PLACING HIGHER EDUCATION IN THE PERFORMANCE PATHWAY

A PERFORMANCE ANALYSIS OF THE WORLD UNIVERSITY GAMES
Foreword

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The Universiade is the second largest multisport event in the World, with more than 10,000 participants from 150+ countries in more than 20 sports. The Universiade represents probably the experience most akin to an Olympics in terms of scale, village life and competition standard.

The Great Britain teams have a track record of providing elite athletes and support staff of the future their first taste of a world-class, large-scale international multi-sports environment.

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22 members of Team GB at London 2012 had competed at the 2011 World University Games in basketball, fencing, rowing, swimming, taekwondo, water polo and weightlifting. This represents greater than 1 in 5 athletes progressing from the Great Britain team at the Universiade to the Olympics within 12 months, joining many more from previous iterations of the Universiade, including London 2012 medalists Beth Tweeddale, Jessica Ennis and Michael Jamieson.

BUCS has undertaken this research in order to quantifiably establish the performance level of the World University Summer Games in comparison to other major multisport Games (Commonwealth Games, Olympic Games), to determine the Universiade’s potential place in sports’ performance pathways.

I hope that you find the contents of this report both helpful and illuminating in terms of the opportunity represented by the Universiade – not only for our best student sportsmen and women, but as a unique professional development opportunity for support staff and a valuable learning and preparation experience for our future Olympians and highest performing athletes.

Ed Smith
Chair, British Universities & Colleges Sport

About BUCS

British Universities & Colleges Sport (BUCS) is the national governing body for Higher Education sport in the UK.

BUCS vision is to enhance the student experience through sport, to support and promote the lifestyle and educational benefits to communities and individuals of taking part in sport, and to provide outstanding opportunities to all students to engage in sport and related activity in Higher Education.

This vision comprises three themes:

SPORT: To provide a world class HE based sport infrastructure
EDUCATION AND DEVELOPMENT: To be the leading player in providing educational and professional development opportunities to students and staff in HE sport
PROFILE: To lead on the effective development of sport in Higher Education

in the UK through advocacy, partnership and lobbying of appropriate national, international and commercial agencies.

To do this, BUCS works with student athletes, athletic union staff and elected officers as well as professional sporting staff, coaches and volunteers at its 160+ member institutions. It offers a comprehensive, multi-sport competition structure and manages the development of services and facilities for participative, grass-roots sport and healthy campuses through to high-performance athletes.

The BUCS sporting programme is available to the 2.3 million students across the UK. Over 100,000 students regularly compete in BUCS competitions, leagues and events. BUCS delivers more than 50 sports to these students and universities and organises 170 individual final or championship events each year.

BUCS is the GB member organisation of FISU, the International University Sports Federation, and responsible for delivery of World University competitions for Great Britain & Northern Ireland.

BUCS was formed in 2008 by the merger of BUSA (British Universities Sports Association) and UCS (Universitites & Colleges Sport). Former bodies of BUCS include UAU, BUSF, BUCPEA, BSSF, BPSA and BCSCA and date back to 1919.

www.bucs.org.uk

With thanks to:

[List of contributors]

Summary of Findings

Table Tennis
Swimming
Shooting
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Women’s Basketball
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Diving
Performance Analysis
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Foreword

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Kazan 2013
Partner with BUCS

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“22 members of Team GB at London 2012 competed at the 2011 World University Games”
In this report we have measured Team GB medal winners from the last twenty years – from the Barcelona Games in 1992 through to Beijing in 2008 – to see how many had been to university. An incredible 61% did. When you consider that by 2010 31% of the population had a degree, this is an incredible statistic and shows the extent to which Higher Education is intrinsically linked to Team GB success.

“The last 20 years an incredible 61% of Team GB Olympic Games medallists and 65% of Team GB gold medallists have been to university. This compares to 31% of the population that have a degree.”

**Team he Finish 5th at London 2012**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Country</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<td>29</td>
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<td>2</td>
<td>China</td>
<td>38</td>
<td>27</td>
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<td>Australia</td>
<td>7</td>
<td>16</td>
<td>12</td>
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</tbody>
</table>

Our university-going medal winners are most likely to win gold or silver medals. Between 1992 and 2008, 65% of gold, 66% of silver and 49% of bronze medalists went to university.
The World University Games

The record number of countries competing at the World University Games is 174 countries in Daegu, Korea, in 2003.

