provide information to those individuals responsible for the 'practical' implementation of Long Term Athlete Development (LTAD).

For our existing clients we hope you continue to benefit from the MD LTAD development resource and for those considering a LTAD model for their organisation we are pleased to show you just how MD has helped others and how you and your organisation could benefit.

Movement Dynamics – A long term approach to athlete development

Introduction - 2005 saw the MD resource continue to evolve as the leading practical LTAD resource available. Following the release of the LTAD article titled 'A Recent Look at Long Term Athlete Development' by MD Director Kelvin Giles (www.movementdynamics.com/releases.htm)

support for the MD LTAD resource has been forthcoming from all corners of the globe. The interest in the LTAD practical resource developed by MD has been overwhelming. It has become apparent that there has finally been a void filled by the MD resource which supports the literature on LTAD that has been available for over 15 years.

The development of the MD LTAD Resource is providing administrators with a practical resource tool that they can purchase and provide to their coaches, teachers and parents responsible for administering a LTAD model to their developing athletes.

In turn the coaches, teachers and parents in charge of delivering a LTAD model in their respective training environment now have a practical LTAD resource that allows them to assess the physical competencies of the athletes in front of them, implement a progressive exercise system and monitor the progression based on individual physical abilities using a PRACTICAL resource tool.

Physical Competency Assessment – The Cornerstone to the MD LTAD

is the ability to assess athletes using appropriately developed competencies to find out what individual limitations they have. Once this information has been collected the MD resource enables you to work on these limitations by following exercises streams aimed at arming the athlete with physical qualities essential for long term performance.

We must consider that all sports specific action, whether in running, jumping, throwing, kicking, catching or hitting activities, demands that the athlete express some form of force production, force reduction and force stabilisation. Very often this sequence of events occurs along the entire kinetic chain and demands degrees of multi-joint, multi-plane and multi-directional movement efficiency. The premise underlying the Movement Dynamics system of screening and progression is that the athlete should be armed with the physical competence to carry out these activities. The key is to coach the athlete to physical competence and then use the competence to maximum effect in their progressive development.

Understanding the relationship between physical competence and skill development is crucial if the coach is to establish a progressive pathway for the athlete. The essence of this model is to keep the physical competence developing just ahead of the skills being executed at each training stage. In this way the athlete will always have an available efficiency of movement to impart to the skills as they become more complex or as they are executed more intensively. Precise technique, permanently embedded in muscle memory, able to withstand the effects of speed and fatigue, must be the aim of the program.

2006 and beyond...We are currently in discussions with a number of schools, professional sporting clubs and sporting governing bodies in Australia, UK, Mexico, Japan and USA to implement the various facets of the company's services. Kelvin Giles will be in the UK in late July to continue the schools integration project with Mark Fox at Stevenage Sports College. He will also meet with the senior Development Managers of UK Golf.

The Australian Strength and Conditioning Association has commenced weaving the principles and practices of LTAD into their coach education modules. Kelvin Giles in consulting with renown S&C specialist, Dan Baker, in re-writing this syllabus.

More and more organisations, clubs and schools are seeing the benefits of implementing a LTAD model. Although, many organisations have theoretical information Movement Dynamics is actually providing a practical model that can be actioned to assist the Long Term Development of these Athletes.

Not willing to rest on our laurels we continue to provide additional and complementary support resources as we react to what our clients tell us. These support mechanisms are provided to our existing customers to ensure that they are able to maximise the use of the resource.

2006 sees the resource evolving with additional upgrades in the flexibility area and a new movement development section for the very young athlete. These will be provided to our existing customers free of charge while new purchases of the MD resource will find these a part of the complete resource package.

Competence Test Data

We continue to collate and create a data base of information regarding the competency levels being collected prior to the introduction of the MD LTAD resources. Data pertaining to the improvements following the implementation of the MD LTAD model is also steadily be collated. This information will provide a valuable tool for existing clients to see just what limitations we are be presented with and how these limitations can be overcome.

As an example the following tables illustrate the current trends in physical competence as seen in the testing of over 600 individuals. Based upon the experience of many of Australia's leading S&C coaches the expectation is for the athlete to score 5 across all competency exercises.

