THE CENTRES OF EXCELLENCE (COE) STORY AND THE ATHLETE DEVELOPMENT PATHWAY

Singapore Bowling

What do you do when you have numerous coaches in Singapore using different philosophies, methods and curriculum to develop bowlers and all sharing the aspiration of producing Singapore's next bowling champion?

A more unified and systematic approach was required to build an effective pipeline to identify and produce top bowling talent for national representation. This led to SingaporeBowling (SBF) engaging a consultant,
Mr. Sid Allen to design a 3-level curriculum to develop top bowling talent.

Next, coaches were identified, engaged and trained by SBF to conduct classes as part of the Centre of Excellence (COE) programme. At the end of each year, an Annual Skills Assessment (ASA) was conducted to determine if athletes could be promoted to the next level. In addition, after the ASA, trainees in the highest COE level participated in a roll-off and the cream of the crop were invited to join the National Development Squad (NDS) to be further developed into International bowling champions.

Here are the key milestones of the COE story.

August 2007
Launch of the National Youth Development Programme - Centre of Excellence (NYDP - COE)
The first season commenced with 9 coaches running 9 classes and a total of 135 athletes.

2008
Singapore Sports School adopts the COE training programme.
All of our Elite bowlers were from the pioneer batch of Singapore Sports School
Of those, Cherie Tan was awarded World Bowler of the year in 2020.

2009
COE Programme now called the National Youth Development Programme
Commenced February 2009. Five coaches were appointed to run 10 classes with a total of 150 athletes. The number of coaches was reduced to ensure the delivery of quality coaching.

2012
COE Programme outsourced to academies for the first time

SingaporeBowling signed a Centre Of Excellence (COE) Academy Endorsement agreement with AGAPE Bowling Academy and STRIKE Academy, allowing two commercial academies to run the COE Programme.

Names of the 3-levels of COE changed from A, AA, AAA to Elementary, Intermediate and Advanced.

New Academies come on board the COE programme

2013
Bio Bowling Academy and Plaza Bowlers Club

2014
AJS Sports Managements and Serangoon Gardens Country Club

2016/2017
National Service Resort & Country Club, Trinity Bowling and Warren Country Club
(to be known as Bowling is Science by the end of 2017)