The Games have actually more than doubled in size since they were held (as the ‘World Student Games’) in Sheffield in 1991, then with 4,622 accredited participants in 11 sports.

It is well publicized that upwards of 60% of Team GB have been through universities, with the WUGS or WUCS (Championships) providing invaluable international experience along the way. The Team GB women’s water polo team, for example, travelled en masse to Shenzhen, while the final session of athletics was contested to a packed house of over 42,000 people.

These figures are reflected globally, with colleagues in Germany stating that 54.8% of the German Olympic 2012 team have progressed through Higher Education, rising to over 80% for Team USA – and over 31% of the Japanese Olympic 2012 team were from HE in the preceding 4 year cycle.

The delivery framework for the Universiade – be it accreditation, HQ, the village environment, transport or catering – are all delivered against the Olympic model insofar as possible.

The Universiade is widely recognized as the second largest multiport sport Games in the world after the Olympics, and progressively has risen to world class status. It is interesting to know therefore the performance comparison between the respective Games to accurately gauge potential impact in a sports performance pathway.

A record 10,624 participants took part at the World University Games in Shenzhen, China, in 2011. The number of participants continues to grow at each Universiade, in 2005 there were 7,844 accredited participants, next year in Kazan an estimated 13,500 will take part.

In 2003 Daegu, Korea witnessed Great Britain’s best gold medal haul of eight gold medals.

The Universiade sports and entries

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<td>Weightlifting</td>
<td>Fencing</td>
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<td>Weightlifting</td>
<td>Fencing</td>
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</tr>
<tr>
<td>Women’s Water Polo</td>
<td>Weightlifting</td>
<td>Fencing</td>
<td>Table Tennis</td>
<td>Tennis</td>
<td>Aerobics</td>
</tr>
<tr>
<td>Women’s Football</td>
<td>Weightlifting</td>
<td>Fencing</td>
<td>Table Tennis</td>
<td>Tennis</td>
<td>Aerobics</td>
</tr>
</tbody>
</table>

Shenzhen 2011

The 26th World University Games were held in Shenzhen, China in August 2011 and hosted the largest number of participants in the competition’s history. 7,155 student athletes representing 151 countries competed at the 2011 Summer Universiade, as a comparison the 2008 Beijing Olympics had 11,028 athletes and the 2010 Commonwealth Games 6,081.

Representing Great Britain 152 athletes took part from 40 British universities, 22 of whom were later selected to be part of Team GB at the London Olympic Games.

Great Britain had medal success in swimming, athletics and men’s football, however does this not tell the full story as the copious personal best performances meant that 70% of the team equalled or bettered their entry rankings.

Jess Dickons from the University of Bath won Team GBR’s first medal, a superb gold in the 200m Butterfly swimming, her quickest time in three years to finish fastest ahead of Natsuni Hoshi (JP) who went on to win bronze at London 2012 in the same event.

The final day at the track brought home three medals for the Great Britain team as Andrew Vernon (St Mary’s University College) won gold in the 5000m, the women’s 4x400m team earned bronze and Julian Reid (Texas A&M University) also secured bronze in the men’s long jump.

The men’s football team won Great Britain’s fifth medal, finishing runners up to Japan in the final after defeating Brazil and Ghana en route to winning a silver medal. Daniel Alcock (Manchester Metropolitan University) was awarded goalkeeper of the tournament after his penalty shootout heroics against Brazil.

Sports Great Britain competed in:
- Athletics
- Badminton
- Women’s Basketball
- Diving
- Fencing
- Football
- Golf
- Artistic Gymnastics
- Judo
- Shooting
- Swimming
- Open Water Swimming
- Taekwondo (Kyorugi & Poomsae)
- Tennis
- Women’s Waterpolo
- Weightlifting

The Universiade SHENZHEN 2011

Great Britain’s biggest WUG’s medal haul came in Izmir in 2005.

