




# SwingLab

PERFORMANCE ACADEMY

# SwingLab

PERFORMANCE THERAPY



Performance  
+ Therapy

Club Fitting  
+ Sales

High Performance  
Academy

We are the leading golf performance and therapy facility in the Greater Toronto Area. Our goal is to instill confidence in your game, at every demographic and skill level.

We've structured our expertise as three divisions - Golf Performance and Therapy, Club Fitting and Sales, and a High Performance Junious Academy.



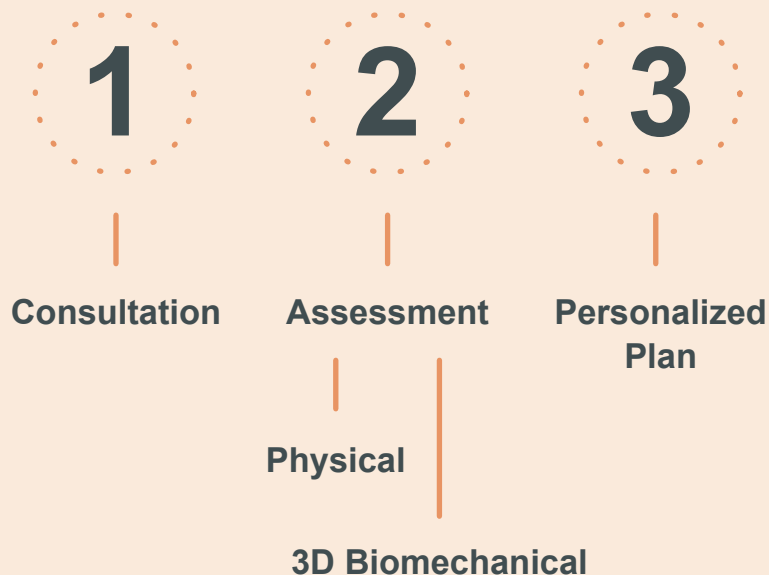
## OBJECTIVE + MISSION

The objective of our Performance Academy is to develop the skills and abilities of pre-high school, high school and collegiate golfers to compete to their maximum potential in local, regional, national and international events at the amateur and/or professional level.

Our goal is to educate young players on the mechanics of the body in an effort to prevent injury and develop healthy habits in performance.

The guiding principles of the Performance Academy follow the SwingLab philosophy: To tailor our services to the individual needs and goals of each client, with the objective of maximizing each player's potential based on their physical capabilities, circumstances and goals.

# METHODOLOGY



The approach to the Performance Academy aligns with our methodology to offer thorough, personalized care that is data driven. Your initial consultation is an opportunity for you + your family to openly express individual needs and goals. These expressions will help guide the direction of your performance, and put healthy habits into motion.

After the initial consultation, each member will receive a detailed analysis of their technical and tactical game performance. We achieve this by gathering analytical data through a physical + 3D Biomechanics assessment. Members' skills in each area - driving, approach shots, short game, and putting - will be measured and compared against the performance standards required at their target competitive level.

This process includes an equipment analysis, otherwise known as club fitting. After we've gathered all the necessary information about each member, they will receive a personalized annual plan, which can vary from 1-4 years depending on the member's goals.

## PERSONALIZED PLAN

As a part of this offering, we design a Periodized Annual Plan that is tailored to your needs and goals. Periodization training is a cyclical method of training that involves systematically varying training variables over time to maximize performance and reduce the risk of injury.

This periodized plan will develop each member's training, practice, and competitive schedule specific to individual circumstances. For most academy members, this will entail being at the Swing Lab facility for training every day, outside of competitions and on-course practicing. For example, a typical schedule for a Junior or JV Academy member would be in SwingLab sessions from 1-4pm Monday- Friday.

As a part of the SwingLab Hub, the Performance Academy is centrally located at the south end of Richmond Hill. Our new state of the art 7,000sqft location features a short game chipping and putting area, top of the line simulator bays, as well as a fully equipped fitness area designed specifically for golf training and conditioning.



Physical   Technical   Tactical   Psychological

Our focus is to prepare golfers who want to compete in local, regional, national and professional golf tournaments.

### Junior Academy Golfers

These players are looking to improve and optimize their performance by refining their golf swing and technique, as well as developing the necessary golf specific bio-motor abilities such as flexibility, strength, and balance to prepare them for competitive golf.

These are typically students at the middle + high school level who aspire to play collegiate golf and/or secure a scholarship to a college program with the goal of competing in regional and national amateur events.

### Varsity Academy Golfers

For college/university players who compete in varsity, amateur and/or professional events.