2019
Chinese Swimming Club

2021
Foundation Bowling

2019 – ELITE LEVEL ADDED TO THE COE PROGRAMME

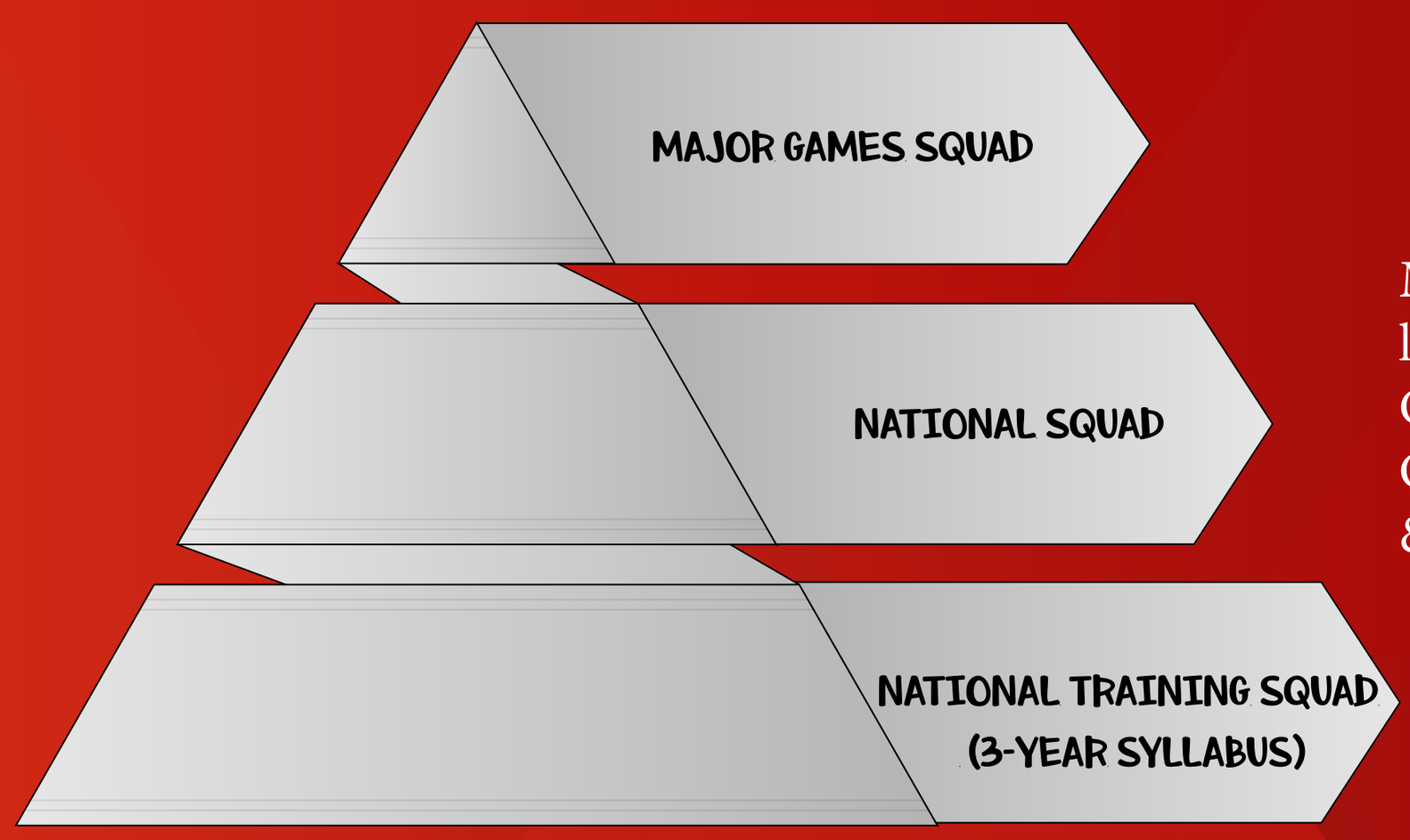
The SBF Youth Development Program (COE) has evolved over the years. It started with a three-tier structure and has recently expanded to seven tiers. Originally the timing element was restricted to the second year of the program, but it was found to require additional time. So the third level consisting of power elements was redesigned to include further time to be spent on timing. To accommodate that adjustment some components needed to be deleted, so a fourth tier was added, further allowing for additional power components to be added to this new tier. Hence, the present status of Elementary, Intermediate, Advanced, and Elite. These four curriculums form a strong foundation for the more tactical-based curriculums found in the three remaining curriculums of the National Development Squad (NDS). The elite curriculum has helped in closing the gap to NDS advancement and thus providing a smooth transition through the seven curriculums.

By 2019, the COE Programme had over 300 bowlers and produced such number of highly skilled bowlers that nearly 60 had been selected for the National Development Squad (NDS). It was obvious that SBF's drive to improve the coaching capabilities of coaches in Singapore was bearing fruit and the quality of bowlers coming through the COE ranks was improving with each year.

SBF recognized that it had limited coaching resources and to ensure effective coaching, the number of athletes it could accept into the NDS had to be limited, thus inevitably leading to talent fall off for those who could not make it. A groundbreaking initiative was implemented – the key drivers (COEs) of the talent conveyor belt would now be empowered to conduct the programme for the NDS! The COEs had now become even more vital stakeholders of the Athlete Development pathway.