3 GOLDS

9 SILVERS

7 BRONZES

Following various informal permutations, the World University Games came to existence in Turin, Italy, in 1959. Now reaching its 27th edition in Kazan, Russia, in 2013, the Games are run by the International University Sports Federation, FISU, as an international sporting and cultural festival. Indeed, as FISU state: “Embracing FISU’s motto of ‘Excellence in Mind and Body’, the Summer Universiade incorporates educational and cultural aspects into 12 days of sports competitions, allowing university student-athletes from all over the world to celebrate with the host city in a true spirit of friendship and sportsmanship.”

Great Britain’s largest delegation, 233 athletes and staff, travelled to Bangkok, Thailand in 2007 and returned with ten medals across five sports.

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The Universiade is widely recognised as the second largest multiport sport Games in the world after the Olympics, and progressively has risen to world class in scale and standard. The Games infrastructure development in Shenzhen in 2011 attracted a government and organising-committee investment of £18 billion, providing a purpose-built village for 10,624 accredited participants from 151 countries, competing in 27 sports in 22 new venues of 54 in total. Over 100 performance records were set in 306 medal events.

In 2003 Daegu, Korea witnessed Great Britain’s best gold medal haul of eight gold medals.
In this section we consider the performance level required at World University Games in comparison to Olympic and Commonwealth Games in order to medal or make the final. The information will demonstrate that in most cases not only is the level of performance required at WUGS’s higher than at the Commonwealth Games, in some cases it is very close to the Olympic standard.

**Methodology**

This analysis looks at performances in the Olympic (OLY), Commonwealth (CWG) and summer World University (WUGS) Games over the past decade.

Sports included in the analysis focus on the Universiade ‘core sports’, but omit in this first iteration the non-Commonwealth sports that did allow a comparison to be drawn: Football, Volleyball and Water Polo.

For each sports event, the 3rd place finish at OLY immediately preceding respective CWG or WUGS is taken as the benchmark for comparison: 3rd place (podium finish) is used as it is more likely to eliminate bias of the “superstar” effect at any given Games.

Eighth place finished are taken as an indicator of depth, largely because many sports finals have 8 competitors. It could be argued that the 8th qualifying performance should be used; however, this is frequently less readily traceable than 8th in the final, so the latter has been used.

In “match play” events – such as badminton, basketball and table tennis – where absolute scores do not exist, world rankings at the time of competition have been used to describe performance standards. So, the world ranking of the 2 lowest ranked losing quarter finalists has been used as 8th (the average of these has been used rather than just the lowest rank, in consideration of the probability that it would have been one or other of these who finished 8th, but not definitely either).

In general, it was considered that trends within a given sport would be replicable between similar events in that sport, and so those events have been combined to create averages. For example, trends in men’s artistic gymnastics events were taken as the same between disciplines, and a combined score presented in analysis. When this pattern was considered appropriate but scoring in events was significantly different (e.g. times between various sprints in athletics, or performances between various classes in weightlifting), performances have been normalized as percentages of the OLY 3rd place. In many cases, trends appeared similar within sports, and so analysis has been combined.

Archery

Archery been part of the Summer Universiade four times as an optional sport, and has seen some of the world’s best archers taking part; Olympic champions Viktor RUBAN (UKR) and PARK Sung-Hyung (KOR) are just two of many Olympic medallists who first competed at Universiades. The strength and success of the Archery events have led to the recent change to make it a compulsory sport in Universiades from 2019.

Archery has consistently featured in WUGS, including individual and team events using both the recurve and compound bows. However, archery has only been in 1 CWG (Dehi) in the past decade, and only uses the recurve bow in OLY. This analysis therefore focuses on the individual recurve events, using scores from the ranking rounds as the benchmark.

On the whole, performance at the Olympic Games has increased over the last decade, such that the men’s event in London saw a new World Record.

In the most recent cycle of WUGS and CWG, the men’s competitions provide similar levels requiring performances of 96.7% and 96.0% for a medal, and 95.1% and 95.7% for 8th place; winning a medal in either requires a performance close to an OLY final (98.3%).