**JR + JV ACADEMY PLAYERS**

**ONE SEMESTER**  
**20wks @ 15hrs/week**

**\$15,000 CAD**

**JR + JV ACADEMY PLAYERS**

**TWO SEMESTERS**  
**40wks @ 15hrs/week**

**\$24,000 CAD**

**Both semester options include all of the following:**

- Consultation
- Physical Assessment
- 3D Biomechanics Swing Analysis
- Putting Analysis
- Club Fitting
- Annual Plan (1-4 Years) - Periodized Training Plan
- Physical Conditioning Program - including therapy + recovery plan
- Three hours/day at the facility
- (AM or PM session)
- Technical Coaching + Training Program (Long Game, Short Game, Putting)
- Tactical Coaching + Training Program - Competition Preparation + On-Course Coaching
- Psychological Preparation Plan - Sports Psychology

**JR + JV ACADEMY PLAYERS**

**6hrs /week**

**\*min. 3 month commitment**

**\$1,200 CAD/month**

**Includes all of the following:**

- Consultation
- Physical Assessment
- 3D Biomechanics Analysis
- Club Fitting
- Putting Analysis
- Annual Plan (1-4 Years) - Periodized Training Plan
- Physical Conditioning Program - including therapy + recovery plan
- Access to the Facility - Weekdays 4-7pm + Weekends
- Technical Coaching + Training Program (Long Game, Short Game, Putting)
- Tactical Coaching + Training Program - Competition Preparation + On Course Coaching
- Psychological Preparation Plan - Sports Psychology



## **Richard Bass**

### **High Performance Jr + JV Academy General Manager + Head Coach**

*(MSS Sport Coaching, B.Ed, B.PhE)*

Richard has been coaching professionally for over 40 years. During his career as a CPGA golf professional Richard coached and trained thousands of golfers of all skill levels from beginners to pros. Prior to that Richard trained elite amateur and professional tennis players and coached college and professional football with several of his players becoming stars in the NFL. Recently retired from a 20 year career in education teaching law and philosophy, Richard is currently coaching golf at the Henry Brunton Golf Academy at Eagles Nest in Toronto, one of Canada's top facilities. His focus is on creating a positive and growing connection to the game of golf for players of all levels through coaching, training, and playing experiences.

## **Jesurun Wong**

### **Golf injury + Performance Specialist**

*BSc, CAT(C)*

A lifelong golf fan and player, Jesurun has a wealth of experience working with leading institutions including the University of Waterloo, Appleby College, Toronto Argonauts and Toronto Metropolitan University. By combining the power of manual therapy and targeted exercises, he is dedicated to helping people correct imbalances and optimize the efficiency of their movements. With a deep understanding of human anatomy and biomechanics, Jesurun utilizes hands-on techniques to address specific areas of concern. His personalized approach allows for precise adjustments and alignments, enhancing golf players' overall function to promote a balanced musculoskeletal system.



## Kaitlyn Jolivet

### Golf Injury + Performance Specialist

BSc, CAT(C)

Kaitlyn specializes in assessment, rehabilitation and preventative measures for musculoskeletal injuries. She ensures your muscles, ligaments and joints are pain free to enable you to develop an efficient and effective golf swing. She does this through manual therapy and personalized G LAB exercises to correct muscle imbalances and physical restrictions. Kaitlyn was a member of the Canadian Junior Golf Association (CJGA) and competed in many Drive, Chip and Putt competitions and youth tournaments. Kaitlyn combined her passion for sports and human kinetics and earned honours in a Bachelor of Applied Health Sciences in Athletic Therapy degree from Sheridan College Institute of Advanced Learning. She has also worked with a range of elite athletes, ranging from youth level up to some of the stars of the Canadian Football League.

## Danielle Sawyer

### Chiropractor

DC

Danielle's passion for sports has been a significant part of her life stemming from her small-town roots where she played hockey, golf, and soccer. Competing at the Division 1 level in golf fueled her love for the sport and the thrill of competition. With a background in Neuroscience and Psychology, Danielle is fascinated by the mind-body connection and how it influences performance. As a graduate of the Canadian Memorial Chiropractic College, she specializes in conditions affecting the neuromusculoskeletal system. This includes the nerves, muscles, bones, and joints with an aim to restore balance and function. Danielle is eager to help others enhance their health and improve their golf game, connecting with our community and supporting each individual on their journey to wellness. When she's not in the office you can find her on the links, out for a run, or reading a good book.



## Alex Panigas

### Club Fitting Specialist

Alex has been in the golf industry working on player improvement for the better part of a decade. With roles at The Golf Lab, Tour Experience Golf/Club champion and various green grass facilities, Alex has a passion for watching players develop and become the best they can be. With experience in understanding the dynamic movement of the players swing and their golf club, Alex specializes in understanding how to maximize the most out of a club fitting experience. As the lead fitter at the Toronto location of Tour Experience Golf, the studio was voted #2 in North America by Golf.com. Alex's skills come to life in the fitting bay, where he's able to help players analyze and appreciate their strengths while matching them with their ideal clubs.

# SWiNG LAB

PERFORMANCE ————— & THERAPY

CONFIDENCE IN YOUR GAME

EST. 2018