Athlete Development Pathway

The National Development Pyramid*



Major Games (refer to adult Majors like Asian Games, SEA Games, World Championships, Asian Bowling Championships, World Cup & World Singles, etc)

Centre Of Excellence Programme (Includes NDS from 2021)

NATIONAL DEVELOPMENT SQUAD (3 LEVELS: NDS 1,2,3)
ELITE
ADVANCE
INTERMEDIATE
ELEMENTARY

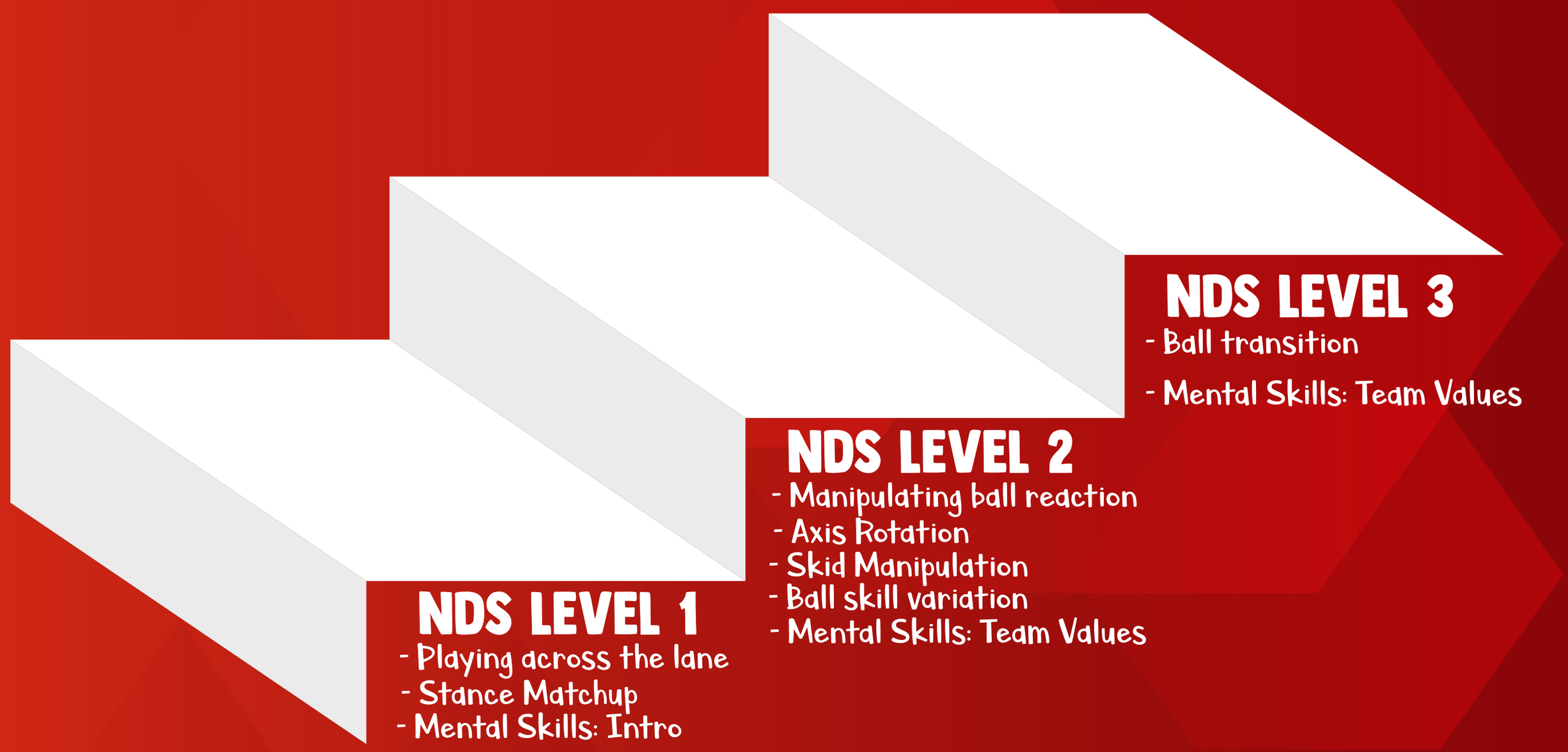
About the National Development Squad Programme

COEs would now be responsible for the development of physical skills required of competition bowlers and SBF could now focus its resources to developing competition skills, i.e. how a bowler would apply his/her physical skills in the competition environment. This would be covered in the National Training Squad (NTS) and National Squad (NS) programmes.