On the women’s side, however, a WUGS medal required a performance of 95.6% of OLY, while CWG was only 92.0%, and 8th place showed a relative lack of depth in the CWG (90.6% and 84.6% respectively).
Athletics’ FISU history started with its inclusion into the compulsory programme at the first edition of the Summer Universiade in Turin in 1959. The Turin Universiade in 1970 remains without doubt one of the most astonishing feats in Universiade history. With a total of 98 national, 40 Universiade, 2 European and 2 World records, the athletics events concluded beyond all expectations. Athletics remains one of the most popular and mass sports, and presently the Universiade athletic programme comprises 31 disciplines, 26 of which are Olympic.

For many, track and field athletics is the staple of major multisport Games. This analysis takes data from the finals of all events that are consistently in each of the Olympics, WUGS and CWG, so discounts only the marathons and 50km walks (which are not in WUGS). Events have been grouped in to sprints (all track events up to and including 400m, including relays), middle distance (800/1500m), distance (all longer events), jumps (inc pole vault) and throws.

In general, the pattern of performances between WUGS and CWG might be summarised as saying that on the track the CWG tends to shade WUGS, with medals in either approaching the standard of OLY finals; but in field events WUGS is stronger than CWG, sometimes by a good margin. More specifically:

In men’s sprints and distance events, CWG performances are faster than WUGS, perhaps reflecting the presence of the dominant nations in the world (Caribbean and African, respectively).

The same is true for women in middle distance events, but more balanced for women in sprints and distance events. In the field, WUGS is consistently stronger than CWG, except in men’s jumps, again perhaps reflecting the sprinting prowess previously described. In all cases, though, the field events fall below the standard of an OLY final.

Relevant statistics (%), compared to 3rd at OLY, are as follows:

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<th>OLY 3rd</th>
<th>OLY 8th</th>
<th>WUGS 3rd</th>
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<th>CWG 3rd</th>
<th>CWG 8th</th>
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<tr>
<td>Mens sprint</td>
<td>98.7</td>
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<tr>
<td>Mens middle distance</td>
<td>98.7</td>
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<td>94.8</td>
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<td>Mens 110m hurdles</td>
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<tr>
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<td>92.7</td>
<td>96.2</td>
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</tbody>
</table>
Badminton

As described in the introduction, world rankings have been used as the measure of players’ performance. However, world rankings are only traceable from 2009; hence only Games since then have been analysed.

The Olympic Games are evidently the strongest of the 3 Games. It appears that in both men’s and women’s events, the strongest players take part, such that averaged across the Beijing and London Games, and across genders, the bronze medallist ranked 4.8 in the world; the 8th place had averaged 72.3 and looking similar: Bronze at WUGS CWG, with the Games themselves women’s events in the WUGS or in the strength of the men’s and there were not obvious differences between men’s and women’s profiles. Similarly, were no obvious differences between calculation averaged 17th; and there were statistical similarities: Bronze at WUGS CWG once in the past decade). The men’s 2006 World and 2008 Olympic Champions Lin Yue and Hu Liang (China) took Gold in the 10m Synchro at the Universiade in 2011 – as did their female counterparts, 2005 Olympic and 2009 World Champions Chen Ruolin and Wang Xin.

Diving

In 1961 diving became a compulsory sport in the Summer Universiade programme. Great success from the beginning invited the best divers to compete. One of the world’s greatest divers, the USA’s Greg Louganis, won gold at the 1983 World University Games, a year before winning his first Olympic gold.

The 3m springboard and 10m platform diving for both individuals and synchronized pairs are staples of the Olympic Games. While other diving events have appeared in both the WUGS and CWG, analysis is limited to these 4 events to ensure a consistent benchmark.

Women’s Basketball

This analysis took a country’s finishing position at the immediately preceding FIBA World Championships as the performance indicator of their relevant finishing position.

While it is understood that the teams representing countries in either WUGS or CWG are probably not the same as those countries’ teams at the Olympics (e.g. due to age limits), the analysis still gives an indicator of the strength of entry relating to countries’ basketball pathway. In the Olympics, the bronze medallists had on average finished 5.7th in the preceding World Championships, with the 8th place having been 10.7th. At WUGS, the equivalent statistics were 4.9th and 11.5th, indicating that similarly top ranked countries entered both WUGS and the Olympics. In contrast, in the CWG the statistics were 14.5th and 40th, indicating that the entry did not include prominent basketball countries (perhaps illustrating why the sport has only appeared in the CWG once in the past decade).

