

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

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 Singapore Bowling (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. Most of our Elite bowlers were from the pioneer batch of Singapore Sports School.

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

2021/2023

Foundation Bowling
RSD Bowling

2024

Vision.ary Bowling Academy

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.

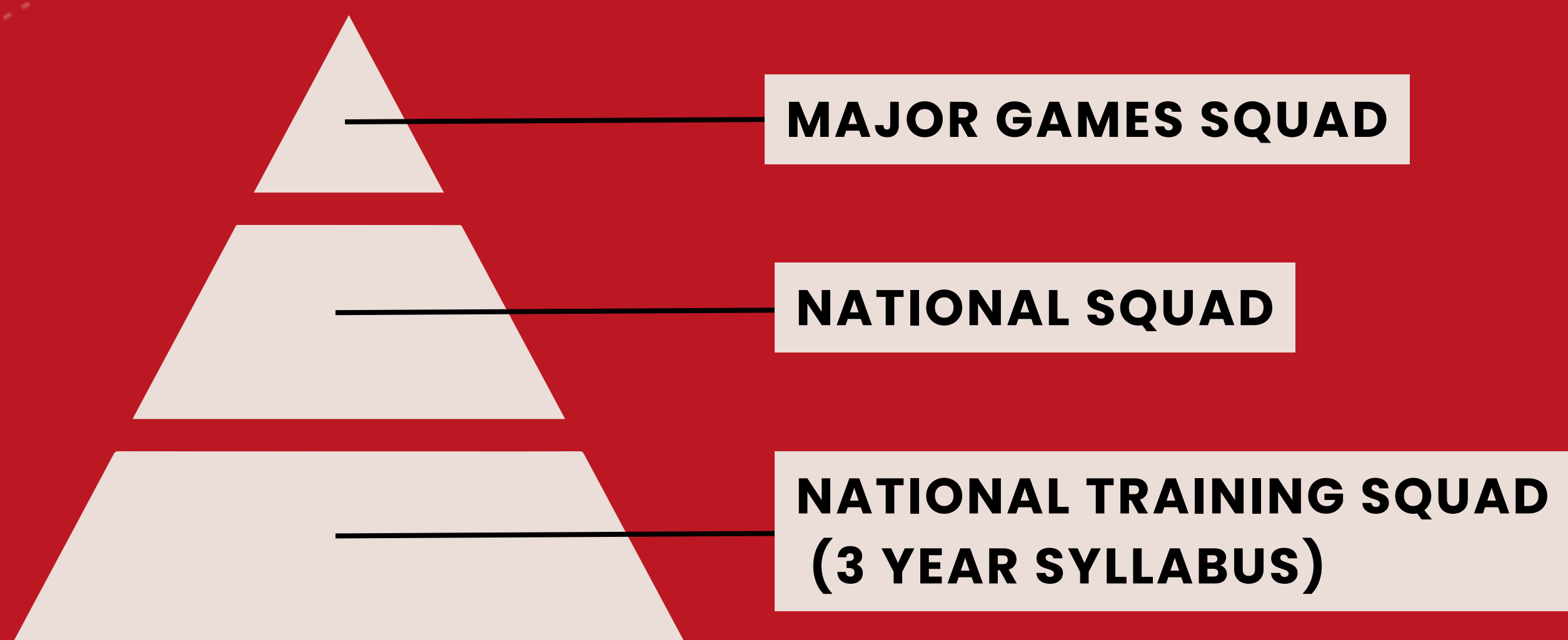
Hence, the present status of Elementary, Intermediate, Advanced, and Elite. These four curriculums form a strong foundation for the more tactical-based curriculums found in the three remaining curriculums of the National Development Squad (NDS). The elite curriculum has helped in closing the gap to NDS 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.



There are specific curriculum for each level and SBF Coaching panel together with NDS-COE coaches 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)

Eugene Yong: bowlhere21@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

RSD Bowling (endorsed in 2023)

Billy Choo – admin@rsdbowling.com

Serangoon Gardens Country Club (endorsed in 2014)

John Liaw – john_4368@hotmail.com
<http://sgcc.com.sg/sports/bowling>

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

Contact email – enquire@sportsschool.edu.sg / eunice_tan@sportsschool.edu.sg
www.sportsschool.edu.sg

Strike Academy (endorsed in 2012)

William Woo – william@strikeacademy.com
Ernest Lim – ernest@strikeacademy.com
Kim Eun Jung – jun@strikeacademy.com
<http://www.strikeacademy.com/>

Trinity Bowling (endorsed in 2017)

Jerome Tan: trinitybowlingsingapore@gmail.com

Vision.ary Bowling Academy (endorsed in 2024)