The National Development Squad programme consists of three levels with key emphasis on building the physical skills of the bowlers. Each level has a specific curriculum and athletes must attain the required skills before moving on to the next level.

In 2022, the National Development Squad programme will be entirely coached by academies/COEs allowing SingaporeBowling to focus on the development of competition skills through the National Training Squad programme. National Development Squad trainees will be assessed at the end of each year to see if they have the physical skills to make it to the National Training Squad.

NATIONAL DEVELOPMENT SQUAD TRAINING/ DEVELOPMENT PLANS



There are specific curriculum for each level and SBF Coaching panel together with NDS-COEcoaches through periodic and annual skills assessment will determine the categorisation of NDS athletes

Singapore Bowling Federation Centres of Excellence (COE)

Current List of COE Academies:
Agape Bowling Academy (endorsed in 2012)
Eric Tan – eric.agapebowling@gmail.com

AJS Sports Management (endorsed in 2014)
Angland Seah – anglandseah@gmail.com

Bio Bowling Academy (endorsed in 2013)
Tan Yu-Jin – biobowlingacademy@hotmail.sg
https://www.facebook.com/BioBowlingAcademy

Bowling Is Science (endorsed in 2018)
Coach Sandra – bowlingisscience@gmail.com
Coach Jerein – jerein@live.com.sg
https://www.facebook.com/bowlingisscience

Chinese Swimming Club (endorsed in 2019)
Clara Lau: claralauu@gmail.com
https://chineseswimmingclub.org.sg/bowling/

Foundation Bowling Academy Pte Ltd (endorsed in 2021)
Michael Li – enquiry@foundationbowling.com
https://www.foundationbowling.com/

National Service Resort & Country Club (endorsed in 2017)
Remy Ong: R300emy@hotmail.com

Serangoon Gardens Country Club (endorsed in 2014)
John Liaw – john_4368@hotmail.com
Samuel Ho – pocket7@singnet.com.sg
http://sgcc.com.sg/sports/bowling

Singapore Sports School (by Academic enrolment) (endorsed in 2008)

Strike Academy (endorsed in 2012)
Billy Choo – billy@strikeacademy.com
Ernest Lim – ernest@strikeacademy.com http://www.strikeacademy.com/

Trinity Bowling (endorsed in 2017)
Jerome Tan: trinitybowlingsingapore@gmail.com

AGAPE BOWLING ACADEMY

Established Since: 2007
Number of ROAC coaches: Level 3 - two **Level 2** - ten
Number of trainees in 2021 programme: 33
Appointed to conduct National Develop Squad (NDS) programme: Yes
Name of Head Coach: Eric Tan

Facebook: https://www.facebook.com/AgapeBowlingAcademy/
Contact email: agapebowlingsingapore@gmail.com

AJS SPORTS MANAGEMENT

Established Since: 2009
Number of ROAC coaches: Level 3 - two
Number of trainees in 2021 programme: 15
Appointed to conduct National Develop Squad (NDS) programme: Yes
Name of Head Coach: Angland Seah

Website: www.ajsbowling.academy
Facebook:
https://www.facebook.com/people/AJS-Bowling-Academy/100063700712041/
Contact email: anglandseah@gmail.com
Contact number: 9823 0990

BIO BOWLING ACADEMY

Established Since: 2012
Number of ROAC coaches: Level 3 - two, **Level 2** - three
Number of trainees in 2021 programme: 27
Appointed to conduct National Develop Squad (NDS) programme: Yes
Name of Head Coach: Tan Yu Jin

Website: Biobowlingacademy.sg
Facebook: Bio Bowling Academy
Contact email: biobowlingacademy@hotmail.sg
Contact number: 9070 3937