In both men’s and women’s events, there is indication that the CWG is a slightly higher standard than WUGS. On the men’s side, a WUGS medal requires 89.1% of an OLY medal, with 8th place at 77.3%; the CWG equivalents are 92.0% and 78.9%. For women, a WUGS medal requires 87.5% and 8th 75.3%, compared to 87.5% and 78.1% at CWG. In both Games and across both genders, a medal would approximate making an OLY final (88.8%). For both genders, performances at WUGS were relatively in decline towards Belgrade 2009, but jumped upwards in Shenzhen 2011.
Fencing is one of the few sports that have featured at every modern Olympic Games. With more than 300 participating athletes, fencing is among the most popular sports at the Summer Universiade and was one of the sports included at the first World University Games in Turin.

Across competitions, there appeared to be no obviously different trends between weapons or genders, so the analysis looks at overall averages for individual and team competitions. With fencing not appearing in the CWG, this is a straight comparison of the WUGS with the Olympics.

There is no surprise that the Olympics are considerably stronger than the WUGS, with individual bronze medalists averaging a world ranking of 5th, and a representative 8th place averaging a ranking of 16th. In comparison, WUGS 3rd and 8th held average rankings of 59th and 100th. What is encouraging is that in almost all cases, WUGS quarter finalists held a world ranking, indicating that they were experienced international competitors. Consistent with this, the countries who placed 3rd and 8th in WUGS averaged world rankings of 6th and 11th (compared to 3rd and 9th for the Olympics), showing that while not necessarily the same fencers, the top fencing countries take full part in WUGS.

In the summer of 2012 Gemma Gibbons became a household name. Her performances at the London Olympic Games drew the attention of the world and her story enchanted the hearts and minds of the Great British public. On her way to winning a celebrated silver medal Gemma beat three of the world’s top 10 judokas and became Great Britain’s first Olympic judo medallist for 12 years.

Much work goes into becoming an Olympic medallist and Gemma greatly values the experience she gained at two World University Games. Gemma, a BUCS National Champion in 2007, 2008 and 2009, represented Great Britain at World University Games in 2007, in Bangkok, finishing 7th and then again in Belgrade in 2009, this time bringing home a bronze medal.

In Bangkok Gibbons defeated Kyong Sol from Korea and Nataliya Smal from Ukraine en-route to the semi-finals of the U70kg category. Defeat in the semi-final to eventual silver medallist Purevjargal Lkhambadug from Mongolia meant that Gemma’s medal hopes would be determined in the repecharge against Linda Bolder of the Netherlands.

“I was lucky enough to have the experience of competing in two World University Games, and in the latter, in 2009, I secured the bronze medal for Great Britain. This meant that having already competed in a senior international multi-sport event, I wasn’t overwhelmed when it came to competing at the Olympic Games. London was my first Olympic Games, but it wasn’t my first experience of being in a multi-sport multi-country (x 2) environment, having meals in a hall bigger than a football pitch or being part of a massive team with one main goal of gaining as many medals for team GB as possible.

I believe my experiences at the World University Games allowed me to enter my first Olympic Games with an understanding of what to expect from such a major event. I was therefore able to focus on the job at hand and didn’t become distracted by everything going on around me, which was vital to my preparations and subsequently winning my silver Medal.”
Artistic gymnastics was added to the programme of the Summer Universiade in 1961 in Sofia, Bulgaria. Great Britain’s Beth Tweddle has participated in two World University Games, in 2005 in Izmir and in 2009 in Belgrade. At her two appearances at World University Games Beth won five medals including three gold medals making her one of the most decorated British athletes in WUG’s competition.

Artistic gymnastics is a staple of all major Games and so provides a consistent and detailed data set. With the scoring system having changed at the start of 2006, the analysis focuses on performances from the Melbourne Commonwealth Games onwards. When any evident anomalies have appeared for 8th place scores (e.g. zero or more than 1 whole point below 7th) these have been discarded and replaced by the 7th place score.