Table 1 ~ Results of Physical Competence in Athletic Qualities

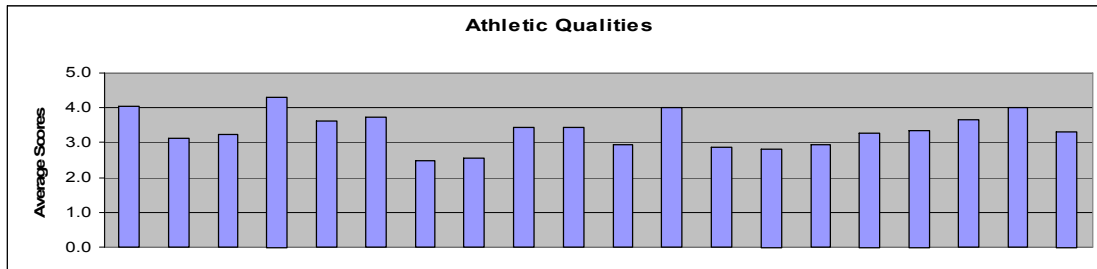
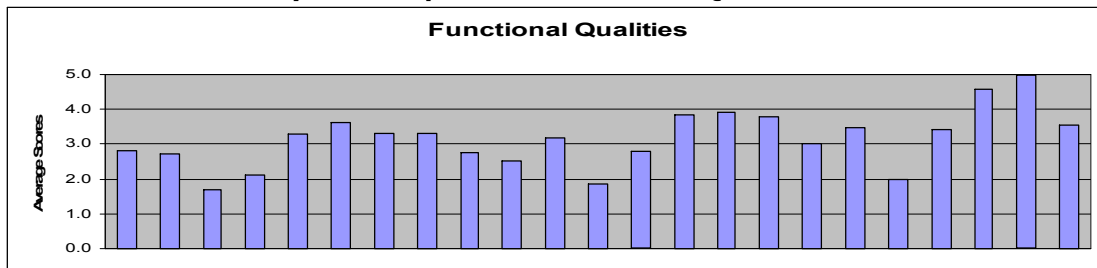


Table 2 ~ Results of Physical Competence in Functional Qualities



The limitations illustrated in these tables give an indication of the work ahead of us all if we are to develop the required physical literacy in our younger generations. The negative effect upon skill learning and injury prevention of these measured limitations is severe.

What people are saying!

Since integrating the Movement Dynamics Resource within our Rugby Union Academy we have been made aware of the current limitation of academy athletes using many of the competencies developed by MD. We are currently in the process of rectifying these limitations by following the progressive exercises streams present in the resource. The need to ensure our athletes overcome these physical limitations is essential to the development of their rugby skills.

Marty Hulme
Head S&C Coach
ARU National Talent Squad State NSW Waratahs

I would like to thank Kelvin and the Waratahs for the talk given on Monday night 3rd July. As a "new age" S&C Coach who concentrates on functional movement and core stability training, the emphasis on physical mechanics through sports specific drills and movements was music to my ears.

It is often difficult to bridge the gap between "new school" and "old school" S&C techniques within a sport that is steeped in tradition and sometimes a mentality of the "harder you train the tougher you will be" attitude rather than strong and efficient movements create strength, power and agility which in turn decrease injury susceptibility and create a higher level of rugby player who enjoy playing longevity. It is great to see and hear what the future of rugby holds for these up and coming players.

Again, I thank you for an inspiring hour and look forward to future updates. Australian rugby is in good hands with a clear vision.

Paul Wyner
Eastern Suburbs Rugby Union Club,
1st Colts S&C Coach.

I have been meaning to sit down and send you an email for the last week. I want to thank you for taking time from your schedule to meet with me during my recent trip to Brisbane. I cannot begin to tell you how impressed I am with your work. Absolutely amazing! I do believe that there are countless applications. As I mentioned to you, I am doing some consulting work in Mexico. I will be down there in mid June and with your permission, I would like to introduce the basic concept to the Mexican Olympic Committee and the Mexican Golf Federation.

Kevin Kirk – Texas PGA

Who is using the Movement Dynamics LTAD Resource? Interest in the product continues to grow. Today the MD resource is being used in professional sporting organisations including the...

- Australian Rugby Union (by all the National Talent Squads at the Reds, Waratahs, Brumbies and Western Force)
- Irish Rugby Union
- Newcastle Knights Rugby League Club
- East's Tigers Rugby League Club - Brisbane

In academies and institutes such as the....

- Queensland Academy of Sport
- Aspire Sports Academy, Qatar
- University of Queensland Rugby Academy

In schools including...

- The King's School, Sydney, Australia
- Scots College, NSW
- Bundaberg State High School - QLD Australia
- Kings Christian College - QLD Australia
- Stevenage Sports College, UK

And by large private S&C providers who work with professional teams and schools

- Acceleration Australia – Brisbane, Australia

The organisations above have piloted, implemented or integrated LTAD structures using the MD model. Data being collected by various organisations is seeing significant improvements in known deficiencies present in developing athletes. Continuing with MD educational push a number of professionals aligned with MD are conducting pilot studies and special projects in the USA and UK.