BOWLING IS SCIENCE

Established Since: 2007
Number of ROAC coaches: Level 3 - three, **Level 2** - two
Number of trainees in 2021 programme: 60
Appointed to conduct National Develop Squad (NDS) programme: Yes
Name of Head Coach: Sandra Sageran

Facebook: https://www.facebook.com/bowlingisscience
Contact email: bowlingisscience@gmail.com
Contact number: 9380 6837 / 9691 0011

CHINESE SWIMMING CLUB

中華游泳會
CHINESE SWIMMING CLUB

Established since: 2019
Number of ROAC coaches: Level 3 - two
Number of trainees in 2021 programme: 4
Appointed to conduct National Development Squad (NDS) programme: No
Name of Head Coach: Ms Clara Lau

Website: https://www.chineseswimmingclub.org.sg
Facebook: https://www.facebook.com/chineseswimmingclub
Contact email: JickSern_Lam@chineseswimmingclub.org.sg
Contact number: 6885 0675

FOUNDATION BOWLING ACADEMY PTE LTD

Established since: 2020
Number of ROAC coaches: Level 3 - one, **Level 2** - two
Number of trainees in 2021 programme: 8
Appointed to conduct National Development Squad (NDS) programme: No
Name of Head Coach: Ms Geraldine Ann Leo

Website: www.foundationbowling.com
Facebook: https://www.facebook.com/foundationbowling
Instagram: https://www.instagram.com/foundationbowling/
Youtube: https://www.youtube.com/channel/UCJdqhqk1i291pCdb8JfoDiA
Contact email: enquiry@foundationbowling.com
Contact number: 9388 3503

NATIONAL SERVICE RESORT & COUNTRY CLUB

Established Since: 2018
Number of ROAC coaches: Level 3 - three, **Level 2** - two
Number of trainees in 2021 programme: 79
Appointed to conduct National Develop Squad (NDS) programme: Yes
Name of Head Coach: Remy Ong

Facebook: https://www.facebook.com/NSRCCBowlingAcademy
Contact email: aos300300@gmail.com
Contact number: 8288 5021

SERANGOON GARDENS COUNTRY CLUB

Established Since: 2014
Number of ROAC coaches: Level 3 - one,
Number of trainees in 2021 programme: 6
Appointed to conduct National Develop Squad (NDS) programme: Yes
Name of Head Coach: John Liaw Jong Ming

Website: http://sgcc.com.sg/sports/bowling
Facebook: -
Instagram: -
Contact email: -
Contact number: -

SINGAPORE SPORTS SCHOOL

SINGAPORE
SPORTS SCHOOL

Learned Champions With Character

Established Since: 2008
Number of ROAC coaches: Level 3 - two, **Level 2** - one
Number of trainees in 2021 programme: 39
Appointed to conduct National Develop Squad (NDS) programme: Yes
Name of Head Coach: Francis Yeo

Website: www.sportsschool.edu.sg
Facebook: www.facebook.com/singaporesportsschool
Instagram: www.instagram.com/singapore_sports_school/
Contact email: enquire@sportsschool.edu.sg / eunice_tan@sportsschool.edu.sg
Contact number: 6766 0100