Interestingly, in general, scores in artistic gymnastics seem to have been declining over the last decade. Consistently, however, scores in WUGS have been higher than those in CWG, such that a summary would say that a medal at WUGS would almost make an OLY final, and 8th at WUGS would earn a CWG medal. The respective percentages are 95.6% and 90.6% for 3rd and 8th in men’s competition at WUGS compared to 91.0% and 83.6% at CWG; and 92.0% and 84.6% at WUGS compared to 87.1% and 77.9% at CWG for women. It is evident that in both WUGS and CWG the standard of competition falls away quicker in the women than men.

Shooting is one of the youngest sports in the history of FISU. In 2011, shooting was appointed as an optional sport for the 26th Universiade in Shenzhen, China, for the third time in the history of FISU. Shooting consistently appears in the Olympics and CWG, and was in the WUGS in Bangkok 2007 and Shenzhen 2011. A variety of events occur across these three Games, with this analysis focusing on those that regularly appear in the Olympics. For men these are 10m air pistol, 25m rapid fire pistol, 50m pistol, 10m air rifle, 50m rifle prone, 50m rifle 3 position, trap, double trap and skeet; for women they are 10m air pistol, 25m pistol, 10m air rifle, 50m rifle 3 positions, trap and skeet. There appeared to be no different trends between weapons or genders, so the analysis is combined across the whole sport.

Quite remarkably, performances at WUGS come very close to those at the Olympics, with bronze medal scores averaging 99.5% and 8th place scores averaging 96.8%, compared to 8th at OLY being 96.0% of an OLY medal! In comparison, the CWG are relatively weak, averaging 91.5% and 85.9% for 3rd and 8th. Thus shooting is probably the clearest indicator of the quality of the WUGS.

SPORT STATS
129 male and 48 female
Gymnasts from 40 countries were represented in Shenzhen 2011
Gymnastics is a core sport at the Universiade, and also includes Rhythmic Gymnastics

SPORT STATS
235 male and 184 female
Shooters contested the competition in Shenzhen 2011
Sport Shooting is an Optional sport at the Universiade
Over 90% of the shooters in Shenzhen were members of their National teams
Swimming is one of the staples of major Games, with the Olympics generally considered the pinnacle of the sport. Thus it provides an excellent benchmark for comparison of highly consistent data sets, for the purposes of this analysis looking at only pool events included in the Olympics. There appeared to be no different trends between strokes or individual versus relay events, so these were averaged by gender. No account has tried to be made for changes in competition formats (e.g. heats, semis, finals) or technology (e.g. swim suits).

With the Olympics as the benchmark, it is clear that both the WUGS and CWG are of a very high standard. In men’s events, to win a medal in WUGS and CWG requires a performance averaging 97.4% and 97.8% of an Olympic medal, respectively; for women, the equivalent statistics are 97.5% and 98.3%. The slightly higher requirement for women’s medals at CWG may be indicative of the particular strength of Australian women over the past decade, who arguably have been world leaders. In all cases, these medalists would have been close to an OLY final (98.1%).

Depth is slightly stronger at WUGS than at CWG, particularly among the men; 8th place at WUGS requires 96.3% and 94.9% of an OLY medal for men and women respectively, with the CWG equivalents being 94.0% and 94.3%. The depth of WUGS most likely reflects the greater range of countries involved in the Universiade.

Table tennis is the youngest compulsory sport in the programme of the Summer Universiade but it has a long history within the FISU World University Championships. While both OLY and WUGS include individual and team table tennis competitions, world rankings could only be traced for individual players rather than national teams. Hence this analysis only details individual competitions. The Olympic Games are understandably the strongest of the 3 Games. It appears that in both men’s and women’s events, the strongest players take part, such that averaged across the Athens, Beijing and London Games, and across genders, the bronze medallist ranked 5.7 in the world; the 8th place calculation averaged 27th showing the variability present in table tennis tournaments. In comparison, 3rd place across the last 3 WUGS averaged 86th in the world, and 3rd place across the last 2 CWG averaged 73rd (the latter statistic was perhaps skewed by a particularly high ranking player medalling in the Delhi Games, rather than necessarily a consistent difference between the 2 events). In terms of depth, 8th in WUGS and CWG averaged 162nd and 297th, respectively, evidently showing that the tournaments are far weaker than the Olympics, but that the WUGS may have more strength in depth than CWG.