Chiam Yew Koon – bowlingvision.ary@gmail.com

Singapore Bowling Federation Centres of Excellence (COE)

AGAPE BOWLING ACADEMY



Established Since: 2007

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

Singapore Bowling Federation Centres of Excellence (COE)

AJS SPORTS MANAGEMENT



Established Since: 2009

Appointed to conduct National Develop Squad (NDS) programme: Yes

Name of Head Coach: Angland Seah

Website: www.ajsbowling.academy

Facebook: AJS Bowling Academy

Contact email: anglandseah@gmail.com

Contact number: 9823 0990

Singapore Bowling Federation Centres of Excellence (COE)

BIO BOWLING ACADEMY



Established Since: 2012

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

Singapore Bowling Federation Centres of Excellence (COE)

BOWLING IS SCIENCE



Established Since: 2007

Appointed to conduct National Develop Squad (NDS) programme: Yes

Name of Head Coach: Sandrasageran Baleraju

Jerein Sandrasageran

Facebook: <https://www.facebook.com/bowlingisscience>

Contact email: bowlingisscience@gmail.com

Contact number: 9380 6837 / 9691 0011

Singapore Bowling Federation Centres of Excellence (COE)

CHINESE SWIMMING CLUB



Established Since: 2019

Appointed to conduct National Develop Squad (NDS) programme: Yes

Name of Head Coach: Eugene Yong

Website: <https://www.chineseswimmingclub.org.sg>

Facebook: <https://www.facebook.com/chineseswimmingclub>

Contact email: JickSern_Lam@chineseswimmingclub.org.sg

Contact number: 6885 0675

Singapore Bowling Federation Centres of Excellence (COE)

FOUNDATION BOWLING ACADEMY PTE LTD



Established Since: 2020

Appointed to conduct National Develop Squad (NDS) programme: No

Name of Head Coach: 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/UCJdqhqkli291pCdb8JfoDiA>

Contact email: enquiry@foundationbowling.com

Contact number: 9388 3503

Singapore Bowling Federation Centres of Excellence (COE)

NATIONAL SERVICE RESORT & COUNTRY CLUB



Established Since: 2018

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

Singapore Bowling Federation Centres of Excellence (COE)

RSD BOWLING



Established Since: Nov 2023

Appointed to conduct National Develop Squad (NDS) programme: No

Name of Head Coach: Billy Choo

Facebook: rsdbowling

Instagram: @onersdbowling

Contact email: admin@rsdbowling.com

Contact number: 9069 7665

Singapore Bowling Federation Centres of Excellence (COE)

SERANGOON GARDENS COUNTRY CLUB



Established Since: 2014

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: Serangoon Gardens Country Club

Contact email: john_4368@hotmail.com

Contact number: 9755 1719

Singapore Bowling Federation Centres of Excellence (COE)

SINGAPORE SPORTS SCHOOL



Established Since: 2008

Appointed to conduct National Develop Squad (NDS) programme: Yes

Name of Head Coach: Clara Lau

Website: www.sportsschool.edu.sg

Facebook: www.facebook.com/singaporesportsschool

Instagram: www.instagram.com/singaore_sports_school

Contact email: enquire@sportsschool.edu.sg

eunice_tan@sportsschool.edu.sg

Contact number: 6766 0100

Singapore Bowling Federation Centres of Excellence (COE)

STRIKE ACADEMY PTE LTD



Established Since: 2007

Appointed to conduct National Develop Squad (NDS) programme: Yes

Name of Senior Head Coach: William Woo

Name of Head Coach: Ernest Lim (Adv, Elite, NDS)

Kim Eun Jung (Ele & Int)

Website: <https://www.strikeacademy.com/>

Facebook: [Facebook.com/STRIKEACADEMY](https://www.facebook.com/STRIKEACADEMY)

Contact email: admin@strikeacademy.com

william@strikeacademy.com

ernest@strikeacademy.com

jun@strikeacademy.com

Contact number: 9645 9065

Singapore Bowling Federation Centres of Excellence (COE)

TRINITY BOWLING



Established Since: Nov 2016

Appointed to conduct National Develop Squad (NDS) programme: Yes

Name of Head Coach: Jerome Tan

Facebook: [Facebook.com/Trinity-Bowling-Singapore](https://www.facebook.com/Trinity-Bowling-Singapore)

Contact email: trinitybowlingsingapore@gmail.com

Contact number: 9799 2903

Singapore Bowling Federation Centres of Excellence (COE)

VISION.ARY BOWLING ACADEMY

To be updated

Established Since: Jan 2024

Appointed to conduct National Develop Squad (NDS) programme: No

Name of Head Coach: Chiam Yew Koon

Website: To be updated

Contact email: bowlingvision.ary@gmail.com

Contact number: 9687 5310