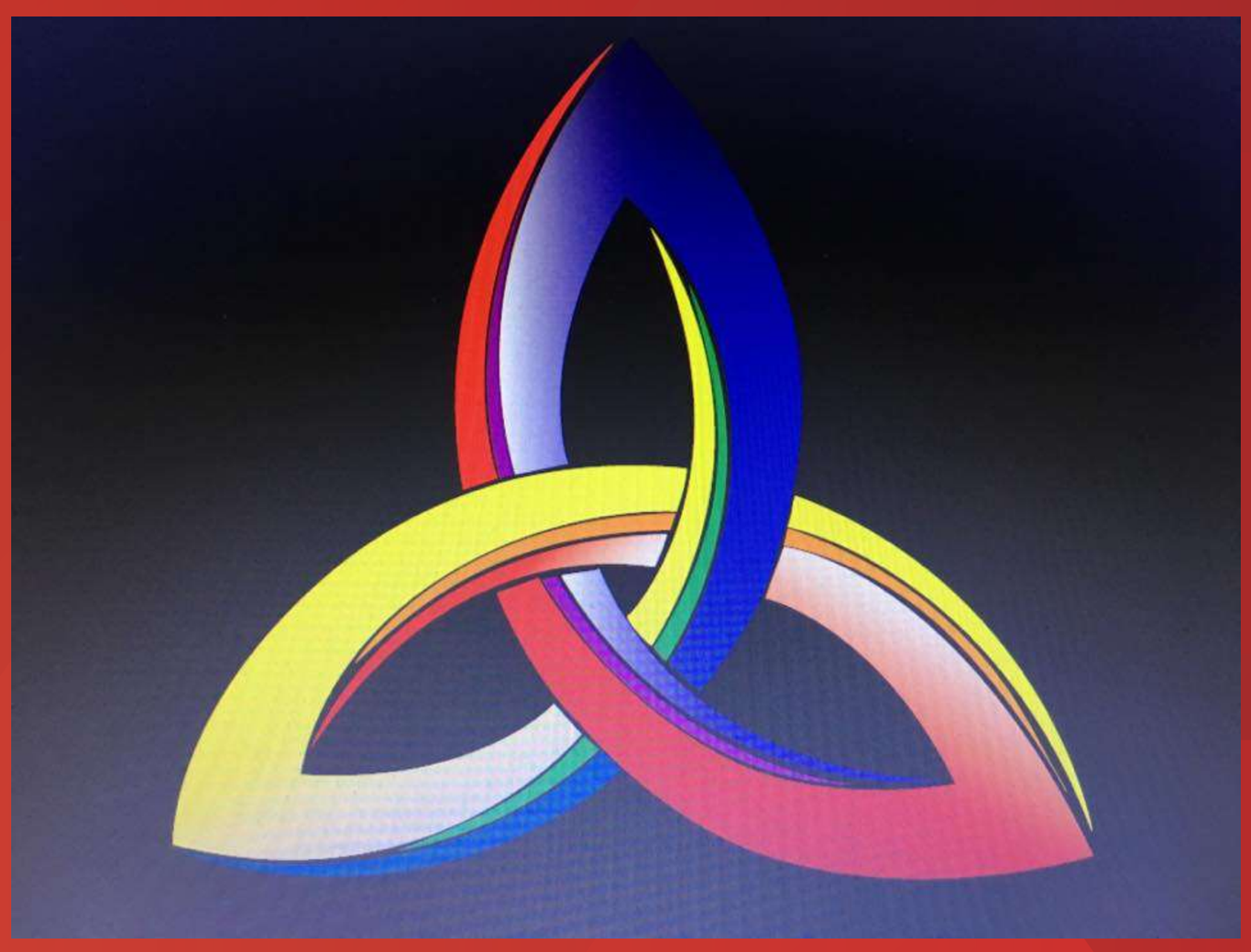
STRIKE ACADEMY PTE LTD

STRiKE academy
Champions for Life

Established Since: 2007
Number of ROAC coaches: Level 3 - two, **Level 2** - nine
Number of trainees in 2021 programme: 70
Appointed to conduct National Develop Squad (NDS) programme: Yes
Name of Head Coach: Billy Choo

Website: https://www.strikeacademy.com/
Facebook: Facebook.com/STRIKEACADEMY
Contact email: admin@strikeacademy.com
Contact number: 9645 9065

TRINITY BOWLING



Established Since: Nov 2016
Number of ROAC coaches: Level 3 - two, **Level 2** - two
Number of trainees in 2021 programme: 62
Appointed to conduct National Develop Squad (NDS) programme: Yes
Name of Head Coach: Jerome Tan

Facebook: Facebook.com/Trinity-Bowling-Singapore
Contact email: trinitybowlingsingapore@gmail.com
Contact number: 9799 2903