**Table tennis**

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Summary of findings

Through this analysis, it is clear that the relative strength of competition between the University and Commonwealth Games is sport specific, with sports such as track athletics and swimming – where Commonwealth nations like Australia, and the Caribbean and African countries dominate the Olympics – favoring the Commonwealth Games. However, highlighting such specificity, competition in athletics field events is considerably stronger in the University Games. Likewise, archery (particularly women’s), artistic gymnastics, basketball, shooting and weightlifting all showed higher performance standards in the Universiade than Commonwealths. Further, there were signs of more depth – not surprising considering the number of participating nations and athletes – in men’s swimming and table tennis.

There are clearly strong arguments – around the scale, performance standard and experience of environment – to factor the World University Games in to the performance pathway of many sports, providing perhaps the closest analogy to the Olympics outside of the Olympiad itself. Bringing together hundreds of athletes under the banner of Team GBR, competing against truly global competition, in grand stadia with tens of thousands of spectators, and evidently at world class standard is invaluable preparation.

For details of the Universiade and the opportunity as an NGB or student athlete to fully engage, please visit www.bucs.org.uk/kazan

In the past decade, weightlifting has only appeared in the most recent WUGS in Shenzhen. There, it included all of the Olympic categories, except the lightest for women (the 48kg class). Hence, this analysis looks at the combined totals for men’s and women’s weightlifting competitions averaged across the 56, 62, 69, 77, 85, 94, 105 and +105kg classes for men and the 53, 58, 63, 69, 75 and +75kg classes for women.

In its single appearance in the WUGS, the weightlifting competition was of considerably higher standard than any of the CWG events in the past decade. For example, medaling in WUGS required performances of 93.9% and 79.5% of an OLY medal, compared to 73.0% and 68.3% in CWG. Indeed, in an absolute sense, it required a performance to place 8th at WUGS within 2-3kg either way of 3rd at CWG for both men and women.

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Kazan 2013

Key Facts on the 2013 Summer Universiade

Dates: July 6th to 17th, 2013
City: Kazan, Russian Federation

2013 Summer Universiade

- Kazan is the capital of the Republic of Tatarstan. It is one of the largest economic, scientific and cultural centres in the Russian Federation. Kazan has acquired the right to be officially called the “Third Capital” and “Sports Capital” of Russia and is also known as the city of students.
- From July 6th to July 17th, 2013, more than 13,500 athletes and members of delegations from 170 countries as well as more than 1,500 media representatives are expected in Kazan.
- About 100,000 tourists and fans from Russia and abroad will visit Kazan for the Universiade.
- During the Universiade the FISU Conference on “University and Olympic Sports: two medals – one goal” will be held in Kazan from July 6th to 10th, 2013.

The games in numbers:
- 13,500 participants
- 170 countries
- 1,500 accredited media
- 60 hours of dedicated coverage on Eurosport and Eurosport 2
- 50,000 tourists
- 700,000 ticket sales
- 20,000 volunteers
- 120bn rubles infrastructure budget (£2.8bn)
- 10.5bn rubles operational budget (£250m)
- Predicted team GBR gender split (athletes) 57% female/ 43% male

The World University Games showcases the best of student sporting talent with Team GBR athletes representing a broad selection of BUCS Universities from across Great Britain. Through BUCS, organisations can enjoy working with this sporting talent and aligning themselves with dedicated student athletes including future Olympians.

Case Study: Xtep, World University Games 2011

Xtep partnered with BUCS as the official kit supplier for the 2011 World University Games Team GBR delegation. The games were very successful for Team GBR with over 70% of GB athletes exceeding their personal performance aspirations, entry rankings or PB’s during the 2011 WUGs with the games representing the highlight of the season for many of the athletes.

Xtep provided the Team GBR delegation with full leisure kit for the duration of the trip to Shenzhen for the 2011 games. The Team GBR delegation was made up of 220 individuals representing 40 universities or colleges in the UK.

Xtep enjoyed extensive host nation and international media coverage (which was secured through BUCS dedicated media officer) as well as leveraging their sponsorship through Team GBR athlete appearances, sponsor events and brand exposure to over 10,000 participants from over 150 countries.

For further information or to discuss the opportunities available with BUCS further please contact:

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BUCS Commercial current and previous partners include Mars, PwC, Lucozade, Xtep, Kukri, Red Bull and Nike.